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## Uncomplicated science: dissemination of ISECENSA's scientific production on Instagram

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“Science does not belong to the scientist” and it is far from finding an end in itself. For researchers, it is necessary to disseminate their findings and share them with the wider community: an attitude that enriches both society and Science. In order for this to happen, it is necessary that scientific knowledge is disseminated through the use of simple vocabulary, direct and communicative language, and by using communication vehicles which are accessible to the general population. Nevertheless, there is still some resistance to the use of social networks as a means of disseminating scientific works. This project aims to support the task of scientific dissemination by both seeking to reach different audiences and instigating the academic community to be informed about and/or to participate in researches carried out by ISECENSA’s scientific initiation programs. Action research was the methodology chosen for this project because it has a critical-collaborative character and is attractive, once it leads to an immediate specific result: the construction of infographics and videos and their publication on social networks aiming to disseminate ISECENSA’s 2021/2022 research projects. In addition, the methodology includes the use of tools/applications that enable the generation of metrics for infographics posts and other media used for science dissemination. As a result, a special volume of the R&D Bulletin is expected to be published. It will register the scientific dissemination activities developed at ISECENSA during the year 2021, marking the holding of ISECENSA’s VI Research and Development Seminar and the VII Scientific Knowledge International Congress (VII CICC).

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