



**AQUASERV**



# **AQUASERV Social Media Strategy**

Engaging Audiences and Driving Impact (2022-2029)

# 1. Goals





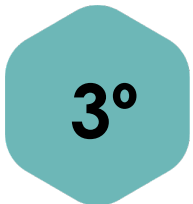
# 1. Key Goals



**Attract and engage target audiences.**



**Increase visibility of AQUASERV services, events, and opportunities.**



**Facilitate post-sharing by consortium members to amplify reach.**

## 2. Target Audiences

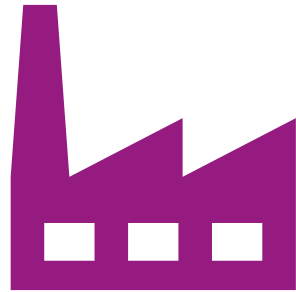




## 2. Target Audiences



**Researchers  
from academia**



**Researchers  
from industry**



**Policy makers**



**General Public**



## 2.2 Personas: Maria Jimenez



**Maria Jimenez**

**Designation:** Marine Biologist, Senior Researcher  
**Active social media channels:**



**Content types they prefer:**

- Research-focused YouTube vídeos;
- Twitter threads on sustainable aquaculture trends;
- LinkedIn posts/articles with data and visuals

**Hashtags they use extensively or engage with:**

# SustainableAquaculture

#BlueEconomy

# MarineResearch

#OceanConservation

**Buying triggers:**

- Testimonials from peers about successful research projects.
- Invitations to publish or present at relevant scientific conferences.
- Data-backed insights and practical tools to apply new research methods.

**Pain points:**

- Lack of funding or institutional support for complex projects.
- Difficulty translating research into real-world applications.
- Overwhelm with constant advancements and funding deadlines.



**Researchers from  
academia**



## 2.2 Personas: Tom Nguyen



### Tom Nguyen

**Designation:** Senior Research Scientist at a technology firm

**Active social media channels:**



### Content types they prefer:

- Case studies of industry applications
- YouTube videos on new technology demonstrations
- LinkedIn posts/articles highlighting transnational research

### Hashtags they use extensively or engage with:

# Innovation

#TechForBlue

# MarineResearch

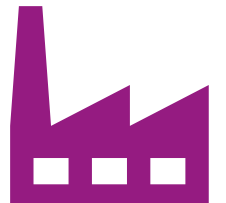
#SustainableProduction

### Buying triggers:

- Success stories of how research has driven industry change.
- Testimonials from firms that leveraged research infrastructure.
- Invitations to technical workshops or demonstrations.

### Pain points:

- Challenges in integrating innovative research into commercial applications.
- Regulatory hurdles in technology adoption.
- Balancing cost-effectiveness with cutting-edge solutions..



**Researchers from  
industry**



## 2.2 Personas: Nadia Schmidt



**Nadia Schmidt**

**Designation:** Policy Advisor, Environmental and Marine Affairs

**Active social media channels:**



**Content types they prefer:**

- Policy briefs and updates shared on LinkedIn and Twitter
- Instagram Stories covering sustainability milestones/events
- Infographics on marine conservation impacts

**Hashtags they use extensively or engage with:**

# SustainableDevelopment

#BlueEconomy

# MarinePolicy

#PolicyForOceans

**Buying triggers:**

- Reports showcasing data-driven impacts of policy implementations.
- Access to exclusive networking opportunities with research institutions.
- Invitations to conferences and expert panels.

**Pain points:**

- Bridging gaps between policymakers and scientific communities.
- Public misunderstandings or pushback on conservation policies.
- Overcoming slow adoption of science-informed policies at local levels.



**Policy makers**





## 2.2 Personas: Alexandre Neves



**Alexandre Neves**

**Designation:** Content Creator, Marine Conservation Activist

**Active social media channels:**



**Content types they prefer:**

- Research-focused YouTube vídeos;
- Twitter threads on sustainable aquaculture trends;
- LinkedIn posts/articles with data and visuals

**Hashtags they use extensively or engage with:**

#SaveOurOceans

#BlueEconomy

#MarineConservation

#SustainableLiving

**Buying triggers:**

- Testimonials from peers about successful research projects.
- Invitations to publish or present at relevant scientific conferences.
- Data-backed insights and practical tools to apply new research methods.

**Pain points:**

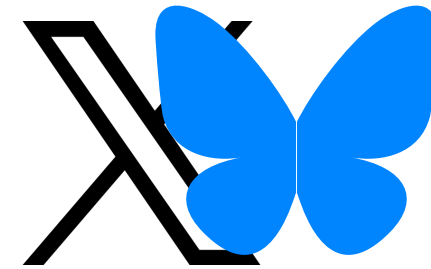
- Lack of funding or institutional support for complex projects.
- Difficulty translating research into real-world applications.
- Overwhelm with constant advancements and funding deadlines.



**General Public**



## 2. Platforms



X's recent shift towards opaque data practices, amplification of misinformation, and misalignment with democratic principles run counter to our mission of bridging society, science, and policy to drive sustainable progress, **therefore we have decided to disengage from X and focus on Bluesky.**



## 2. Platforms



	LinkedIn	X => Bluesky
<b>Tone</b>	Professional & Trust-worthy	
<b>Voice</b>	Approachable & Serious	
<b>Main contents</b>	Images, Videos & Texts	Texts (preferably with images) and reposts

# 3. Content Pillars





# #1 Promoting AQUASERV services

## 1. Showcasing Opportunities

- Promoting Transnational (TA)
- Virtual Access (VA)
- Training Programmes

## 2. Application Guidance

- Step-by-step posts on how to apply for access

## 3. Deadlines & Reminders

- Ensuring researchers stay on track with application dates



# #2 Promoting AQUASERV consortium

## 1. Behind the Scenes at Partner Institutions

- Showcasing the expertise and services provided by AQUASERV partners.

## 2. The Role of R&I & Research infrastructures

## 3. EU Policy Alignment

- Connecting AQUASERV's work to key EU policies, such as:
  - The European Green Deal
  - Farm to Fork Strategy
  - Sustainable Blue Economy
  - EU Mission: Restore Our Ocean & Waters by 2030



# #3 Promoting contributions to advance research

## 1. User testimonials

- First-hand accounts from researchers using AQUASERV services

## 2. Success stories

- Showcasing researchers benefiting from AQUASERV services, such as funded projects outcomes.

## 3. Breakthrough Research

- Scientific discoveries enabled by AQUASERV

## 4. Project updates & results

- Sharing AQUASERV's progress and achievements.
- Highlighting recent publications, datasets, and findings from within AQUASERV's research network



# #4 Sharing relevant events

## 1. **AQUASERV Led-events**

- Info-sessions, Webinars, Training Sessions and Conferences.

## 2. **European & Global events**

- Showcasing AQUASERV's participation in conferences

## 3. **Policy & Science communication events**

- Engaging policy makers and industry leaders.

## 4. **Outreach & Public Engagement**

- Sharing project meetings, community events and education initiatives.





# #5 Engagingwith community

## 1. Exploring key research topics

- Update contents related to sustainable aquaculture, fisheries management, ecological restoration and blue economy and innovation.
- Scientific Storytelling: Bringing research to life with engaging visuals, infographics, and real-world applications.

## 2. Ask the experts

- Featuring insights from AQUASERV researchers and policymakers on pressing issues.

## 3. Current trends & challenges

- Share new policies and future directions in relevant fields.

# 4. Plan & Assessments



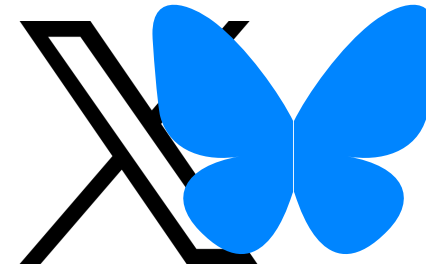


# General Content Plan

1. **52 posts each year  $\cong$**
2. **12 posts about pillars #3, #4 and #5.**
3. **5 campaigns (at least)**
  - 1 campaign for the yearly Challenge Driven Call
  - 3 campaigns about Transnational Access Open Call
  - 1 campaign about Virtual Access



# How will we measure success?



	LinkedIn	X => Bluesky
Frequency of assessments	6 months (Jun & December)	Quarterly (April, August & December)
Engagement metrics	Likes, comments, shares	Reposts, replies, hashtag performance
Reach & Growth	Follower growth & audience demographics	
Campaign impacts	Referral traffic to AQUASERV website. Direct inquiries about TA/VA calls.	