

Facebook

Facebook can be used similarly to Twitter by sharing recent news, upcoming events, advertise RI's goals and activities. However, the target audience is different. Most of the user have personal accounts, not work related. That may be the reason why Facebook is not widely used social media among RIs. If RI has a Facebook account or group page, it is mostly used to advertise events.

Advantages: Possibility to very wide area of dissemination to civil society. The material created for social media account can be automatically connected to the RI's website. Synergies with other dissemination methods: post from newsletter material, blogs, publications, and events. Can be connected to Instagram.

Challenges: Hard to get committed involvement. Number of followers/friends in a project-based Facebook page/account is often quite limited. Even though the costs of running this is low, the requirement of constant updates can be challenging.

Resources needed: Working hours of a person who is familiar with the RI's scientific background and objectives and knows the social media.

Recommendation: Synergies with other social media. Advertisement of social media account in all RI's presentations, website, and materials like flyers and brochures. Promoting members of the RI to connect their RI relevant post to the RI's social media account. Check frequently your social media analytics, which type of news has reached the most clicks, profile views or other actions. In once in a while, it is good to check that the social media content is in line with the dissemination plan and the overall goals of the RI.