

EDITORIAL



Nº 374 - JUNE 2016

DIGITAL COMMUNICATION: A MODERN TOOL

More than 70% of the Spanish population over 14 years of age accesses Internet on a daily basis, and it is estimated that approximately 15 million people in our country regularly use the social networks. These data show that major changes in communication, at all levels, have occurred over the last decade. The digital universe has come to stay, and the society we live in is very much immersed in a digital environment, especially the age group younger than 40.

Digital communication began with the emergence of computing but expanded with the globalization of Internet use, which enables faster and more convenient communication. The creation of websites and documents posted in Internet that are able to contain text, images, sounds, videos programs, links, etc., provided a new alternative for sharing information on an instantaneous, interactive and hypertextual basis, i.e. allowing access to other contents from an initial one. At present there are approximately 900 million websites available on the net and some 3 billion users around the world. Developing and maintaining a website is now a must for any enterprise or institution as it allows access to audiences

that would otherwise be very hard to access, and it also provides a showcase for their services, activities and information. We now all search the web for an enterprise or institution and no longer use telephone directories, thanks to its immediacy and convenience.

If at first the arrival of Internet and websites marked a milestone in digital communication, the emergence of the social networks can be considered as a new phase. The social networks – a space where we can come into contact with different people and different multimedia content – can be very useful for any institution or enterprise, as they allow them to communicate, create communities of people with the same concerns or interests and seek cooperation with these communities for a common purpose. At present there are some 2 billion users of the social networks, a potential public which we can target with our message.

Aware of these opportunities, the Spanish Nuclear Society and its Communication Committee decided some years ago to take up the challenge and to give a major boost to its digital communication. To do so it designed a website that is updated daily with contents of interest to its members and to people from the sector,

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spanish nuclear
society

and profiles were created in Twitter and LinkedIn – the platforms that are most suited to the communication needs of the SNE.

Our website focuses its contents on the information generated by the Spanish Nuclear Society and the nuclear sector at both the national and international levels. On accessing the site, one can find activities related to the nuclear world – both the SNE's own and others organized by other institutions – national and international news and SNE publications such as the Nuclear España magazine, digital newsletters, technical notices, a nuclear dictionary, standards and other publications. In short, this is a web that updates its contents daily and last year received more than 50,000 hits with around 142,000 page views, and that serves both members and anyone interested in nuclear power. We also have a specific web for each annual meeting that provides information on this important event.

With regard to social media, as we said the Spanish Nuclear Society is present in two of the most important social networks in Internet: Twitter and LinkedIn. The former is a social network in which the posts cannot be more than 140 characters long, allowing for very clear, direct messages. The Society currently has more than 550 followers



and an acceptable degree of visibility of its contents. The second social network in which the Society is present is LinkedIn, which is of a predominantly professional nature and in which the messages and debates are aimed at a more specialized public. Our group in this social network has almost 500 members.

The messages posted on social media are differentiated from those on the website; they disseminate the activities and contents developed by the SNE, which are also posted on our website, and they also share content from other sources that is of interest to our members and our sector. All this for the purpose of creating a community interested in the nuclear world with the intention of forming opinions.

Aware of the advantages of and the need for digital communication, more than five years ago the Spanish Nuclear Society decided to promote these tools, the web and social media. To date the development has been significant and their use has been very well received by the members and the general public. IT communication enables us to keep up to date and continuously convey and disseminate know-how, and it gives us the ability to send messages to the social networks in order to keep the community informed of all nuclear events. The SNE will continue to make use of these tools on a global basis because, thanks to them, we are sure we can reach out to all levels of society and help to form opinions on the advantages of nuclear energy.

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