

# The use of Internet tools, including social media, to promote project results using the example of the Minecrop project.

## Abstract

The article presents the benefits of using social media to promote the project and disseminate results. The MINECROP project is an example of using Internet tools to reach the largest possible number of recipients from individual target groups.

**Key words:** social media, online tools, dissemination

## Introduction

The aim of Erasmus+ projects is to support innovation, strengthen international cooperation, develop participants' competences, promote social integration and influence the development of educational policy. Each project is planned to develop specific results, e.g. guides, textbooks, training materials, educational platforms, educational games, etc. An additional assumption of each project is to disseminate the created results among the selected target groups. In the era of development of the Internet and especially social media, it is crucial to use these Internet tools to promote both the results and the idea of the entire project.

Social media are characterized by a high degree of interactivity, using widely available and extensive communication techniques. Social networking sites are an online meeting place for people who exchange information based on individual profiles, using a specially developed interface for this purpose. They enable establishing contacts in various forms: through discussion forums, exchanging messages, etc. The most important feature of this type of site is the ability to create groups that connect users according to specific keys - common interests, place of work or profession.

## Benefits of using social media on the example of MINECROP

The use of social media can significantly affect the dissemination of project results also in the field of sustainable agriculture. Social media can help promote and spread knowledge about the project due to its huge reach and availability. Due to the international nature of the project, reaching European recipients from the national level could be a big challenge. The project is run by partners from several EU countries, so reaching target groups from other countries can be done using Internet tools, including communication tools such as social media.

In the case of the MINECROP project, it was decided to use the following platforms: Facebook and LinkedIn. Additionally, the partners also use other social media that they often use, such as Instagram and TikTok. One of the reasons for using these communication channels is their easy accessibility, which makes it easier to spread information.

Social media make it possible to reach a wide and diverse audience around the world. Information about the project can reach people who might not otherwise learn about it. Social media enables two-way communication, which allows for direct dialogue with recipients. Another factor influencing such a widespread use of these tools is the high attractiveness of the content offered, which is influenced by the addition of photos, videos or infographics, which attract the attention of recipients and increase engagement.

Social media allows for building a community around the project. Facebook groups, discussion forums, hashtags on Twitter or Instagram. In the case of the MINECROP project, they can bring together people interested in sustainable agriculture, care for the climate and the environment. An additional advantage is the possibility of establishing cooperation with experts and organizations that have similar goals and values. Regular publication of content related to the project's subject keeps interest at a constant level, thanks to which educational content is continuously absorbed. The possibility of placing links to detailed educational content allows for wide reach.

Due to the possibility of posting comments under posts, sharing and adding reactions, it is possible to constantly monitor the level of interest in published content. This is valuable information for project implementers regarding the attractiveness of the offered content and the level of interest of users.

The unquestionable advantage of using social media to promote the project is its low cost - all you need is access to a computer with Internet and a good idea for creating visually attractive content.

## Conclusions

Using social media to disseminate the results of a project on sustainable agriculture can significantly increase its visibility, reach and impact, as well as promote activities by engaging a wide audience and building a strong community around the project. Using social media allows you to gather all the target groups of the project, such as educators, trainers, farmers, representatives of the agricultural sector and all people interested in applying green practices in agriculture.

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