

09H
OPENING

09H20

10H30

Organizational and Institutional Communication and Advertising from Portugal

Ana Raposo
Organizational and Institutional Communication SOPCOM Working Group

Ivone Ferreira
Advertising SOPCOM Working Group

Keynote Speaker

Chair - Teresa Ruão
University of Minho

The challenge of engagement in the post digital communications era

Cristóbal Fernández Muñoz
Complutense University of Madrid

Work Session

Chair - Sara Balonas
Advertising SOPCOM Working Group

New Media, New Politicians: What is politicians' Twitter for?

Lucas Rohan Machado
NOVA University of Lisbon

12H30

11H30

Work Session

Chair - Ana Raposo
Organizational and Institutional Communication SOPCOM Working Group

Work Session

Chair - Ivone Ferreira
Advertising SOPCOM Working Group

"Mobilize-se": similarities, differences and possibilities in the construction of common social advertising in Brazil and Portugal

Patrícia Saldanha
Fluminense Federal University

Ivone Ferreira
NOVA University of Lisbon / ICNOVA

Improving public participation through strategic communication: Momentum Theatre case study

Joana Tarana
NOVA University of Lisbon / ICNOVA

Strategic communication of crisis in public health emergency. Zika virus and microcephaly in Brasil in 2016 to 2019

Sara Sobral Dias
NOVA University of Lisbon

The relevance of strategic communication in organizations in the north of Portugal: A quantitative study

Manuel Sousa Pereira
School of Business Sciences, Polytechnic Institute of Viana do Castelo

The internal communication as a strategic key-factor: Grupo Nabeiro case study

Mariana Marques
INP-ULHT - CICANT

Public Relations in Portuguese SMEs: an unrecognized function

Ana Raposo & Mafalda Eiró-Gomes
ESCS - Polytechnic Institute of Lisbon

From social media networks to parliament: Strategic communication and the achievement of public legitimacy A Case Study: PAN (People - Animals - Nature)

Naide Müller
Catholic University of Portugal

Wrap around your finger - The role of the social media Facebook at proximity governance (Avenidas Novas Parish Council Case Study)

João Carlos Martins
NOVA University of Lisbon / ICNOVA

Social Media as a Strategic Communication Tool for Public Engagement: The Case of Bulgarian Institutions and the COVID-19 Pandemic

Kalin Kalinov
Sofia University

13H30
LUNCH

14H30

15H30
CLOSING

Work Session
(in portuguese)

Chair - José Gabriel Andrade
Organizational and Institutional Communication SOPCOM Working Group

Smoking and potential risk in Covid-19: How the national tobacco control policy contributes to confronting the pandemic in Brazil

Mariana Pinto
NOVA University of Lisbon

Organizational visibility in digital social media and the challenges for strategic communication

Daiane Scheid
Federal University of Santa Maria

The use of the press conference in risk communication: Implications on the reputation management of institutions

Nuno Correia de Brito
University Autónoma de Lisboa / ICNOVA

Maria Ana Lopes
University Autónoma de Lisboa

Miguel Duarte
University Autónoma de Lisboa

Portuguese Universities' websites and Facebook pages: New possibilities for social interaction?

Kamila Mesquita
University of Minho - CECS

Teresa Ruão
University of Minho - CECS

José Gabriel Andrade
University of Minho - CECS

José Gabriel Andrade
Organizational and Institutional Communication SOPCOM Working Group

Sara Balonas
Advertising SOPCOM Working Group

SEPT 6TH

PRE-CONFERENCE
ECREA 2021

IMPROVING PUBLIC PARTICIPATION
THROUGH STRATEGIC COMMUNICATION

ONLINE

