



COMMUNICATION STRATEGY FOR PRISMAP

PRISMAP social media

Wiktoria Wojtaczka, LISA Academic Day

Communication strategy

- Structured campaigns



From our newsletter

Newsletter 1 — Editorial by Thierry Stora, PRISMAP Coordinator

Our first Newsletter is starting with the new year of the Tiger, and it is certainly no surprise to most of you as it also coincides with

[» Read more](#)

Transport

Transport and logistics is collecting knowledge about the many small and big obstacles to rapid transfer of radioactivity between the

[» Read more](#)

PhD Label — From producing radioisotopes to dosimetry

For my master thesis, I investigated the potential of a new detector at the MEDICIS laboratory at CERN. This facility was founded especially

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Communication strategy

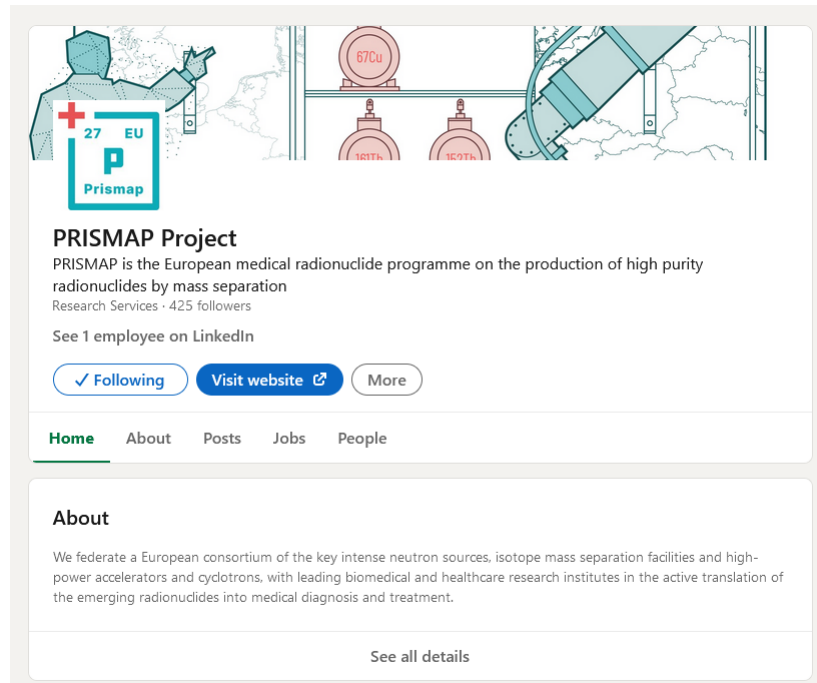
- Structured campaigns

➔ Targeting relevant international days



Communication strategy

- Structured campaigns
 - ➔ Targeting relevant international days
- Using LinkedIn and Twitter in tailored ways



Communication strategy

- Structured campaigns
 - ➔ Targeting relevant international days
- Using LinkedIn and Twitter in tailored ways
- Regular meetings of the social media team



Minutes

WP7 minutes

12 April 2022 at 09h00 CET

I



Account home

PRISMAP Project @MedRadionuclide

Page updated daily

28 day summary with change over previous period

Tweets 9 ↑12.5%



Tweet impressions 1,993 ↑9.1%



Profile visits 1,550 ↑200.4%



Mentions 2



Followers 72 ↑6



Jun 2022 - 15 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 305 impressions

'It's not a meeting on radionuclides until this picture has been shown' Thomas E. Cocolios while listening to Jane Sosabowski tell us about the UK's perspective on #RadionuclidesForHealth @QMBCI #NuclearMedicine #CancerResearch pic.twitter.com/eisqtS4KU4



1 reply 3 retweets 8 likes

View Tweet activity

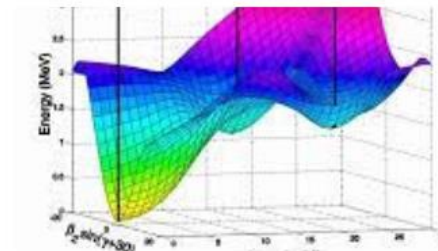
View all Tweet activity

Top mention earned 6 engagements



Stijn De Schepper @NucMedPhys · Jun 14

@MedRadionuclide @QMBCI An adaption of the well-known nuclear physics law: "it's only a nuclear structure physics meeting when this picture on shape coexistence in lead is shown." 😊 cc @nmphys pic.twitter.com/upR8QowO8C



2 likes

View Tweet

ADVERTISE ON TWITTER

Get your Tweets in front of more people



Promoted Tweets and content open up your reach on Twitter to more people.

Get started

JUN 2022 SUMMARY

Tweets 5

Tweet impressions 1,267

Profile visits 1,187

Mentions 1

New followers 3

May 2022 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 594 impressions

Wondering how best to introduce your colleagues to PRISMAP? Look no further, share our introductory video with them: youtu.be/t9GVQKoG6mM

🔗 1 ❤️ 1

View Tweet activity

View all Tweet activity

Top Follower followed by 6,835 people



IAEA NA ✓

@IAEANA FOLLOWS YOU

@iaeaorg's Nuclear Sciences and Applications: Securing a Better Future for all with Nuclear Techniques. [follows, RTs, likes ≠ endorsements]

[View profile](#)

Top media Tweet earned 350 impressions

The perfect scenery for Prof. Cocolios' talk about PRISMAP and medical radionuclides chaired by Kristof Baete at the Belgian Hospital Physicists Association annual congress last weekend.

[#NuclearMedicine](#) [#CancerResearch](#) [#Atomium](#) pic.twitter.com/5lyR8APETu



🔗 2 ❤️ 5

View Tweet activity

View all Tweet activity

MAY 2022 SUMMARY

Tweets

11

Tweet impressions

2,413

Profile visits

787

Mentions

1

New followers

3

Visitor highlights

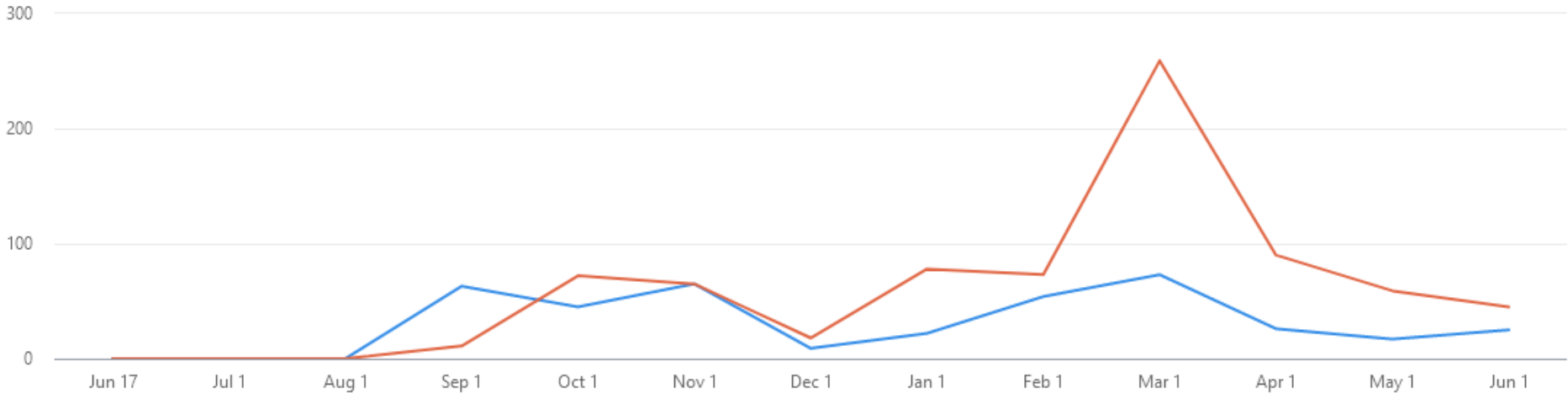
1,169 Page views

468 Unique visitors

107 Custom button clicks

Visitor metrics

Page views All pages All filters



Desktop 399

Mobile 770

Posted by Sarah Baatout • 3/21/2022



Have you ever heard of terbium? Terbium has been identified as a novel radionuclide family that could be a game-changer in cancer patient care. Terbium can be used for both therapy and diagnostics #theranostics due to its complementary decay characteristics #NuclearMedicine



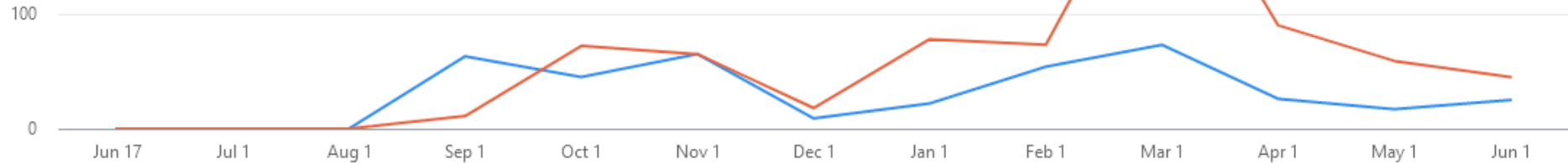
152 Tb Terbium	155 Tb Terbium	161 Tb Terbium
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March 16, 2022

Export

468
Unique visitors

107
Custom button clicks



Desktop 399

Mobile 770



Highlights

Data for 6/17/2021 - 6/16/2022

908

Reactions

● 0%

13

Comments

● 0%

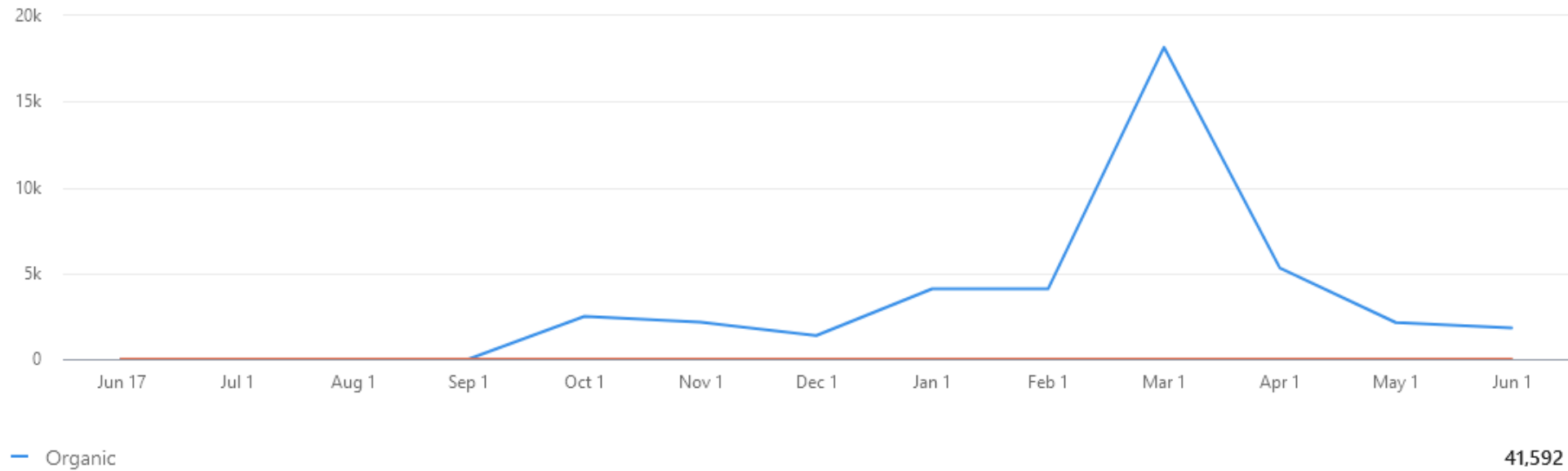
89

Shares

● 0%

Metrics

Impressions ▾



— Organic

— Sponsored

Follower highlights

425

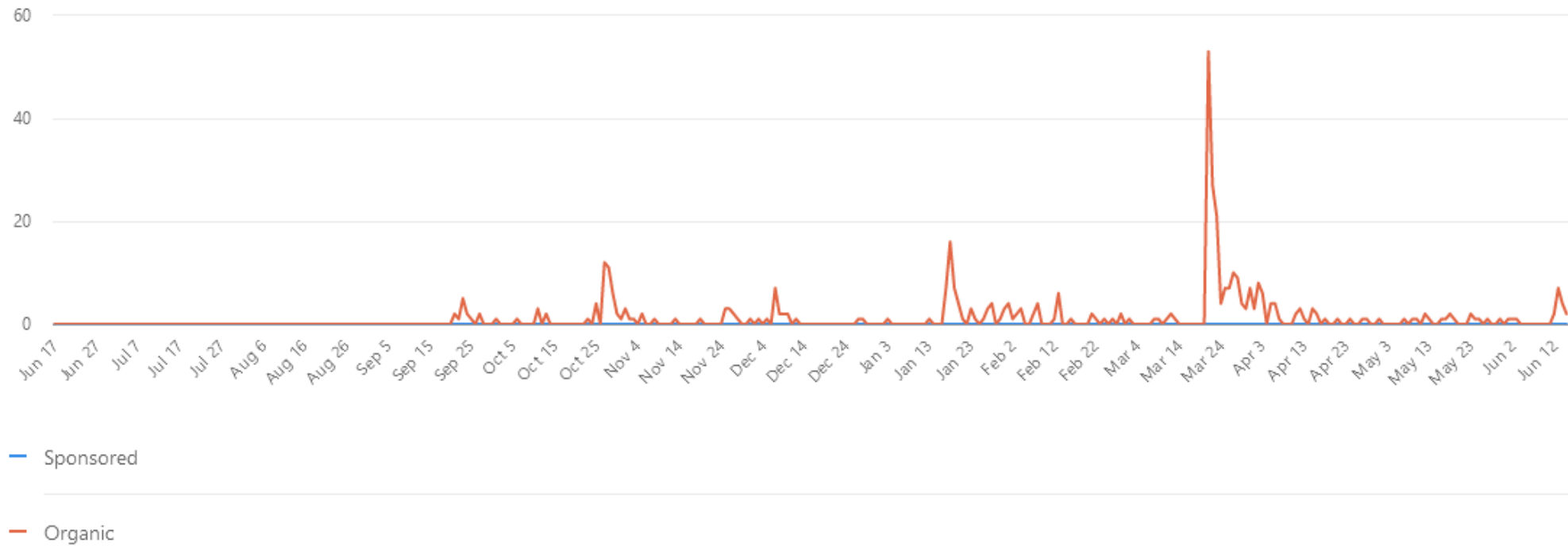
Total followers

416

New followers in the last 364 days

● 0%

Follower metrics





WWW.PRISMAP.EU



[@MEDRADIONUCLIDE](https://twitter.com/MEDRADIONUCLIDE)



[PRISMAP PROJECT](#)



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