

## D8.6 Social media strategy – Summary

The BODEGA consortium has decided to devote some specific resources to the implementation of its Social Media Strategy (SMS) so as to increase the overall visibility of the project and to encourage the creation of a community of professionals interested in human factors in border control.

In order to make sure that the appropriate audiences are reached, it was decided to focus on the combined use of two complementary tools, namely Twitter and LinkedIn. Specific content will be posted on these two platforms on a regular basis. Dedicated hashtags will be used on Twitter - #H2020 #BODEGA #SmartBorders #BorderManagement. In addition, a private professional group has been created on LinkedIn: the “European Smarter Borders Forum” (ESBF).

It is expected that the BODEGA Social Media Strategy will assist in reaching out to the stakeholders community and increase the visibility of the final research results thus facilitating their use after the end of the project.

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