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# 10 WAYS TO SUCCEED ON SOCIAL MEDIA WHEN REACH IS DECLINING

2024  6<sup>th</sup> International Marine Science  
Communication Conference  
**COMMOCEAN**


Presented by

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Podcaster | Practitioner



The Definitive Guide to Digital Marketing and Social Media for Government and Public Sector



**Joanne Sweeney** (She/Her) [Add verification badge](#)

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**10 WAYS TO SUCCEED ON SOCIAL MEDIA WHEN REACH IS DECLINING**



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What's your #1 social media challenge?



# #1 Short-Form Video: Take Advantage of the 5-4-1 Method



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## Development:

Short-form videos are a must in today's social media landscape, especially with platforms like TikTok, Instagram Reels, and YouTube Shorts dominating. Science communicators can leverage these formats to share quick insights, research highlights, or fun facts. Focus on engaging hooks within the first 3 seconds to capture attention.



## Case study:

The Finnish Ministry of Foreign Affairs



## The Results

50 videos with multiple languages

Created in 1 month

2x

Increase in content creation

3125%

Increase in views on one video

Over 200 videos

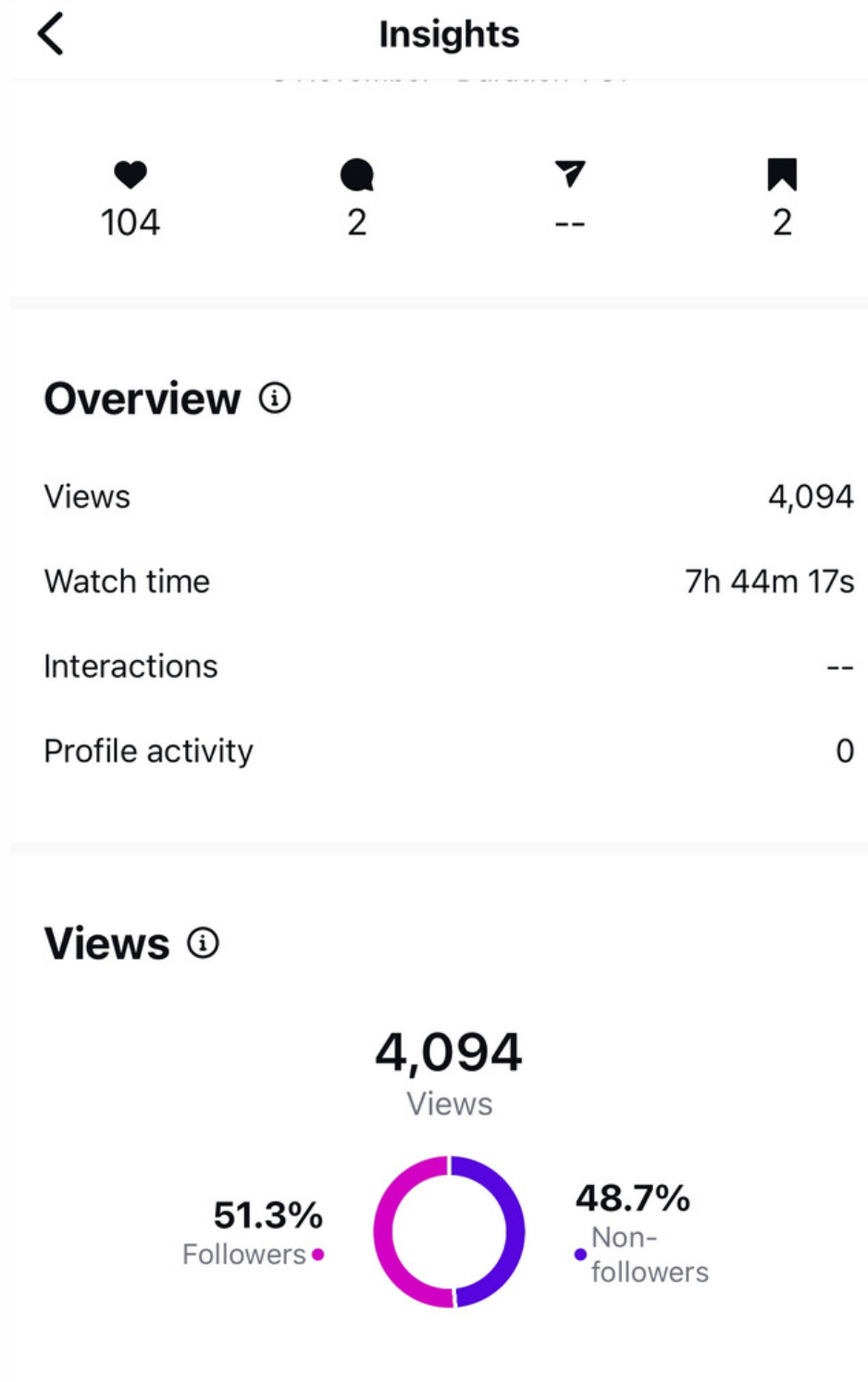
Created in 6 months



Hanne Salonen / Eduskunta

# #1 Short-Form Video: Take Advantage of the 5 -4-1 Method

**REELS: Shown to non-followers to drive new follower growth, exceptional watch -time rates for brand awareness and views signal engagement**



# #2

## How to Create Engaging Videos – The ‘Stop the Scroll’ Method










## #2 How to Create Engaging Videos – The ‘Stop the Scroll’ Method

**Development:**  
Engagement in videos comes from storytelling, dynamic visuals, and ensuring the audience feels involved. Using subtitles, captions, and interactive elements like polls or calls to action keeps your content more accessible and engaging.

 **Trending Video Method**  
**Stop the Scroll**

### The Steps

-  **#1 Trending Phrase:** Start with a trending phrase or topic to make the video relatable and timely.
-  **#2 Personal Link:** Add a personal touch to connect with the audience emotionally.
-  **#3 Engaging Activity:** Do something visually interesting while talking to keep viewers engaged.
-  **#4 Hook:** Capture attention in the first 3 seconds with a compelling opening line.
-  **#5 Call to Action:** End with a clear, motivating call to action for followers.
-  **#6 Information Pairing:** Share useful insights or tips while tying them back to your expertise.
-  **#7 Audio Suggestion:** Use a trending sound or background music to boost engagement.





# #3

## Visual Storytelling for Higher Engagement Rates



# #3 Visual Storytelling for Higher Engagement Rates

**Development:**  
 Turn your press releases into Carousels. Experiment with Mixed Media Carousels. Turn your stats into an animated infographic. Use your PR photos for striking messaging. Stories engage far more than words – get to grips with the GIF Sticker.

## Carousel - 5 Tips



### Increase your dwell time on Instagram

#### Start with a Bold Hook Slide



Use the first slide to grab attention, instantly. A strong, eye-catching headline or a question like "Want to boost your engagement?" can pull viewers into the carousel.



#### Design for Swipe - Worthy Content Make it Valuable and

Structure the carousel so each slide flows naturally into the next. Use a combination of curiosity-building statements and visual arrows or prompts like "Swipe to learn more."



#### Shareable

Focus on solving a specific problem, sharing tips, or providing valuable insights. The more helpful or relatable the content, the more likely followers will save or share it.



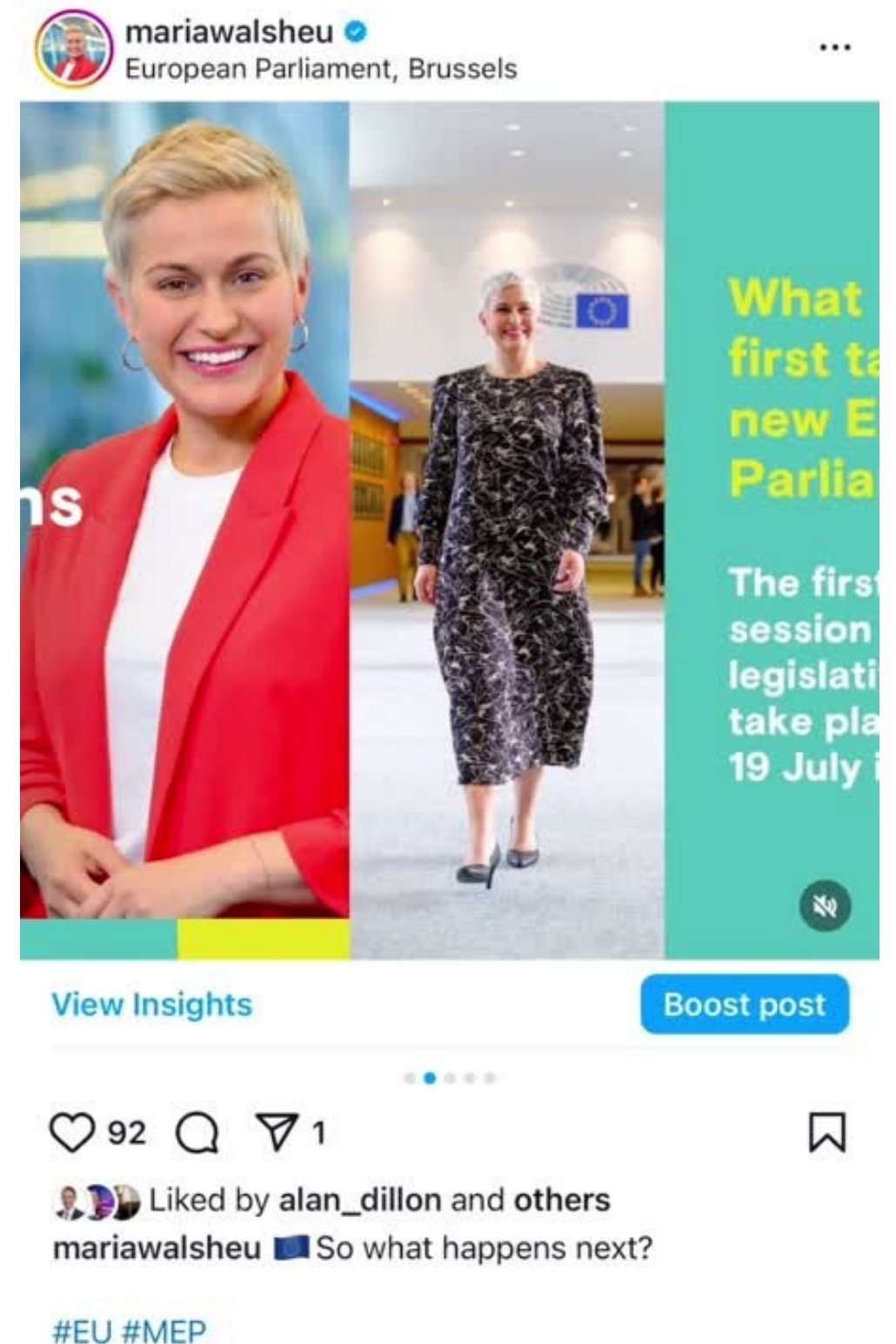
#### Include Clear Call -to-Actions (CTAs)



Add a strong CTA on the last slide, encouraging actions like "Save this post for later," "Tag a friend who needs this," or "Follow for more tips."

#### Optimise Captions and Hashtags

Pair your carousel with a thoughtful caption that complements the visuals. Use hashtags relevant to your niche to increase discoverability.



# #4 Authority Content



# #4 Authority Content

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**Development:**  
Authority content positions your team as experts and builds trust in science. Share insights, explain recent findings, or offer behind-the-scenes looks at research processes. Ensure this content is credible, educational, and accessible.

 **Case study:**  
Dr Rick Officer, CEO, Marine Institute IE

 **3 Reasons Why Scientists (Not Just Communicators) Should Embrace Social Video for Explainers and Updates:**

- 1. **Increase** Public Trust and Understanding
- 2. **Expand** Impact and Visibility
- 3. **Humanise** Science and Inspire Action



# #5 Content Creator Panel

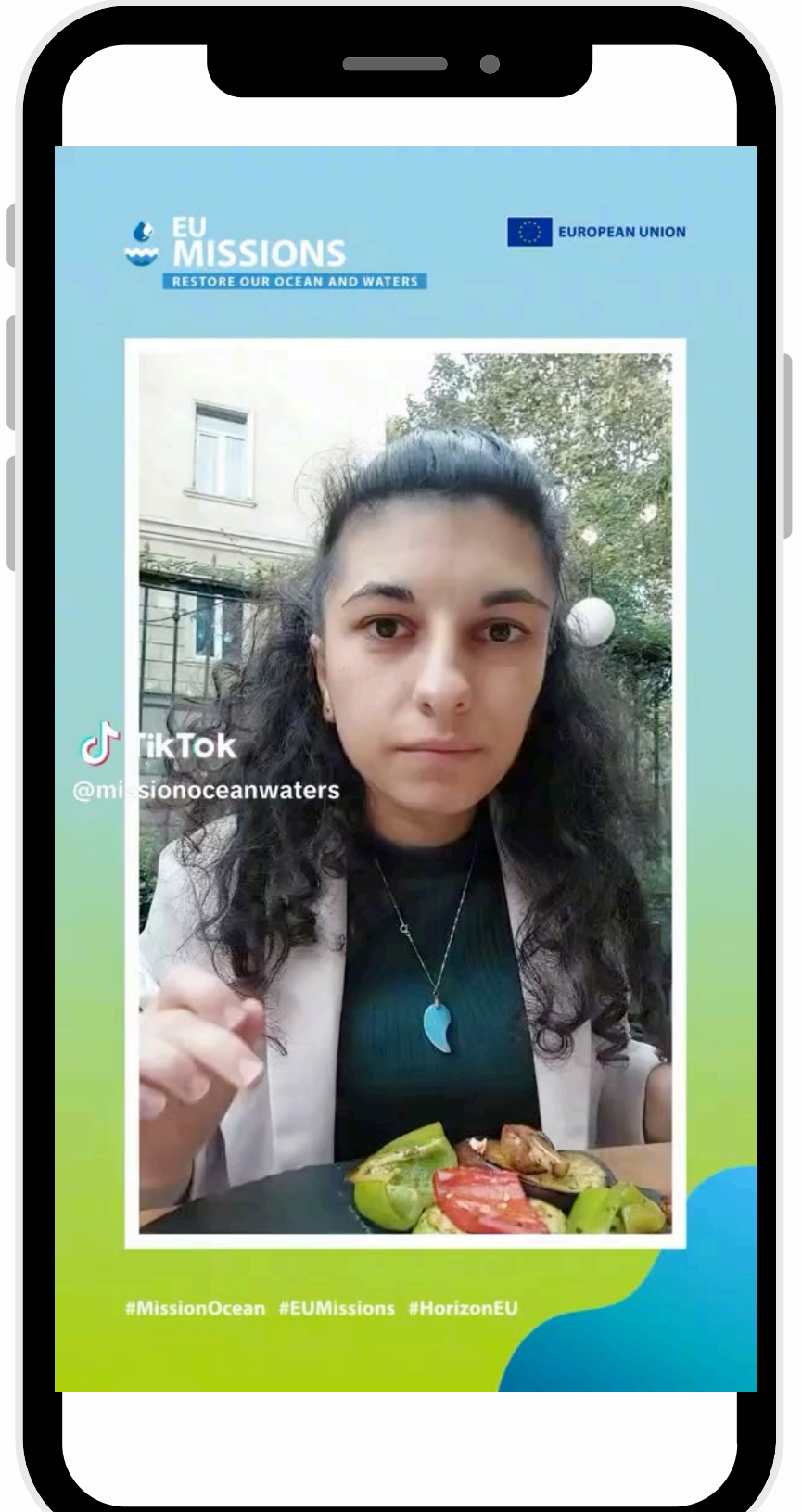


# #5 Curate A Panel of MoJos (mobile journalists)

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Development:  
We hired a series of youth scientists from across the EU's Lighthouse Basins (Atlantic -Arctic, Baltic -North Sea, Danube River Basin, Mediterranean) to produce a series of exclusive social media stories in different formats to drive citizen science.

## Case study: Generation Blue



732 Total Posts Published



Facebook Platform with Highest Engagement



73.2K Total Engagements

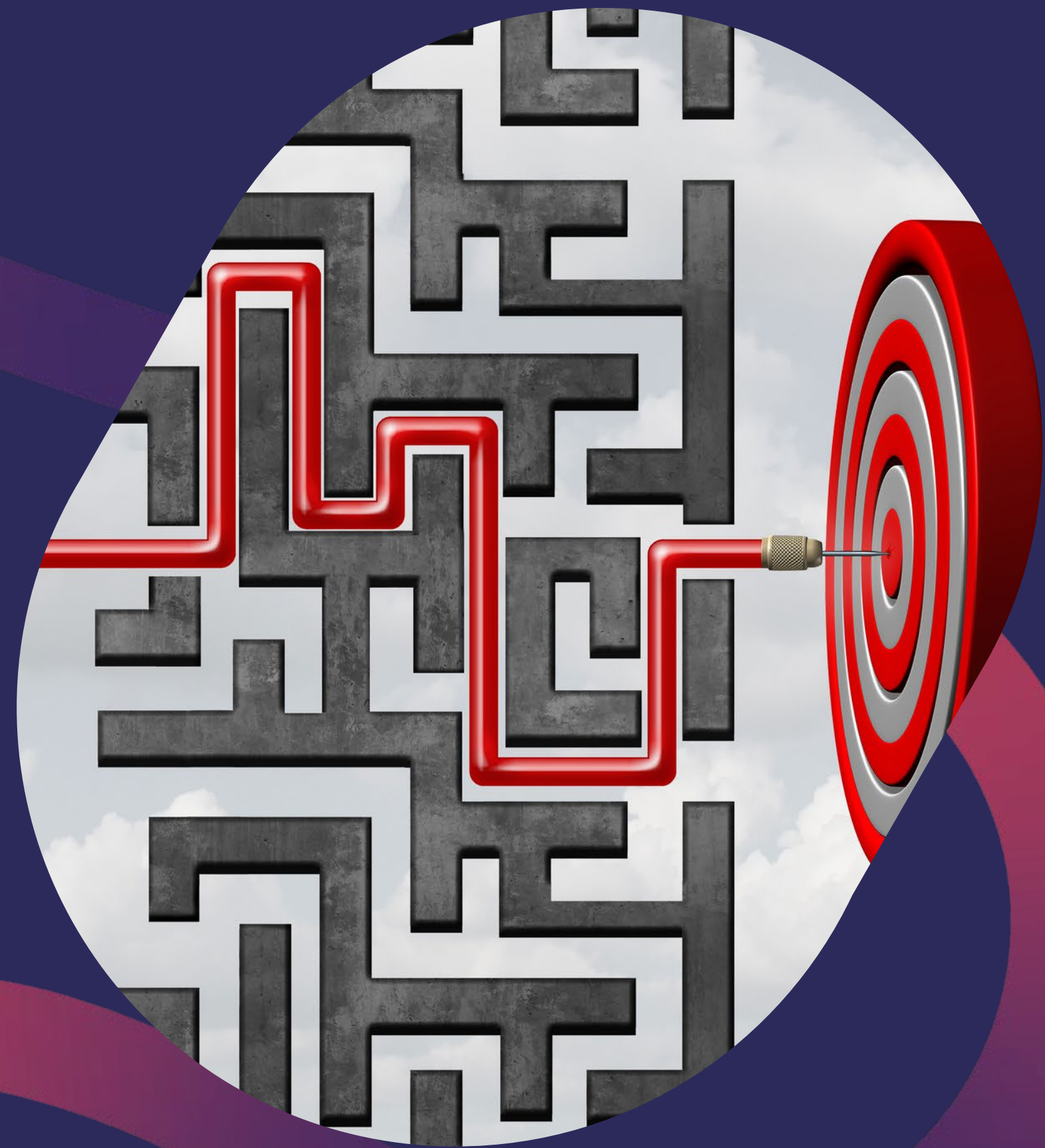


2.84M Total Impressions



4.8K Total Fans/Followers

# #6 Engagement Strategy



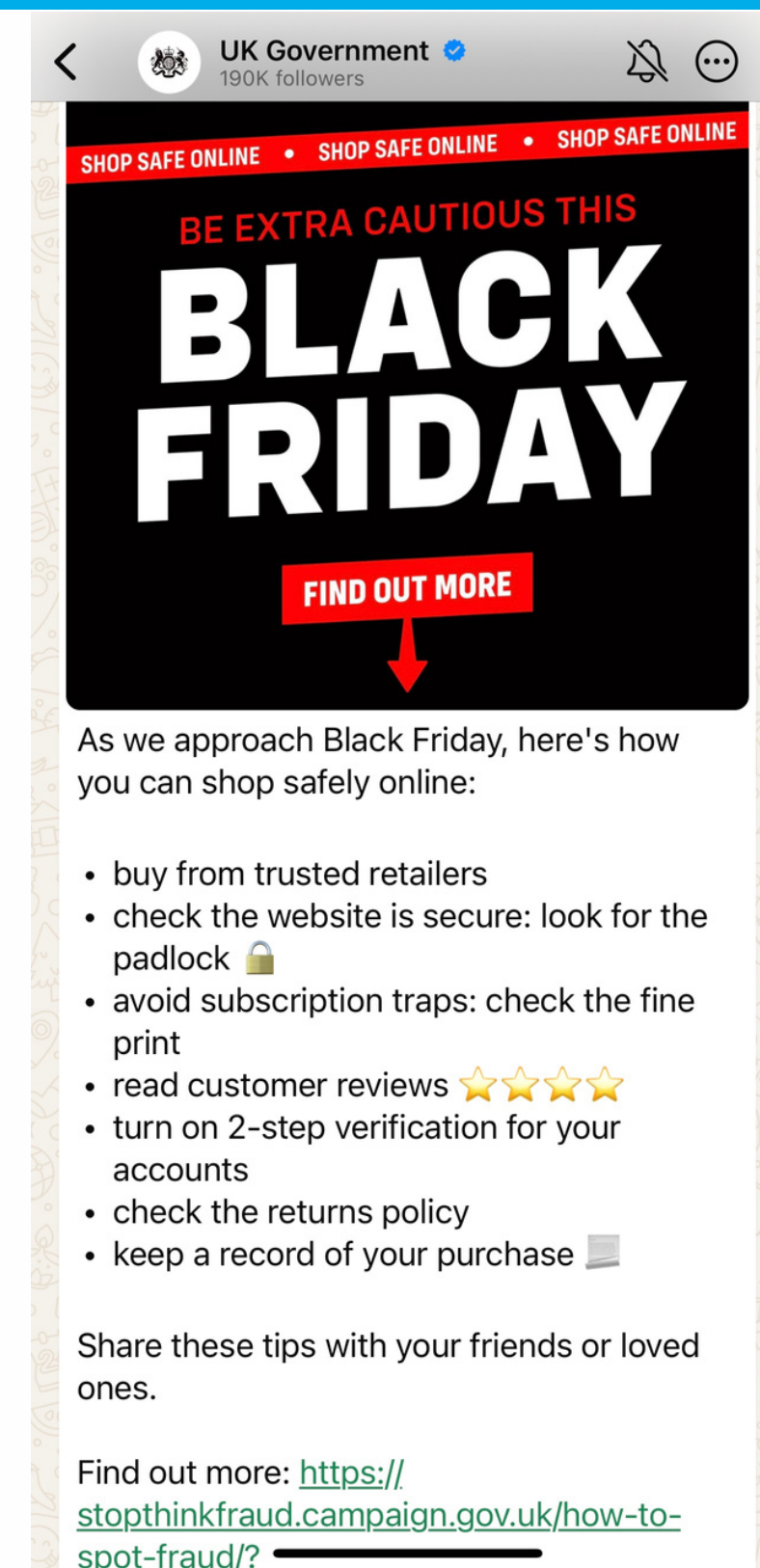
# #6 Engagement Strategy

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**Development:**  
Engagement goes beyond likes and shares. Build a strategy that involves asking questions, responding to comments, and sparking discussions in the comment sections. Encourage followers to share their thoughts or participate in polls or quizzes.

## 6 Tactics

- ✓ **Polls:** X, LinkedIn, Instagram
- ✓ **Question Box:** Instagram
- ✓ **Go Live:** All platforms
- ✓ **Leverage Trends:** Explaining photosynthesis in 30 seconds #LearnOnTikTok
- ✓ **Series:** *Science Simplified* weekly series
- ✓ **Instagram Broadcast Channel / WhatsApp Channel**





# #7 Behind the Scenes



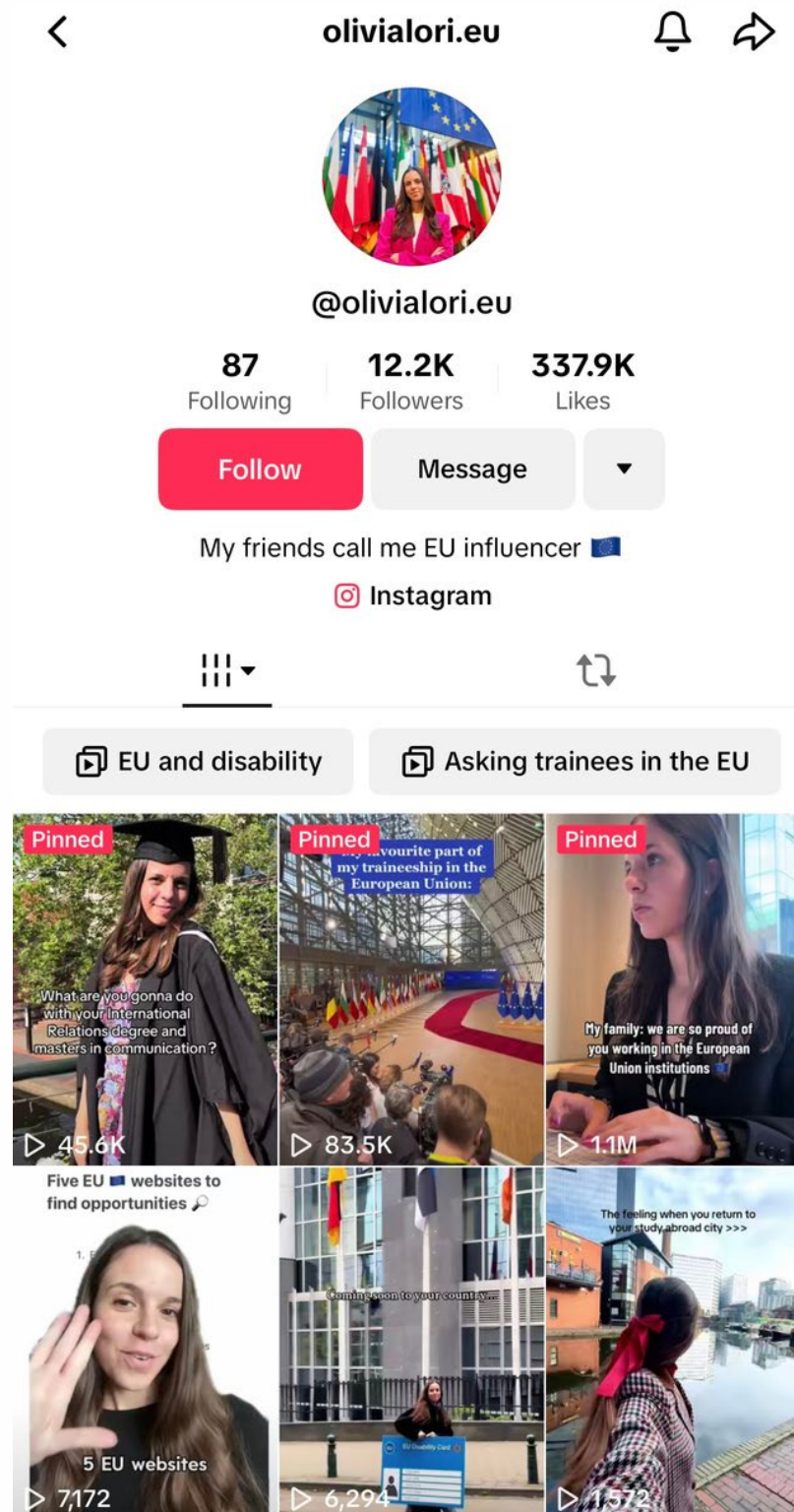
# #7 Behind the Scenes

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Development: Show your audience the process behind the research, the life in the lab, or what it takes to conduct fieldwork. This creates a more personal connection with the audience.

 Case study

 @olivialori.eu on TikTok



# #8

# Your Personal Profile on LinkedIn



# #8 Your Personal Profile on LinkedIn

## Development:

As a science communicator, your personal LinkedIn profile is a powerful tool. Share your expertise, articles, and behind-the-scenes insights to position yourself as a thought leader in your niche.

## Case study: European Committee of the Regions

European Committee of the Regions reposted this

**Matteo Miglietta** • 2nd  
 Press officer and relations with media at European Committee of the ... [+ Follow](#)  
 6d • Edited •

📢 The fight against inequalities is at risk in Europe if EU and national institutions won't rely on regions & cities to invest money where it is really needed.

**#CohesionPolicy** worth one third of the EU budget. Let's reform it, make it simpler, more flexible and modern, BUT always keeping regions & cities at its heart!

This week the **#CoRPlenary** will adopt a package of opinions defining the building blocks of Cohesion Policy after 2027.

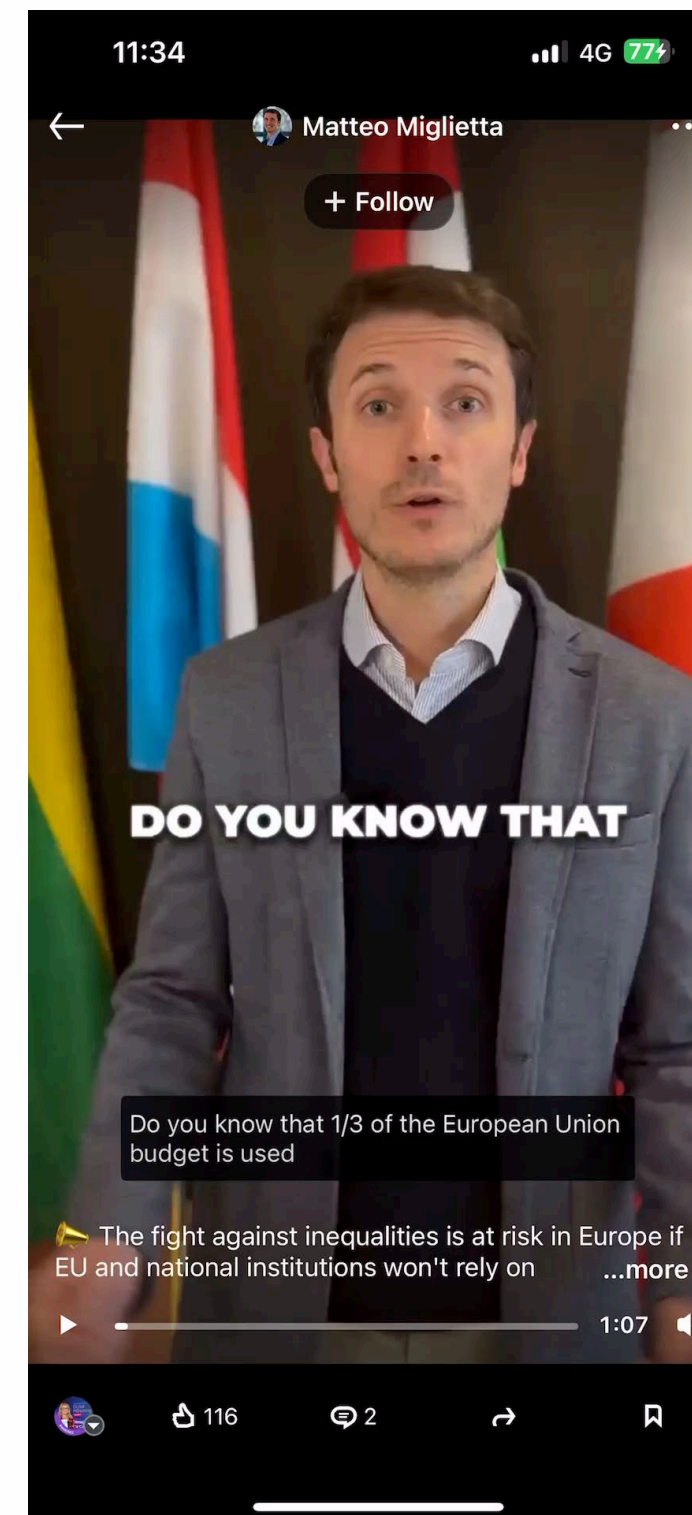
Want to know more about what the European Committee of the Regions and the **#CohesionAlliance** are doing to secure a strong Cohesion Policy in the future?

Do you want to join our movement?

CHECK HERE 📩 <https://lnkd.in/eiZ7KS6p>

[As a campaign manager for the **European Committee of the Regions**, I am glad to use my personal profile for spreading such an important message.

And thanks to **Klaudia Bencze**, **benedetta giuliani** & **Julien Sonntag** for their precious help!]



# #9 LinkedIn Newsletter



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**Development:**  
 LinkedIn newsletters allow you to share more detailed updates and insights with your network. Use it to provide a deeper dive into topics or share a summary of recent research.

## The Benefits



### Build Thought Leadership

LinkedIn newsletters position agencies as authoritative voices in their field, sharing research findings, updates, and expert insights directly with a professional audience. This enhances credibility and attracts collaborators, funders, and advocates.

### Engage a Targeted, Professional Audience

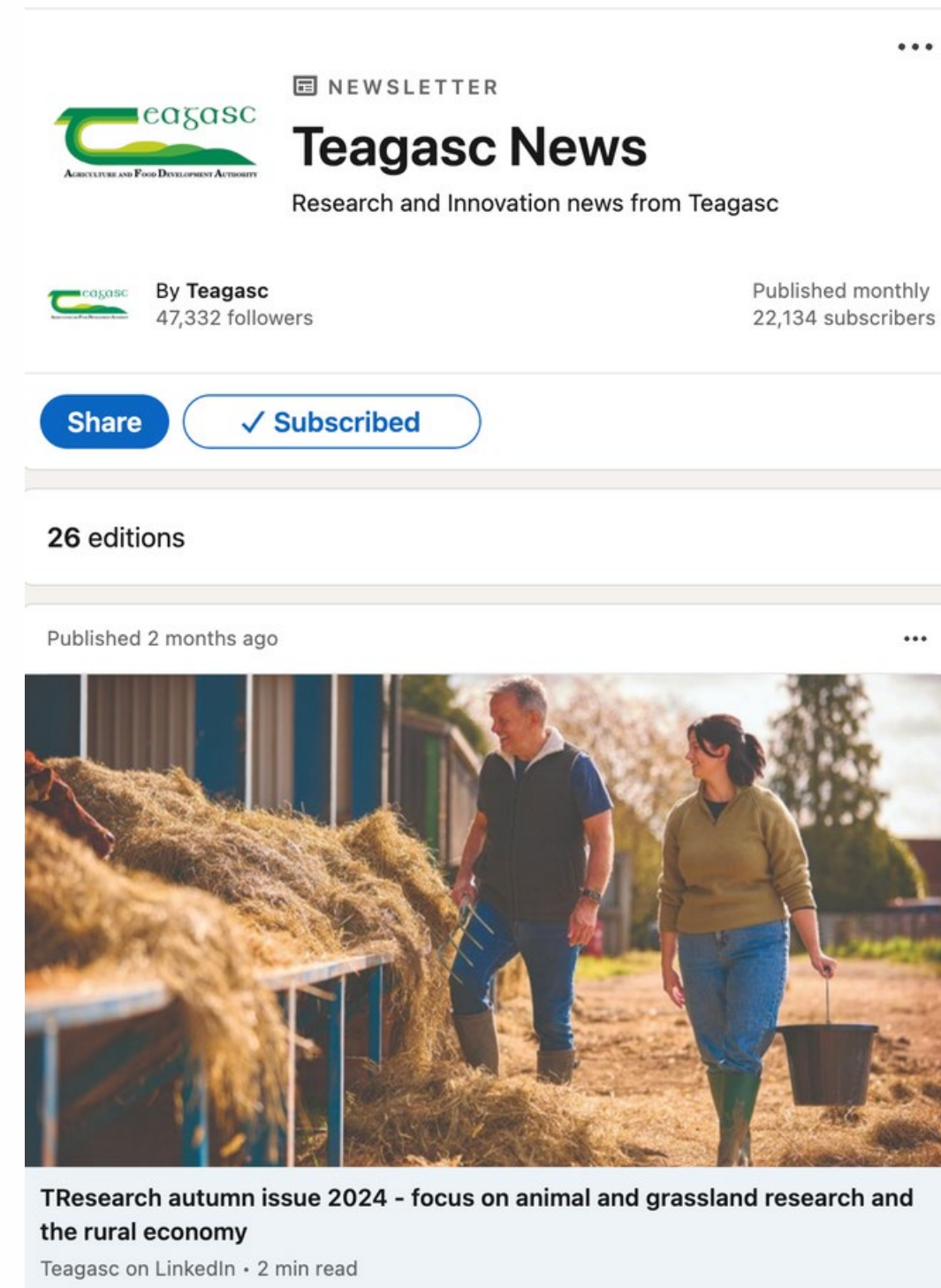
LinkedIn's user base is filled with professionals, academics, and decision makers. A newsletter ensures your content reaches a highly relevant audience who value science and research, increasing the likelihood of meaningful engagement.

### Boost Reach Through Direct Notifications

Subscribers are notified every time a new issue is published, ensuring that your updates bypass algorithm fluctuations and land directly in their notifications or inbox, maximising visibility.

### Foster Community and Networking Opportunities

A newsletter encourages two-way communication, with readers engaging through comments or sharing your content. This builds a community around your agency's work, sparking collaborations and discussions within your network.



# #10 AI Tools and Apps as Your Marketing Assistant



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**Development:**  
 Use AI tools to help with everything from content generation (e.g., ChatGPT for caption ideas) to automating posts and analysing performance metrics. AI can streamline the process and allow your team to focus on more strategic activities.

 My Top AI Tools 



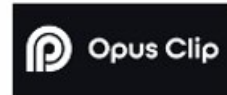
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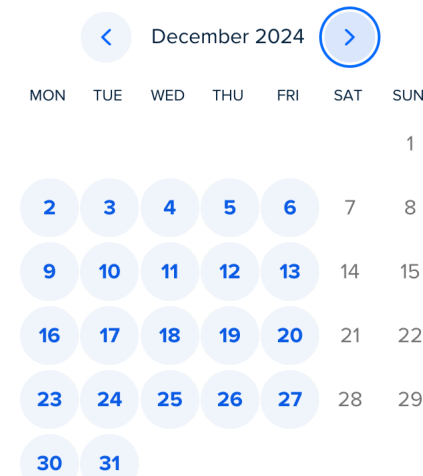
Joanne Sweeney  
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🕒 30 min

📄 Web conferencing details provided upon confirmation.

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Select a Day



Time zone

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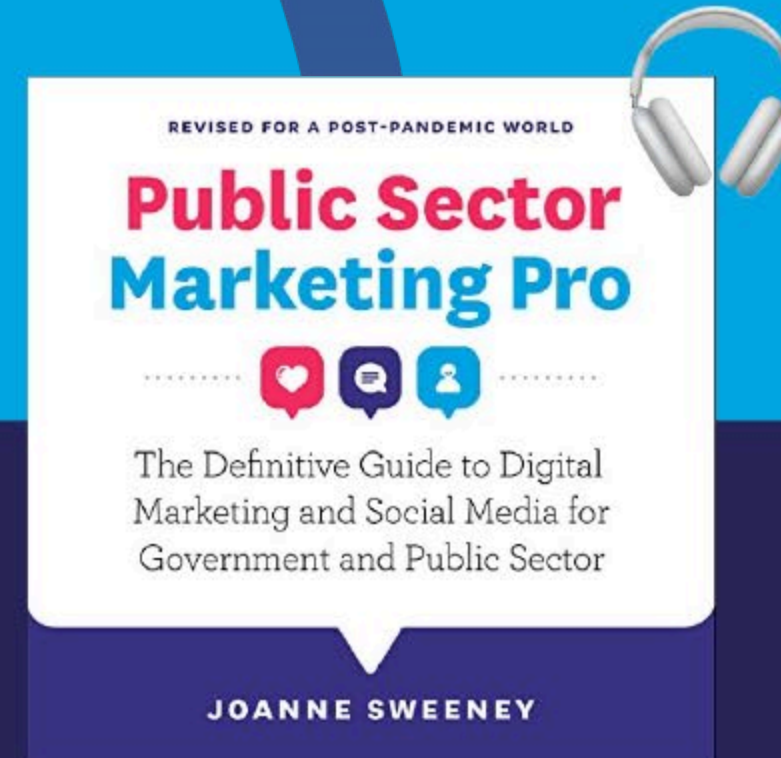
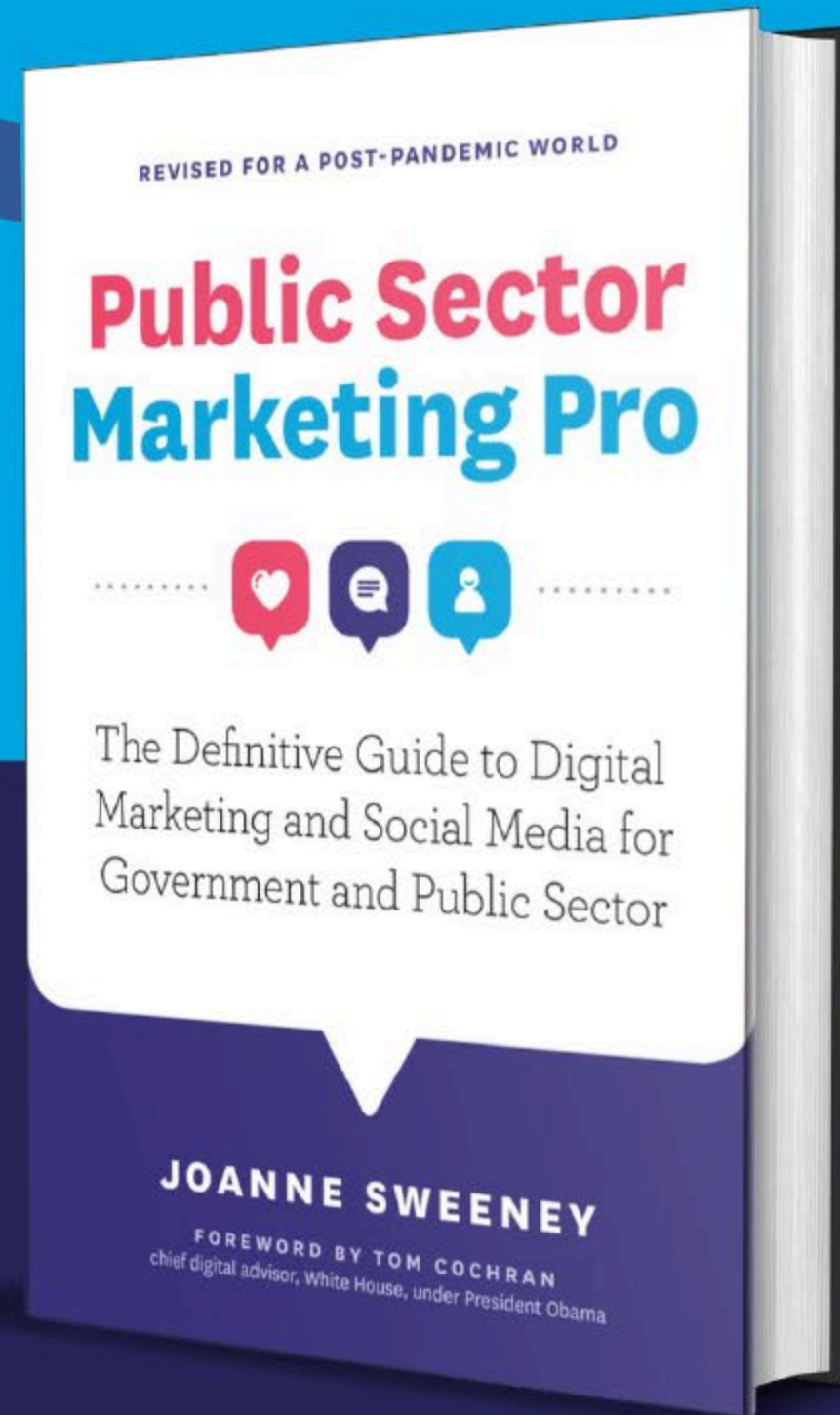
Q&A

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*with Joanne Sweeney*



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