D6.8 Summary report on the success of the chosen communication channels (ECNP)

PRISM 2 – GA 101034377
Psychiatric Ratings using
Intermediate Stratified Markers 2

WP6 Dissemination, communication, exploitation and training

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	V1	21 March 2024

Document History

Versio	Date	Description
V1.0	19 Nov 2024	First Draft
V1.1	22 Nov 2024	Comments
V2.0	25 Nov 2024	Final Version

Publishable Summary

The communication channels used for dissemination during PRISM2 were defined in the Dissemination and Communication plan, which was developed within the first six months of the project in line with the terms and conditions of the grant agreement.

This plan was designed as a dynamic, evolving document, periodically reviewed and updated to reflect the project's ongoing needs and priorities. It served as an internal roadmap, guiding team members on how and when to effectively communicate about PRISM2 activities, findings and results.

The overall goal was to ensure all communication materials were developed in clear, accessible formats, tailored to resonate with and engage the diverse target group identified by the project. By adhering to this approach, PRISM2 aimed to maximize the reach, impact, and understanding of PRISM2's outcomes across various audiences.

Social Media channels of PRISM2

Initially, two social media channels dedicated to the PRISM2 project were set up: Facebook and X (former Twitter). Very soon it became clear that Facebook was not the ideal platform for this project due to the lack of interest and low number of followers. The scientific community seemed to be more present on X (former Twitter) to which the focus was shifted (162 followers) and the Facebook account closed.

PRISM2 account on X (former Twitter): https://x.com/IMI2PRISM2
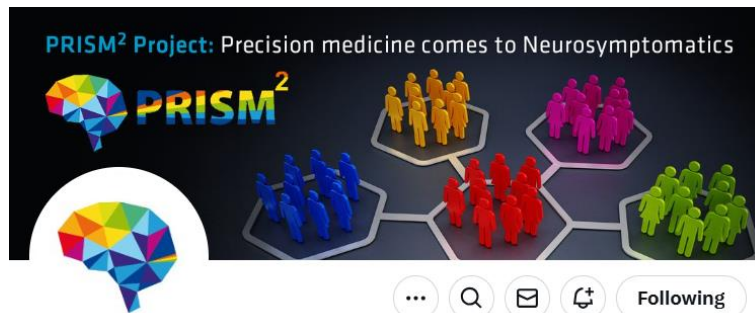
Popular posts

PRISM2 Project Website

PRISM2 website: https://prism2-project.eu/

The project website, established at the beginning of the project (D6.2), serves as a comprehensive platform offering an overview of the project for both the scientific community and the general public. It includes contact information and a contact form, enabling interested individuals to reach out to the appropriate experts. Additionally, the website features a link to the PRISM study, with a lay summary of the results for patients currently under development and set to be added in the near future.
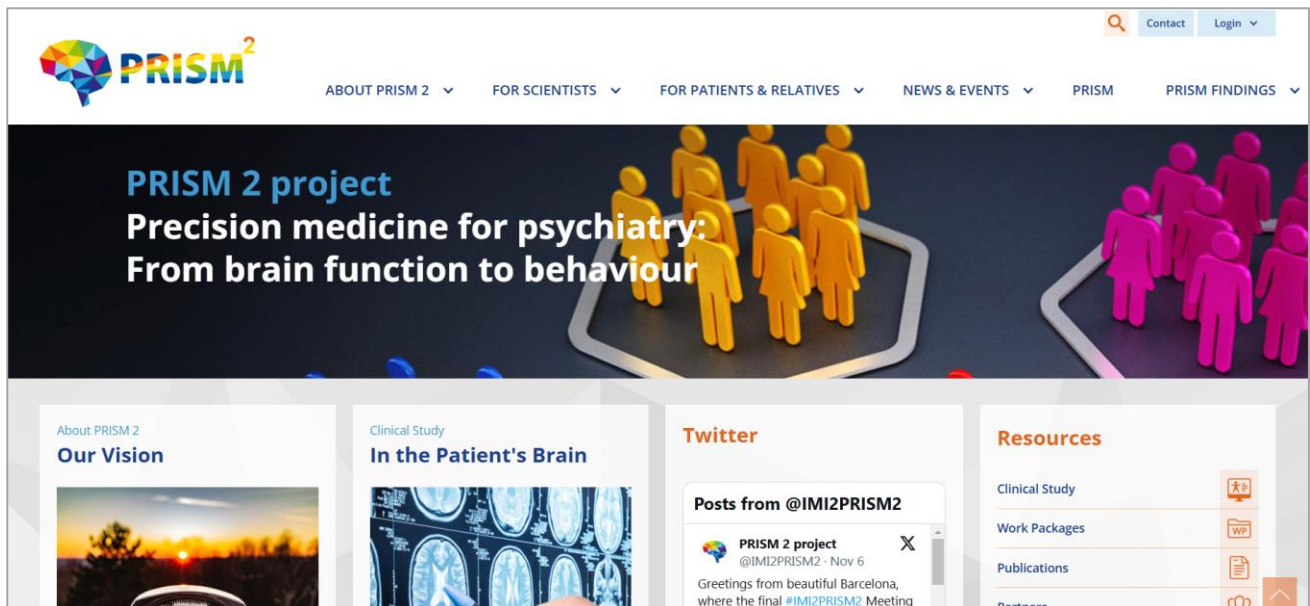

During the last reporting period (01/06/2023 – 30/11/2024) the website was visited by more than **5,800 individuals**, with **1,300 active users**. Active users refer to the individuals who have interacted with the website, such as clicking on links, navigating pages, or engaging with its content. On average, these users spent **1 minute and 21 seconds actively engaging** with the site. Average engagement time measures the amount of time users are meaningfully interacting with the website, excluding periods of inactivity. While this engagement time provides a snapshot of user interest, it is relatively short and may indicate that users are not deeply exploring the site or are quickly finding the specific information they need.

The website attracted active users from a variety of countries during the past reporting period. The **Netherlands** had the highest number of active users with **166**, followed by the **United States** with **153** and **Germany** with **150**. Other notable countries included **Spain** with **86 active users**, **Vietnam** with **80**, the **United Kingdom** with **75**, and **Türkiye** with **72**. The global distribution of users, as highlighted on the map, demonstrates strong international engagement across multiple regions.

COUNTRY	ACTIVE USERS
Netherlands	166
United States	153
Germany	150
Spain	86
Vietnam	80
United Kingdom	75
Türkiye	72
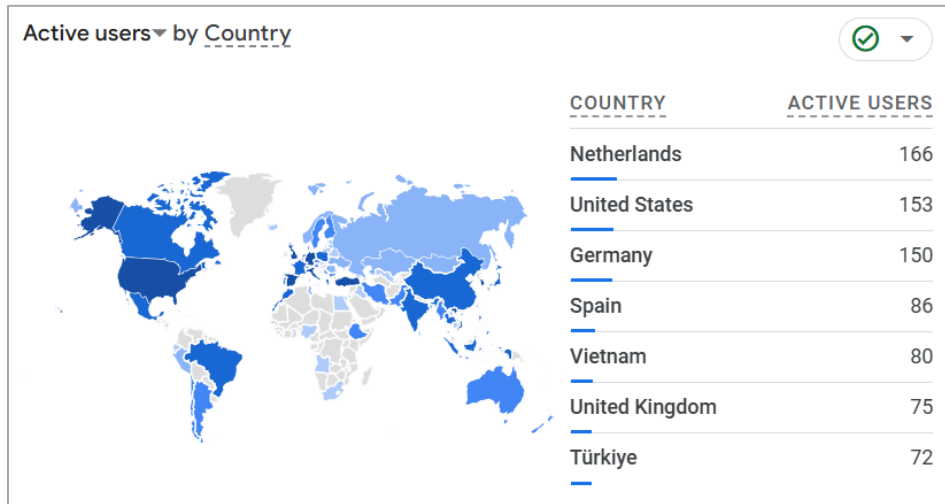
The most visited page was the landing page "Precision Medicine - PRISM 2", with 1,400 views. The "Downloads - PRISM 2" page followed with 586 views, showing significant engagement with available resources. Other notable pages include "Publications - PRISM 2" with 378 views, "Partners - PRISM 2" with 257 views, and "Clinical Study - PRISM 2" with 252 views. Additionally, the "Project News & Events - PRISM 2" page received 210 views, and the "Facts & Figures - PRISM 2" page had 180 views. This breakdown provides insights into user interests and the topics that attract the most attention on the website.

PAGE TITLE AND SCREEN CLASS	VIEWS
Precision medicine - PRISM 2	1.4K
Downloads - PRISM 2	586
Publications - PRISM 2	378
Partners - PRISM 2	257
Clinical Study - PRISM 2	252
Project News & Events - PRISM 2	210
Facts & Figures - PRISM 2	180
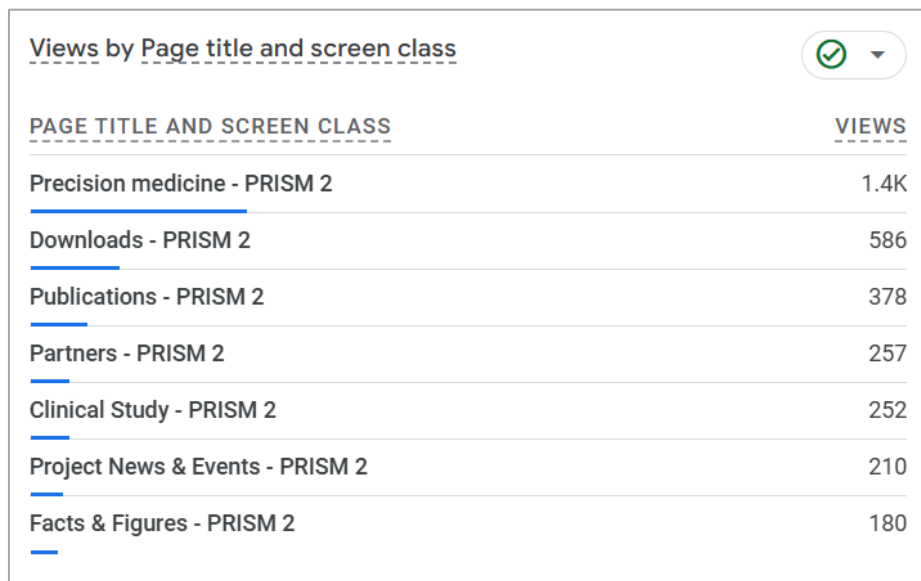
All data were acquired with Google Analytics.

PRISM2 communication toolkit

Moving further, the ECNP communication team created a PRISM2 toolkit with standard texts and images to help partners participate more actively on social media by posting about their PRISM2 work, new publications, etc.

Example:

PRISM2 Podcast in collaboration with ECNP

As the project progressed, new dissemination activities were added, such as the PRISM2 podcast, which was developed by ECNP as part of the ECNP podcast series. With this podcast, the project gained visibility in channels that were not foreseen at the beginning of the project when the communication and dissemination plan was defined. Channels such as YouTube 122 (29%) listeners, Buzzsprout 101 (24%), Spotify 81 (19%), Apple 66 (16%) and other 50 (12%). Compared to other podcasts produced by the ECNP, the PRISM2 podcast performed very well, being the 4th most listened to.

PRISM 2 project – Precision medicine for psychiatry: from brain function to behaviour* — *March 2024*
Duration: 37 mins

The PRISM 2 project aims to develop a quantitative biological approach to the understanding of neuropsychiatric diseases. In this episode **Abi Abrahams** interviews **Martien Kas** and **Hugh Marston**, where they discussed the aims and legacy of the PRISM 2 project. Conversation covered areas such as industry and academia collaboration, advice for early career scientists, and their hopes for the future in the field of neuropsychiatry.

🎧 Listen

Read more about Martien Kas, Hugh Marston and Abigail Abrahams.

Acknowledgement