

# **BIO**M**ORE**

An Alternative Mining Concept

A new mining concept for extraction  
metals from deep ore deposits by  
using biotechnology

## **D6.5** Established social media representation



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## Public Document

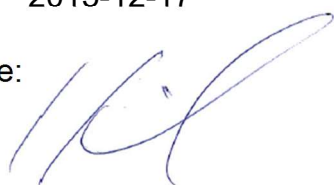
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With the collaboration of  
**Partner(s)**

**Checked by:**

Name: Checked  
Date: 2015-12-17

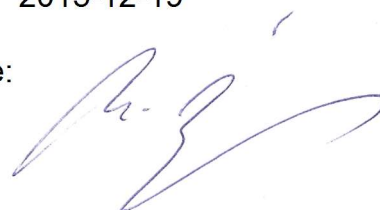
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**Approved by:**

Name: Approved  
Date: 2015-12-19

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## D6.5 Established social media representation

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## 1. Social media activities

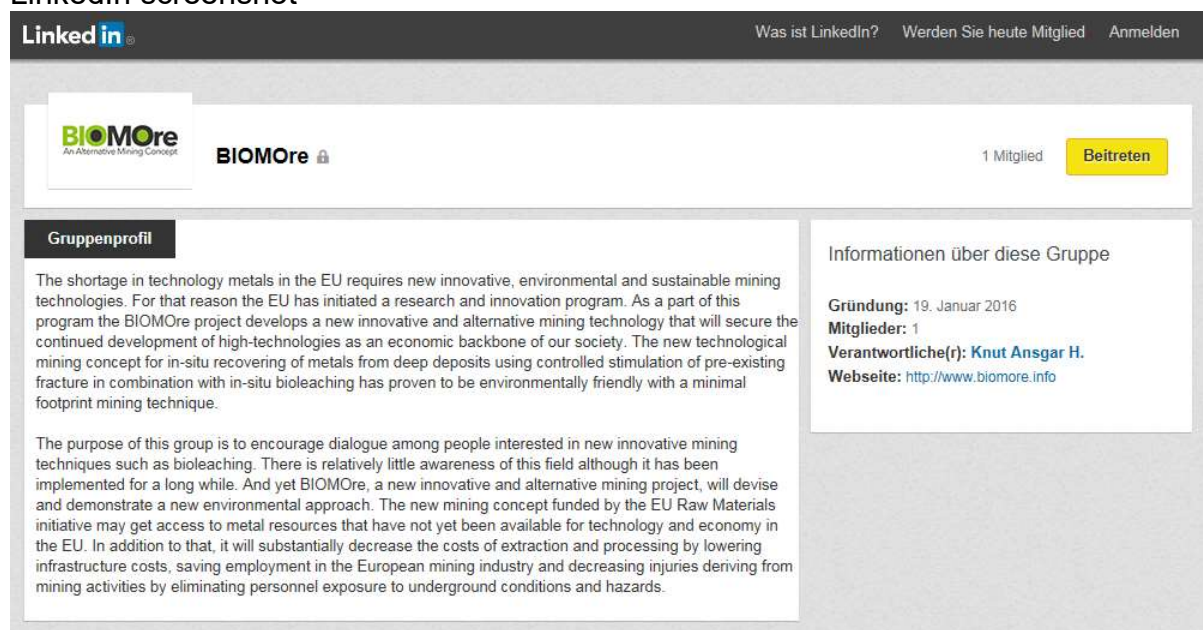
This media will be distributed to a wide audience by using the project website, the BIOMore Youtube channel and other online portals. In addition to this professional main movie, so-called “Selfie-Movies” and semi-pro takes will be released online both on the project website and the BIOMore Youtube channel.

The consortium sees the opportunity to reach significantly more stakeholders in a very efficient way. A social media guideline will be developed to promote the representation of the project and avoid digital disorder.

### 1.1. LinkedIn

A BIOMore LinkedIn profile is set up as an initial step. We will spread important information about the project via the profile when they are present. After completion of the website, the LinkedIn profile will be unlocked to communicate the content of the website via this channel.

LinkedIn screenshot



The screenshot shows the LinkedIn profile for the BIOMore group. The header includes the LinkedIn logo, the group name "BIOMore" with a lock icon, and a "Beitreten" (Join) button. The "Gruppenprofil" (Group profile) section contains two paragraphs of text. The first paragraph describes the project's goal to develop a new mining technology. The second paragraph explains the group's purpose of encouraging dialogue. The "Informationen über diese Gruppe" (Information about this group) section lists the founding date (19. Januar 2016), the number of members (1), the responsible person (Knut Ansgar H.), and the website (http://www.biomore.info).

The LinkedIn site is available at the following address:

[www.linkedin.com/grps/BIOMore-8461694/about?](http://www.linkedin.com/grps/BIOMore-8461694/about?)

### 1.2. Youtube channel

In addition to the social media profile, a Youtube channel is set up to show content regarding the BIOMore project.



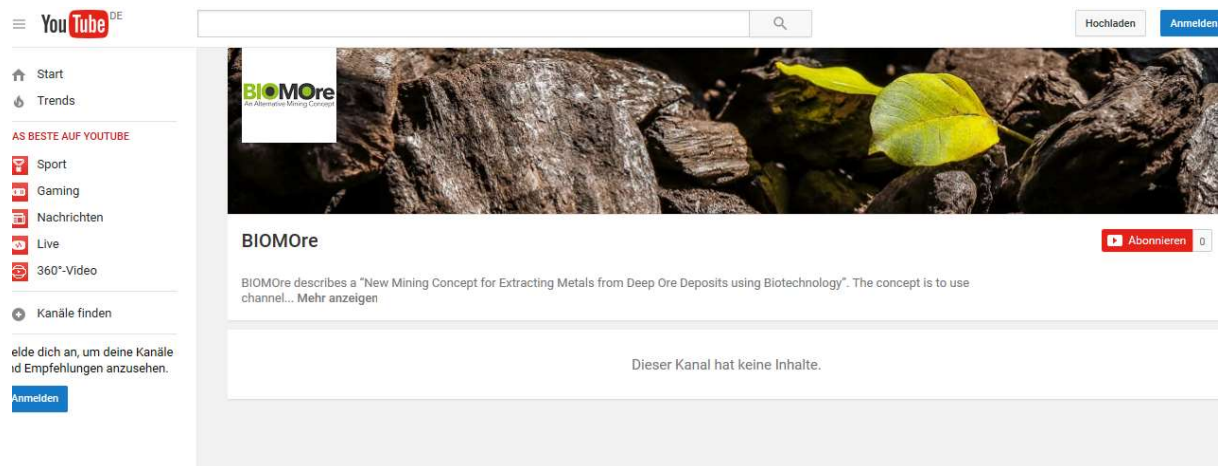
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The partners are requested to start the collection of media, such as videos, pictures and so on.

A concept for an explanatory video is under development and will be discussed and refined at the first meeting of the WP06 leaders and project coordinator.

### Youtube channel screenshot



The BIOMore Youtube channel is available at the following address:

[www.youtube.com/channel/UCS4f0hOzQjoqxqFC74vj\\_UQ](https://www.youtube.com/channel/UCS4f0hOzQjoqxqFC74vj_UQ)



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