

Social Media Plan

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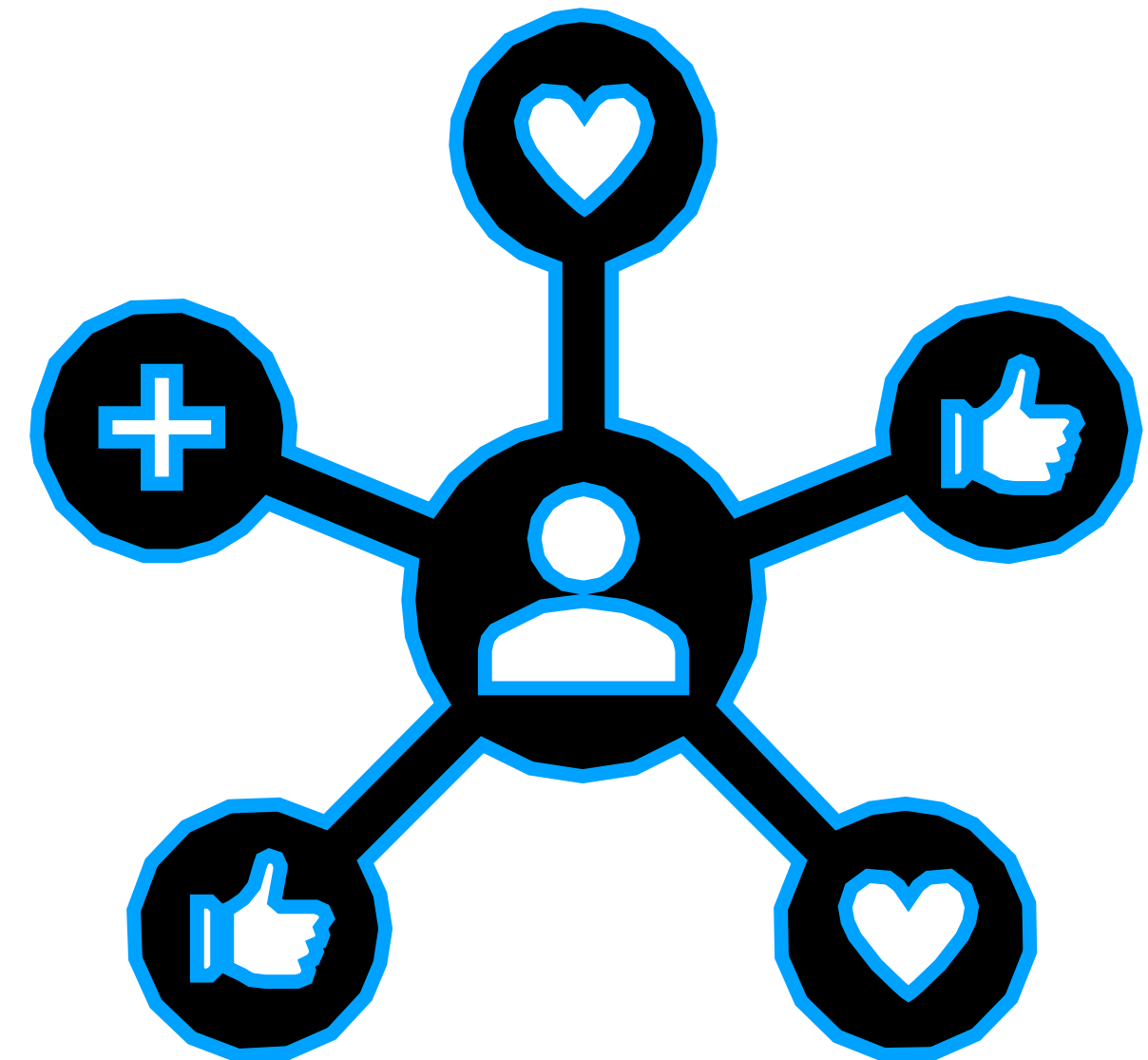


This project has received funding from the European Union's Horizon Europe Research and Innovation programme under Grant Agreement No 101057511.

A Social Media Plan should be developed considering **four months** of planned work on social media.

The Social Media Plan wants to define, at first glance, what, how and when to publish on a specific platform.

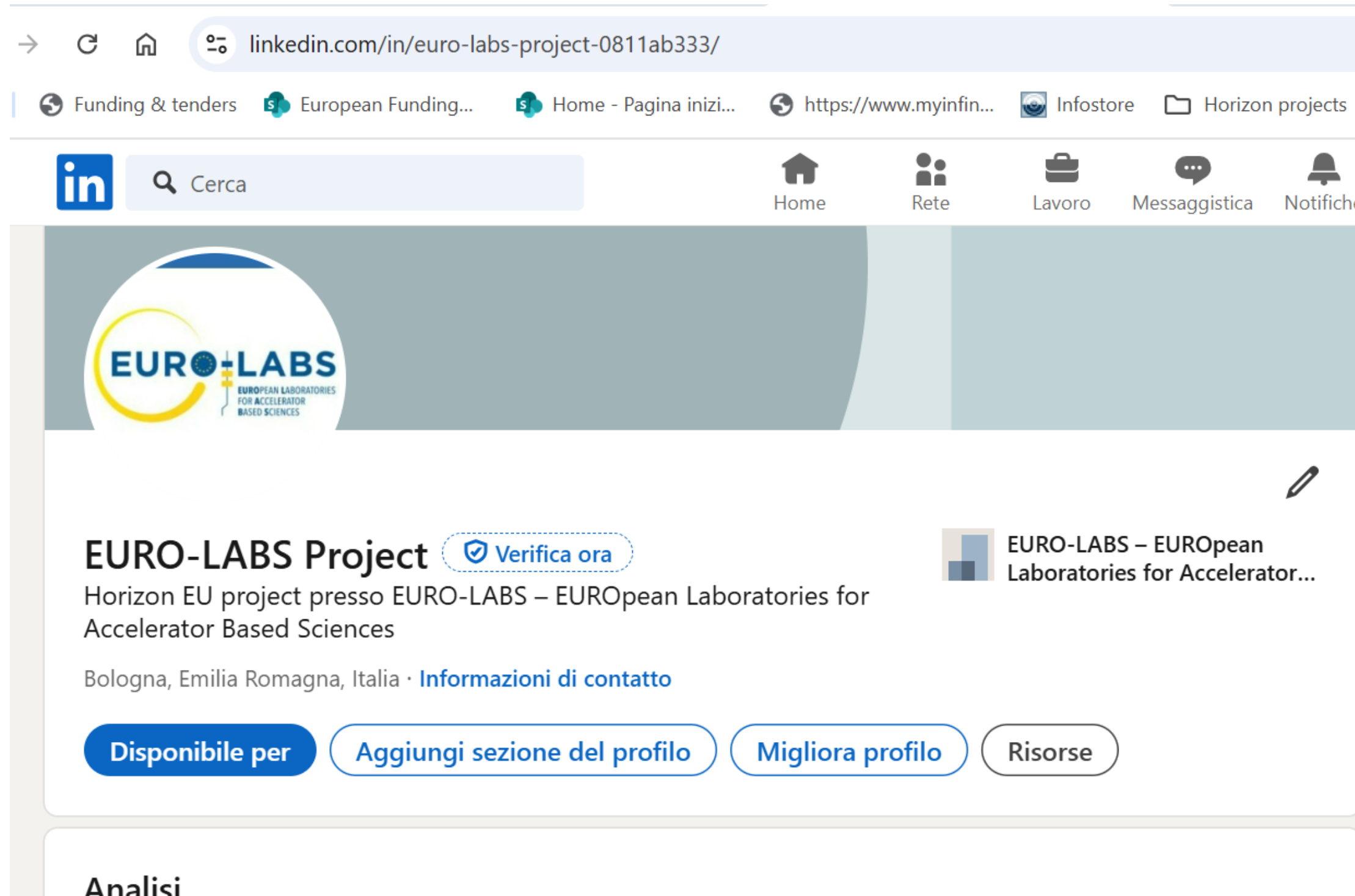
This Social Media Plan will be updated regularly to include the next steps for developing a good quantity and quality of communication actions on social media.



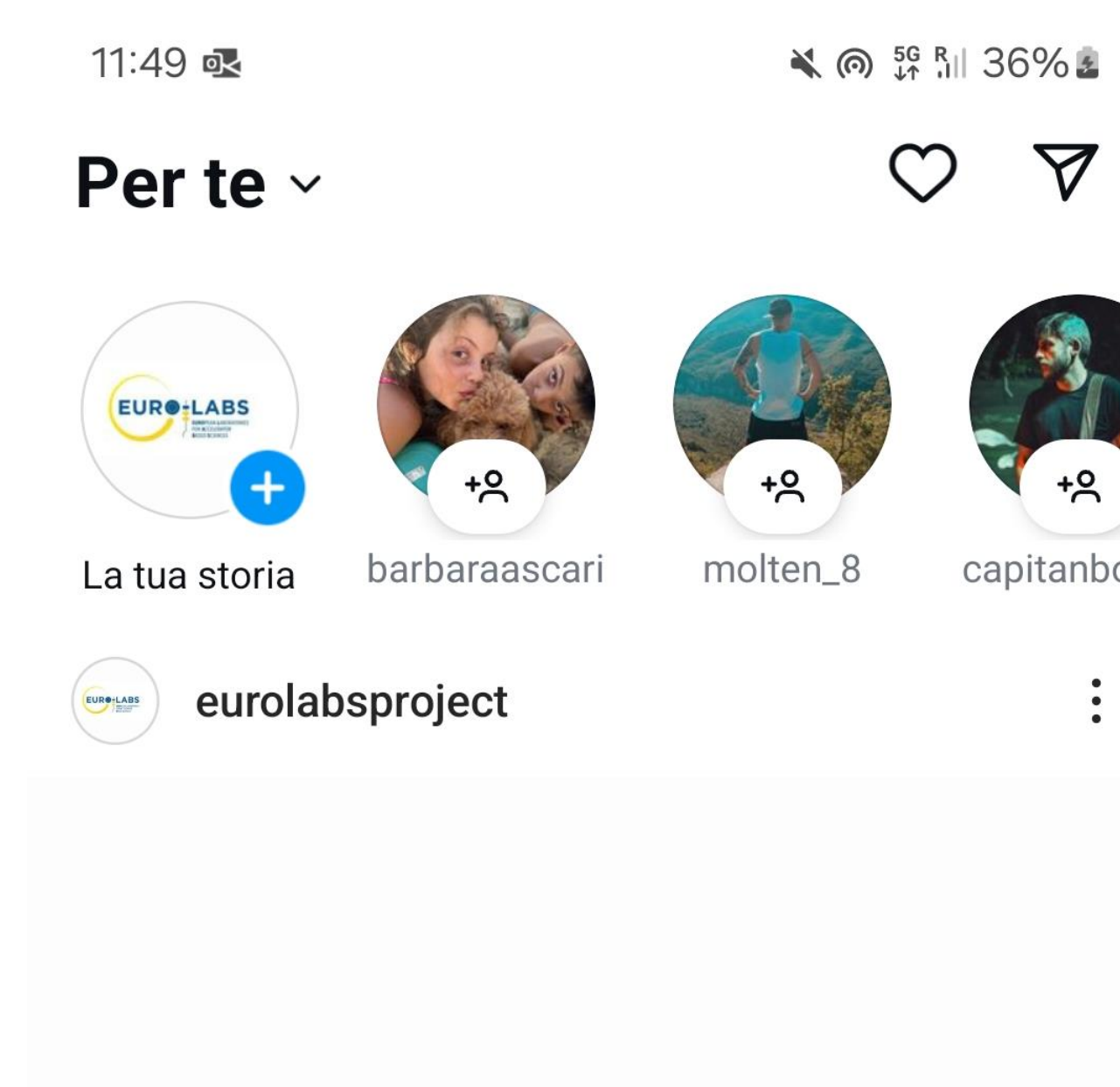
- **Social media platform** have been created for EURO-LABS: LinkedIn and Instagram (YouTube already available).
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- Editorial Plan: October-December 2024. Draft is prepared.
- Creation of the **graphic layout** based on the project graphic identity
- News proposed to be included in the **Editorial Plan**:
 - General project information and objectives
 - Project partners presentation
 - Partners interviews
 - Facilities video
 - Scientific publications, for example “*It’s Monday publication time!*”
 - Events
 - Weekly quote from the project, for example “*EURO-LABS Monday Inspiration*”





<https://www.linkedin.com/in/euro-labs-project-0811ab333/>



<https://www.instagram.com/europrojectlab/>

DATA	INSTAGRAM	LINKEDIN	GRAFICA	NOTE
	<p style="text-align: center;">Post su video</p> <p>🚀 Check out EURO-LABS' latest video on IST-CLEAR! Dive into the cutting-edge research and advancements in nuclear physics. Don't miss the chance to explore the future of science and technology!</p> <p>👁️ Watch now: [Link in bio]</p> <p>#EUROLABS #NuclearPhysics #ISTCLEAR #Research #Innovation</p>	<p style="text-align: center;">Post su eventi</p> <p>LinkedIn Post 1</p> <p>🚀 Exciting News from EURO-LABS! 🌟</p> <p>Our Annual Meeting will be hosted by CERN from October 28-30, 2024! This event promises insightful discussions and networking opportunities with leading experts in the field of nuclear physics. Don't miss the chance to engage with cutting-edge research and innovation.</p> <p>📅 Save the date: October 28-30, 2024 📍 Location: CERN, Geneva</p> <p>Stay tuned for more updates and details! #EUROLABS #NuclearPhysics #CERN #ResearchInnovation</p> <p>👁️ Read More</p>		WP2-Nuclear Physics
	<p style="text-align: center;">Instagram Post 2</p> <p>📖 Discover the fascinating world of particle physics with EURO-LABS! Our latest video on USE-CLEAR showcases groundbreaking experiments and research.</p> <p>👁️ Click the link in bio to watch!</p> <p>#EUROLABS #ParticlePhysics #Research #USECLEAR #Science</p>	<p style="text-align: center;">LinkedIn Post 2</p> <p>🌟 EURO-LABS Advanced School – November 24-29, 2024 🌟</p> <p>We are glad to announce the EURO-LABS Advanced School taking place at GSI FAIR, Ebernburg, Germany. This event is perfect for those looking to deepen their knowledge in nuclear physics and accelerator technologies. Mark your calendars and prepare for an enriching experience!</p> <p>📅 Date: November 24-29, 2024 📍 Location: GSI FAIR, Ebernburg, Germany</p> <p>#EUROLABS #AdvancedSchool #NuclearPhysics #Accelerators #Education</p> <p>👁️ Learn More</p>		WP2-Nuclear Physics
	<p style="text-align: center;">Instagram Post 3</p> <p>🌐 Get a glimpse into the LASA project with EURO-LABS' latest video! Learn about the innovations and technological advancements shaping the future.</p> <p>👁️ Watch now: [Link in bio]</p> <p>#EUROLABS #LASA #Technology #Innovation #Research</p>	<p style="text-align: center;">LinkedIn Post 3</p> <p>📖 Hands-On Training Alert! 🌟</p> <p>EURO-LABS is hosting the InTraNS Gamma Detectors Hands-on Training from September 2-6, 2024, in Legnaro, Italy. This is an incredible opportunity for hands-on experience with gamma detectors, guided by industry experts.</p> <p>📅 Date: September 2-6, 2024 📍 Location: Legnaro, Italy</p> <p>Don't miss out on this chance to enhance your skills and knowledge in a practical setting! #EUROLABS #Training #GammaDetectors #HandsOnLearning</p> <p>👁️ More Details</p>		WP3-Accelerators

	<p>Instagram Post 4</p> <p>💡 Explore the ATOMKI-CLEAR project through EURO-LABS' latest video. Witness the incredible work being done in the field of nuclear physics.</p> <p>🔗 Watch the full video in our bio!</p> <p>#EUROLABS #ATOMKICLEAR #NuclearPhysics #Research #Science</p>	<p>LinkedIn Post 4</p> <p>🌐 Energy for Sustainable Science Workshop 🌐</p> <p>EURO-LABS invites you to the Seventh Workshop on Energy for Sustainable Science at Research Infrastructures in Madrid from September 25-27, 2024. Join us to explore sustainable solutions for the future of scientific research.</p> <p>📅 Date: September 25-27, 2024 📍 Location: Madrid, Spain</p> <p>Engage with experts and contribute to the dialogue on sustainability in science. #EUROLABS #Sustainability #ScientificResearch #Workshop</p> <p>🔗 Discover More</p>		<p>WP2-Nuclear Physics</p>
	<p>Instagram Post 5</p> <p>📺 Watch the latest EURO-LABS video on KARA - ENERGY LAB! Discover the sustainable solutions being developed for the scientific community.</p> <p>🔗 Link in bio for the full video!</p> <p>#EUROLABS #KARA #EnergyLab #Sustainability #Research</p>	<p>LinkedIn Post 5</p> <p>📄 Latest from EURO-LABS: Newsletter July 2024 📄</p> <p>Catch up on the latest updates, achievements, and upcoming events in our July 2024 newsletter. Stay informed about the advancements and initiatives shaping the future of nuclear physics and research infrastructures.</p> <p>📄 Read the Newsletter</p> <p>#EUROLABS #Newsletter #Research #Updates #NuclearPhysics</p>		<p>WP3-Accelerators</p>
Post su pubblicazioni				
		<p>LinkedIn Post 1</p> <p>📄 New Publication Alert! 📄</p> <p>EURO-LABS has just released a comprehensive study on "Advanced Techniques in Nuclear Physics." This publication delves into the latest advancements and methodologies driving the field forward. Essential reading for researchers and enthusiasts alike!</p> <p>🔗 Explore the Publication</p> <p>#EUROLABS #NuclearPhysics #Research #Publications</p>		<p>WP2-Nuclear Physics</p>

Communication: Promote your action and results

Inform, promote and communicate
your activities and results

 **Reaching multiple audiences**
Citizens, the media, stakeholders

How?

- Having a well-designed strategy
- Conveying clear messages
- Using the right media channels

When?

From the start of the action until the end

Why?

- Engage with stakeholders
- Attract the best experts to your team
- Generate market demand
- Raise awareness of how public money is spent
- Show the success of European collaboration

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Dissemination: Make your results public

Open Science: knowledge and results (free of charge)
for others to use

Only to scientists?

Not only but also to others that can learn from the results:
authorities, industry, policymakers, sectors of interest, civil
society

How?

Publishing your results on:

- Scientific magazines
- Scientific and/or targeted conferences
- Databases

When?

At any time, and as soon as the action has results

Why?

- Maximise results' impact
- Allow other researchers to go a step forward
- Contribute to the advancement of the state of the art
- Make scientific results a common good

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Exploitation: Make concrete use of results

Commercial, Societal, Political Purposes

Only by researchers?

Not only, but also:

- Industry including SMEs
- Those that can make good use of them:
authorities, industrial authorities, policymakers, sectors of
interest, civil society

How?

- Creating roadmaps, prototypes, softwares
- Sharing knowledge, skills, data

When?

Towards the end and beyond, as soon as the action has exploi-
table results

Why?

- Lead to new legislation or recommendations
- For the benefit of innovation, the economy and the society
- Help to tackle a problem and respond to an existing demand

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What else?



Acknowledge the EU funding!