

Training World Bank - 19.11.2025 - Communication and Branding - Experience Sharing Webinar, INCDM Grigore Antipa,
IBNA & Communication Expert Monica Jitariuc
- 22 on-line participants -

The image shows a Microsoft Teams meeting interface. At the top, the browser address bar displays the meeting URL: `teams.microsoft.com/light-meetings/launch?context=%7B%22Tid%3A%22%3A%2231a2fec0-266b-4c...`. The meeting controls bar includes icons for Chat, Persoane (19), Ridicare mână, Reacționati, Vizualizați, Mai multe, Camera, Microfon, Partajați, and a red 'Părășiți' button. The time is 00:55.

The main area displays a grid of participant video thumbnails. Visible participants include Raluca Andone-ICM..., Monica Jitariuc, Nicoleta Elena Dina..., Diana Rusu, Silvia Elena Ursu, Cristina Procudin (B...), Lulian G IBNA (Neve...), Sorina Garabagiu (I...), and Luiza Iarınca ITIM (...). A navigation arrow indicates 1/3 slides.

Below the grid, the Windows taskbar is visible with various application icons and system tray icons (network, volume, battery) showing the time 10:12 on 19.11.2025.

The bottom section shows a shared slide titled 'Objectives' in a presentation software window. The slide content is as follows:

Objectives

- #1 Share practical examples and lessons learned from institutional communication efforts within the pilot program
- #2 Reflect and discuss how effective communication supports reputation, collaboration, and impact.

On the right side of this section, a vertical list of participant thumbnails is shown, including Monica Jitariuc, Diana Rusu (DR), and Raluca Andone-I... (RA). A navigation arrow indicates 1/9 slides. The time is 01:23.

teams.microsoft.com/light-meetings/launch?context=%7B%22Tid%3A%31a2fec0-266...

0157

Chat Persoane Bidi care mână Reacționari Vizualizări Mai multe Camere Microfon Partajări

Participanți

Partajată invitația

In această întâlnire (19)

- RA Raluca Andone-ICMPP
- CP Cristina Procu... (Neverificat)
- DB Daniela Marin... (Neverificat)
- DI Diana Bogdan... (Neverificat)
- DR Diana Rusu Organizator
- EB Elena BISINICU
- FT Florin TIMOFTE
- GP Gina Pisto_IBNA (Neverificat)
- IM Ionela Mitoseru (Neverificat)
- I Ionelia (Neverificat)
- II Iulian G IBNA (Neverificat)
- LB Laura BOICENCO

Gina Pisto_IBNA (Neverificat)

10:13 19.11.2025

teams.microsoft.com/light-meetings/launch?context=%7B%22Tid%3A%31a2fec0-266...

02:11

Chat Persoane Bidi care mână Reacționari Vizualizări Mai multe Camere Microfon Partajări

Participanți

Partajată invitația

In această întâlnire (19)

- RA Raluca Andone-ICMPP
- CP Cristina Procu... (Neverificat)
- DB Daniela Marin... (Neverificat)
- DI Diana Bogdan... (Neverificat)
- DR Diana Rusu Organizator
- EB Elena BISINICU
- FT Florin TIMOFTE
- GP Gina Pisto_IBNA (Neverificat)
- HI Hulub Andree... (Neverificat)
- IM Ionela Mitoseru (Neverificat)
- I Ionelia (Neverificat)
- II Iulian G IBNA (Neverificat)
- LB Laura BOICENCO

10:13 19.11.2025

Microsoft Teams meeting interface showing a presentation slide titled "02. Elemente de brand". The slide content includes:

- 02. Elemente de brand**
 - 02.1. Elemente de brand
 - 02.2. Elemente de brand
 - 02.3. Fonturi

The presentation also shows a grid of color swatches and a list of fonts including Poppins and Open Sans. The meeting controls at the top show 21 participants and a "Părăsiți" (Leave) button. The participant list on the right includes DR, NI, CD, LI, IM, and RA.

Microsoft Teams meeting interface showing a presentation slide titled "04. Layout al aplicare". The slide content includes:

- 04. Layout al aplicare**
 - 04.1. Layout al aplicare
 - 04.2. Layout al aplicare
 - 04.3. Social media

The presentation displays various branding elements such as t-shirts, caps, and social media posts. The meeting controls at the top show 21 participants and a "Părăsiți" (Leave) button. The participant list on the right includes DR, NI, CD, LI, IM, and RA.

Microsoft Teams Meeting Interface (Screenshot 1)

URL: teams.microsoft.com/light-meetings/launch?context=%7B%22Tid%3A%31a2fec0-266...

Time: 09:24

FACEBOOK

New Followers

207

525

Visits

27.100

40.050

Engagement Rate

9.029

16.570

INCDM

Participants:

- DR Diana Rusu
- NI Nicoleta Elena
- CD Catalin DR
- LI Luiza Iarncu
- IM Ionela Mitoseru
- RA Raluca Andone-ICMPP
- GP Gina Pisto LIB
- HI Huhub Andree
- IM Ionela Mitoseru
- I Ionela
- IV Iulia Varzaru
- II Iulian G IBNA
- LB Laura BOICENCO
- LI Luiza Iarncu
- LL Luminita LAZAR
- MJ Monica Jitariuc
- NI Nicoleta Elena
- RT Raluca Turcu
- SU Silvia Elena Ursu

Microsoft Teams Meeting Interface (Screenshot 2)

URL: teams.microsoft.com/light-meetings/launch?context=%7B%22Tid%3A%31a2fec0-266...

Time: 09:53

FACEBOOK

Total Reach

100 K

400 K

Click on links

366

292

Top Performing Post

31.943

123 618

INCDM

Participants:

- DR Diana Rusu
- NI Nicoleta Elena
- CD Catalin DR
- LI Luiza Iarncu
- IM Ionela Mitoseru
- RA Raluca Andone-ICMPP
- GP Gina Pisto LIB
- HI Huhub Andree
- IM Ionela Mitoseru
- I Ionela
- IV Iulia Varzaru
- II Iulian G IBNA
- LB Laura BOICENCO
- LI Luiza Iarncu
- LL Luminita LAZAR
- MJ Monica Jitariuc
- NI Nicoleta Elena
- RT Raluca Turcu
- SU Silvia Elena Ursu

teams.microsoft.com/light-meetings/launch?context=%7B%3A%31a2fec0-266...

LinkedIn

Impressions 59.460 **Reactions** 2.687 **Comments** 76 **Reposts** 14

INCREASE IN FOLLOWERS FROM 200 to 802

INCDM

Florin TIMOȚE

Participanți

- DR Diana Rusu
- NI Nicoleta Elena
- CD Catalin DR
- LI Luiza Iarum
- IM Ionela Mitoseru
- RA Raluca Andone-ICMPP

Partajati invitatia

- GP Gina Pisto LIB (Neverificat)
- HI Hultub Andree (Neverificat)
- IM Ionela Mitoseru (Neverificat)
- I Ionela (Neverificat)
- IV Iulia Varzaru (Neverificat)
- II Iulian G IBNA (Neverificat)
- LB Laura BOICENCO
- LI Luiza Iarina L. (Neverificat)
- LL Luminita LAZAR
- MJ Monica Jitariuc
- NI Nicoleta Elena... (Neverificat)
- RT Raluca Turcu (Neverificat)
- SU Silvia Elena Ursu Organizator

10:20

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01 | Building IBNA's LinkedIn Page within broader communication strategy

IBNA

National Research-Development Institute for Animal Biology and Nutrition (IBNA Balotesti)

The most important research **SO** in the field of animal science in Romania!

Research Services: Buhulesti, Iasi 1-200 employees

13thava & 8 other connections work here

Overview

IBNA addresses a wide range of research directions and objectives, generating dozens of research results (scientific papers, products and services) annually while ensuring their technological transfer to potential beneficiaries. The Institute's object of activity is: **SO** - see more

IBNA LinkedIn page is visible in two languages (EN, RO) to ensure access to both the international scientific community and local users.

Chatul intalnirii

Acest mesaj a fost postat.

10:48

public reach and awareness

10:49

Sorina Garabagiu (INCDTIM Cluj-Napoca)

the importance of consistency

10:50

Monica Jitariuc

please feel free to write any take away. Concrete things or general things, thanks for the engagement!

10:51

Diana Bogdan INCDTIM

DI I really like the INCDM's logo, reflects the institution's identity, matches the specific activities, has a good shape, minimal detail, nice! congrats!

10:51 19.11.2025

teams.microsoft.com/light-meetings/launch?context=%7B%22Tid%3A%31a2fec0-266...

03 | Strategies to increase visibility on LinkedIn

- Minimum one post per week, preferably two
- Tagging larger pages, and people who participated in the promoted activity
- Using emoticons and hashtags
- Using short and concise messages
- Starting to follow larger pages and interacting with them through reactions and comments
- Increasing personal connections and inviting them to follow the IBNA page
- Generating a QR code that can be used at scientific events

Page administration

Colleague involvement

- Creating a guide through which colleagues can invite their connections to follow the page
- Asking colleagues for help in producing material for posts
- Scheduling posts to ensure coverage of all areas of activity present in IBNA.

Chatul întâlnirii

Accest mesaj a fost șters.

Diana Bogdan INCDTIM 10:51
I really like the INCDM's logo, reflects the institution's identity, matches the specific activities, has a good shape, minimal detail, nice! congrats!

Catalin DRAGOMIR (IBNA, Romania) 10:51
THL: use teasers to increase reach-out

Monica Jitaruc 10:52
thank you, **Raluca Andone-ICMPP**, Diana Bogdan INCDTIM, Catalin DRAGOMIR (IBNA, Romania), Sorina Garabagiu (INCDTIM CI)

Tastati un mesaj

teams.microsoft.com/light-meetings/launch?context=%7B%22Tid%3A%31a2fec0-266...

04 | The most visible posts

National Research-Development Institute for Animal Biolo...

After a busy week at Research and Innovation Days (European Commission, European Research Council (ERC)), it's time for conclusions! As part of "Strategic Growth Roadmap Pilot Program" our institute, together with colleagues from Institutul de Chimie Macromoleculară "Petru Poni" Iași - Academia Română, National Institute for Marine Research and Development "Grigore Antipa" and Institutul Național de Cercetare-Dezvoltare pentru Tehnologii Izotopice și Moleculare INCDTIM, participated in this event, which we can say enriched our vision regarding the future of European Research and Development. We would like to extend special thanks to Silvia Ursu, Markus Dettenhofer, Monica JITARUC and Diana Russu for their support during this event.

#IBNA #RIDaysEU #ResearchEU #EURResearch

Impressions: 10,765

10:58 19.11.2025

Chatul întâlnirii

Accest mesaj a fost șters.

THL: use teasers to increase reach-out

Monica Jitaruc 10:52
thank you, **Raluca Andone-ICMPP**, Diana Bogdan INCDTIM, Catalin DRAGOMIR (IBNA, Romania), Sorina Garabagiu (INCDTIM CI uji-Napoca)

the platforms like consistency.

being SOCIAL on social media, not only POSTING, but INTERACTING (like, comment, share) is crucial for growing

Tastati un mesaj

25:35

05 | Future prospects

We want to continue to grow our number of followers

Improve the quality of posted images

Increasing the frequency of postings

Increasing connections with people in the production and farming sector

Designing new campaigns to promote the institute (e.g. meet us, designing presentation videos, etc.)

Chatul întâlnirii

Accest mesaj a fost pierdut.

THL: use teasers to increase reach-out

Monica Iltariuc 10:52

thank you, **Raluca Andone-ICMPP**, Diana Bogdan INCDTIM, Catalin DRAGOMIR (IBNA, Romania), Sorina Garabagiu (INCDTIM Cluj-Napoca)

the platforms like consistency.

being SOCIAL on social media, not only POSTING, but INTERACTING (like, comment, share) is crucial for growing

Tastați un mesaj

39:33

How it really works

01 Analyze current situation and capabilities

- Map key stakeholders
- Organizational communication structure and staff communication skills
- Internal/external communication challenges, approaches, advertising tools, channels, and materials
- Branding capabilities

02 Develop the strategy

- Identify overarching objectives
- Identify specific objectives
- Identify communication priorities and target groups
- Develop core messages

03 Implement the communication plan/strategy

- Communication plan
- Monitoring and evaluation indicators

04 Monitor and evaluate results

! to be done mid-term to assess progress and readjust

Steps in developing a communication strategy

Chatul întâlnirii

DR

CP

NI

Monica Iltariuc

Catalin DRAGOMIR

IM

EB

RA

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How it really works

STRATEGY	Goal setting	WHERE the Agency wants to be	Long term/ supports agency's goals	1 Strategy is made before the plan
	Goal achieving	HOW the agency will get where it wants to be	Short term tactics to implement strategy	2 Plan starts once the strategy is made

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main parameters for PRI's communication and branding strategy for the next years

Communication Governance

- Procedures
- Leadership endorsement
- "We all communicate"

For successful organizations communication is embedded in the DNA -> all contributors

Supporting tools

- Style guide/Narrative
- Visual communication manual
- Comms strategy

benefits

- consistent messages
- boost performance
- attract & retain staff
- efficiency

engagement with key stakeholders

internal communication

external communication

PRI

a strong and sustainable institutional brand