

SOCIAL MEDIA TIPS AND TRICKS

The following advice should help you improve the consistency and effectiveness of your communication efforts.

- To guarantee that your post can be easily seen by the public, be sure to use the official event hashtag **#RiDaysEU** and also to tag the R&I accounts mentioned below in all of your publications;
- Be engaging and straight to the point – phrases like “Looking forward to taking part in this years’ EU Research & Innovation Days because...” or “Join me on XX Sept at XX:XX...” can pique your audience's interest and encourage them to learn more about the event;
- Share the posts of other panellists from your session and tag them in your post to increase visibility;
- What about sharing a little video of yourself as well? Videos are the ideal media for communicating with your community directly and teasing upcoming events;

Facebook

- **R&I account you can tag:** [EU Science & Innovation](#)
- **Hashtag:** #RiDaysEU
- Keep the copy in the post as short as possible (ideally around 50 characters) to avoid part of it being hidden because of length – the ‘see more’ button is triggered at 140 characters;
- Edit out any oversharing;
- Make sure the first sentence is descriptive and impactful;
- Make sure you tag the adequate page or event in your copy, if you refer to one;
- Create a post that shares an image or a link and give a comment on it. Anything visual should be vertical or square – not horizontal.

Instagram

- **R&I account you can tag:** [@eu_science](#)
- **Hashtag:** #RiDaysEU
- Copy truncation occurs at 125 characters, so there's room to say more. You can give a bit more context;
- Decode the posted visual for your audience;
- Besides the main hashtag #RiDaysEU, you can add more (up to 20) that focus on multiple topics and trends – place them at the end of the copy to allow people to find your post.

Twitter

- **R&I account you can tag:** [@EUScienceInnov](#) and [@HorizonEU](#)
- **Hashtag:** #RiDaysEU
- The ideal range of characters is 250, out of the 280 available;
- Add a link that supports what you are writing about;
- Use 5 hashtags (the main one #RiDaysEU + 4 relevant ones), they can be used integrated in your copy directly (not placed at the end);
- A short (less than 10'') video or a picture is a plus.

LinkedIn

- **R&I account you can tag:** [EU Science, Research and Innovation](#)
- **Hashtag:** #RiDaysEU
- Like Facebook, the text gets truncated at 140 characters – still, you can go up to 700, even though it is not recommended. We encourage you to give a bit more context and use a more complex language while still trying to keep it short;
- Use hashtags, but at the end of the post (and no more than 5);
- Insert a link;
- Quote the adequate pages and people if you refer to them;
- Insert a visual (square or vertical).