

Dear Colleagues,

Horizon Europe project **TwinSubDyn** is delighted to invite you to **WEBINAR 3** hosting an expert in communication science from the Centre for Microbiology and Environmental Systems Science at the University of Vienna:

Branding in science communication with a focus on social media

Speakers:

- **Dr. Pamela Nölleke-Przybylski**, Communications Officer

The webinar will be structured as follows:

We will first look at the definition and relevance of branding and strategic communication in science communication, followed by a discussion on the communicative positioning of the UNSPMF. Based on your specific needs, we will take a more concrete look at branding in the context of social media in order to build on UNSPMF's social media strategy. This will include a strategy for building communication resources and repertoires.

- 1.Branding and Strategic Communication in Science (Communication) – what is it and what is it good for?
- 2.Communicative Positioning of the UNSPMF (profile – who are we?; communicative Goals; dialogue groups; messages).
- 3.Branding through Social Media (mechanisms; best practices).
- 4.Social Media activities and strategy at the UNSPMF (status quo: channels, (personal) experiences, resources).
- 5.Way forward: Strategy to build up communicative resources.

Key details:

Date: 17 May 2023 (Friday)

Time: 9:00 AM – 13:00 PM (CET)

Venue: ONLINE

ZOOM LINK TO JOIN: [https://us06web.zoom.us/j/88602644081?](https://us06web.zoom.us/j/88602644081?pwd=ZkZsZG5kaVVLNVFkWCtSR1VDeFVKZz09)

pwd=ZkZsZG5kaVVLNVFkWCtSR1VDeFVKZz09

Meeting ID: 886 0264 4081

WEBINAR 1 is part of WP1, Task 1.4, Subtask 1.4.2: Capacity building of UNSPMF staff towards leadership and scientific excellence to improve research management and administration capacity at UNSPMF.

GOAL: to increase the number of successful grant applications, to improve proposal writing, management and implementation skills, and efficient administrative support to researchers.

Please do not hesitate to reach out if you have any questions: twinsubdyn@pmf.uns.ac.rs

We look forward to welcoming you at our upcoming webinar!

TwinSubDyn Team



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