WIRE

Waste biorefinery technologies for accelerating sustainable energy processes

Reaching your audience

Eoin Syron
eoin.syron@ucd.ie
11th May 2022

cost
EUROPEAN COOPERATION IN SCIENCE & TECHNOLOGY

Funded by the European Union

Shouting about what we do

Who is the audience?

Industry

BioRefineries,

BioEnergy Companies

Management/
Engineers/Scinetists

Policy Makers

Local,

National,

European.

Advisors

NGOs

Peers

Professors

Young researchers

Colleagues

Collaborators

What information do they consume?

Young researchers

Social media,
Videos
Blogs
Scientific Journals

Developing Researchers

Calls for funding

Podcasts, Social media

Reviewing Journals

Established Researchers

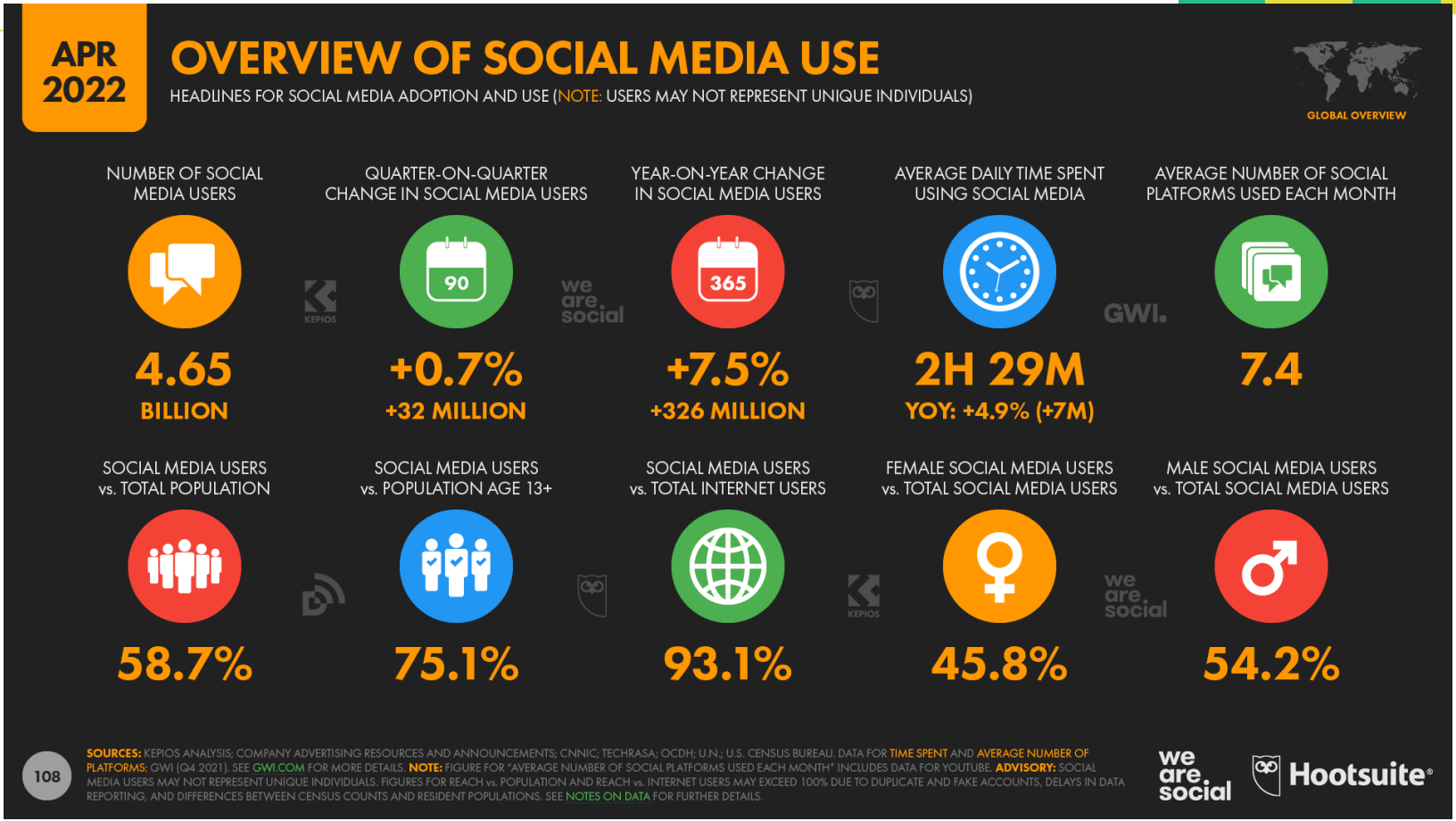
News, emails

Reviewing grant applications

Editing journals

What are the options

- Website
- Newsletter
- Social Media
- Conferences/Workshops
- Publication in national and international scientific and technical journals



https://datareportal.com/social-media-users

APR 2022

SOCIAL MEDIA ACTIVITIES BY PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH SOCIAL MEDIA PLATFORM AGED 16 TO 64 WHO SAY THEY USE THAT PLATFORM FOR EACH KIND OF ACTIVITY

GLOBAL OVERVIEW

SOCIAL MEDIA PLATFORM	LOOK FOR FUNNY OR ENTERTAINING CONTENT	FOLLOW OR RESEARCH BRANDS AND PRODUCTS	KEEP UP TO DATE WITH NEWS AND CURRENT EVENTS	MESSAGE FRIENDS AND FAMILY	POST OR SHARE PHOTOS OR VIDEOS
FACEBOOK[1]	55.8%	55.6%	59.8%	**71.1%**	64.3%
INSTAGRAM	61.3%	62.2%	51.2%	49.9%	**69.9%**
LINKEDIN	12.5%	26.2%	**28.8%**	14.2%	16.9%
PINTEREST	24.2%	**37.9%**	15.3%	7.7%	16.0%
REDDIT	**37.8%**	30.0%	33.9%	11.1%	17.4%
SNAPCHAT	34.6%	21.0%	20.2%	34.3%	**40.3%**
TIKTOK	**77.4%**	31.3%	29.1%	15.1%	33.9%
TWITTER	36.5%	35.8%	**59.7%**	20.9%	29.6%

129

SOURCE: GWI (Q4 2021). SEE GWI.COM FOR FULL DETAILS. **NOTES:** DOES NOT INCLUDE DATA FOR USERS IN CHINA. FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY HAVE USED THE SOCIAL MEDIA PLATFORM DETAILED IN THE LEFTMOST COLUMN OF EACH ROW AT LEAST ONCE IN THE PAST MONTH, AND WHO ALSO SAY THAT THEY USE THAT PLATFORM FOR THE ACTIVITY DETAILED IN THE ROW AT THE TOP OF EACH COLUMN. TABLE VALUES IN **BOLD ORANGE TEXT** IDENTIFY THE TOP VALUE IN EACH ROW, AND DENOTE THE MOST POPULAR ACTIVITY AMONGST USERS OF EACH PLATFORM. (1) FIGURES FOR FACEBOOK INCLUDE FACEBOOK MESSENGER.

we are social

Hootsuite

APR 2022

SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

PERCENTAGE OF USERS OF EACH PLATFORM AGED 16 TO 64 OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS

GLOBAL OVERVIEW

	UNIQUE TO PLATFORM	ALSO USING FACEBOOK	ALSO USING YOUTUBE	ALSO USING WHATSAPP	ALSO USING INSTAGRAM	ALSO USING TIKTOK	ALSO USING TELEGRAM	ALSO USING SNAPCHAT	ALSO USING TWITTER	ALSO USING REDDIT	ALSO USING PINTEREST	ALSO USING LINKEDIN
FACEBOOK USERS	0.6%	100%	74.7%	73.1%	78.8%	48.5%	43.0%	32.5%	48.3%	14.2%	34.9%	31.0%
YOUTUBE USERS	0.9%	79.1%	100%	72.6%	77.6%	46.6%	46.1%	30.2%	50.1%	16.3%	37.4%	29.7%
WHATSAPP USERS	1.3%	81.4%	76.6%	100%	81.0%	46.7%	49.9%	34.1%	48.3%	13.3%	36.1%	32.2%
INSTAGRAM USERS	0.1%	83.1%	77.5%	76.6%	100%	50.7%	47.5%	36.4%	53.2%	15.1%	38.3%	30.9%
TIKTOK USERS	0.1%	84.7%	79.3%	73.2%	84.1%	100%	47.8%	41.6%	56.2%	16.9%	41.9%	30.3%
TELEGRAM USERS	0.1%	83.3%	81.7%	86.9%	87.4%	53.0%	100%	40.1%	59.3%	17.3%	41.7%	38.0%
SNAPCHAT USERS	0.0%	83.9%	78.6%	79.0%	89.1%	61.4%	53.3%	100%	60.8%	22.7%	47.3%	38.2%
TWITTER USERS	0.1%	84.1%	79.3%	75.5%	87.8%	56.0%	53.3%	41.0%	100%	21.8%	42.9%	39.7%
REDDIT USERS	0.1%	82.1%	80.2%	69.0%	82.7%	55.8%	51.5%	50.7%	72.3%	100%	58.5%	51.2%
PINTEREST USERS	0.2%	83.2%	79.0%	77.2%	86.5%	57.1%	51.3%	43.7%	58.6%	24.2%	100%	41.8%
LINKEDIN USERS	0.2%	88.1%	77.0%	82.3%	83.5%	49.4%	55.7%	42.2%	64.9%	25.3%	50.0%	100%

SOURCE: GWI (Q4 2021). SEE GWI.COM FOR MORE DETAILS. **NOTES:** ONLY INCLUDES USERS AGED 16 TO 64. DOES NOT INCLUDE DATA FOR CHINA. VALUES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY DO NOT USE ANY OTHER SOCIAL NETWORK OR MESSENGER SERVICE, INCLUDING PLATFORMS NOT FEATURED IN THIS TABLE. **COMPARABILITY:** SURVEY CHANGES.

Producing Content

PREMIUM

Who's viewed your profile

People who viewed your profile in the past 90 days

Company | Industry | Location | Interesting viewers | All filters

196

Profile viewers

▲43% previous week

Type of Content

Videos

Interviews

Demos

Blogs

Opinion or technical

Announcements

Events or publications

Newsletters

Podcasts

Articles

Ensuring Impact

Relevant

Tailoring the content to ensure that it is relevnet to target audience

Useful

Ensure that the audiences gets a benefit from the content

Timely

Producing content regularly, but not so frequent that notifications are turned off.

Effective

Make people aware of Wire and what it does.

Increase involvement

Goal of COST Actions

COST Action participants benefit from communication with policymakers and the opportunity to learn about the latest policy developments in the European R&I landscape.

They also build connections with other COST Actions working on similar research fields and companies to identify common ground for future joint activities.

Shouting about what we do