

NEURICE

Neu commercial European RICE (*Oryza sativa*) harbouring salt tolerance alleles to protect the rice sector against climate change and apple snail (*Pomacea insularum*) invasion

Grant Agreement: H2020 NEURICE 678168
Project Coordinator: Universitat de Barcelona
Start date of project 1st March 2016. Duration 48 months

Deliverable	D6.6		
Title	Social Networks		
Work Package	6		
Due	April 2016-February 2020		
Type	<input checked="" type="checkbox"/> Public	<input type="checkbox"/> Confidential	<input type="checkbox"/> Classified
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Other authors	-		

Facebook

From April 2016, the project has got a Facebook profile for the dissemination in this Social Network and oriented for the public in general. The contents have been made thinking of the audience to which it was addressed, with information linked to the website, dissemination activities, images of researchers working or experimental fields, etc.



More than 200 posts on Facebook with 32 people reached in each post on average.



Linkedin

The project has not had a specific LinkedIn page, since the strategy in this social network has been based on arranging posts in LinkedIn groups with users potentially interested in their contents.

The main objective in LinkedIn has been to reach companies, technicians and professionals related to rice cultivation, as well as those related to the environment to send them information about climate change and the apple snail that have been made in the project.

We have used worldwide agricultural interests groups such as the following:

- Agriculture (132.631 members)
- Environment (21.375 members)
- Free Rice Friends (792 members)
- Agricultura España (7.260 members)
- AgroBusiness (1.435 members)
- Spanish Association of Cereal Technicians, AETC (117 members)
- Innovation4Food (14.963 members)

In this link you can see all the activity that the Neurice Project has generated in LinkedIn:

https://www.linkedin.com/search/results/content/?facetSortBy=date_posted&keywords=neurice&origin=SORT_RESULTS

Twitter

From March 2016, Neurice has a profile in Twitter and, until now has achieved 66 followers



On the one hand, the number of followers can be considered low, probably because the content has been more scientific in nature and because the theme of varietal improvement has not aroused the general interest in this social network.

On the other hand, the information that has been sent by other means (press releases, web, etc.) has been reproduced on Twitter, as can be seen in the Twitter captures below.



Batohama y 3 más indicaron que les gusta un Tweet en el que se te etiquetó

Scientists are in search of new varieties of rice as climate change threatens crops 🌱

The #EUfunded @Neurice_EU project brings together experts from diverse fields to address this challenge through international #research.
europa.eu/1cj83yw
#Opentotheworld #H2020 pic.twitter.com/xt6QpfAe28

Stella Vaskoudi te etiquetó en una foto



Stella Vaskoudi @Stella_Vaskoudi · 1h

RT EUClimateAction: RT EU_H2020: Scientists are in search of new varieties of rice as climate change threatens crops 🌱
The #EUfunded Neurice_EU project brings together experts from diverse fields to address this challenge through international #resea...



INDEAR @indear_rosario · 21 feb.

Compartimos los resultados obtenidos en el proyecto #H2020 @Neurice_EU, en el cual participamos dentro de un consorcio europeo.

👉 Secuenciamos variedades de arroz buscando nuevos genes relacionados con la tolerancia a la salinidad 🌱

irta IRTA @irtacat · 21 feb.

Aquí los resultados del proyecto #H2020 @Neurice_EU, que aporta nuevas herramientas para luchar contra el #CambioClimático y el #CaracolManzana 🐛

2 variedades de arroz tolerantes a la salinidad en España, 2 en Francia y 2 en Italia 🌱



alessandra apicella @alessandraapice · 21 feb.

Presto saranno disponibili nuove varietà di #riso più resistenti al #ClimateChange e alle malattie grazie al progetto @Neurice_EU
ledonnedelfood.it/riso-e-cambiam... via @anteksiler



agrodriariohuelva.es @agrodhuelva · 18 feb.

Proyecto Neurice @Neurice_EU: 6 variedades de #arroz tolerantes a la salinidad para luchar contra el #CambioClimatico y el caracol manzana
irtacat.agrodriariohuelva.es/?p=96827

