

EFC SOCIAL MEDIA

Report activities September 2024 - February 2025

1. General Information

- Marta Mohedano, Andressa Trentin, Emilia Merino and Pascal Collet work as the EFC Social Media Managers.
- Marta, Andressa, and Emilia focus on disseminating news about the green book collections, YEFC, Eurocorr, EFC grants, Working Parties and Task Forces, and activities from affiliated members. Meanwhile, Pascal Collet handles the promotion of EFC events, new memberships, reposts relevant content to the EFC community, and manages EFC Newsletter sponsors in collaboration with the Newsletter editor.
- The EFC LinkedIn Page has currently about **5100 followers** with the number steadily increasing. According to the analytics, the highest number of followers in the reported period was achieved during Eurocorr24 (1-5 September: 77 new followers).
- The posts show high interaction and engagement with the community.

2. Actions

- Direct communication with Eurocorr2025 Local organizers to promote the event.
- Collection and diffusion of information about the EFC and EFC networks (events, articles, news), including preparation of posts.
- Engagement with AMPP and WCO on the media outreach planning strategy for April 2025 to achieve the objectives of CAD2025: building global awareness of World Corrosion Awareness Day, positioning WCAD as a leader in corrosion prevention and sustainability, and highlighting the impact of corrosion control on safety, security, and sustainability. Our social media team is actively involved in brainstorming ideas for CAD actions, which include defining goals (e.g., KPI 50k impressions for education resources) and target audiences, contacting partners around the globe, drafting post outlines and examples, preparing the countdown to corrosion and teaser, and launching campaigns such as CREATE CORRECT.
- Schedule the posts in the LinkedIn calendar tool.
- Design of the teasers with CANVA.
- Promoting EFC-supported events, programs and awards, including but not limited to Corrosion Awareness Day, Women in Corrosion, Scientific grants, mentorship programs of YEFC, webinars, poster prizes and Eurocorr.
- Advantage for sponsors that advertise in the Newsletter:
 - One post for the company(ies) advertising ¼ page
 - Two posts for the company(ies) advertising ½ page
 - Three posts for the company(ies) advertising a full page

3. Communication channel

- If you are an EFC Member Society, Affiliate Member, Working Party and or Task Force, increase your visibility and advertise your actions using the EFC Social Media Platform.
- Send an email to **socialmedia@efcweb.org** with the post content, preferably with an image or flyer, and suggesting a posting date.
- A **PowerPoint presentation** with detailed information is available on the EFC HUB and a reminder has been sent to all EFC MS, AM.