



IFIGENEIA

Innovative Facility for Isotope GENERation
with Efficient Ion Accelerator

Writing Identity for LinkedIn Posts

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1 Voice & Style

- Voice: Visionary, cross-disciplinary, strategic
- Tone: Collaborative, forward-looking, accessible to both experts and general audiences
- Perspective: Regional excellence with EU-wide and global relevance
- Goal: Inform, inspire, engage and fulfil EU communication and visibility rules

2 Mandatory Elements

1. EU Funding Acknowledgement:
“This project has received funding from the European Union’s Horizon Europe Research and Innovation Programme under the Grant Agreement No.101186921.”
2. Emblem: Add the EU flag emoji or include the visual in your post image
3. Disclaimer (if using strong opinions or public claims):
“Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor REA can be held responsible for them.”

3 Post Format & Tips

- Language: English, if relevant, translate also into your national language (option: bilingual posts)
- Length: Optimal: 800–1,200 characters
- Visuals: Images from meetings, labs, facilities, illustrations of LINACs, etc.
- Structure:
 - a) Hook
 - b) What happened
 - c) Your role
 - d) Call to action
 - e) Funding line



4 Keywords and Tags

- Tags: **always tag IFIGENEIA LinkedIn profile ([click here](#))**, selected partners organisations, selected employees at partner organisations, EC profile ([click here](#)), relevant Institutions
- Hashtags (5–10): #ResearchImpact #HorizonEU #ResearchImpactEU #EUInnovation, #WIDERA #IFIGENEIA #NuclearMedicine #LINAC #LINACaccelerator #Innovation #Radioisotopes #Health



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