

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

The relevance of strategic communication in a public institution: internal communication plan

**Camila Lamartine**  
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

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

**Daiane Scheid**  
Federal University of Santa Maria

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)

**Naïde 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

Work Session  
*(in portuguese)*

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

Keynote Speaker

**Chair - Ana Melo**  
University of Minho

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

Learning from Covid: leadership, trust, and rethinking the organization

**Magda Pieczka**  
Queen Margaret University

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

CLOSING

**José Gabriel Andrade**  
Organizational and Institutional Communication SOPCOM Working Group

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 Andrade**  
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

**Sara Balonas**  
Advertising SOPCOM Working Group

SEPT 6<sup>TH</sup>

PRE-CONFERENCE  
ECREA 2021

IMPROVING PUBLIC PARTICIPATION  
THROUGH STRATEGIC COMMUNICATION

ONLINE

