ESTABLISHMENT OF SOCIAL MEDIA PRESENCE

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ESTABLISHMENT OF SOCIAL MEDIA PRESENCE

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DOCUMENT LOG

Version	Date	Modified by	Description of changes
1.0	28 March 2019	Carmen Blanco and Esther Serrano	First release

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EXECUTIVE SUMMARY

Following the principles of Responsible Research and Innovation (RRI), this document aims to present BREAK BIOFILMS in the different social networks available, in order to communicate and disseminate all the information related to the project. The official website of BREAK BIOFILMS is also presented here.

BREAK BIOFILMS is present in: Twitter, Instagram, and LinkedIn. All members of the consortium have been duly informed about these accounts, which at this moment are under construction. The consortium will collaborate at the enrichment of the website and the social networks.

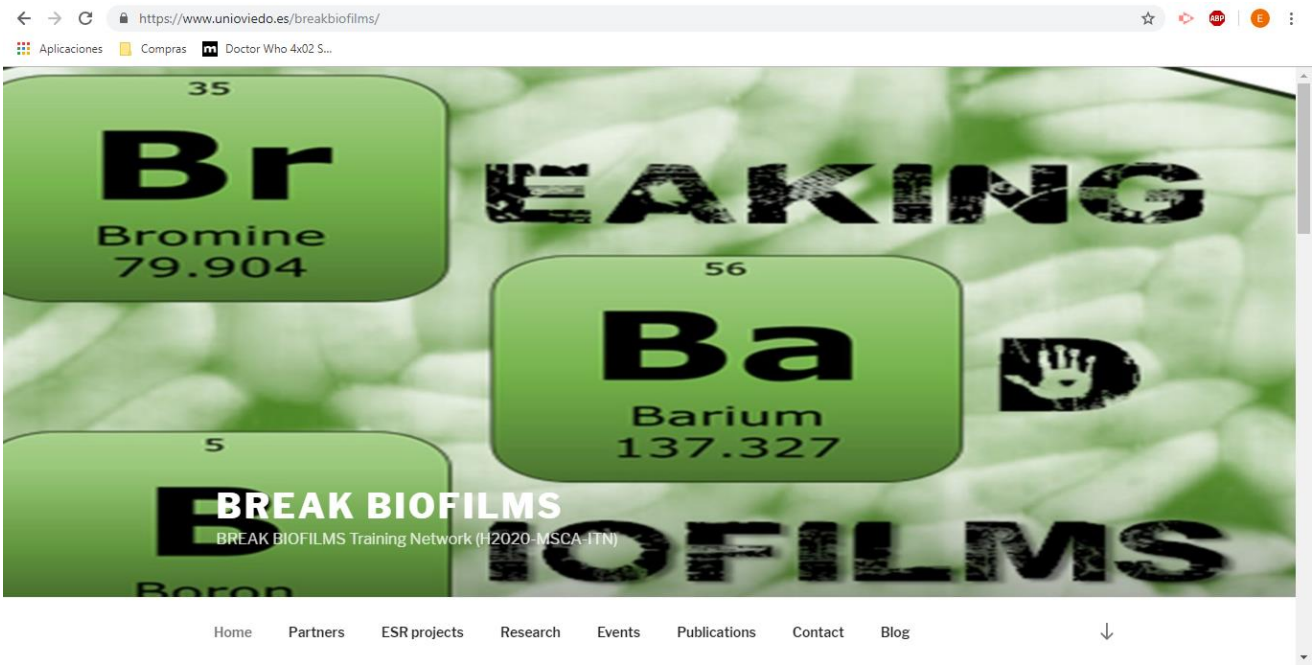
The main goals in the first months of the project are:

- To present the BREAK BIOFILMS Training Network and the 15 ESR projects
- To disseminate the 15 positions available for ESR, besides their advertisement in Euraxess portal and in the respective institutions, in order to reach as many young scientists as possible.
- To gain visibility in the different social media.

With the motto "Spread the Science" we want to transmit the Open Science philosophy of the project, to gain communication capacity, and to reach as much researchers and general public as possible.

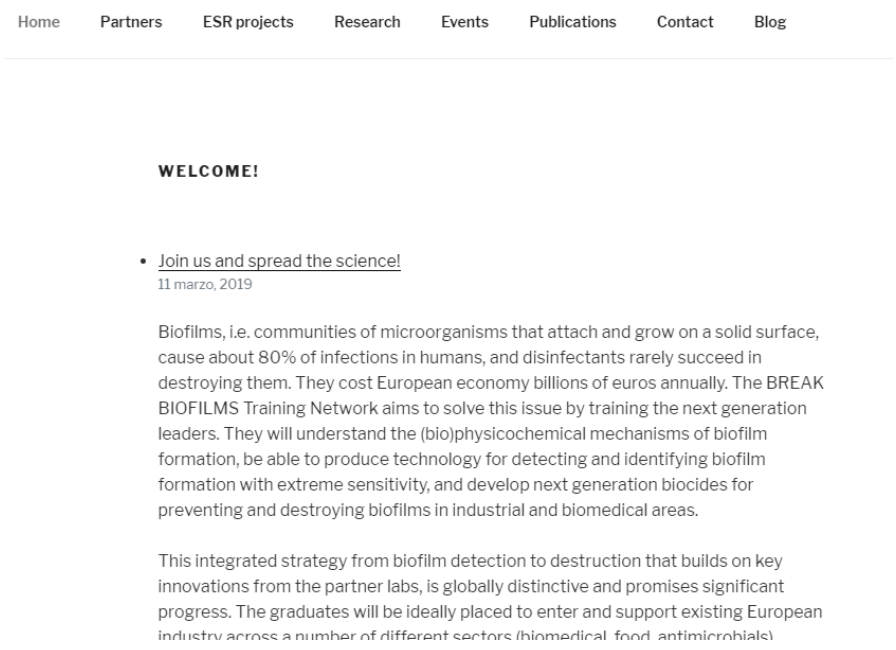
THE BREAK BIOFILMS WEBSITE

The official website of the project is www.unioviedo.es/breakbiofilms



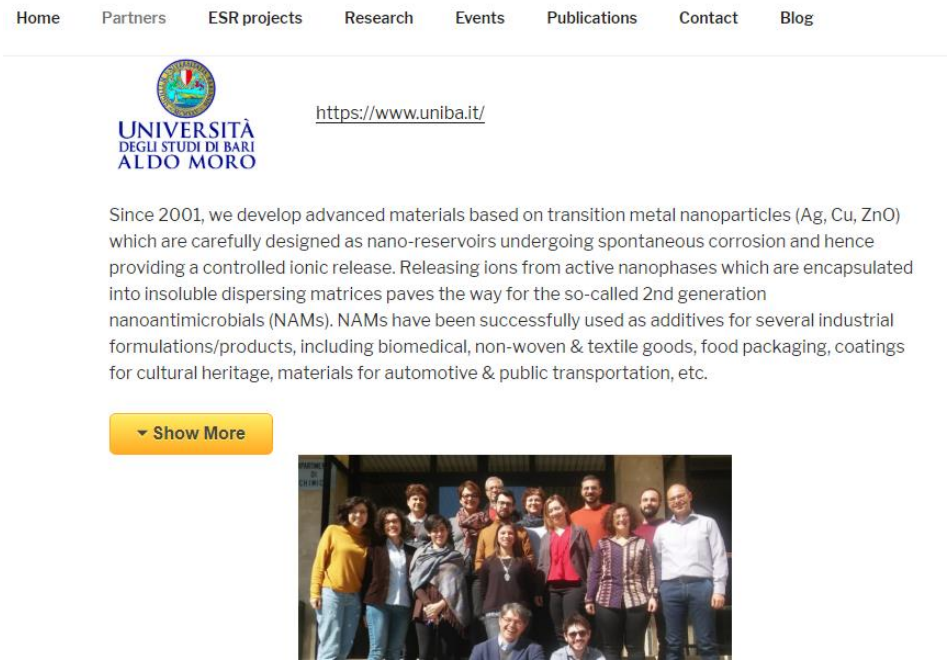
Some of the sections, such as "Research", "Events", and "Publications", have no content yet. This document presents the sections with content but under construction.

-Home:



Funding is acknowledged in all the sections of the website. Links to Twitter, Instagram, and to our e-mail contact address are also displayed:

-Partners: includes all the institutions (beneficiaries and partners) involved in this project. It aims to include a short description of each group and a photo, so all the visitors get to know us.

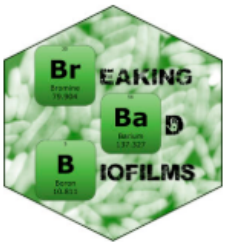


-ESR projects: this section is currently aimed to announce the 15 positions available for ESR, with a short description of each project and the contact details.

Partners ESR projects Research Events Publications Contact Blog

SPREAD THE SCIENCE!

Do you want to be a Biofilm Breaker?



The BREAK BIOFILMS Training Network is recruiting!

We are looking for 15 Early Stage Researchers.

*****IMPORTANT: application dates and start dates vary. Please contact the supervisors for each ESR Project (table below) for more information, as well as for specific/local acceptance requirements (use as subject "BREAK BIOFILMS Application", and mention the ESR number(s) you are applying to). ESR positions will also be advertised locally at the respective institutions and local recruitment sites.**

Download the call for further information regarding the projects, their supervisors for each position and the selection process. 15 PhD Positions – ITN

ESR1 project

Title: Rapid paper-based sensor for the detection of biofilm formation

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Research fields: Chemistry, Chemical engineering, Biotechnology, Nanoscience, Pharmacy

Host Institution: Universidad de Oviedo

Main Supervisor(s): María Carmen Blanco López (cblanco@uniovi.es) and Montserrat Rivas (rivas@uniovi.es)

ESR2 project

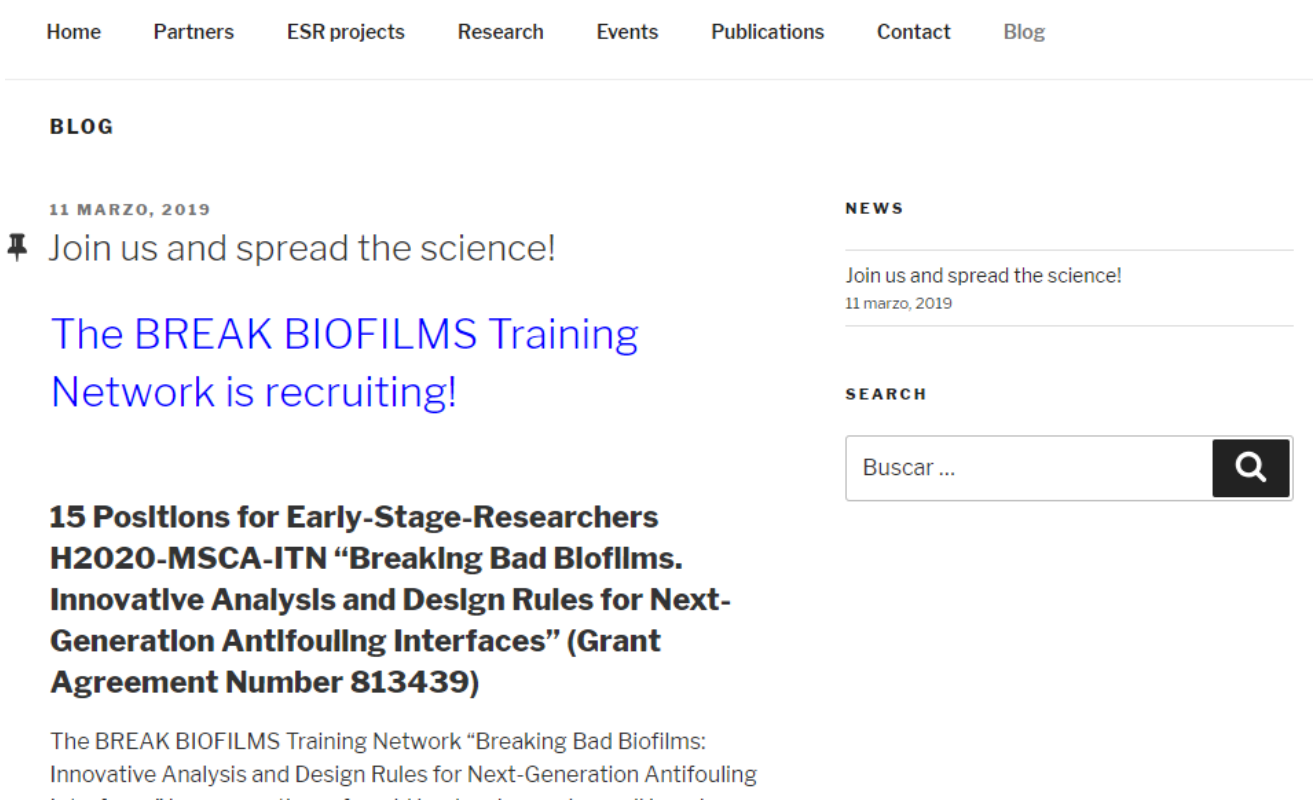
Title: Novel nanomaterials for enhanced antibiofilm effect

Show More

Research fields: Chemistry, Chemical engineering, Biotechnology, Nanoscience, Pharmacy

Host Institution: Universidad de Oviedo

-Blog: this section will be used to announce the main events, news, publications, etc. At the moment it contains a summary of the job offer.



BREAK BIOFILMS ON TWITTER

The official Twitter account is: @breakbiofilms , https://twitter.com/breakbiofilms

The tweets will contain the handles and hashtags provided in the *Social Media Guide for EU funded R&I projects*, and other hashtags related to the Project itself, such as #breakbiofilms or #spreadthescience.

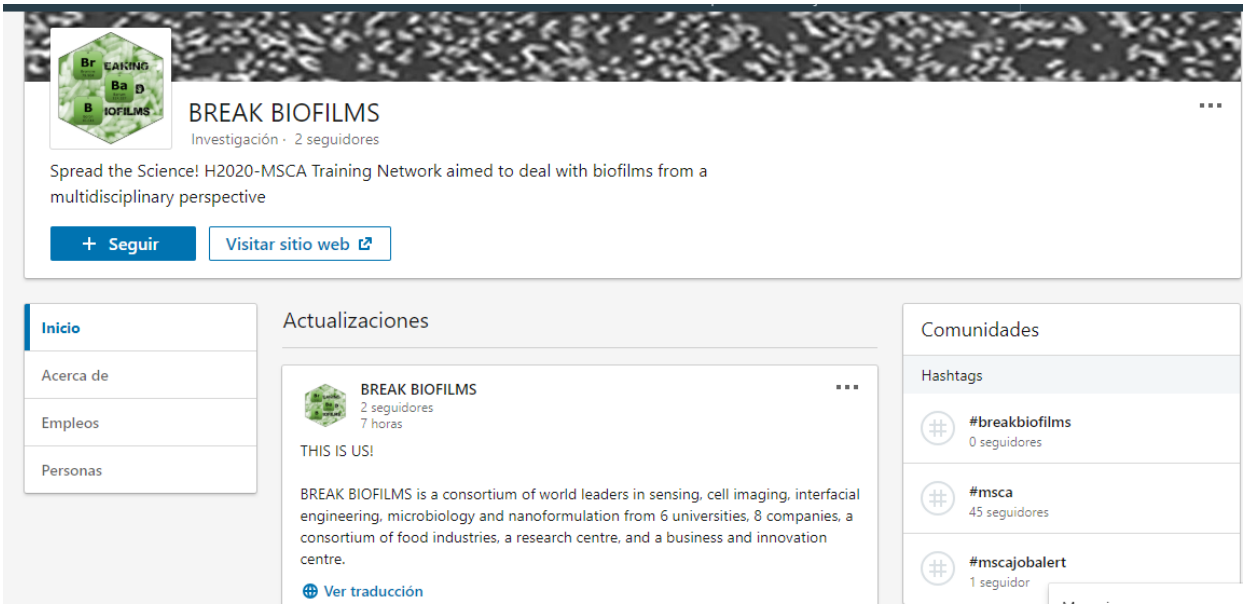
BREAK BIOFILMS ON INSTAGRAM

The official Instagram account is: breakbiofilms, https://www.instagram.com/breakbiofilms

Instagram is a suitable platform to publicize all the project-related images, to show the main activities of the Project, etc.

BREAK BIOFILMS ON LINKEDIN

The official site is https://www.linkedin.com/company/break-biofilms



The aim of the presence of BREAK BIOFILMS in LinkedIn is to create a network of professionals on the topics related to the project and share content, and to reach potential stakeholders. At this moment, it will be used to announce the 15 positions for ESR as well to maximize the dissemination of the job offers.