



SOCIAL MEDIA



COMMUNICATION AND DISSEMINATION

FEDERICA MOTTERLE - EAAP

ROLE OF SOCIAL MEDIA IN DISSEMINATION

Information
Knowledge
Connection



DEFINE YOUR GOAL AND IDENTIFY THE AUDIENCE

USEFUL QUESTIONS:

1. What is the primary goal of my social media presence?
2. Am I trying to raise awareness, engage a community, or drive sales?
3. Who am I trying to reach with my content?
4. What demographic characteristics define my target audience (age, gender, location, etc.)?
5. What are the interests and behaviors of my target audience?



...FOR EXAMPLE:



INSTAGRAM

Nike uses Instagram to connect with younger audiences through **visually dynamic campaigns** that emphasize lifestyle and motivation.

The platform allows Nike to showcase products in action and tell compelling stories.



LINKEDIN

In contrast, Nike does not rely heavily on LinkedIn for direct marketing because it's less effective for engaging their target consumers. LinkedIn is more suited for professional networking, which Nike primarily uses for recruitment and B2B partnerships, not consumer engagement.

ANALYSIS OF THE PLATFORMS

Thousands of platforms—
how to choose?



FOCUS AND STRENGTHS



focus on personal
relationships and
interests



emphasizes trending topics
and fast content



focus on personal
relationships and
interests



focus on viral short -
video trends for
individual interests



prioritizes networking and
professional content

EAAP



EAAP

Mi piace: 3560 • Follower: 3921

eaap_official

495 post

1.391 follower

1.789 seguiti

EAAP

@eaap_official

Organizzazione no-profit

European Federation of Animal Science: Research, Inno

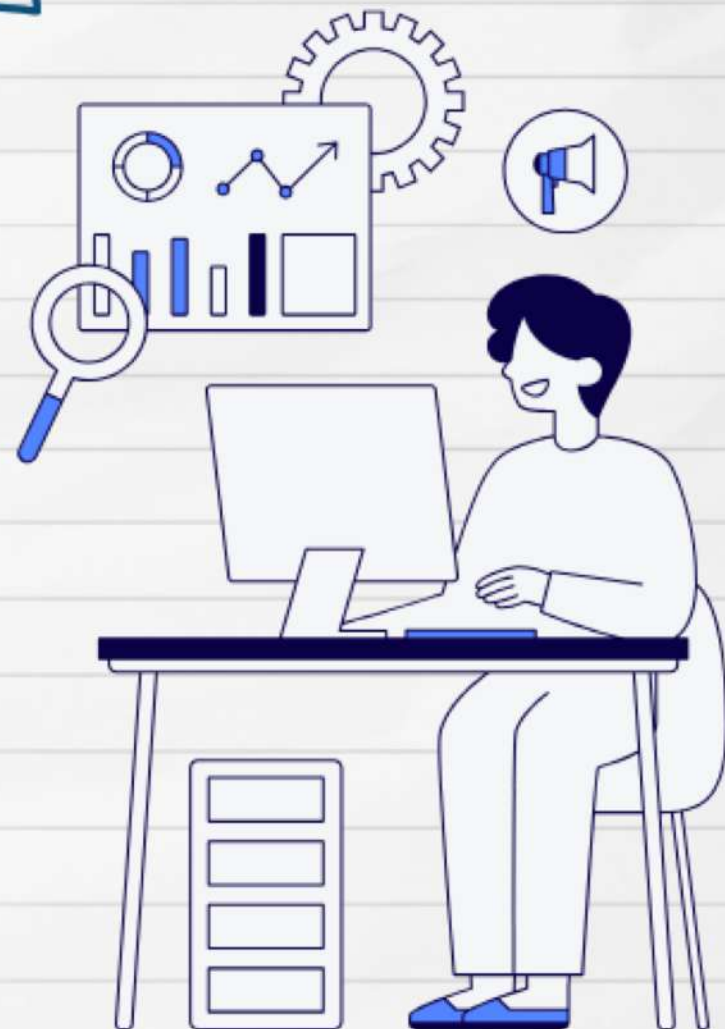


www.eaap.org



EAAP - European Federation of Animal Science

9.333 follower





TIPS ON HOW TO CREATE A CONTENT

01

Clear, Accurate
and short text

02

Use visual Contents
(Pictures, videos, ecc)

03

Write Catchy
Titles

04

C-T-A

05

Use Hashtags and
mentions

06

Diversify the
contents



**Create an
Editorial
Calendar**



**Answer
public
comments**



**Analyze
performances
of your posts**

DOS AND DON'TS



**Post the same
content
repeatedly or
too often**



Ignore DM

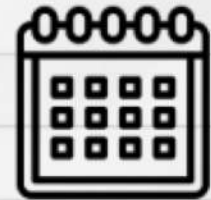


Spam

SOCIAL MEDIA MANAGEMENT TOOLS



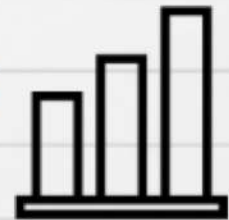
Editorial Planning Tools
Hootsuite

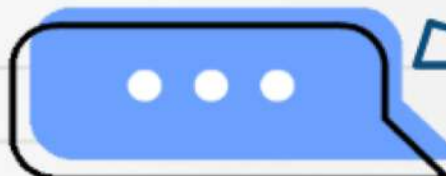
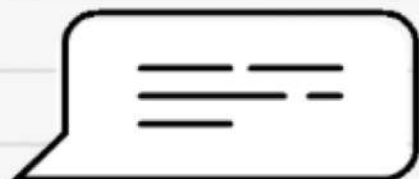


Graphic Tools
Canva



Analytics & Report Tools
native platform analytics





**THANK
YOU VERY
MUCH!**

