

# Deliverables

<b>Deliverable Number</b>	<b>D2.7</b>
<b>Deliverable Title</b>	Expert users among the ESUO delegates identified, administrators of the existing synchrotron users exchange platform on LinkedIn contacted and suggested that the ESUO expert users join the team of discussion partners
<b>Lead Beneficiary</b>	<b>ELETTRA</b>
<b>Type</b>	<b>Websites, patents filling, etc.</b>
<b>Dissemination Level</b>	<b>Public</b>
<b>Due date of delivery</b>	<b>Month 24</b>

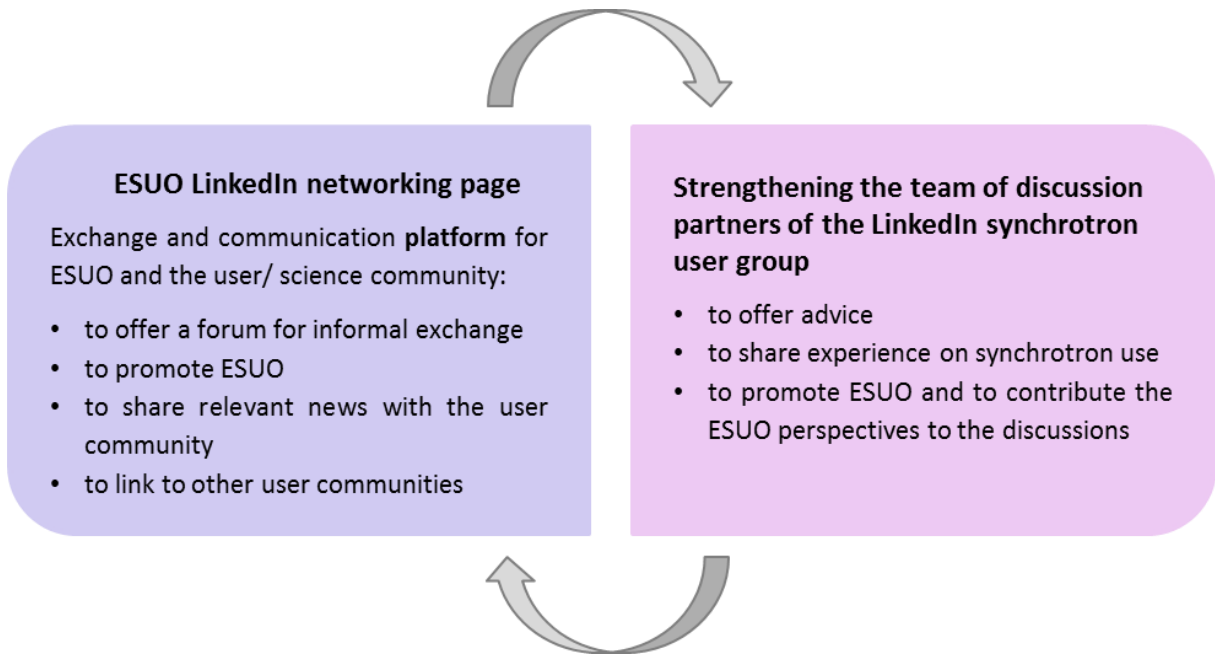
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Initially, an exchange platform on the wayforlight portal (<http://www.wayforlight.eu/en/>) for interaction with new users had been foreseen as part of the Networking Activities 1 (NA1). However, it became clear in the following that a discussion group on LinkedIn would be a far more adequate tool to reach the entirety of the light sources users. Therefore the CALIPSOplus Executive Board decided on October 2018 to change the type of platform from the discussion forum on wayforlight to a LinkedIn group being a widely used tool for exchange on specific topics. It turned out in the following that a synchrotron user discussion group with more than 1000 members existed already on LinkedIn (<https://www.linkedin.com/groups/1834836/>). As it is clear that an additional LinkedIn group with strongly overlapping focus would not be very attractive it has been decided instead to contact the administrator of the existing group and to offer some expert users from among the ESUO delegates to join the team of discussion partners and enlarge in this way the portfolio of available expertise in this forum. In parallel, ESUO would launch an awareness raising campaign for this group and invite light sources users to register.

As part of Amendment 3 to the CALIPSOplus consortium agreement, deliverable D2.7 has been adjusted to the new scenario.

Following a detailed discussion on the details of the implementation of this project as part of the annual meeting of ESUO in 2019 – Dr. Rainer T. Lechner (Austria), Dr. Martin Feiters (The Netherlands) and Dr. Nick Brooks (United Kingdom) –, indicated their willingness to share their knowledge and to strengthen the team of discussion partners in this group.

This activity constitutes one of the two pillars of the ESUO LinkedIn concept, which is presented in Figure 1. The ESUO LinkedIn concept is one component of the ESUO Social Media Plan.



**Figure 1:** ESUO LinkedIn concept based on its two pillars consisting (i) the ESUO LinkedIn networking page (left) and (ii) the extension of the LinkedIn synchrotron user discussion group by ESUO representatives (right).