



Choosing the right social media to reach target audiences

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The problem

EU projects' Dissemination and Communication strategies involving social media often fail to engage target audiences because of a too general approach that does not appeal to the specific necessities/interests of the different groups (e.g., academia, policy-makers, industry, primary producers, general public).

The solution

Designing tailor-made social media strategies that leverage the most appropriate channels to reach and appeal specific groups is a requirement in order to maximise the impact of EU projects' Dissemination and Communication actions. Social media channels must be selected in line with the type of audience and other parameters such as age and IT knowledge.

Benefits



Maximised outreach of Dissemination and Communication strategies.



Achievement of Dissemination and Communication related project objectives.



Increased project impact.

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PRACTICAL RECOMMENDATIONS



The right social media for the right target audience

- **LinkedIn:** professional contexts such as academia, industry, other projects or platforms, administration bodies or policymakers.
- **ResearchGate:** specifically intended for academia and researchers.
- **X:** General outreach, with a more personal approach and especially used by people between 30-50 years old. Can be useful for general public and civil society, but also for industry, primary producers or academia.
- **Instagram:** appropriate for general public, civil society, industry or primary producers and a younger audience in general (20-40 years old).
- **Facebook:** general public, primary producers and civil society from 35 years old – onwards.
- **TikTok:** useful for projects targeting teenagers and younger audiences (15-25 years old).



About SISTERS and this Practice Abstract

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Goal: to systemically reduce food loss and waste in the main stages of the food value chain in Europe through innovations targeted to each stage of the chain.