

THE USE OF SOCIAL MEDIA AS A TOOL FOR PROMOTING AND VALUING THE FACULTY OF THE CLINICAL ANALYSIS TECHNICIAN COURSE AT UFPB

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Resumo: Social media has become a strategic tool for scientific communication and educational promotion, especially among students and future professionals in the health field. In this context, Instagram (Meta®) stands out for its visual and interactive nature, favoring accessible and dynamic communication. Thus, this work was part of the project "Social network as a digital tool for disseminating activities and strengthening the teaching and learning process of students in the Clinical Analysis Technical Course (CTAC) at UFPB", with the objective of describing and analyzing the experience of creating and managing the institutional profile @ctac.ufpb. During the first year of implementation, eight interviews were conducted with professors, selected according to the representativeness of the course areas. The interviews addressed professional trajectories, specialties, and contributions to technical-scientific teaching. The content was transformed into short videos (reels), published on the profile, configuring itself as one of the strategies with the highest engagement. The results showed significant audience interaction, with 33,000 views, 1,240 likes, 291 comments, 110 shares, and 37 saves. On average, each reel reached 2,131 accounts and contributed to the acquisition of new followers. The analysis of these metrics indicates a positive impact of CTAC-UFPB's digital presence, promoting greater institutional visibility and strengthening the bond between faculty, students, and the community. Thus, the strategic use of Instagram proved effective in valuing the faculty, stimulating scientific dissemination, and developing communication and technological skills among students. The project, therefore, consolidates itself as an innovative practice that integrates teaching, research, and outreach, highlighting student protagonism and the relevance of faculty performance in the digital environment.

Keywords: Professional and Technological Education, Scientific Dissemination, Social Networks