

## **How to enthuse scientists to benefit from Open Access research infrastructures**

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**PAERI Conference, Morges, Switzerland, November 28, 2024**

# Presentation outline

**Brief introduction to Euro-Biolmaging**

**Virtual Pub: How it got started**

**How it took off: Branding & Content**

**Overview of topics**

**Overview of audience**

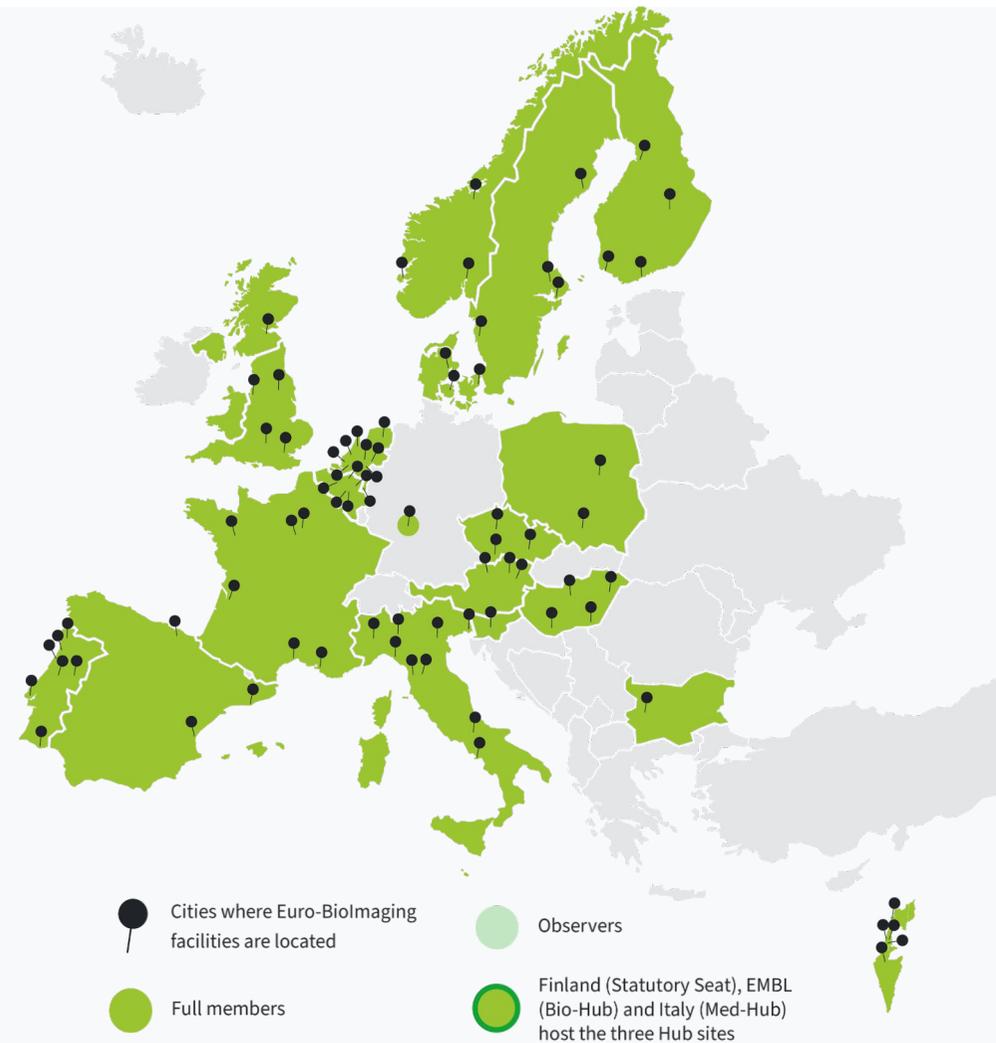
**Why it matters today**

**Impact on social media**

**Virtual Pub as global inspiration**

## THE EUROPEAN RESEARCH INFRASTRUCTURE FOR BIOLOGICAL AND BIOMEDICAL IMAGING

- Euro-Biolmaging is a distributed research infrastructure with Nodes across Europe
- Publicly funded, not-for-profit
- Our Nodes are internationally recognised imaging facilities that provide open access to users



**19**

ERIC MEMBERS  
(18 COUNTRIES & EMBL)



**41**

NODES



**237**

SITES



**120+**

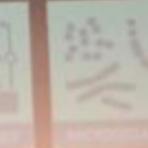
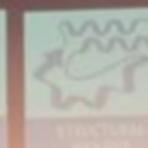
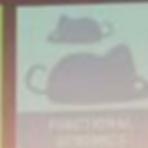
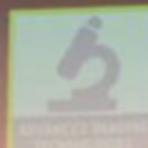
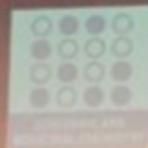
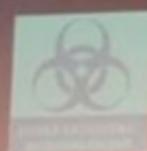
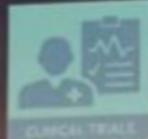
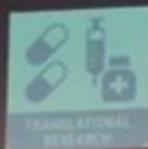
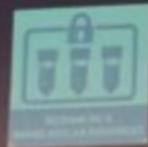
TECHNOLOGIES &  
IMAGE DATA  
ANALYSIS  
SERVICES





# EUROPEAN RESEARCH INFRASTRUCTURES

13 Life Science Research Infrastructures provide a wide variety of services to boost scientific research



[www.lifescience-ri.eu](http://www.lifescience-ri.eu)



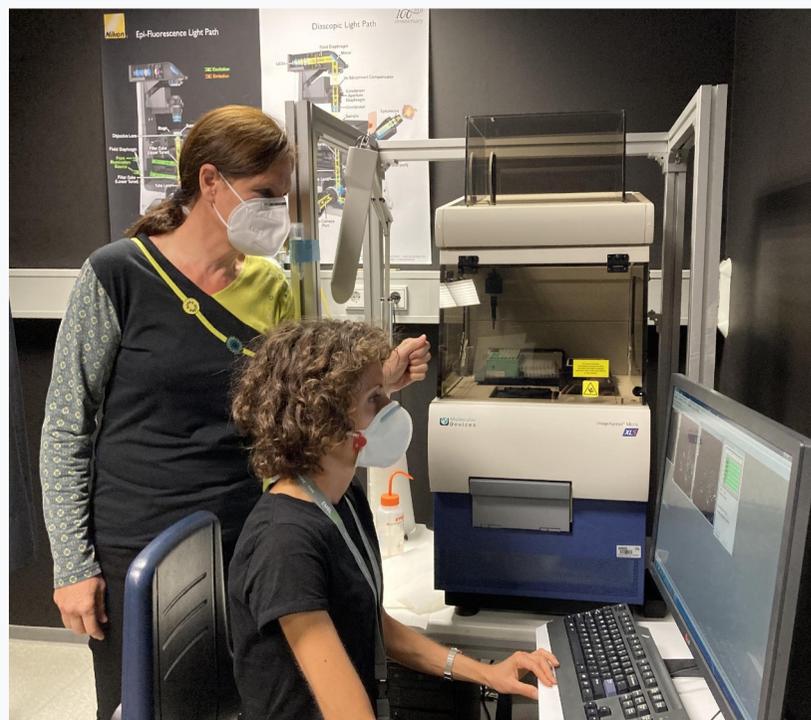




Photo taken from Bordeaux Imaging Centre YouTube “Closing due to lockdown”

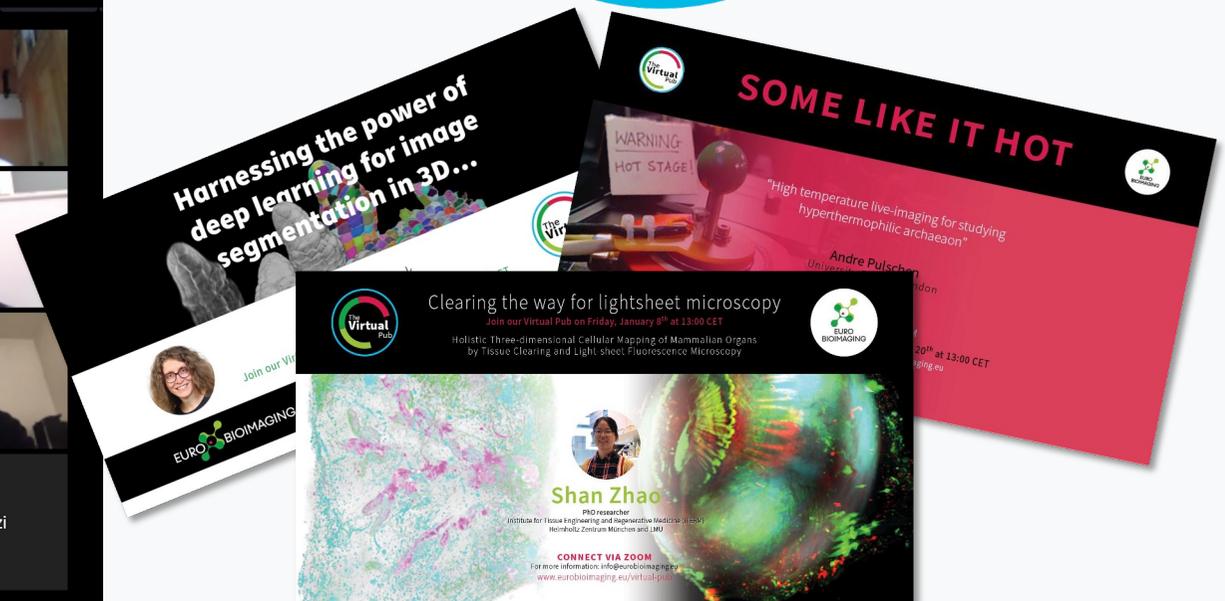
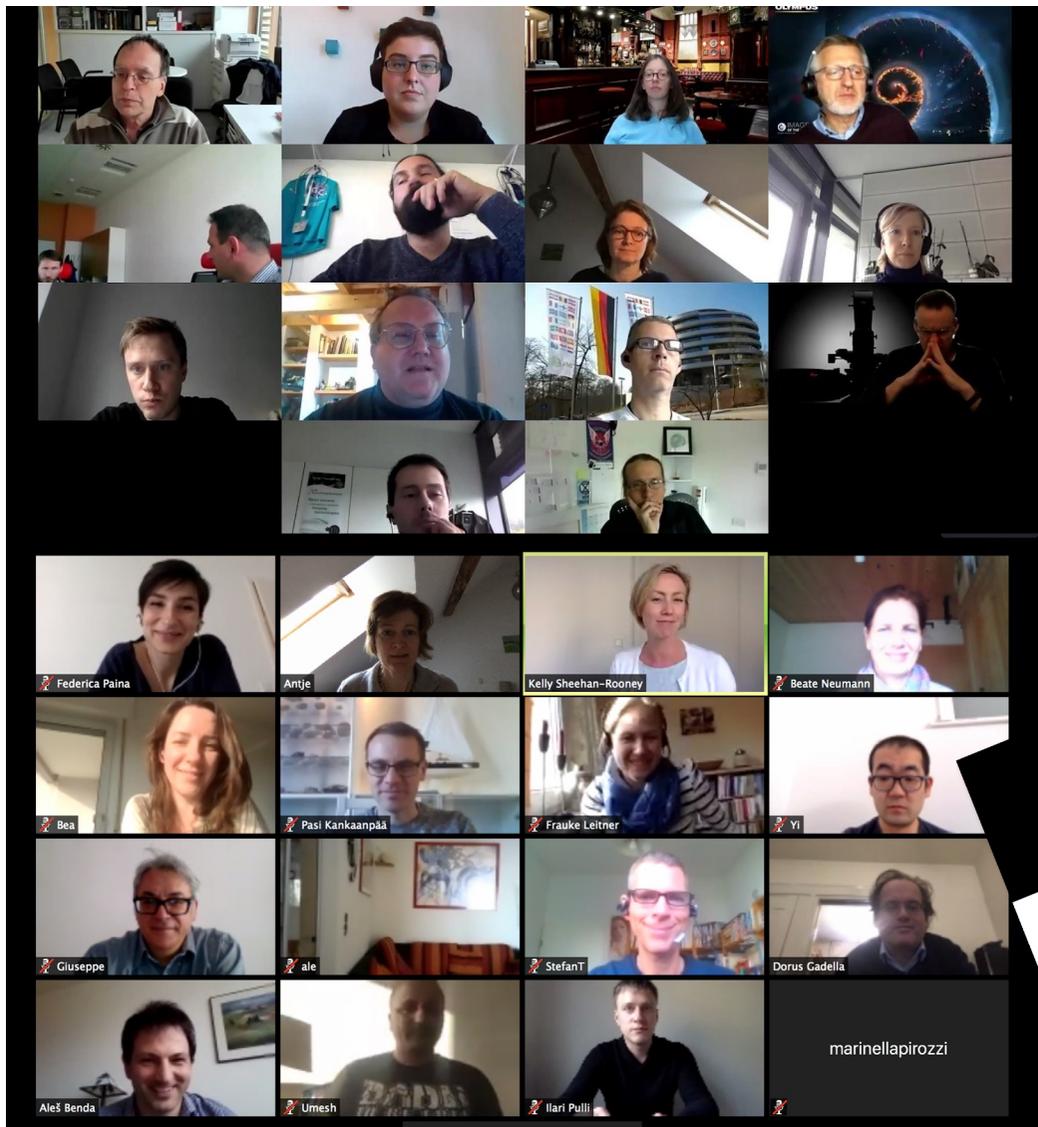


Remote Access to STED, EMBL PhotoLab

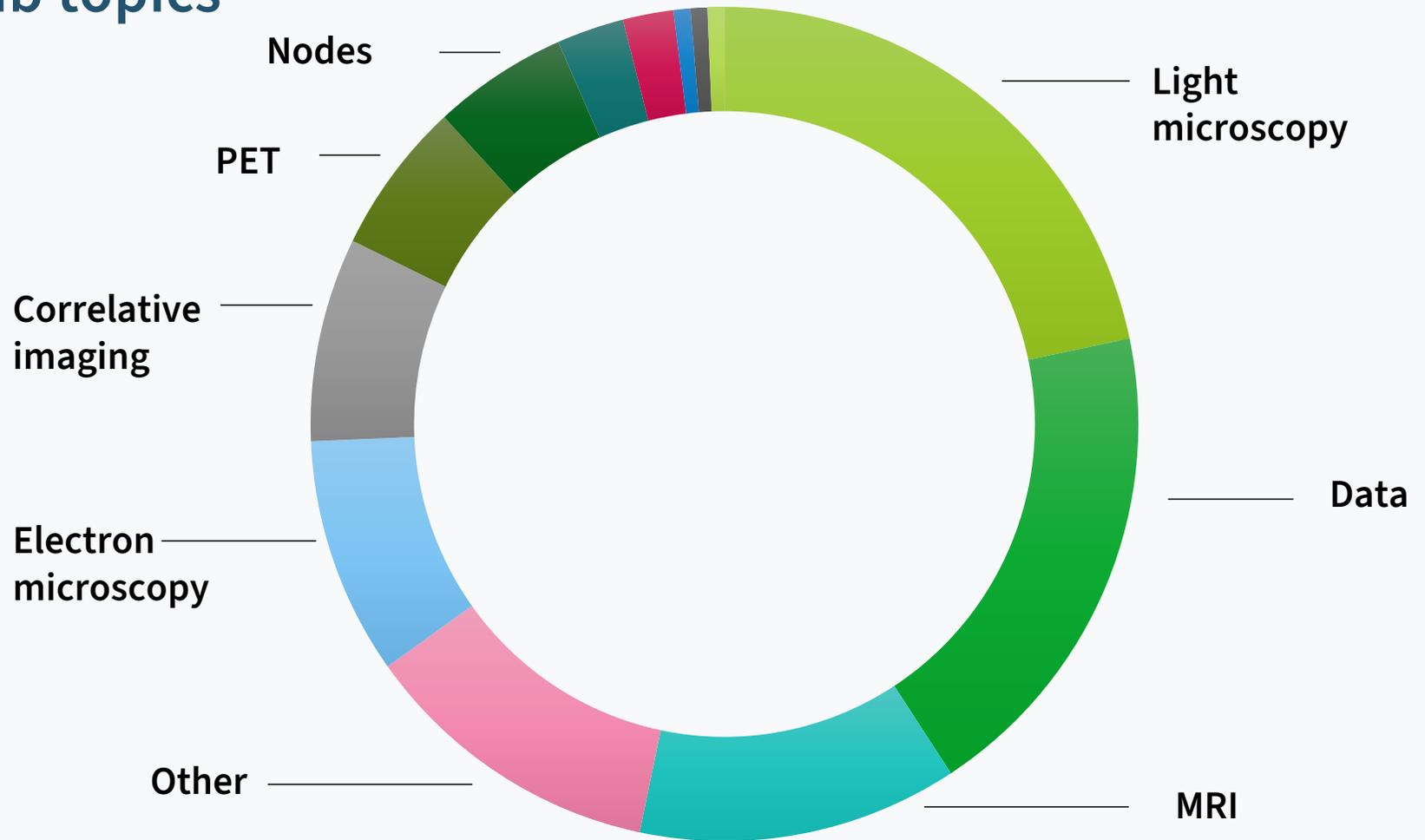


User access with COVID-19 precautions

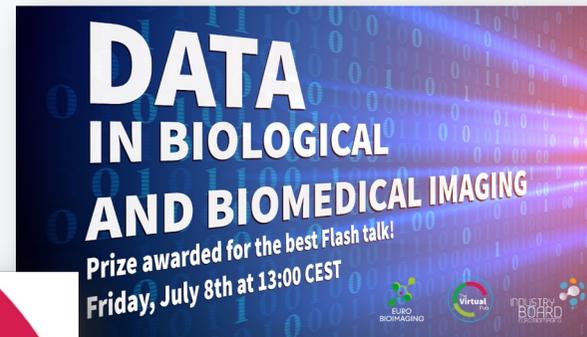
**And we were supposed to build our community across member states and communicate about open access to imaging services and transnational access to research infrastructures?**



# Virtual Pub topics

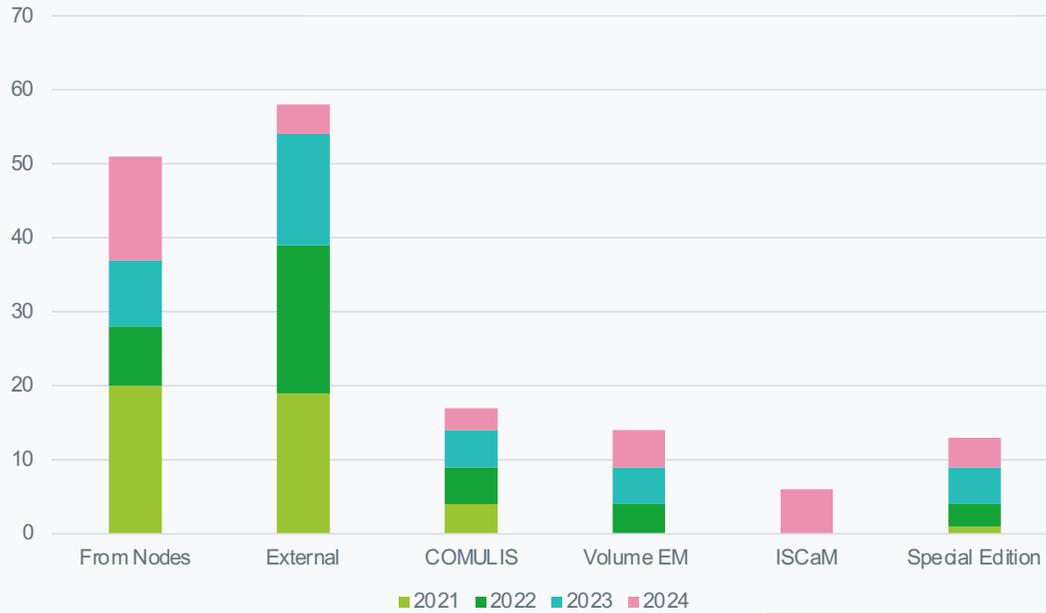


# Tech Exchange & Special Edition Virtual Pubs



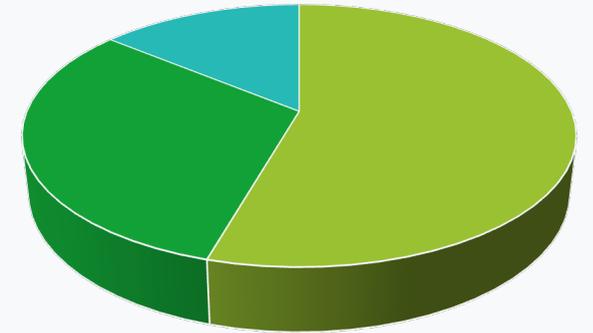
# Virtual Pub speakers

Virtual Pub speakers



Speakers from  
**27**  
countries

Speaker community overview



■ Biological imaging speakers ■ Biomedical imaging speakers ■ Mixed speakers

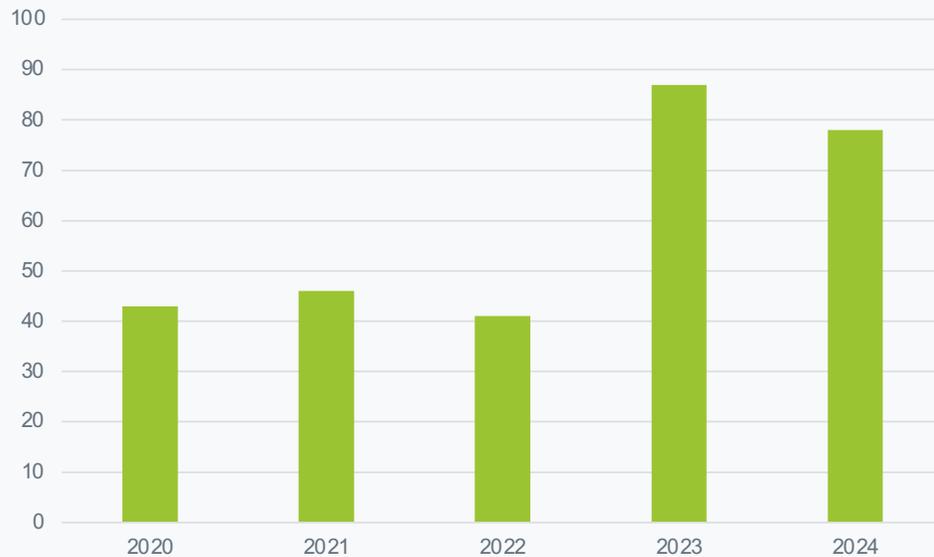


**ISCaM**

International Society  
for Cancer Metabolism

# Audience overview

Average attendance per session



**10,100**  
Cumulative  
attendees since  
2020

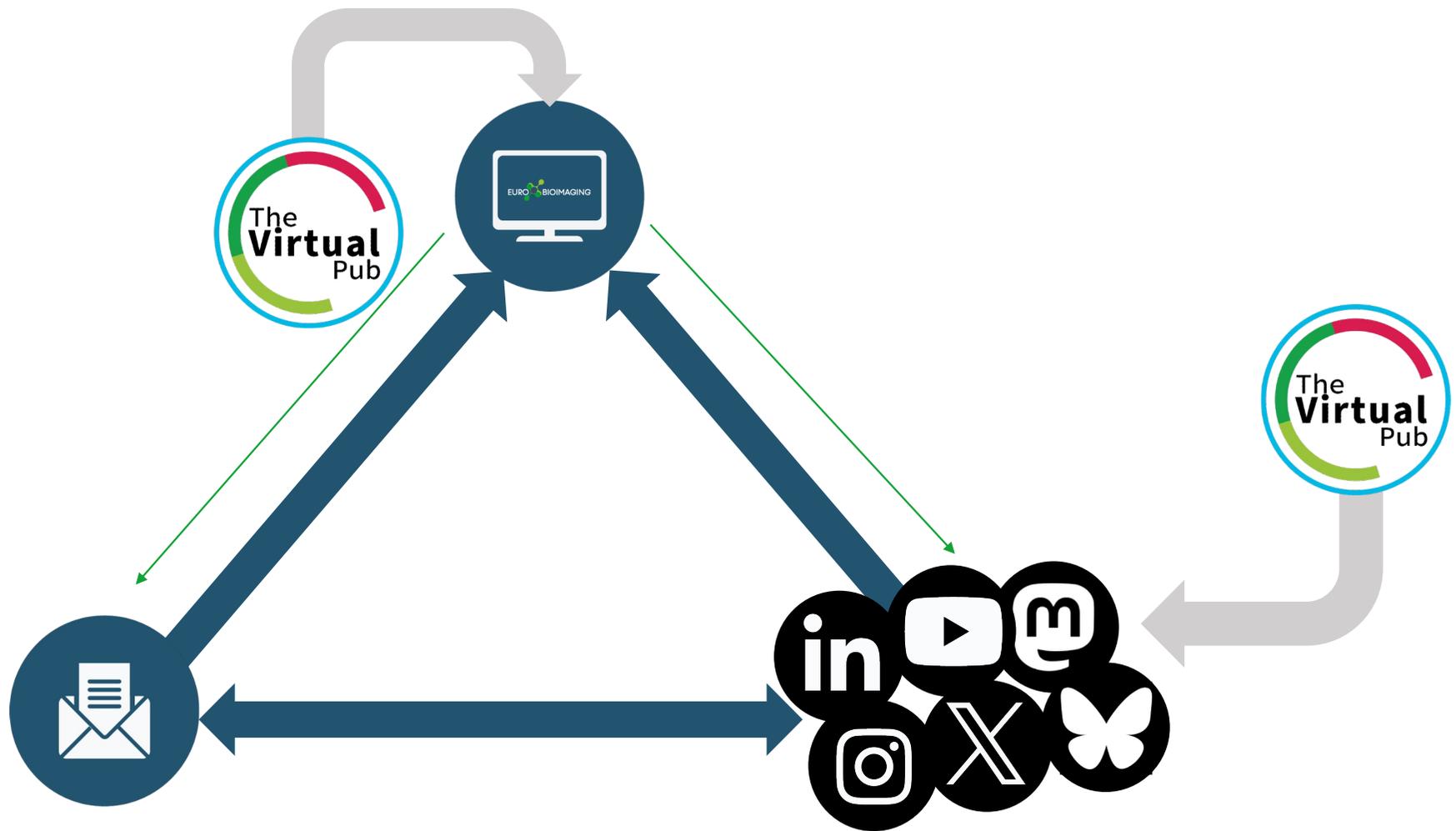


**174**  
Virtual Pub  
events  
since 2020

## Who's in our audience every week?

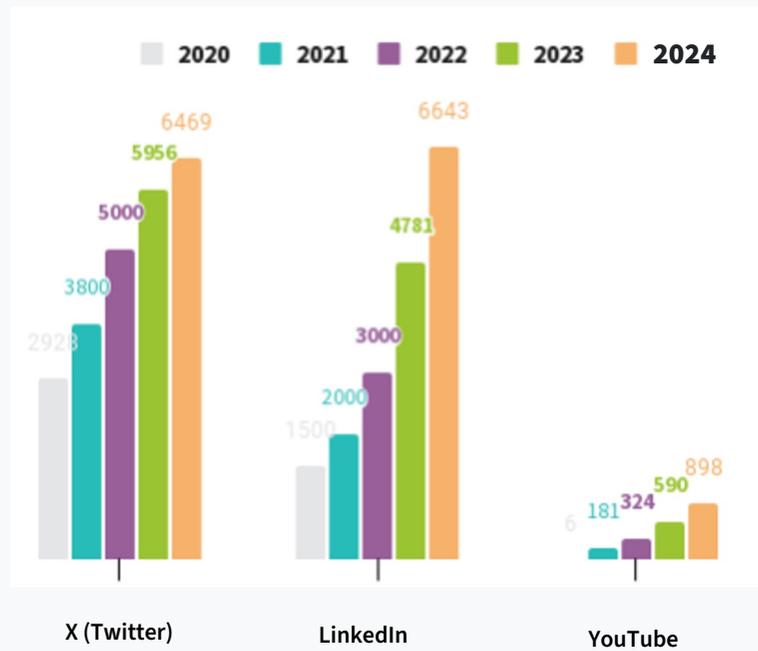
- Node staff
- Students
- PIs and other researchers
- International biological & biomedical imaging community members
- Euro-Biolmaging Hub staff, Board members and Scientific Advisory Board members
- Industry partners

# Virtual Pub's Golden triangle of communication



# Social media & Newsletter sign-ups

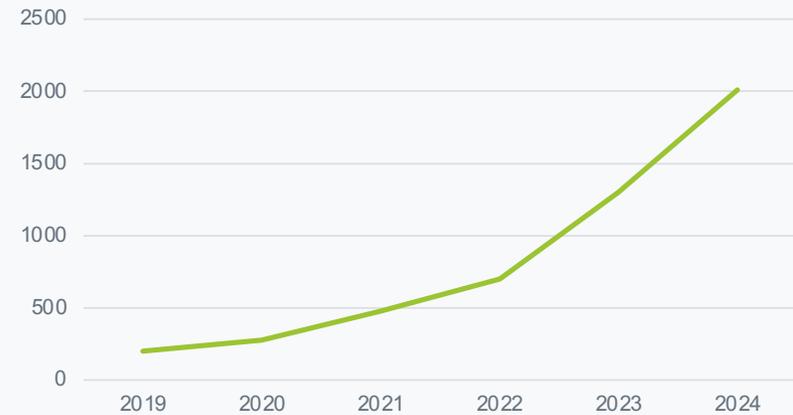
## SOCIAL MEDIA GROWTH



**900+**  
Followers  
& growing

Numbers from Oct 2024

## Number of newsletter Subscribers



## NEWSLETTER SIGN-UPS

# Virtual Pub on YouTube



Gaining more from time-lapse microscopy through automated single-cell phenomics

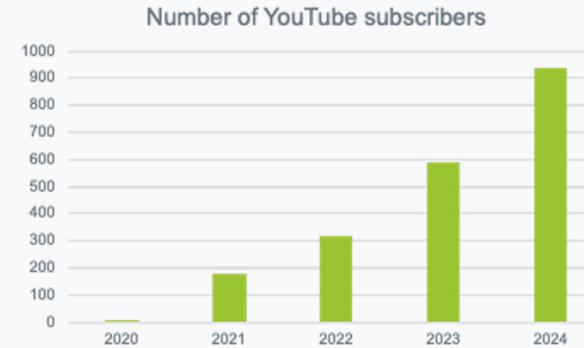
Euro-Biolmaging Communication  
935 subscribers

Analytics Edit video

23 likes Share Promote Clip Save

10K views 8 months ago

In this Virtual Pub recording, Laura Wiggins, Sheffield University, tells us all about CellPhe in a talk entitled "Making phenomenal insights: gaining more from time-lapse microscopy through automated

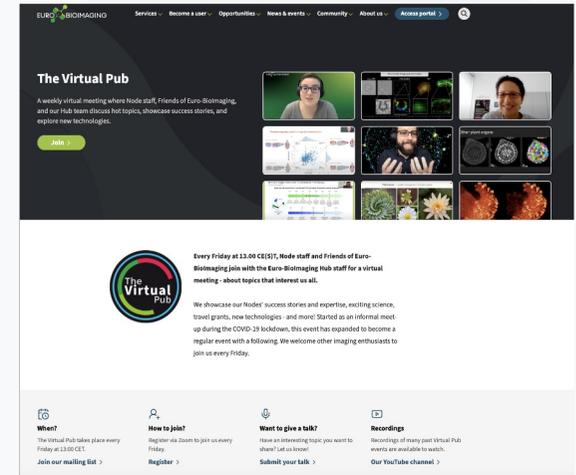


82  
Virtual Pub  
videos



57,327  
total views  
of Virtual  
Pub videos

# Branding & practicalities



# Thanks to the Virtual Pub

- Euro-Biolmaging increased our following on Twitter (X), from 2,000 in 2020 to 6,400+ today
- We have “content” to post regularly to Instagram, Bluesky, Mastodon, Instagram
- We have built our mailing list (from 200 contacts in 2020 to 2,000+ in 2024)
- We have regular content for our website
- We are active and visible to our community
- We have a vibrant YouTube channel
- We have increased awareness of our infrastructure

# Online seminars inspired by the Virtual Pub

**GLOBAL BIOIMAGING Spotlight Series**



**The Technician Commitment: one voice through networks and communities**

**&**

**A personal perspective on the role of the Technician Commitment in career progression**



**Kelly Vere**  
UK Institute for Technical Skills & Strategy  
University of Nottingham

**Andrew Filby**  
Newcastle University

For the global community:  
25 Sept 5-6 pm CEST & 26 Sept 8-9 am CEST

Register at [tinyurl.com/gbispotlight](https://tinyurl.com/gbispotlight)

**WEBINAR**

**FACILITY MANAGEMENT**



**REGISTRATION FORM**



03 December 2024

16:00 CEST

[Zoom/Registration link](#)



**Julia Fernandez-Rodriguez**  
Head of the Centre for Cellular Imaging, University of Gothenburg, Sweden



**Gregory Kitten**  
Professor at Universidade Federal de Minas Gerais (UFMG), Brazil

**instruct ERIC** **EURO-BIOIMAGING** **CESEM** **Latin America Bioimaging**

<https://biocomputingunit.es/ri-hubs/> [@RI\\_Hubs\\_EULAC](#)

**TECH EXCHANGE**

# Take home messages

- A carefully branded, regular online seminar series can help raise the visibility of a research infrastructure over time and is an immensely useful communications tool
- Use the registration platform to build a mailing list
- Record the events and post them to a playlist on YouTube (or other video sharing platform) to share the content with the community and boost the community on social media
- Maintain relationships with external speakers and use your event as an opportunity to strategically expand your reach

Thank you for your attention!

#EUROBIOIMAGING

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