



## Social media for Europlanet Public Engagement Activities

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### Abstract

Web is evolving very quickly and every day new online tools are being developed and launched on the web. Today, the world has entered a Web 2.0 era, associating this term with web applications that facilitate participatory information sharing and the spreading of user-centered design and user-generated content on the World Wide Web. Examples of Web 2.0 include social networking sites (such as Facebook or Twitter), blogs, wikis, video sharing sites, hosted services, web applications etc.

This social media and networking approach is today studied and largely developed for marketing purposes. But can the same social media approach be used to help successfully create a scientific community engaged in Education and Public Outreach? Can social media become useful tools to popularize science, research and scientific results to a larger public? Can the effective use of social media tools be translated from one European country to another or does each country need a unique strategy?

In this work we will present an overview of all social media developed and used by Europlanet EPO office as tools to popularize planetology topics to a larger public and create a network of European researchers interested in collaborating at the task. The presentation will include the “institutional” outreach website for Europlanet Research Infrastructure but also social tools as Facebook and Twitter accounts. We will attempt to analyze the local results of this web 2.0 approach in different countries all over Europe, studying different examples of social web tools developed and implemented in Europlanet member countries.

The Europlanet project, funded by the European Commission under the 7th Framework Programme, extends a network of National Nodes for outreach activities relating to planetary science in Europlanet member countries.