

ResearchGate and LinkedIn

Different social medias have a different target audience. ResearchGate is platform to discover scientific knowledge, and make your research visible. There the target audience of RI is mainly scientific communities. Whereas, LinkedIn is the world's largest professional network with more than 562 million users in more than 200 countries and territories worldwide. There RI can make a group page or join as a company and reach private sector and scientific communities. Both of these platforms can be used to share recent publications and results, ongoing projects, blog writings and advertise job opportunities.

Advantages: Possibility to wide area of dissemination to scientific communities and private sector.

Challenges:Hard to get committed involvement. Number of followers in a project-based account can be quite limited.

Resources needed: Working hours. Not as much expertise needed as is Twitter.

Recommendation: Use synergies with other social media. Advertisement of social media account in all RI's presentations, website, and materials like flyers and brochures.

RI's in LinkedIn:

- TERN, group page, 427 members
- LifeWatch, group page, 353 members
- ENVRI Community, group page, 108 members
- EISCAT, company, 146 followers

ResearchGate:

In COOP+, the ResearchGate platform has been used as a scientist-oriented social media platform, this way allowing the interaction with the scientific community and providing a broader distribution of COOP+ outcomes.