

A subjective view of what you should and shouldn't do in your campaign

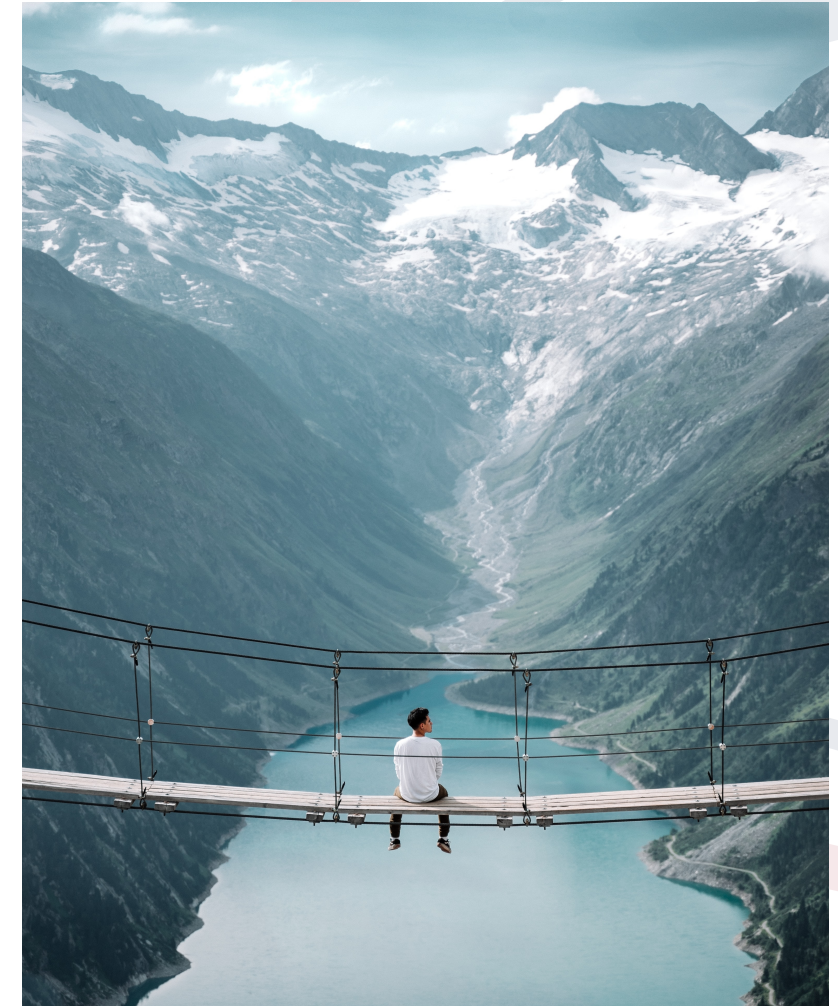
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SIG-MarComms Autumn Meeting
October 4-5, 2022



RENAM on Facebook and Twitter

- Create/share **content useful for Moldovan R&E community**
- Target audience: **researchers/university staff/students**
- Events, organized by RENAM within international projects
- Announcements of RENAM seminars
- Calls for proposals (national / regional / international)
- Horizon Europe calls
- Info related to Open Science and EOSC
- Events focused on R&E (online +)



Subjective view / Principles

- Distribute **useful** information
- Use planner (2-3 posts per week)
- Avoid spamming
- **A share is better than a like**



Good practice

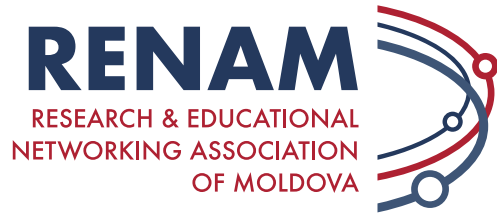
- **“Timeless” posts** are better than “tied to time”
- **Before-event post & post-event post**
- Links to **downloads** (and video recordings) are welcome
- **Informative slides** are better than “impressive” pictures with unclear meaning
- Website info to be **followed by Facebook & Twitter posts** (even from account of any “connected” organization/person)



Bad practice

- **Too simple video.** Static image is better!
- **Providing important info in 2 weeks before deadline.** From the very beginning is better!
- **Non-clickable links.** Check your post – and correct it!
- **False start posts.** If you want to do something – just do it!
- **3+ similar photos.** 1 photo instead is better!





Thank you!

Any questions?

RENAM, Chisinau, Moldova

Photos by Alex Azabache on Unsplash

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