



COMMUNICATING ABOUT YOUR RESEARCH PROJECT USING SOCIAL MEDIA

Why use social media to communicate about your EU-funded project?

Social media allows you to:

- ✓ Instantly communicate from the outset of your project at low-cost
- ✓ Make connections, build networks, and find like-minded partners
- ✓ Speak directly with citizens to inform and engage them
- ✓ React directly to what is happening in research and beyond
- ✓ Manage your reputation on a daily basis
- ✓ Disseminate your research widely to enable the take-up and use of results
- ✓ Meet your Horizon Europe grant agreement communication and dissemination obligations

Getting started: a social media checklist!

Select the right platform for you

- ✓ There are many social media platforms out there; research which platform your audience uses. But remember: you don't have to be present on multiple platforms. Use the right channels to reach your audience and in turn, define your branding, messaging and how you relate to them.

Get the account up-and-running

- ✓ Decide if you will: set-up a new account, use a partner organisation's account, a researcher's account, or team up with other projects and run a joint account.
- ✓ Organise who will post: it's best to have one person who coordinates the management of social media.

Manage your account

- ✓ Set up an editorial calendar to organise timing of posts and link them to key milestones, events, and publications.
- ✓ Interact with other projects and interested stakeholders. Don't be afraid to ask your audience questions to boost engagement.
- ✓ Monitor the success of your posts and understand what is and what is not working for you.

Learn to 'speak social media'

- ✓ Be succinct and avoid over-technical language.
- ✓ Make sure to vary content, post short videos, showcase the human side of the project, highlight partnerships and promote events.

Make the most out of your account!

- ✓ Post regularly to keep your audience engaged.
- ✓ 'Peak' times, such as the commuter hours in the morning or evening, work well. Weekends tend to work less well.



PRO TIP: coherent messaging

- ✓ Align your messaging across your channels and website for consistency.
- ✓ A unique visual identity and/or colour palette are effective ways of doing this.

PRO TIP: accessibility

- ✓ Use "Camel Case" for hashtags: write #EUGreenDeal not #eugreendeal.
- ✓ Avoid replacing words with emojis.
- ✓ Consider putting alt-text or captions on visuals to describe what they are.

PRO TIP: stay up-to-date with social media

- ✓ Social media are constantly changing and new platforms are regularly launched. Stay up-to-date with what is happening on existing social media and understand how they are changing.



Mention the below to stay involved in the conversation!

#HorizonEU #ResearchImpactEU #EUInnovation

X @REA_research @EUgreenresearch @HorizonEU

in @European Research Executive Agency

@EU Science, Research and Innovation

f @EU Science and Innovation

Instagram @EU Science

M @EC_REA

European Research Executive Agency

