



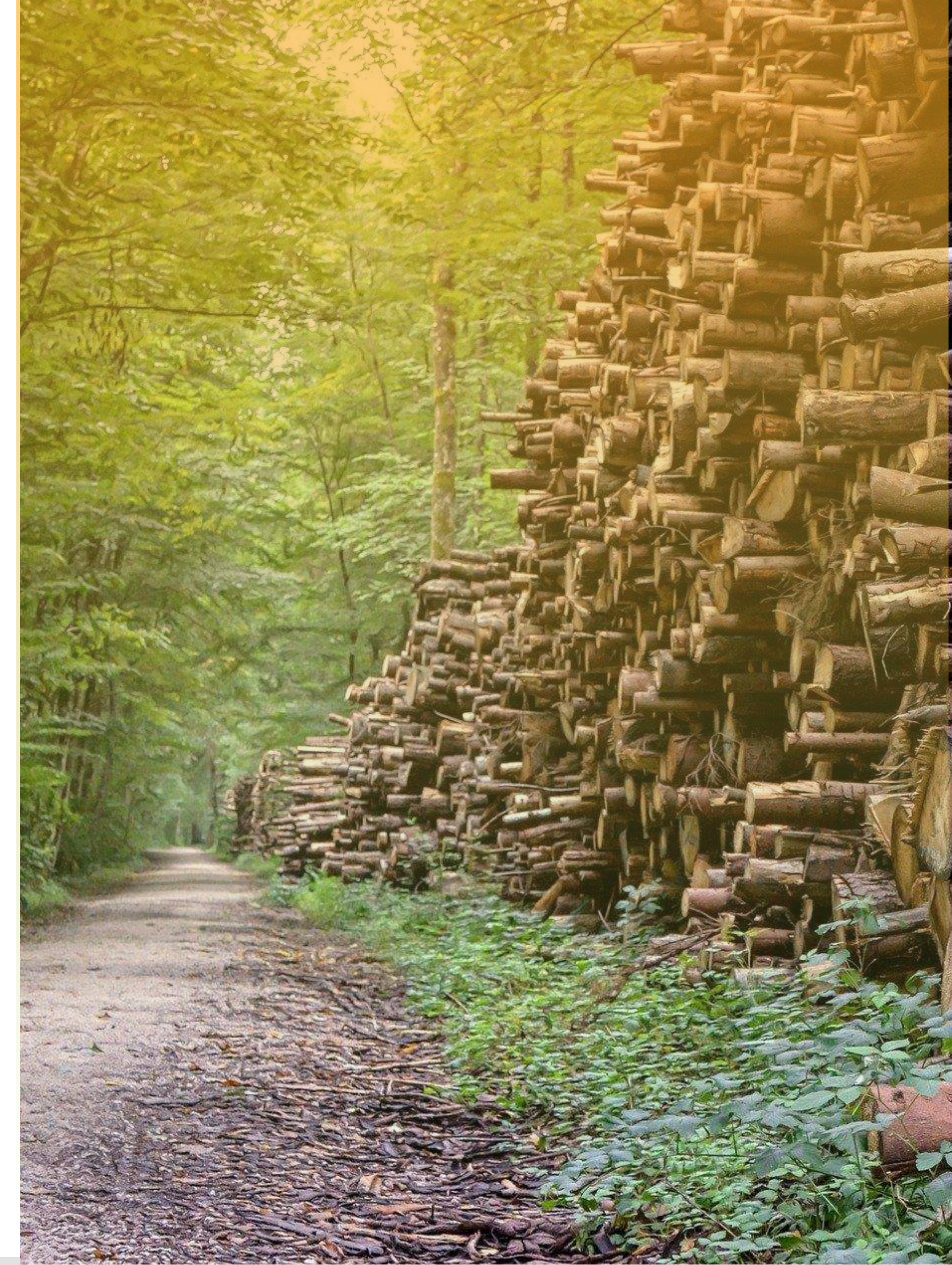
BIOSWITCH

#Iambiobased
Key guidelines
and sample
materials for use
in social media

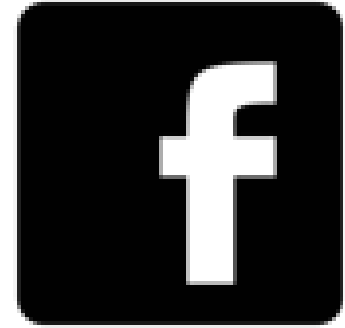
This document presents a set of **communication guidelines**, **customisable messages** and **materials** that brand owners can use on **social media** to reach customers and consumers and make them aware of the relevance of switching from fossil-based to bio-based approaches.

The content includes:

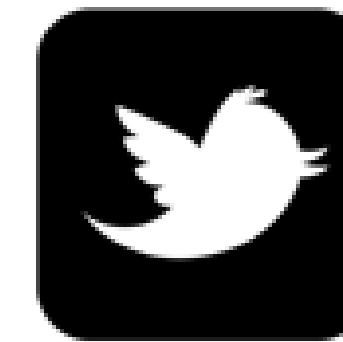
- Key social media channels.
- Best practices to share your content
- Key facts and messages about the bioeconomy.
- Sample key words and images for social media.
- Related accounts.
- References.



Key Social Media Channels



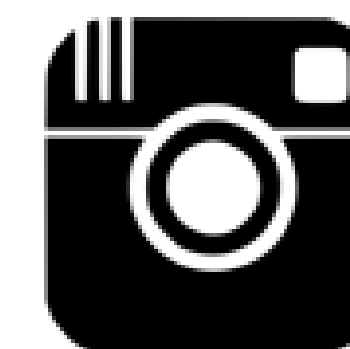
- 2 billion users.
- 47% over the age of 35.
- Good for B2C that have a very specific audience (they will need to follow your page)



- 330 million users
- 35% aged between 18 and 29
- Popular with celebrities, politicians, journalists and news outlets, it is also well-liked by businesses in the tech sector.



- 675 million users
- 61% between 30 and 64.
- Best for professional relationships. B2B companies would particularly benefit from using LinkedIn.



- 2 billion users.
- 59% between 18 and 29.
- Great for B2C with visual / image-based products or services, such as clothing brands, restaurants, gyms and make-up brands.

Best practices for Facebook



What can you post?

Text (no character limits) + **media** attachments (photos, images, videos, links etc.)



How can you use it?

An **informal social network** to post news, info and analyses, make announcements that can reach a large audience or share relevant contents (always best with images or other multimedia contents).



Tips

- Engage in relevant **groups** so that you can increase the number of people who follow your Facebook Page.
- Use **visual elements**: pictures, videos, GIFs, etc.
- Use appropriate, inoffensive and **clear language**.

Best practices for Instagram



What can you post?

Mainly **images** accompanied with short texts, but you can also publish videos and livestream.



How can you use it?

An **informal social network** to post pictures mainly. It will be useful if you promote visual products / services and your target is among the younger generations.



Tips

- Engage** with other accounts by tagging @ them.
- Set up some guidelines so that all the pictures have a **similar look and feel**.

Best practices for Twitter



What can you post?

Text up to 280 characters + media attachments (photos, images, videos, etc.) and quoted tweets (displaying someone else's tweet within your own).



How can you use it?

To share **short comments**, make announcements that can instantaneously reach a large audience or retweet relevant contents - ideal for live communication during events.



Tips

- Use **hashtags** # and **mentions** @ to tag appropriate handles;
- Use **visual elements**: pictures, videos and GIFs.
- Keep your posts **short, clear and catchy**.
- Use appropriate, inoffensive and clear language.
- Create Twitter lists to categorize your account into themes.

Best practices for LinkedIn



What can you post?

Text (no character limit) and media (photos, GIFs, videos, links, etc).



How can you use it?

LinkedIn is a **network for professionals**, it can be used for groups and has established networks on specific topics.



Tips

- Posts are for short content. If you plan to go over **400 words**, write an article.
 - Try not to go over **1,000 words**.
- Great times to post are from Tuesday to Thursday, around 8:00, 12:00 and 17:00.
 - Include **pictures or videos**.
- Invite people to participate in your conversations by **@mentioning** them in your content and add relevant **hashtags**.

Key facts and messages about the bioeconomy

- The bioeconomy in the EU currently **employs 18 million people**, and it could create **1 new million jobs by 2030**, most of them in **rural and coastal areas**.¹
- The bioeconomy in the EU has an annual **turnover of 2.3 trillion €**.²
- The bioeconomy will play an integral role in spurring on the **EU recovery from the COVID-19** crisis by aligning the economy with the biosphere.³
- The bioeconomy boosts **innovation** to modernise **agriculture, aquaculture, fisheries and forestry**, and renew industries.⁴
- Bio-based products and packaging can make the economy **more sustainable**.⁵
- Bio-based products and packaging **reduce our dependence on fossil resources**.⁶
- Bio-based products can make significant contributions to **mitigating climate change**.⁷
- Agri-food waste can be turned into **biodegradable** plastic for food packaging.⁸

Key facts and messages about the bioeconomy

- The use of 1 ton of wood instead of 1 ton of concrete in construction can lead to 2.1 ton **carbon dioxide reduction**.⁹
- Algae farming can be a new source of **renewable biomass** for food, materials and energy use.¹⁰
- There is an **increasing demand** for bio-based alternatives.¹¹
- High-quality bio-based solutions instead of the traditional fossil-based ones are seen as **pioneering and ground breaking** options.¹²
- The main categories consumers look for bio-based products are: **packaging** products; **disposable** products; **cleaning, hygiene and sanitary products; clothing and textiles; cosmetics** and personal care.¹²
- Consumers expect to **buy more bio-based products** in the future in these categories: packaging products; disposable products; cleaning, hygiene and sanitary products.¹²

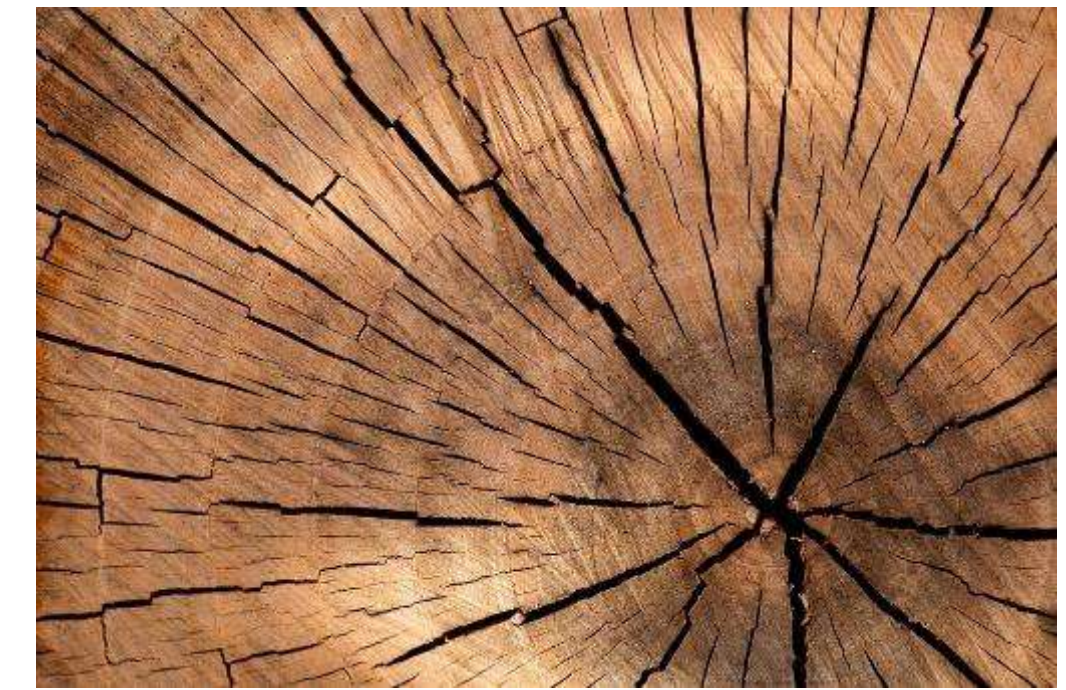
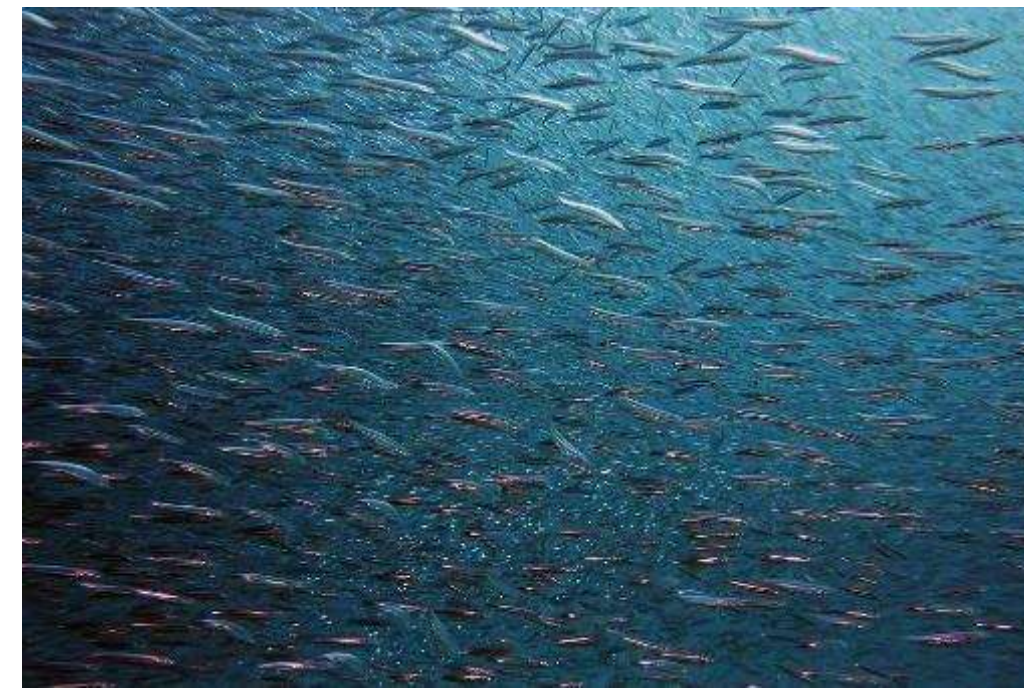
Key messages

- These are some of the main words that consumers associate with bio-based. You can use them as hashtags to improve the visibility of your content.



Sample images for social media

- The use of images in social media boosts the reach and impact to a great extent.
 - In this link you can find several free copyright images: <https://pixabay.com/>
- These images are all free for commercial use. Click on each to download it for free.





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Related accounts

- Some key accounts you can follow and engage with to maximise your impact and raise awareness among you target audiences in the bio-based industry.

Entity	Website	LinkedIn	Twitter
Bio-based Industries Joint Undertaking	bbi-europe.eu	Bio-based Industries Joint Undertaking (BBI JU)	@BBI2020
BIC - Bio-based Industries Consortium	biconsortium.eu	BIC - Bio-based Industries Consortium	@biconsortium
BE-RURAL	be-rural.eu	BE-Rural	@BE_Rural
BIOVOICES	biovoices.eu	BIOVOICES	@biovoices
Allthings.bioPRO / BioCannDo	www.allthings.bio	AllThings.Bio	@AllThings_Bio
Biobridges	www.biobridges-project.eu	Biobridges Project	@BiobridgesH2020
BiOPEN	www.biopen-project.eu		@BIOPEN_Project
BIOSWITCH	bioswitch.eu	BIOSWITCH	@BIOSWITCH_eu
BIOWAYS	www.bioways.eu	Group: https://www.linkedin.com/groups/13523593/	@BIOWAYS_EU

Entity	Website	LinkedIn	Twitter
Circular Bio-based Europe Joint Undertaking (CBE JU)	Coming soon	Coming soon	Coming soon
CELEBIO	celebio.eu	Group: https://www.linkedin.com/groups/13760863/?trk=public_profile_group_result-card_full-click	
The European Bioeconomy Network	eubionet.eu	Group: www.linkedin.com/groups/8793586	@EuBioNet1
ICT-BIOCHAIN	ictbiochain.eu	ICT-BIOCHAIN	@ictbiochain
LIFT	www.lift-bbi.eu	EUBioLibrary	@EUBioLibrary
MPOWERBIO	mpowerbio.eu	MPowerBIO	
Pilots4U	biopilots4u.eu	Pilots4U	@BioPilots4U
Power4Bio	power4bio.eu	POWER4BIO project	@power4bio
RoadToBio	www.roadtobio.eu		
Rubizmo	rubizmo.eu	RUBIZMO	@rubizmo
Star4BBI	www.star4bbi.eu		
Transition2BIO	www.transition2bio.eu	Coming soon	Coming soon
UrBIOfuture	www.urbiofuture.eu	UrBIOfuture	@UrBIOFuture

References

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2. <https://biconsortium.eu/news/turnover-employment>
3. https://ec.europa.eu/info/sites/info/files/research_and_innovation/research_by_area/documents/ec_rtd_greendeal-bioeconomy.pdf
4. https://www.bioeconomy-library.eu/wp-content/uploads/2020/02/CASA-Report_D3-3_Bioeconomy_RI_Landscape.pdf
5. https://ec.europa.eu/growth/sectors/biotechnology/bio-based-products_en
6. Idem
7. <https://www.liebertpub.com/doi/10.1089/ind.2017.29073.mca>
8. <https://foodprint.org/blog/biodegradable-plastic-food-waste/>
9. https://ec.europa.eu/easme/sites/easme-site/files/background_document_wood.pdf
10. <https://www.mdpi.com/2076-3417/10/22/8181/pdf>
11. <https://www.sciencedirect.com/science/article/pii/S1871678420301825>
12. Information extracted from BIOSWITCH Deliverable 1.3. Report on brand owners incentives and consumer drivers and motivations analysis.



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