



Communication role on perception and beliefs of EU Citizens about Science



Social media accounts Deliverable 4.3



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List of partners

Participant No *	Participant <u>organization</u> name	Type of organization	Country
1 (Coordinator)	University of Valencia	University	Spain
2	Observe Science in Society	NGOs	Italy
3	Trnava University	University	Slovakia
4	FyG	SME	Spain
5	Danmar	SME	Poland
6	Instituto de Ciências Sociais da Universidade de Lisboa	University	Portugal
7	AECC	NGOs	Spain
8	University of Lodz	University	Poland
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1. Summary of the Project

The main objective of **CONCISE** is to gain insights into the origins of the beliefs, perceptions and knowledge of European citizens regarding science- and technology-related issues. What channels do they use to keep abreast of the news? And what or who influences their attitudes towards a specific scientific issue?

To answer these questions, specific actions based on the public consultation methodology will be implemented and tested in five different European cities will be designed. The results obtained will be scalable in order to improve the general quality and reliability of science communication and the effectiveness of the interactions among all the stakeholders: R&I institutions, scientists, journalists and science communicators, general media, educators, enterprises, the general public, etc.

To reach CONCISE's overall goal, the following sub-objectives have been established:

- **OBJ1.** To increase our understanding of **how beliefs, perceptions and knowledge of science- and technology-related issues originate** among European citizens (WP1).
- **OBJ2.** To **review the existing structural obstacles** that scientists and other R&I stakeholders, including policymakers, currently face when attempting to communicate science successfully (WP1).
- **OBJ3.** To **evaluate the existing models for teaching** science communication to communicators and scientists in Europe, and to analyse how to elaborate an action plan, including recommendations and the issues that should be explored (WP1).
- **OBJ4.** To enable **active citizen participation** in scientific research processes, in line with the concept of responsible research and innovation (RRI), by employing a public consultation methodology (WP2).
- **OBJ5.** To measure **the positive or negative perception** of citizens participating in the public consultation on a selection of stories related science (WP3).
- **OBJ6.** To **disseminate actively** the project results and activities, exploring new well-defined communication strategies (WP4).
- **OBJ7.** To **review and assess the work** carried out, such as the project **outcomes**, and to ensure that the consortium partners comply with their contractual obligations (WP5).

2. Introduction to this deliverable

Following D4.1 *Communication and Dissemination plan*, CONCISE social media accounts have been created in Twitter, Facebook and YouTube, therefore project milestone 2 (MS2 *Social media*) achieved.

These will be powerful tools to connect with our target groups (i.e. policy makers, S&T community, wider public), as our online presence is part of the project's horizontal strategy to both extend our reach and increase our engagement level.

With the aim of maximising the impact of the project, we plan to use social media platforms to build the CONCISE network, share content and gather meaningful feedback, as well as commenting on other conversations and content. Likewise, by following us on social media, the CONCISE community will stay informed of the progress of our project, share common interests and express opinions or demands.

A CONCISE social media plan has been thoughtfully drafted to manage these accounts, as well as the corresponding social media crisis action plan, which will be presented in the forthcoming D4.4 *Social media crisis action plan*.

3. Twitter

@ConciseEU account has been created and will be managed by AECC throughout the Project. As per our social media plan, this account will primarily tweet in English, however AECC counts on the collaboration of the rest of the partners to tweet in the languages of the Consortium.



Figure 1 Homepage of @ConciseEU account on Twitter.

4. Facebook

@ConciseEU page has been created and will be managed by AECC throughout the project. As per our social media plan, the posts in this page will be primarily in English. Additionally, we will post in other Consortium languages using Facebook's "post in multiple languages" feature, whereby will selectively target our audience based on the language they speak. AECC counts on the collaboration of the rest of the partners to create content in the languages of the Consortium.

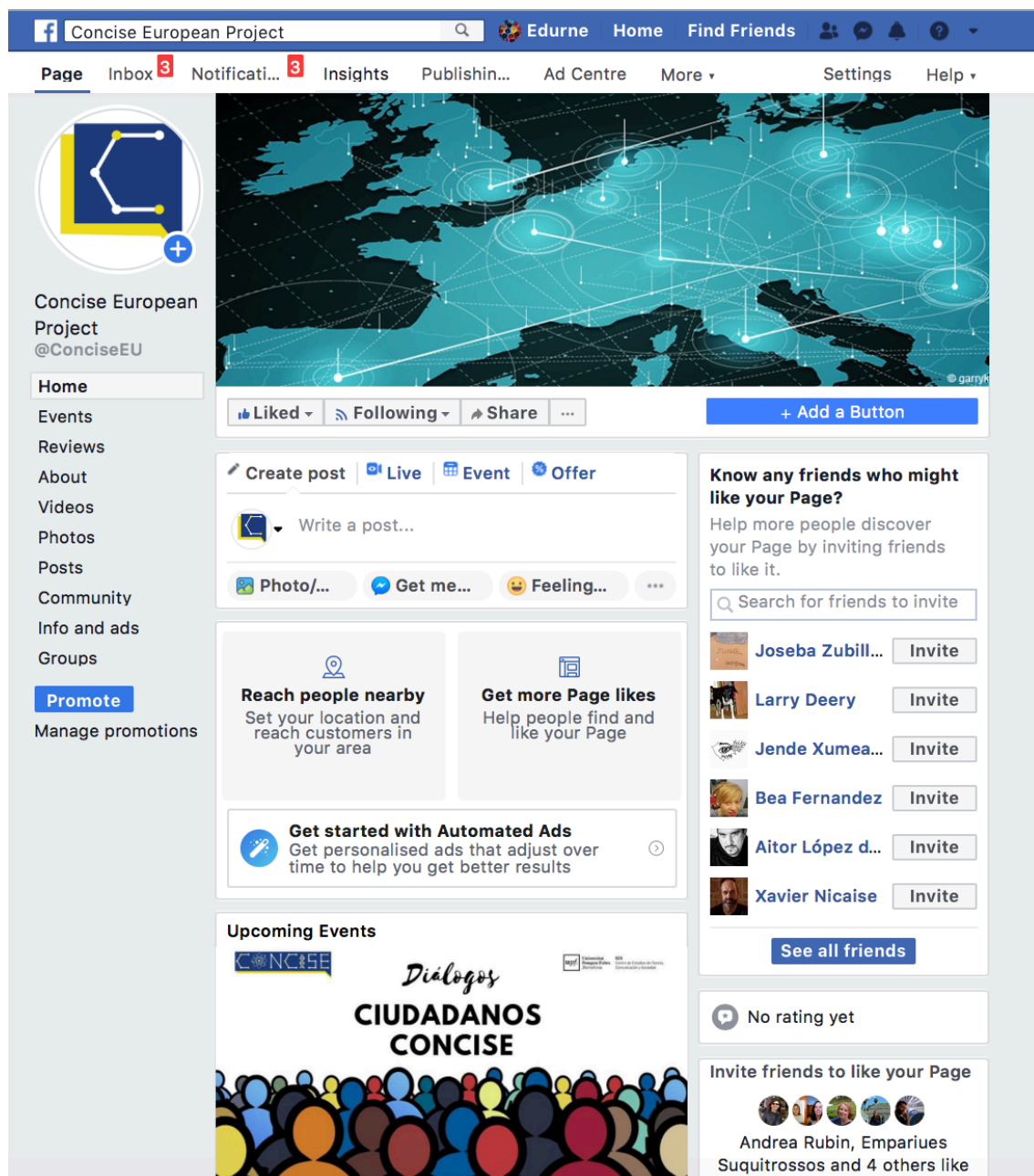


Figure 2 @ConciseEU page on Facebook.

A Facebook page was created instead of a Facebook profile for several reasons:

- A fan page allows to better customise the look of the page and it allows to have an unlimited number of fans
- Facebook pages are indexed by Google and other search engines.
- A Facebook page is open to anyone who finds it. As a consequence, the CONCISE project Facebook page will allow the consortium to reach people interested and groups / organizations / associations active in the field more easily, as well as to have more personal and direct communication with the stakeholders of the project.

5. YouTube

Concise European Project brand channel has been created and will be managed by AECC As per our social media plan, this channel will be the home to 10 project videos produced by Danmar during the second year of the project.

