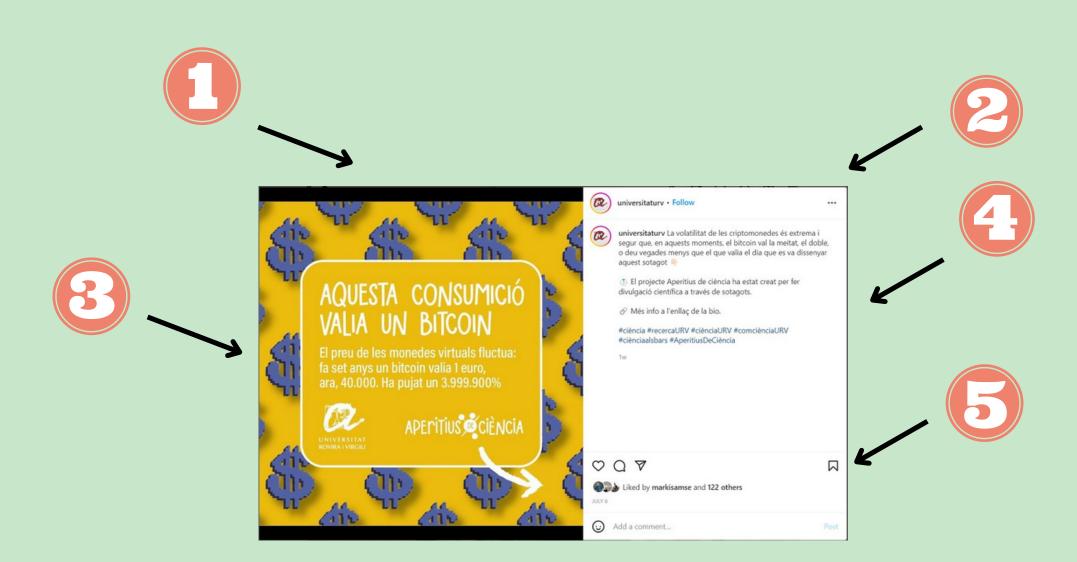# EXAMPLE ON HOW TO RAISE THE INTEREST FOR SCIENCE IN SOCIAL MEDIA

The following example is from Universitat Rovira i Virgili. This is a good example of promotion on Instagram because they are following a more informal way of creating posts and making them eye-catching for students. There are three more posts in this style but with different colours, statements and questions.

It starts with a simple affirmation or question (in this post, affirmation) to make the person who sees it ask themselves what they know. The first title is catchy enough to read the subtitle and leaves them enough curiosity to check on the link in the description of the post. Every piece of text gives some fragments of information about the topic.

The background is important as well, because it seems simple, but bright and related to the topic. The post is well constructed to be harmonized and appealing to the eye, while the text stands out and is easy to read. It also indicates where they need to go to learn more.

AQUESTA CONSUMICIÓ VALIA UN BITCOIN

El preu de les monedes virtuals fluctua: fa set anys un bitcoin valia 1 euro, ara, 40.000. Ha pujat un 3.999.900%

UNIVERSITAT ROVIRA I VIRGILI

APERITIUS DE CIÈNCIA

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universitaturv La volatilitat de les criptomonedes és extrema i segur que, en aquests moments, el bitcoin val la meitat, el doble, o deu vegades menys que el que valia el dia que es va dissenyar aquest sotagot.

El projecte Aperitius de ciència ha estat creat per i per divulgació científica a través de sotagots.

Més info a l'enllaç de la bio.

#ciència #recercaURV #ciènciaURV #comciènciaURV #ciènciaalsbars #AperitiusDeCiència

Liked by markisamse and 122 others

JULY 6

Add a comment...   Post

1 Post: harmonized, linked everything together, in this case, dollar symbols with the topic of the post, which is cryptocurrency.

2 Options of the post: Possibility to report the post, to see it on its own, to share it, to embed it or to cancel everything. There is the possibility to also follow the account.

3 The center of the post: Shows clearly the idea of affirmation, a piece of information and where to look if the reader wants to know more. It gives a general idea of what it is about, but it also leaves the reader wondering if there is a lot more information in the main article.

4 Text: there is a link that sends the reader to the site of the article itself, as well as providing more information that does not appear on the main post. Along with the post, they have given three main ideas that are to be developed in the article, and with this, they have created interest.

5 Options of Instagram: the reader that sees the post can like, comment, send or save the post, as any other post that can appear from an account that the reader follows. The more posts are saved or liked, the more the algorithm understands the reader is interested and will show more similar posts.

More examples of this type of post in the social media

POSTS   REELS   VIDEOS   TAGGED

PER QUÈ DUES TASSES DE CAFÈ NO SÓN MAI IGUALS?
Una més amarga, l'altra més àcida o molt aromàtica...
La química en té la resposta
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NO RECORDES ON TENS LES CLAUS? DEMANA UN CAFÈ
El consum moderat de cafè s'associa amb menys risc de patir deteriorament cognitiu i alguns tipus de demència
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