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# Social Media and Promotion: A broader and global perspective

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# Agenda

- Basics of social media
- 5 Ws and 1H
- Titles and logos
- Personal Profile-(Self) perception
- Websites
- Company example-Intelligentsia
- European projects
- Dissemination
- Problems
- Future aims





*Social Media includes web-based and mobile technology used to turn communication into an interactive dialogue.*

*Social Media is a media for social interaction as a supersert beyond social communication. Enabled by ubiquitously accessible and scalable communication techniques, social media has substantially changed the way organisations, communities, individuals communicate [[Wikipedia](#)]*

# Why should the project be shown on social media?



- In the case of European projects, most have different events and updates to keep up with
- Tasks more interesting and organised if you have an audience looking for recent information or something which they are attracted to in particular.
- Technology and innovation is an extremely relevant field to generate interest in.
- Be creative and modern in sharing and searching for innovation
- Networking, promotion, dissemination, sharing, learning (for everyone)
- Promote your research!
- “microblogging”

# What are you promoting? What is your research about? What is your strategy?

- Meaning of project
- Brief details to attract viewers or particular audience
- Involvement of partners
- Accessible but professional
- Plan for the next (few) years



# Who is the target audience?

- Similar interests and expertise
- External experts
- Potential European and International partners
- International students
- Industry actors
- Reviewers
- Share experiences



# Where should you use it?

- Create engagement with others online
- Develop impact with great headline(s) to draw people in
- Project upcoming events
- Main areas to be explored in country (SMART specialisation strategy)
- Asking questions
- Encourage international research



# When should it be used?

- Decide on frequency
- Dependent on number of sources used
- Before officially starting a project, to keep regular updates
- outline future aims





# How are we going to use it to promote the project

- Use keywords to attract viewers-the shorter, the better
- Keep it interesting by appealing to a wider, more uninformed audience by making the language as uncomplicated as possible
- Invite audience to reach out for details with a direct contact
- Increase interactivity
- Be a leader in expertise
- Visual interests-graphics, photos



# Titles and acronyms

- Longer title outlining goal of the project
- Choose acronym or shorter “reference” to project (ie. Ascimat)
- Ensure name is uncomplicated and has some meaning
- Must check for hidden or unknown reference alluding to another situation (ie. Urban dictionary, multi-language)



# Logos

Important characteristics

- Representation
- Recognizable/Identifiable
- Interpretable
- Creative
- Simple/Subtle



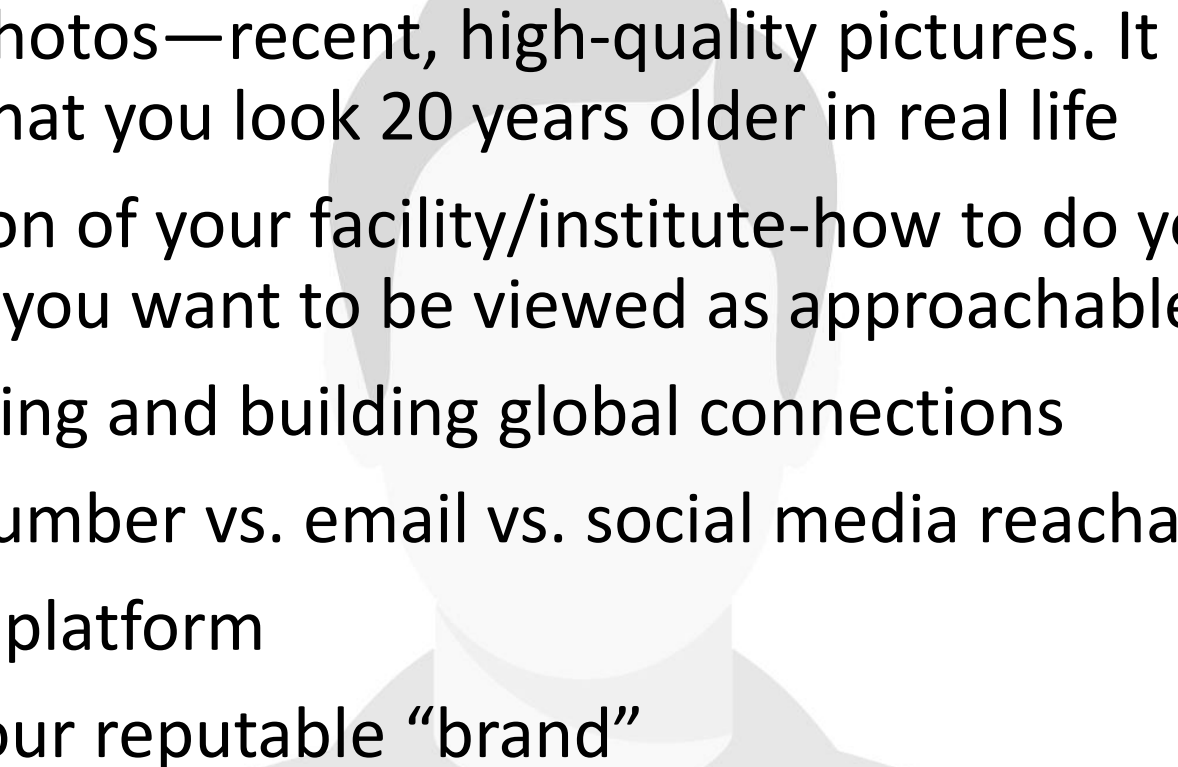
# Ineffective logos

Note:

- Use creative design team (if available)
- don't design in Microsoft Word
- Online freelance resources (<https://en.99designs.it/>)
- Avoid over-incorporation of content (flags, words, etc)
- Unrelated theme or symbol



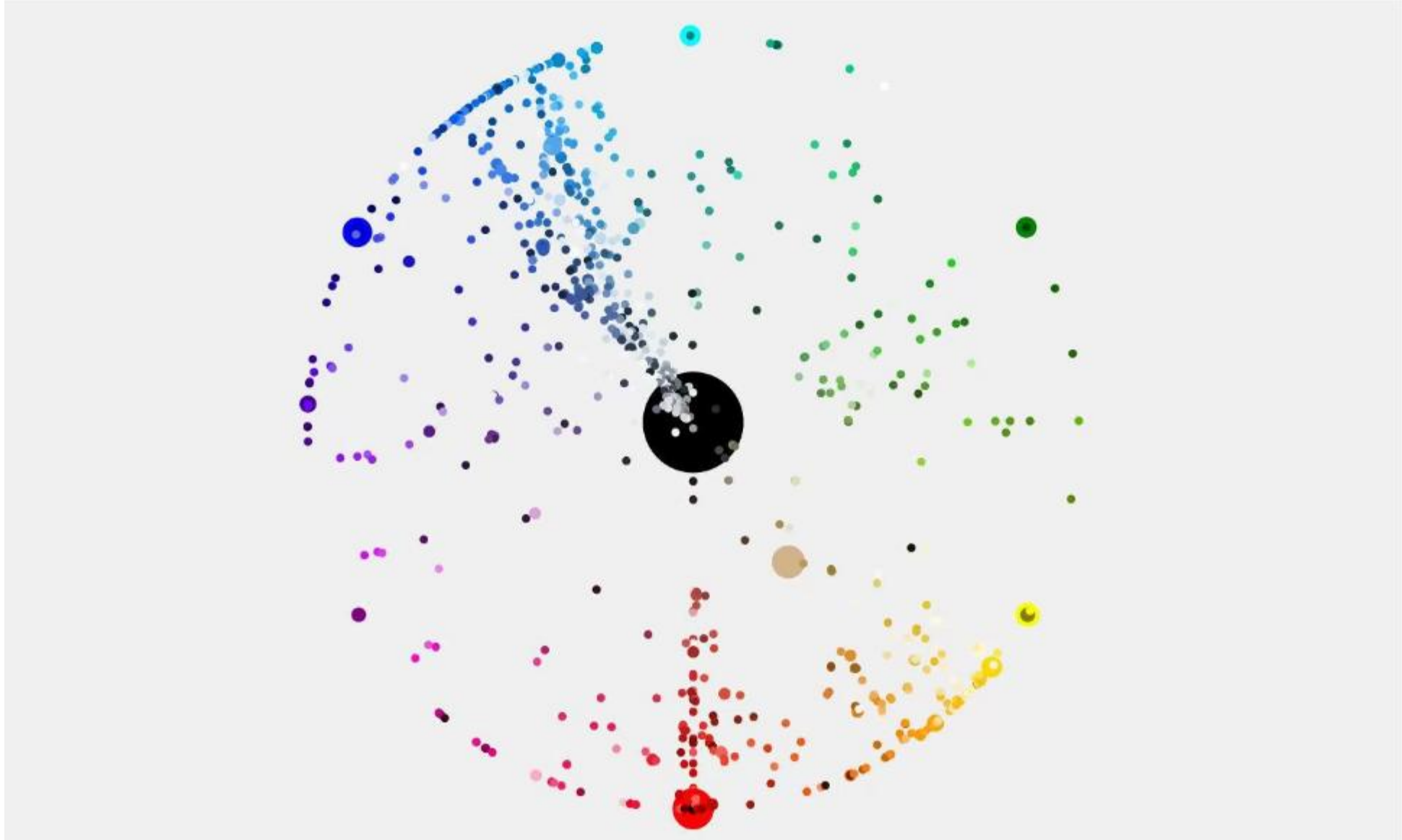
# Personal Profile-(Self) perception

- Profile photos—recent, high-quality pictures. It shouldn't surprise people that you look 20 years older in real life
  - Promotion of your facility/institute-how to do you want others to see you? Do you want to be viewed as approachable and accessible?
  - Networking and building global connections
  - Phone number vs. email vs. social media reachable
  - Create a platform
  - Shape your reputable “brand”
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# Websites

- Why are they important
- What should you search for? What is easy?
- What should be accessible/convenient?
- Neutral, appealing layout (colour scheme-photo)



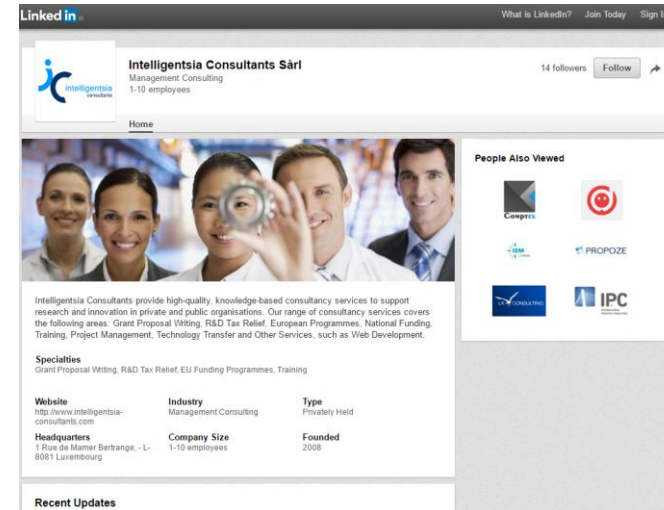


<http://boingboing.net/2016/09/11/most-popular-website-colors-ar.html>

# Intelligentsia Consultants

Create impact through:

- Linked In



- Company Website: <http://www.intelligentsia-consultants.com/>

- Logo

- Twitter

Tweets

Tweets & replies



**Intelligentsia** @Intelligentsia · Jun 22

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Intelligentsia Consultants provide high-quality, knowledge-based consultancy services to support research and innovation in private and public organisations.

Our range of consultancy services covers the following areas: Grant Proposal Writing, R&D Tax Relief, European Programmes, National Funding, Training, Project Management, Technology Transfer and Other Services, such as Web Development.

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# European Projects-benefits



Horizon 2020  
European Union funding  
for Research & Innovation

- What does it tell you about the project?
- Promotion and Dissemination of Materials
- Generally include video, poster, leaflet, promotion guide, summer school events, internationally conference
- Opportunity to be informed, stay up-to-date and educate others
- Networking advantages
- Resource to external parties for information
- Marketing for institutions and industry
- Showcase achievements, progress and results

# Dissemination



- physical and downloadable versions of promotional material
- Clean design and brief summary of project objectives
- Consistency of layout throughout all materials is professional
- Less wording is preferred
- Circulation of information
- Regular updates as necessary (Newsletters, online announcements)

# Some problems encountered

- Not considering “outside” perspective
- Internalising events instead of outward involvements
- Marketing strategies may be ineffective, out of date, irrelevant (on course is important!)
- Mismatched descriptions, incomplete/incorrect content marketing
- Not appealing to international audience
- Not accessible through language
- Jargon is NOT universally comprehensible.

# Future aims/ goals

Important things to consider:

- young researchers use technology differently-new generation means new adaptation and innovation in computer-mediated communication
- Be knowledgeable about how different cultures view technology or social media.
- Be collaborative on creating something all parties agree with
- Be flexible-your way is not the only way
- Be ready to evolve. What may have worked 10 years ago (or even 5) may not be good enough today
- Use social media in an effective manner
- Be open to all types of growth potential (research, academic, industrial, etc)



# Questions?



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