



Contribution ID: 80

Type: **Lightning Talk**

Can playfulness on social media enhance community engagement and visibility?

Wednesday 18 March 2026 12:10 (5 minutes)

In large EU-funded consortia like ReMade@ARI, one recurring challenge is motivating a diverse group of members - with different backgrounds, technical expertise, and locations across Europe - to actively promote the project's impact on LinkedIn. Indeed, ReMade@ARI brings together hundreds of scientists and provides coordinated access to over 50 European analytical research infrastructures, advancing the development of innovative, recyclable materials and supporting the transition to a circular economy.

During ReMade's 3rd Annual Meeting, a talk on "*The Role of Social Media in Science Outreach*" sparked noticeable interest among participants. But what next? How can we find a universal "hook" to encourage people to revive their LinkedIn profiles and reconnect with their ReMade network - and beyond? Could short, logic-based online games be the key?

In this short talk, I will share insights from an experimental "LinkedIn Games Tournament" campaign: what worked, what didn't, and what motivated people to join (or not). With the growing popularity of "serious games" in science communication, can this playful approach be adapted to a professional social network like LinkedIn? Can a five-day online tournament be seen as *work* and can playfulness strengthen a community while boosting a project's visibility?

Workshops only: Duration

Workshops only: participants

Workshops only: Equipment

Author: MONFRONT, Steph (Institut Laue-Langevin | ILL)

Presenter: MONFRONT, Steph (Institut Laue-Langevin | ILL)

Session Classification: Plenary session

Track Classification: Emerging Tools and Technologies: AI, Platforms, and Beyond