

Social media as a tool for communicating BIOSECURE results

The BIOSECURE project aims to enable decision-makers in livestock farming to understand, prioritise and implement evidence-based, cost-effective, and sustainable biosecurity management systems. To do so, it is vital to communicate project results and the knowledge created by the project regularly to the stakeholders.

Communication is an important part of any project and in today's world, social media is key to quickly reaching a wider audience and outreach. The communication team (WP6) handles social media channels and plans the content based on the latest project news, events and milestones. The communication team regularly posts consortium news, event pictures, publications, etc. but also reposts content from relevant projects and partners. Combined, more than 600 people today follow the different BIOSECURE social media channels where they can interact directly with the consortium and are kept up to date with the latest insights.

What information to find where?

Social media: BIOSECURE is present on [LinkedIn](#), [X](#) (previously Twitter) and [Spotify](#). On LinkedIn and X, mostly project updates and insights are shared, as well as behind-the-scenes. Meanwhile, the [Spotify channel](#) was only launched recently and is dedicated to publishing podcasts discussing different key topics of biosecurity.

Website: The project's website contains all the aims of the project, as well as lists all partners involved. A biosecurity database is also being built over there. Moreover, the website is also used to showcase any upcoming events, project results and outreach activities and hence is primarily used by stakeholders to get the latest updates. All consortium partners provide updates to the communication team such as poster presentations, scientific conferences and publications, which are then published on the website and mentioned on social media with relevant hashtags.

Interaction: The audience can leave comments on social media posts and the BIOSECURE Podcast to which the BIOSECURE consortium partners can respond. They can also subscribe for the [newsletter](#) to receive project updates or directly contact the consortium via [contact form](#) on the website or through email (info@biosecure.eu).



Recent activities

