



## Uem in the community: transforming actions for the cianorte regional campus' engagement in society

 [10.56238/homeinternationalanais-148](https://doi.org/10.56238/homeinternationalanais-148)

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**Keywords:** Social media, Posts, Social Design.

## 1 INTRODUCTION

The Cianorte Regional Campus (CRC) of the State University of Maringá, was founded on June 16, 1985, and has four courses, namely: Design, Fashion, Pedagogy, and Accounting. Even though this campus has been in existence for decades, it remains unknown to the population of Cianorte and the region, which may be one of the causes of the drop in demand for undergraduate courses on the campus observed in recent years.

Realizing this reality, the project to which this article refers began in 2019 to strengthen relations between the external and internal communities of UEM. The project encompassed several actions, one of which was focused on media dissemination on radio, TV, and digital and printed media. This article will deal in more detail with the works carried out in digital media between March and September 2022.

In 2014 Santos and Santos (2014) stated that the internet was changing the way people relate, learn, and communicate. This statement can be confirmed today since banking transactions and relationships can be intermediated over the internet. For this reason, it was understood that the internet would be a good vehicle to help publicize the name of the CRC, which was called in the media as UEM CIANORTE. We chose to work with two digital media, Instagram<sup>1</sup> and Facebook<sup>2</sup>, as they reach different and widespread audiences of all ages, cultures, educational levels, and social classes.

The importance of disclosing the actions that take place at the University is because the external community generally does not have access to the content produced in projects, disciplines, events, etc., by the UEM, as well as many academics and professors are unaware of what courses outside your department produce. In this way, publicizing this material is the best way to bring awareness to the population. Social media also became a democratic means of communication between the internal and external community,



especially during the period of the new Corona Virus pandemic, where secretariats had restricted access and information was passed on through the media.

Another positive factor of the media is that they enable faster and more direct communication due to the format available for posts. In this way, it was always chosen to communicate strikingly, with colors that refer to the visual communication standard of the UEM with little information in the arts, but accurate information in the description of the post.

## 2 METHODOLOGY

The present project consisted of the continuity of the works that had already been developed since 2019, which are summarized in: a survey of the agenda with teachers and students of the CRC,

1 [www.instagram.com/uem.crc](http://www.instagram.com/uem.crc)

2 [www.facebook.com/uem.crc](http://www.facebook.com/uem.crc)

art development in a free online graphic design tool, Canva, for creating informative posts accompanied by hashtags that help increase their reach, reposting Official UEM guidelines, and monitoring social media.

For posts made on the media, Instagram and Facebook, posts are scheduled for each day of the week, with different guidelines, namely:

- Happens at CRC: brings news and events involving academics, professors, and campus employees, such as technical visits by students, trade shows, events, academic work, CRC partnerships with the external community, etc.
- Research and Extension: disseminates professors and students and their research and extension projects, taking the objectives and results of the works to the public.
- Tips: consists of simple tips for followers' day-to-day life, such as Portuguese and spelling, sustainability, clothing, etc.
- Did you know?: facts and figures related to UEM that positively differ from other higher education institutions are published, such as placement in national and international rankings.
- Attention: consists of posts communicating events, Campus opening hours, and public notices published among other important notices.

In addition to these guidelines, other content was generated in the CRC media, such as commemorative dates: Independence Day, Teachers' Day, the Anniversary of the city of Cianorte, etc.

The reposts of publications from the Maringá campus were carried out when there was relevant information for the academics of the CRC courses, such as information about entrance exams, the UEM elections, Ranking results, courses offered by the institution, general notices, etc.

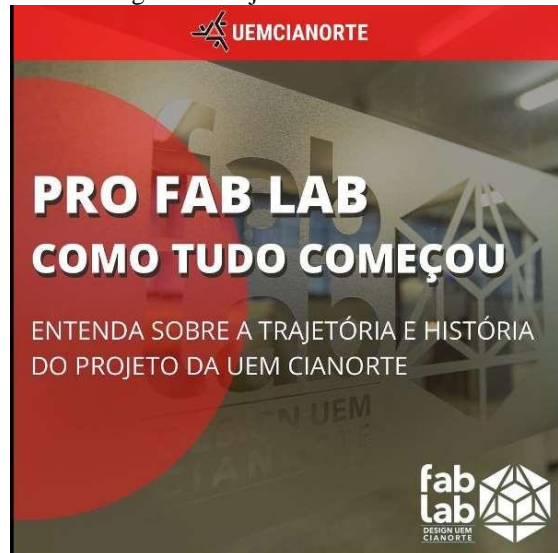
## 3 CONCLUSION

The dissemination of information, activities, projects, and events by CRC undergraduate courses is of paramount importance for the external community to become aware of the grandeur that the university has for the region it occupies. This CRC media management work reduces the distance between the

university (management), the academic community, and the external community.

An example is the art below, which together with its description tells a little about the FABLAB project for the community.

Figure 1: Project disclosure artwork



Source: Authorship, 2022

The artwork in Figure 1 uses colors from UEM's visual identity, with little information that takes the viewer to the description, where more detail on the subject can be found. The text describing the art brings data about the laboratory in question and is accompanied by a list of hashtags, which have the function of gaining followers, increasing the visibility of the content, and attracting people who are interested in the shared theme, that is, they facilitate that the target audience finds the published subject.




The campus media (Facebook and Instagram) were created in 2017 (Figure 2), before the start of this project, however, after the development of the works described here, there was an increase in CRC Facebook followers, which went from approximately 340 followers in 2019 to 1800 followers currently. Figure 3 shows the current page growth trend.



Figure 2: CRC media creation data

**Transparência da Página**

O Facebook está a mostrar informações para te ajudar a compreender melhor o objetivo desta Página.

-  **2 de abril de 2017**  
Data de criação
-  **Informações do administrador**  
Esta Página pode ter vários administradores, os quais podem ter permissão para publicar conteúdos, comentar ou enviar mensagens em nome da Página.
-  Esta Página não está atualmente a apresentar anúncios.

**Acerca de UEM Cianorte . Universidade Estadual de Maringá**

Source: Authorship, 2022

Figure 3: Data from the Meta Business Suit for UEM CYANORTE on November 21, 2022



Source: Authorship, 2022

During the last phase of the project, to which this article refers, approximately 68 posts were made, on both social networks (Instagram and Facebook). Each story had a different type of interaction, mainly in the number of likes and shares:

Table 1: publications of this stage of the project

SCHEDULE	AMOUNT	INTERACTION
HAPPENS AT CRC	14	Great interaction both from the academics of the campus courses and from the external community.
RESEARCH AND EXTENSION	8	Good interaction, both from academics and the community
TIPS	6	external. A publication that has a large number of likes.
ATTENTION	16	Good interaction with the external community and academics.

Source: Authorship, 2022

In addition to the guidelines mentioned in Table 1, publications of commemorative dates and reposts on the @oficialuem page also had good interaction among academics, mainly from the campus and the external community.

Table 2: facebook publications report

Publicações		<a href="#">Criar uma publicação</a>	Últimos 90 dias ▾	Data ▾
	repost from @oficialuem últimos dias para fazer a sua inscrição no vestibular e no PAS 2022 da UEM! O prazo termina nesta quarta-feira, dia 21 de setembro. A...	Alcance da publicação 62	Engajamento 1	Turbinar publicação
	Estão abertas as inscrições para a seleção de candidatos(as) ao "Auxílio Alimentação", que consiste na concessão de refeições aos estudantes de graduação e...	Alcance da publicação 174	Engajamento 9	Turbinar publicação
	A Universidade Estadual de Maringá – Campus Cianorte (CRC), participou ontem, quarta-feira, do DESFILE DE 7 DE SETEMBRO de 200 anos de Independência do Brasil...	Alcance da publicação 674	Engajamento 109	Turbinar publicação
	O PRO FAB LAB começou com a participação da nossa Universidade na Chamada Pública da Fundação Araucária de Apoio ao Desenvolvimento Científico e...	Alcance da publicação 346	Engajamento 19	Turbinar publicação
	repost from @oficialuem As inscrições para o PAS 2022 da UEM estão abertas! A prova será aplicada em Apucarana, Campo Mourão, Cascavel, Cianorte, Goioer...	Alcance da publicação 540	Engajamento 20	Turbinar publicação
	Nos dias 29 e 30 de agosto, acontecerá a MOSTRA DE PROFISSÕES UEM 2022 no Campus Regional de Cianorte. A mostra será realizada no pátio do bloco C do Campu...	Alcance da publicação 1684	Engajamento 83	Turbinar publicação

Source: authorship, 2022

The engagement of a post is a way to measure the reach and level of interaction of a publication. Considering Table 2, which demonstrates the reach and engagement of some posts, it can be seen that the last line related to the Profession Exhibition was the one with the greatest reach among those presented. The Exhibition of Professions aims to take high school students to the campus, to get to know the reality of a higher education course. In this sense, it appears that the dissemination of the event in the media achieved the intended effect of reaching the external community.

From this, it is understood that this project has collaborated so that society better understands the importance of the UEM, especially of the Regional Campus of Cianorte (CRC) for its region of insertion, in addition to collaborating for the self-knowledge of the members of the CRC, because, in several cases, undergraduates and professors are immersed only in their departments, without knowing the dynamism of the rest of the university community.

We end this article with the phrase that was one of the main reasons for the emergence of this project: “We will not be a great university without the support of our community” Marcellus Caldas (UEM, 2019). Based on this information, we understand that this project has contributed to the visibility of the campus, and consequently for society to better understand the importance of UEM.

It is hoped that this work of disseminating activities in the academic environment will be a door for the community and the university to establish ties of mutual support, each acknowledging their



reciprocal importance. This work points to the need for continuity in the management of the CRC's social media as a way of making the academic space more democratic and accessible to the external community.



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