

D6.1

Communication Plan and Activities

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Abstract	This deliverable revisits the second iteration of the communication plan (b) and activities for the MedDMO project, and provides updates on KPIs and new information where necessary

Keywords	Communication plan, Dissemination, Communication activities, Publicity, Stakeholders, Audiences, Media, KPIs

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Glossary

Abbreviation	Meaning
DoA	Description of Action
EDMO	European Digital Media Observatory
KPI	Key Performance Indicator
ML	Media Literacy
MXX	Month XX

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Executive Summary

The first iteration of the Dissemination and Communication Plan (a) of the MedDMO project analysed "the strategy that is focused on engaging stakeholders to maximize knowledge of the hub's main results with the aim to effectively disclose and raise awareness about emerging disinformation campaigns and their impact on the Greek, Cypriot, and Maltese societies. The strategy will be adapted to key stakeholder groups."

The strategy, as outlined in the original Dissemination and Communication plan (a), set up an impact measurement matrix based on Key Performance Indicators, such as the total number of stakeholders reached, social media outreach metrics, website traffic metrics, number of presentations in events, coverage in the media after our communication actions, etc. At the commencement of (M18) of the MedDMO project, we submitted the initial update of this Deliverable (b), which included a revised set of Key Performance Indicators (KPIs) reflecting the progress and developments achieved up to that point.

The present document represents Deliverable D6.1 (c), the third and final submission in this series. It provides a comprehensive and conclusive update, along with a final assessment of the KPIs and overall project outcomes. This report marks the completion of the first round of the MedDMO project at M32 (following its 2-month extension), encapsulating the final status, achievements, and lessons learned throughout the project lifecycle.

The basis of our original Dissemination and Communication Plan has been laid down in MedDMO's Description of Action (DoA). The first deliverable was built thereupon and revisited assumptions and plans made therein, providing further details and additions, as well as modifications, if necessary.

Overall, MedDMO set out to adopt a multi-channel, multi-target dissemination approach, following a clearly defined strategy, which was described in greater detail in the first deliverable.

Furthermore, the initial deliverable outlined the respective target audiences we aim to reach and provided the reader with information about the various dissemination phases of the project.

We portrayed individual dissemination channels, outlined why they have been selected, and to what purpose. Furthermore, we provided information about dissemination activities that were foreseen for the duration of the project.

In order to have measurable criteria for dissemination activities, we provided a list of Key Performance Indicators (KPIs), allowing for an assessment and evaluation of our performance over time. In the present deliverable we will leave the initial communication plan (a) text as reference, as well as the updated version (b). Based on that text, we will provide comments and further updates to its third iteration (c), including the KPIs matrix.

1 MedDMO's Communication and Dissemination Strategy

This section outlines MedDMO's communication and dissemination strategy. The project's communication objectives and overall strategy, as well as the hub's target audiences, have been the main building blocks of the communication and dissemination strategy and have laid the ground for successfully reaching out to several target audiences.

1.1 Objectives

The MedDMO communication objectives focus on the following tactics:

- Communicate MedDMO activities, and especially production of content (fact-checks, investigations, media literacy, events and trainings);
- Become a resource hub for the counter-disinformation community in Greece, Malta and Cyprus.

1.2 Strategy

Part of the success of the MedDMO hub has been based on the outreach and impact of its activities as well as endorsements from a larger community than the consortium. This is why MedDMO's communication activities should be accessible, inclusive, tailored, and community oriented.

The planning for the communication and dissemination of the project started at a fairly high level and has been continuously refined and updated during the project lifecycle as new opportunities for communication and dissemination have arisen. For ease of delivery, the activities have been broken down into three phases:

1. Awareness-oriented phase
2. Result-oriented phase
3. Sustainability & wider dissemination phase

The rest of this section outlined the plans for key activities that were foreseen for the three aforementioned phases. The plan has been regularly updated throughout the project.

Table 1 Phases in which the project will be divided

PHASE	GOALS	PLANNED ACTIVITIES	EXPECTED RESULTS & OUTPUTS	DATES
Phase 1: Awareness-oriented phase	• Build the MedDMO brand name • Produce key dissemination material • Disseminate project's vision & objectives • Start engaging stakeholders	• Produce strategic communication messages • Produce key dissemination material • Build the MedDMO website and social media • Set up the call for stakeholders' panel • Start engaging stakeholders from	• Logo Production • Creation of the Website • Establishment of social network presence • Creation of key dissemination material • Project presentations and publications	M1-M12

		the initial phases of the project • Preparation of publications for international conferences, journals, and specialized magazines • Project presentations at international conferences	• Stakeholder Mapping and Communication & Dissemination Plan • Liaising with other projects • Collaboration with related communities focused on co-creation and social innovation	
Phase 2: Result-oriented phase	• Leverage the participation of different stakeholders; • Reaching out to the wider community of non-experts	• Engage stakeholders to assist with the dissemination of the project results • Set-up on-line community • Organize project's panel events • Ensure active stakeholders' feedback • Preparation of publications for international conferences, journals and specialized magazines	• Info messages regularly sent • Production of press releases at National & EU level • MedDMO panel events • Project presentations and publications	M12-M24
Phase 3: Sustainability & wider disseminatio n	Disseminate Final MedDMO results	• Website updated • Production of several Press Releases • Production of 900 fact-checks • Organize project's panel events • Preparation of publications for international conferences, journals, and	• Info messages regularly sent • Production of press releases at National & EU level • MedDMO Panel events • Project Presentations and publications	M24-M32

		specialized magazines		

As of M32, the final month of the MedDMO project following a two-month extension, the consortium concludes Phase 3—the Sustainability and Wider Dissemination Phase. This phase focuses on ensuring the long-term impact of the project and maximizing the visibility of its outcomes.

During this period, we have intensified our stakeholder engagement efforts to support the dissemination of project results and the establishment of a sustainable online community. Members of the MedDMO consortium, particularly those from the academic sector, have actively presented project findings at various conferences, contributing to the academic discourse and enhancing the project's visibility within the research community.

In parallel, MedDMO has organized additional workshops specifically tailored for journalists, as well as a series of public-facing events aimed at broader audiences. Our digital presence—through the MedDMO website and social media channels—has been fully established and has already demonstrated measurable engagement, facilitating outreach to a wider and more diverse community.

Furthermore, our academic partners have continued to develop and submit publications to conferences, journals, and specialized industry magazines. As reflected in the updated KPI matrix, MedDMO has exceeded initial expectations by delivering additional presentations at key events and conferences, further amplifying the project's reach and impact.

1.3 Target Audiences

MedDMO is a multi-faceted project, which addresses a wide group of stakeholders. Our target audience for communication and dissemination activities has been divided into the following key stakeholder groups:

1. **Fact-checkers, disinformation investigators and media professionals**: This is a particularly important target group, as one of MedDMO's core activities is to detect, analyse and disclose emerging disinformation campaigns in Greece, Cyprus and Malta. The media sector is particularly affected by disinformation (as attested by the plunging levels of public trust in the media) and is in need of help to develop effective reflexes and strategies to combat this phenomenon.
2. **Academic researchers**: Academic researchers working on digital media, journalism, and disinformation play an equally important role in studying the information disorder, and thus the MedDMO hub will target this community to disseminate its results, transfer its scientific knowledge, and further scientific developments in the field.
3. **Media literacy practitioners**: The global deficit in digital media literacy has been identified as a critical factor explaining widespread belief in online misinformation. Enhancement of Media Literacy (ML) skills is a critical response to disinformation, and ML practitioners (teachers, professors, and experts) are key actors in this process. The hub's intention was to reach out to ML practitioners to provide them with the

latest ML practices and involve them in ML activities across Greece, Cyprus, and Malta. MedDMO 2.0 will continue to collaborate with educators and ML practitioners to sustain media literacy efforts in Greece, Cyprus and Malta

4. **Policymakers, including (self-)regulatory authorities**: Disinformation is a growing danger to democracy, and policymakers need to play a bigger role in measuring and tackling the impact of disinformation campaigns. To respond effectively, they need to be well informed of the latest developments in the field and the active disinformation campaigns targeting their territory.
5. **Public sector**: Because of the societal importance of the media sector for democracy, a portion of the media industry in Europe is part of the broader public sector (i.e. public service broadcasters). Even beyond the media sector, there is a huge need and potential for introducing tailored responses in the public sector in relation to disinformation targeting important public domains, such as health and politics. The MedDMO hub will provide important information that can be used to inform public sector organizations and help them design effective responses.
6. **Citizens**: Citizens, as recipients of disinformation and often amplifiers of misleading claims, are a key target group for MedDMO. The hub aims to raise awareness among citizens regarding disinformation campaigns through its online presence, media literacy campaigns, fact-checking activities, and other targeted communication activities.
7. **Students**: Students, even though they belong to the citizens target group, are of particular importance to the hub, and thus special attention will be devoted to disseminating the hub's results to students, as "younger" citizens that can play a very important role in curbing disinformation, if they are properly informed and trained to identify disinformation.
8. **Social media platforms**: Social media platforms, being a central disinformation node, are another target group for the dissemination of the hub's findings. Partners intended to promote an open dialogue with social media platforms about the impact of disinformation and how platforms can further contribute to tackling it and share the hub's insights.

*As of M32 of the project, t**here has been no change to the target audiences of the project.***

2 Project Identity

The section presents MedDMO's project identity, focusing on the logo and branding, and the hub's language strategy.

2.1 Logo

It was established from the start that all partners can and shall produce communication material, using standard templates and ensuring the proper logo version of the MedDMO hub is used.

The project logo is available in various forms and file types for different uses (documents, web use etc.) in the shared cloud project repository (Google Drive). The EUI Communication team developed and presented a proposal for a coherent visual identity and branding of the hubs focused on a set of submark logos (i.e., logos tailored to each hub while recalling fundamental elements of the visual identity of EDMO). After integrating comments and consulting with the hubs, eight tailored toolkits have been produced, including the hub's logo in full and inverted colour, two versions of social media icons on blue and white background as well as corresponding vector files and brand identity guidelines to ensure the correct use of the logos.

Below are two indicative versions, a full colour logo and a social media icon in white background.



*As of M32 of the project, t**here has been no change to MedDMO's project identity.***

Figure 1 MedDMO Logo versions

2.2 Languages

The languages used have been the following: English, which apart from the EDMO main language is also one of the official languages of Malta, and Greek, which is the official language of Greece and Cyprus.

The MedDMO territory comprises a multitude of languages spoken, but mostly for efficiency reasons, it was deemed inappropriate to manage more than two languages in that specific territory. Also, all three (Greek, Cypriot, and Maltese) populations are highly accustomed to reading and even speaking English.

An English and a Greek version of the website are available. However, in terms of our social media accounts, we believe English should be the main language, only to be replaced by Greek in special circumstances (mostly due to community management issues).

Based on this and in order to respect language diversity and weight, we suggested a content distribution that aims to reflect the following figures:

- English 90%
- Greek 10%

This was to make sure MedDMO would attract enough users and would keep a common space for interaction. All partners of the consortium have helped to maintain a good diversity in language used and have sometimes offered translations for certain material (social media posts, etc.).

*As of M32 of the project, **there has been no change to MedDMO's language strategy.***

3 Communication and Dissemination Channels and Activities

The section provides information about the main project communication and dissemination channels and activities.

3.1 Website

MedDMO's website is the main communication and dissemination channel and is considered very important for reaching out and spreading MedDMO's activities and work to a wide range of stakeholders. The Figures below provide examples of the look and feel of the website.

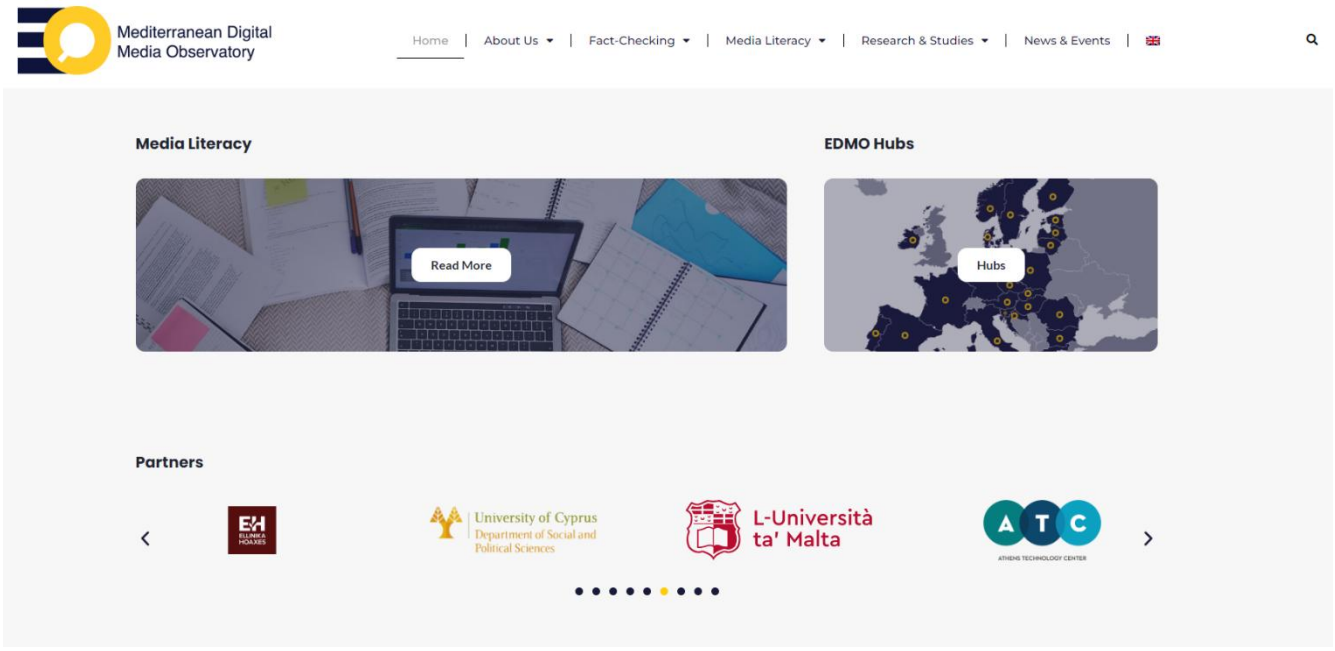

Figure 2 Screenshot from the Homepage

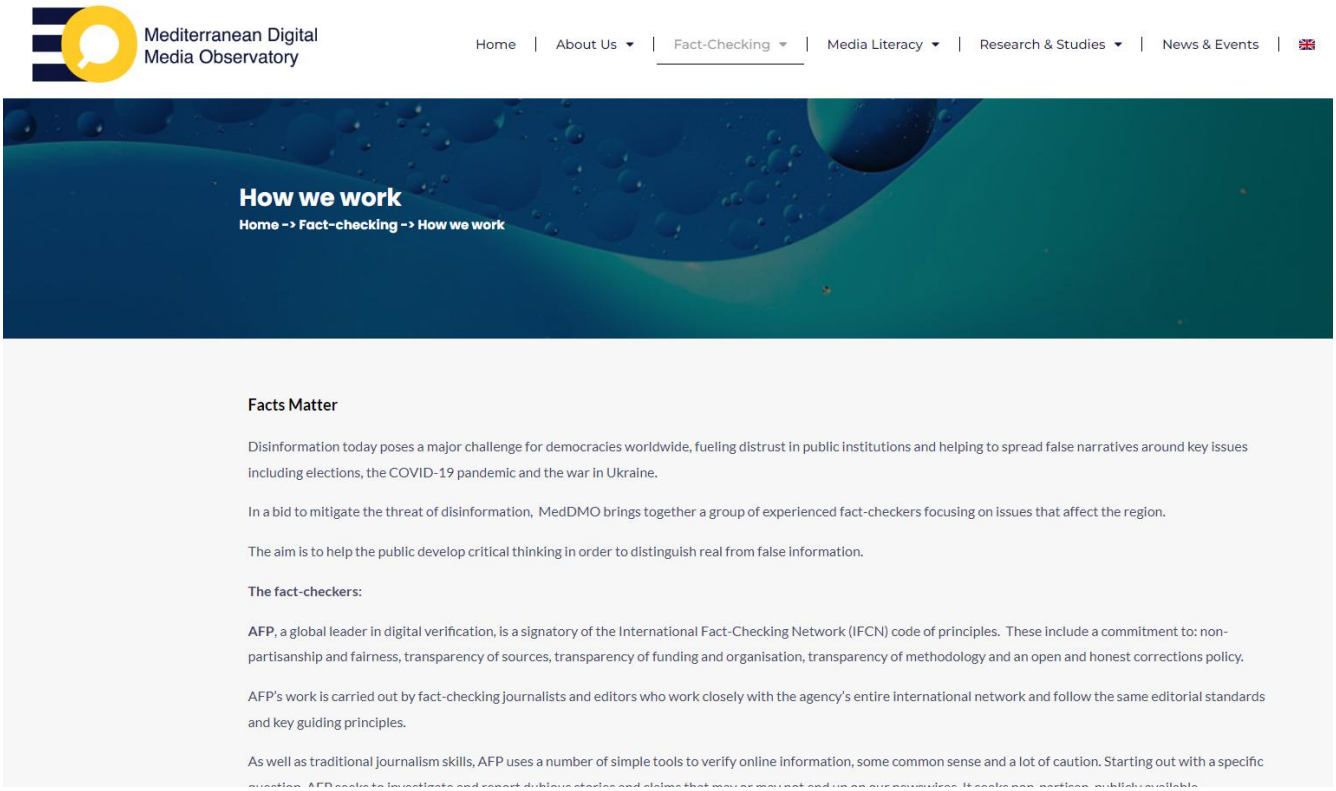

Figure 3 Screenshot from the "Fact-checking" webpage

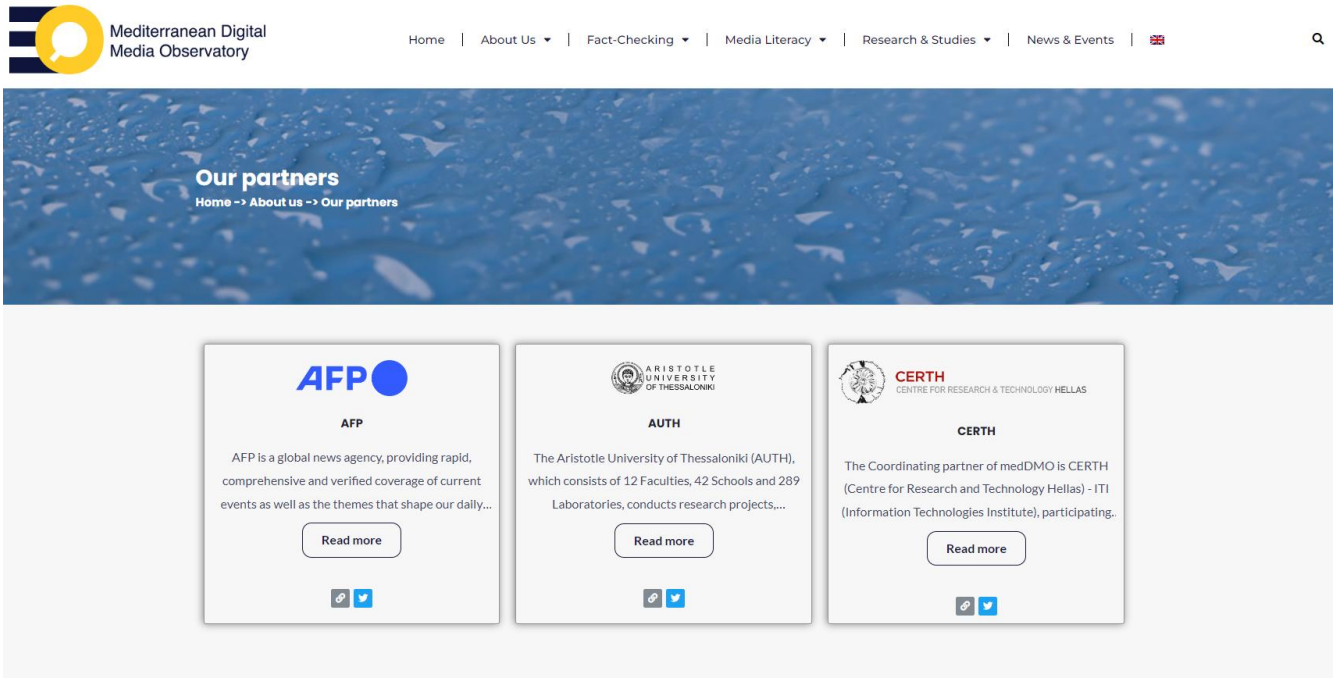

Figure 4 Screenshot from the "About us" webpage

3.1.1 Objective

To spread information about the project's activities and results, a dedicated project website was created (https://meddmo.eu) with links to the social networking sites that the project is utilizing. The project website is also a repository to store the project-produced content, as well as public deliverables of the project, i.e. fact-checks published by the project partners, research reports, and media literacy material.

3.1.2 Content and Messages

The website contains and presents general information about the MedDMO hub, the project's objectives, the project partners, the fact-checks produced by the hub's fact-checking partners, resources (research reports, fact-checking toolbox, publications, media literacy material, etc.), as well as a blog section with news and events. The content is available in English and in Greek.

3.1.3 Activities

Website-related activities include:

- Publishing fact-checks produced by AFP and partners Ellinika Hoaxes from Greece and Times of Malta (and occasionally the University of Malta) from Malta on a regular (daily) basis.
- Publishing reports concerning identified disinformation campaigns and monitoring platform practises.
- Providing resources regarding fact-checks, research, and media literacy activities.
- Updating news and events on an ad hoc basis.
- General maintenance and improvements.

3.1.4 Monitoring

ATC is responsible for monitoring the volume of traffic on the site and providing statistics via Google Analytics. The analytics will be used to further refine the hub's communication and dissemination activities and make any

necessary improvements. Website analytics reports will be produced every 6 months and will be circulated internally to the consortium partners.

3.1.5 Partner responsibilities

ATC and all partners are responsible for updating content. ATC is responsible for building, hosting, and maintaining the project website. Each partner is responsible for sending content relevant to its activities -to ATC- to be published on the website.

As of M32 of the project, t***he MedDMO website operates as described above. No significant changes to the layout and general look and feel of the template have taken place. Since the initial launch of the website, during phase two we have added video Tutorials to both the Fact-checking and Media Literacy sections and we regularly disseminated EDMO activities and reports. Specifically, we have added a banner leading to the EDMO hubs map on the homepage, and we publish the monthly EDMO brief in both English and Greek. During phase three, we created a new section on the homepage, featuring a link to the EDMO Be Online Smart campaign. Under the Media Literacy section, this subsection features practical tips to help citizens discern whether the information they find is accurate and reliable. In the fact-checks section, we added a regular influx of fact-checks from Cyprus —in Greek from our partners CUT (Fact-check-Cyprus)—as well as from Malta, in English (University of Malta—UoM). Finally, the Research and Studies section has featured all the reports produced by MedDMO, focusing on media plurality and monitoring platform practices.*** **A series of reports highlighting disinformation narratives spread across Greece, Cyprus, and Malta since December 2022 has also been featured on the website.**

3.2 Social Media

Social media has been the most visible face of our communications strategy. MedDMO perceives social media not only as a space where it can communicate its position, but also as the place where it can assemble a community of relevant stakeholders, including the general public, towards a common goal: that of tackling disinformation in Greece, Cyprus, and Malta, as well as the wider Eastern Mediterranean region.

Therefore, our strategy, based on efforts available in the consortium and on the added value we can get out of these efforts, has been based on the following principles:

- Be relevant and factual;
- Be responsive and inclusive;
- Be adaptable to the latest developments.

During the setup phase of MedDMO's social media channels, we focused our efforts on the two main social media platforms, Facebook (mainly targeting the public/citizens) and then Twitter (mainly targeting the academic/research communities). After these channels were set up and were fully operational, we aimed to examine whether to expand MedDMO's social media presence to other platforms like Instagram in order to appeal to younger age groups.

3.2.1 Platforms

To sustain efforts and gain traction, MedDMO decided to split its social media presence between three main phases:

Phase 1: Launch and awareness building (M1 --> M4)

In this phase, our role was to build MedDMO's social media presence on very popular social platforms, easily accessible to millions of users. MedDMO was initially present on:

- **Twitter**

  The account **@MEDDMOhub**[1] was created on the day of the kickoff meeting in Thessaloniki, on December 1st 2022. It was accompanied by the following short description: *The Mediterranean hub of European Digital Media Observatory covering Greece, Cyprus and Malta | Fact-checkers, media and academics take on online disinformation.* The partner who leads the task (ATC) had the obligation to regularly update the feed with content, as well as examine which content was fit to be retweeted. Every tweet was automatically being published on Facebook as well, even though the two pages are not automatically linked together. That doesn't mean that there could not be content solely for Twitter. The only real change was that the accounts that are linked within each tweet (for instance @EDMO_EU) aren't the same on Facebook, so accordingly, changes were applied each time manually.

- **Facebook**

  Our Facebook page[2] carries the official name of the hub (**Mediterranean Digital Media Observatory**) and was also launched on the day of the kickoff meeting in Thessaloniki (01/12/2022). The partner who leads the task (ATC) had the obligation to regularly update the feed with content, as well as examine which content from other relevant sources is fit to be shared. Every post has previously been published on Twitter, following the parameters that are asked from each social platform. This did not necessarily mean that all Facebook posts would be posted as a result of having been posted on Twitter. Separate and unique content that can only appear on Facebook could be picked.

The key element of this phase consisted of making sure our mission, as well as the role of each partner, was adequately understood by the general public and by professionals whose attention we believed we needed to attract. Each account's feed would be updated regularly, presenting our collaborative spirit and the areas that each partner was going to lead in the project.

Phase 2 (After M4): Fact-checks as the main vehicle

In the second phase of the project, our goal was to gain more essential reach by posting our fact-checks and original content that would have been published on our website. By doing so, we ensured the website's traffic would be increased. Parallel to this, we aimed to introduce videos answering simple questions around fact-checking. And we also aimed to promote events that we would be organizing to further boost our activities around both fact-checking and media literacy.

Phase 3 (from M15 onwards): Research and collaborations

In this third phase, which ran parallel to Phase 2, we aimed to highlight MedDMO's research outcomes and disseminate the project's research to several interested target audience groups, such as other academics, researchers, public authorities, the EDMO community, etc. Interesting results from a wide range of collaborations, either internally in the hub or externally (with EDMO, other EDMO hubs, national authorities, etc.) were to be featured in our social media channels to promote the hub's research activities and collaborations.

[1] https://twitter.com/MEDDMOhub

[2] https://www.facebook.com/profile.php?id=100087863577710

In the second iteration of the Communications plan, we reported some significant changes to our social media strategy. We created two new channels, one on Instagram (June ’23) and one on LinkedIn (December ’23) to address several issues that we encountered following Twitter’s transformation and rebranding (X). We decided to cut back on reliance on X due to the platform’s controversial policies (both in terms of access and in pricing) and decided to invest in establishing a presence on LinkedIn upon realizing that its following is a much better fit for our interests. It helps us strengthen our profile as a disinformation expert in the three countries and increase our visibility right where we need to. Just after completion of the 18th month of work, we got to a point where LinkedIn, Facebook, and Instagram became the most significant platforms for MedDMO’s presence.

During the third and last phase of our project, we further expanded our online presence. Initially, by opening our YouTube channel (May 2024) primarily to a) have a space for longer videos to be stored and b) for technical reasons that would allow us to more easily embed videos on our website, if needed. At the beginning of the year (January 2025), we took the final expansion step and created our Bluesky channel to keep up with the latest migration trends in social media.

3.2.2 Content and distribution

We established that the content published on social media should include relevant consortium partner accounts, if applicable. Tone of voice—especially in the case of fact-checking posts—should always be factual and neutral to avoid clickbaiting or sensationalism. It has been divided approximately in the following way:

- 30% promoting our internal processes, events, roles in the consortium and views on why fact-checking is important in the region
- 60% letting people know about our fact-checks or research in simple words
- 10% sharing or retweeting content published by relevant stakeholders or other EDMO hubs

The MedDMO Twitter and Facebook pages have been primarily fed with content of interest to the cause’s target audiences. This included, but was not limited to:

- Information about fact-checking articles and verification activities in general, namely research, results, findings, topics and approaches of interest and relevance, etc.
- MedDMO project news (project work, outcomes, etc.);
- Information about events we attended and activities we engaged in.

Instagram and LinkedIn accounts have been fed with almost the same content as the Facebook and X accounts, with texts being adjusted to each platform’s tone and based on the corresponding audience’s profiling. For example, Instagram posts are mostly pictures that are visually compelling and summarize a fact check, whereas LinkedIn posts are very similar to the Facebook ones, only they are almost exclusively written in English (with a few exceptions).

For the last phase, we really intensified our efforts to reach more people on Facebook and LinkedIn, as they seem to be our primary channels in terms of audience attraction and, more importantly, engagement. This emerged as a very dynamic assessment, done weekly, and as a critical aspect of the success of our dissemination strategy.

3.2.3 Social Media management

The management of all social media activity has been regularly communicated in project team meetings and thoroughly discussed. Input by all partners was required for this highly dynamic task -run by ATC. The process has included the following tools:

- Publication calendar in the form of an Excel file: this document served as a reference for publication being scheduled on social platforms. It also helped identify in advance activity and inactivity peaks and therefore to make adjustments accordingly.
- Internal channel on Google Drive for input and ideas: parallel to the publication calendar, an internal channel on Google Drive was available, where all relevant partners provided input for communications.
- Reporting on analytics and performance: a regular analysis of performance, both quantitative and qualitative, including website performance, using the Matomo Analytics tool. This has helped the consortium to regularly evaluate KPIs and objectives.

3.3 Participation in Conferences and Events

MedDMO has used events to communicate with stakeholder groups, build relationships, highlight its results, and build its network. The following event types have been taken into account:

- Conferences, workshops, and policy events: Part of the offline communication activities of MedDMO include attendance at related events.
- Webinars: Regular webinars with relevant communities have been used to present deliverables of the hub (investigations, impact studies, etc.). These webinars have also included a Q&A session in order to provide deeper knowledge and insights on the MedDMO hub.
- Roundtables and customized training sessions: Such events have been used to disseminate results in a more targeted fashion to interested stakeholder groups. Such events and any feedback gathered have also been used to inform the hub's sustainability plan.

Attending and being present at events of relevance has been a central component of the MedDMO dissemination and outreach strategy. MedDMO set out to attend relevant events, either individually or as collaborative undertakings, in order to:

- Stay informed about areas that are relevant for MedDMO project work;
- Present to others what we are doing and achieving;
- Meet relevant stakeholders;
- Open up avenues for cooperation and collaboration;
- Prepare for subsequent collaboration.

Events have been classified into two broad categories:

- Professional events (which are more business and community-centric);
- Academic events (attracting primarily researchers / academics from universities and research institutes).

The table below summarizes the main international events and conferences dealing with topics that have been relevant to the MedDMO project. The events list has been continuously updated by the partners, and each event has been analysed for its potential impact before deciding whether MedDMO should be represented.

Table 2: Specific events in which MedDMO partners has participated

NAME OF EVENT, WORKSHOP	DATE	PLACE	PARTNER RESPONSIBLE
Media Literacy event organised by MLA	24/02/2023	online	UCY
Media Literacy event organised by MLA	23/03/2023	online	UCY
International Journalism Festival	Annual	Perugia	CERTH
Truth and Trust online	Annual	Hybrid	CERTH
Global Fact	Annual	Various Places	CERTH
EDMO conference	Annual (25/5/2023)	Brussels	CERTH
EDMO Hubs Meetings	Bi-Annual	Various Places	CERTH
Dataharvest – The European Investigative Journalism Conference 2023	01-04/06/2023	Mechelen, Belgium	ATC
Global Investigative Journalism Conference 2023 (GIJC23)	19-22/09/2023	Gothenburg, Sweden	ATC
iMEdD's International Journalism Forum 2023	September 2023	Athens, Greece	ATC
Disinformation, Misinformation, and the Digital Environment: Challenges and Opportunities	January 2024	Malta	UoM
The role of journalism in local development and environmental protection in the region	May 2024	Rhodes, Greece	AUTH
Workshop: Internet and Online Social Media: a blurred window on the world"	June 2024	Nicosia	CUT
18th International AAAI Conference on Web and Social Media	June 2024	Buffalo, USA	CUT
"Preserving Democracy, Fighting Disinformation: AI-Generated Disinformation in the Context of Elections" - by OSCE	October 2024	Warsaw, Poland	ToM
Tackling Fake News! The responsibility of the journalist	November 2024	Thessaloniki, Greece	AUTH
Workshop: From digital debunking to media censorship (Junior College)	January 2025	Malta	UoM
Conference on Fake News (Kozani)	February 2025	Kozani, Greece	AUTH
IQ Media Conference – Shield vs. Disinfo session	April 2025	Athens, Greece	ATC

Table 2 above includes an indicative list of events with MedDMO participation. The full list has been submitted to the EU portal. Among the notable highlights of the first phase of MedDMO, our partners actively participated in several important events, including the International Journalism Festival in Perugia, the EDMO Conference in Brussels, and the Global Investigative Journalism Conference in Sweden.

As of M32 of the project, ***MedDMO has really made a huge step forward in attending but also in creating opportunities for increasing the visibility of its outcomes in various conferences, such as the IQ Media Conference in Athens but also key events in smaller communities, such as AUTH's initiative in the city of Kozani, Greece.***

3.4 Organisation of Events and Workshops

As part of its dissemination activity, MedDMO has held training events for media literacy practitioners (teachers, professors, and experts) led by partners as well as workshops and webinars on the subjects of mis/disinformation and media literacy.

MedDMO aimed to raise public awareness about misinformation/disinformation by organising workshops and providing training material and educational tools targeting Greek, Cypriot, and Maltese citizens. Based on the findings of the relevant research activities, MedDMO identified the specific media literacy needs and gaps of each country and designed custom material as well as organized media literacy events and activities that meet their specific needs. The activities have targeted different categories of audiences, such as students, journalists, media professionals, and the general public.

Moreover, MedDMO has supported local initiatives to tackle disinformation and strengthen fact-checkers at the national and regional level by providing access to advanced tools, operational methodologies, and training material. The project has allowed Malta to establish its first fact-checking operation via the training of Times of Malta and has expanded the fact-checking coverage over Cyprus, which had been extremely limited at the start of MedDMO. Specific material has been prepared to train journalists in the specificity of the disinformation found in the region, particularly Malta and Cyprus.

During the course of the project, MedDMO has organized general press events to disseminate the project and its results to the media communities in Greece, Cyprus, and Malta, as well as to the general public. MedDMO has organized a press conference during its kick-off meeting in Thessaloniki, Greece. Consortium partners also organized a second press during MedDMO's first plenary meeting in Cyprus.

By M18, MedDMO had organized training workshops for journalists and students in Malta and Cyprus and various media literacy events in schools around Malta and Greece. Press events were also held in Cyprus and Malta on the sidelines of its plenary meetings held there in 2023 and 2024**.**

During the concluding phase of the MedDMO project, a series of high-impact workshops and public engagement events were organized, both in physical and virtual formats. These activities further solidified MedDMO's position as a key actor in the domains of fact-checking, media literacy, and disinformation resilience across the Mediterranean region.

A notable highlight was the webinar on disinformation in Malta, co-organized in June 2025 by MedDMO in collaboration with the Malta Broadcasting Authority.

In addition, a final press event was held in Thessaloniki, strategically scheduled alongside the project's last plenary meeting. This event served as a capstone moment for the project, offering a comprehensive overview of MedDMO's achievements, lessons learned, and future directions.

These final engagements not only showcased the project's tangible results but also emphasized its role in shaping the regional discourse on media integrity and digital literacy.

3.5 Mentions

Since the project's inception, MedDMO has garnered significant attention across various media platforms and communication channels. From the very first kickoff meeting held in Thessaloniki, our partners have reported widespread media coverage in both Greece and Cyprus. Notable mentions appeared in leading outlets such as Naftemporiki.gr, CNN Greece, Kathimerini.gr, Capital.gr, ERT News, Euro2day.gr, Philenews.com, and Politis.com.cy. The project's launch was also featured on Greek National Television, underscoring its national relevance.

Following the kickoff and press event, the INCOGNITO project amplified MedDMO's visibility by sharing the launch across its official Twitter and Facebook accounts. This momentum was sustained by additional posts from key stakeholders, including the Multimedia Knowledge and Social Media Analytics Laboratory of CERTH (MedDMO's coordinating institution) and the Athens and Macedonian News Agency via their social media channels.

Throughout the first 18 months, MedDMO maintained a strong presence on social media, complemented by extensive news coverage of its workshops and events in Malta and Cyprus. These included features in newspapers, digital media, and television broadcasts. The plenary meeting in Limassol (March 2024) achieved particularly high visibility, with top-tier local media such as RIK and ANT1 airing dedicated segments in their news programs.

In April 2024, MedDMO researchers were interviewed by the Media & Learning Association (MLA), where they discussed media literacy initiatives across the three participating countries. Additionally, a high-profile television interview with Dr. Nikos Sarris, MedDMO's coordinator, was broadcast on Greek national television, focusing on the project's contributions and the broader implications of Artificial Intelligence.

In the final phase of the project, Dr. Sarris participated in two prominent panel discussions organized by the Journalists' Associations of Athens and Thessaloniki, where he presented MedDMO's outcomes and impact. Furthermore, Prof. Michael Sirivianos, Dean of the Faculty of Engineering and Technology at the Cyprus University of Technology (CUT), made several media appearances, both on television and online. His contributions were often in collaboration with the founders of Fact-Check Cyprus, a new initiative incubated within CUT as a MedDMO "spin-off," aimed at enhancing local capabilities in disinformation detection and narrative analysis.

Collaboration and Cooperation with related Initiatives and Projects

Collaboration and cooperation are core values of the MedDMO project. For this purpose, MedDMO has created and expanded a multinational and multilingual network on digital media and disinformation research in Greece,

Cyprus, and Malta. An official invitation from MedDMO was drafted to be utilized for the recruitment of new MedDMO community members.

Ellinika Hoaxes has been in charge of the Greek liaisons of the network/hub, while the University of Cyprus has been in charge of the Cypriot ones and the Maltese partners Times of Malta/University of Malta with the Maltese. The MedDMO network has continuously expanded during the duration of the project, and this expansion is expected to be sustained after the completion of the project.

In the first months of the project, outreach was reinitiated, with further contacts to be pursued once the multilingual website was operational. It goes without saying that all partners ensured that the whole consortium would try to do as much as possible to make third parties aware of the project outcomes.

It is worth mentioning that many of the partners of MedDMO are participating in other research projects related to disinformation, and thus future collaboration with related research projects is possible. Through ATC, which is an EDMO partner and a partner in other EDMO Hubs, staying up-to-date with important developments in the EDMO community has been ensured, while an always-open communication channel was established from the beginning of the project.

Aside from this, in the context of this report, three types of support and cooperation need to be highlighted: with (1) EDMO EU and other EDMO national/multinational hubs, (2) national & community authorities, and (3) disinformation experts within the hub.

Related to the previously mentioned types of support, the collaboration with other EDMO hubs has been a priority for MedDMO, and talks were initiated to draw from the experience of the regional hubs that had been operating for two years prior to MedDMO's foundation.

MedDMO has been collaborating with other EDMO hubs (namely BELUX, CEDMO, GADMO, BROD among others), exchanging views and ideas in the fields of research and combatting disinformation. Furthermore, the hub has been strongly collaborating with EDMO and stays up to date with developments and initiatives inside the community. These collaborative efforts have been sustained throughout the entire duration of the project, demonstrating a strong and consistent commitment from all involved parties. Looking ahead, these partnerships are anticipated to be further strengthened and expanded in the upcoming iteration of the MedDMO hub, with the aim of enhancing coordination, knowledge exchange, and overall project impact under the EDMO umbrella.

4 Reporting and Performance Measurement

This section presents information about the project's KPIs that need to be monitored to assess the project's performance in terms of communication, dissemination, and production of fact-checks.

For this final version of the Communication Plan and activities, we have added a column indicating the target KPI figures on M32 in bold (all figures in red represent actual performance). M30, which was the original ending date of the project, has become M32, following the amendment.

4.1 Fact-checks production

A continuous flow of fact-checks has been ensured as follows:

Table 3: Number of fact-checks to be produced in both Greek and English

	M6	M12	M18	M24	M32 TARGET)
No. of fact-checks produced	180	360	(540)	720	**900**

The total number of fact-checks on M32 is 918 (686 in Greek and 232 in English).

4.2 KPIs

Communication and dissemination activities have been carried out against a set of target values, or key performance indicators (KPIs). In the table below, these measurable targets were defined under the M32 (end of project) column, and the figures presented were the expected minimum thresholds.

Table 4: Key performance indicators throughout the project (cumulative figures)

	M6	M15	M32 (TARGET)	M18	FINAL
No. of visits to the website	6000	24000	**54000**	8.300	**22.962**
10.000 or more page views per month	-	-	**10.000**	3456	**2482**
2.000 or more visits per month	500	1300	**2.000**	670	**810**
2 min or more average visit duration	-	-	**2 min**	1min 12 sec	**2min 12 sec**
30% or more returning visits	-	-	**30%**	144 (21%)	**27,5%**
500 Number of reads for fact-checks per month	100	300	**500**	302	**310***
500 Number of reads for media literacy material per month	100	300	**500**	287	**295**
No. of Twitter followers	250	600	**1250**	300	537
20 or more Tweets per month	20	20	**20**	11	12
500 or more followers in year 1	500	-	**-**	300	FALSE
min 100% Follower growth (year on year)	-	-	**-**	-	FALSE
50% or more Retweets	3/m	6/m	**10/m**	TRUE	TRUE
15 or more Mentions per month	5/m	10/m1	**15/m**	1	FALSE
No. of tweet mentions	90	225	**450**	90	100
40% or more liked tweets					TRUE
No. of Facebook followers	150	375	**750**	584	819
No. of Facebook posts	120	300	**600**	250	346
20 or more posts per month	20	20	**20**	11	11,3
300 or more followers in year 1	-	-	**-**	TRUE	TRUE
min 100% Follower growth (year on year)	--	-	**-**	-	FALSE
80% or more Shares	16/m	16/m	**16/m**	TRUE	TRUE
At least 50 Likes in average per post	20	30	**50**	7	FALSE
No. of presentations to be submitted to Slideshare	2	6	**10**	3	10

No. of presentations in events, conferences etc.	2	6	**10**	13	28
No. of publications in scientific journals	0	0	**5**	0	5

**** Despite not meeting the target of 500 monthly reads for fact-checks—achieving an average of 310 reads per month—it is important to highlight that the fact-checks produced through MedDMO were widely disseminated and read across multiple external platforms, including the ToM, Ellinika Hoaxes, and AFP websites. For instance, fact-checks published on the ToM website attracted approximately 350,000 unique users and generated around 833,000 page views between January 2023 and the present. This translates to an average of roughly 11,200 unique users and 27,000 page views per month. Similar patterns of engagement were observed for other MedDMO fact-checkers. These figures demonstrate that MedDMO's reach and impact extended significantly beyond what is reflected in the KPI metrics alone. A comparable observation applies to the media literacy materials, which also fell short of the 500 monthly reads target but nonetheless contributed to broader public engagement.***

During the project, we decided to split the KPIs in terms of posts and general presence to more platforms than the ones stipulated in the proposal. We didn't just rely on X and Facebook, we even decided to cut down on reliance on X, by decreasing the number of required posts. Initially, we created our own Instagram channel, and later on expanded to Youtube, LinkedIn and Bluesky. We consider the KPIs that were required for Facebook to now apply to all channels collectively.

5 Summary and Conclusion

Dissemination activities have been a central component of MedDMO's implementation. The project consortium has successfully delivered high-quality dissemination efforts, achieved substantial impact, and laid the groundwork for effective future exploitation.

At the outset of the project, the target audiences for MedDMO's dissemination activities were clearly defined, appropriate communication channels were established, and relevant dissemination opportunities were identified and have been continuously updated throughout the project's duration. These efforts encompass a diverse mix of tools and activities, which have been described in greater detail within this deliverable.

In addition, a set of performance indicators was established, enabling both the consortium and external reviewers to quantitatively assess the project's success against predefined criteria.

In summary, the consortium is confident that it has delivered high-quality dissemination activities with considerable impact. The actions undertaken clearly reflect this achievement, particularly given the prominence of combating misinformation on both the political and societal agendas. MedDMO has strategically positioned itself to leverage this relevance in support of its dissemination efforts. All partners have demonstrated strong commitment, actively contributing to the success of the project's communication and dissemination objectives.

According to the second iteration of the dissemination and communication plan at M18, as reflected in the updated deliverable and KPI matrix, project partners expressed overall satisfaction with the progress and outcomes of the communication and dissemination activities. Since then, targeted efforts have been made to strengthen areas identified as underperforming—particularly the performance of certain social media channels

and website metrics, which initially fell short of expectations despite the substantial work invested in the hub's portal and social media presence.

As of the conclusion of M32, an evaluation based on the established KPI matrix indicates that most of our performance targets have been successfully achieved. However, certain metrics related to the website—specifically the number of visits, pageviews, and article reads—fell short of expectations. These targets were initially set at overly ambitious levels before the project started, and we have made sure to modify these KPIs in view of MedDMO 2. Hence, we remain optimistic about future improvements. With the foundational infrastructure now in place and an initial audience already engaged, we anticipate enhanced performance in the next iteration of the MedDMO hub. A similar outlook applies to our social media channels, where continued growth and refinement are expected as we build upon the progress made thus far.