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

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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?

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