

SOCIAL MEDIA AS A DIGITAL TOOL FOR DISSEMINATING ACTIVITIES AND STRENGTHENING THE TEACHING AND LEARNING PROCESS OF STUDENTS IN THE CLINICAL ANALYSIS TECHNICIAN COURSE

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Resumo: The integration between the educational environment and digital media constitutes a relevant strategy for disseminating academic activities, promoting knowledge exchange, and strengthening the bond between students, teachers, and the community. In this context, this work aimed to disseminate the technical and scientific knowledge of CTAC through the use of Instagram (Meta®) as a communication and learning tool. During the first year of the project, the profile @ctac.ufpb reached 473 followers and made 57 posts in the feed, 65% of which were images and 35% videos in reels format. The content covered topics related to public health, clinical analyses, professional practice, faculty, awareness campaigns, as well as projects, events, and academic deadlines. Posts in stories (n=218) also played a relevant role in interacting with the public, being later organized into thematic highlights. The metrics indicated high reach and engagement, with more than 84,000 views, 3,275 likes, 475 comments, and 512 shares. The audience reached was primarily composed of young adults from the cities of João Pessoa and Natal, highlighting the regional scope of the project. The use of high-quality images, informative graphics, and creative captions contributed to the attractiveness of the publications. Furthermore, videos of laboratory practices and equipment use reinforced the importance of technical training, while interactive strategies, such as quizzes, facilitated the dynamic review of content. The project also enabled students to develop digital and scientific communication skills, strengthening institutional integration. In this way, the initiative broadened the visibility of the course and highlighted the potential of digital media in the teaching and learning process, reaffirming the commitment to technical and humanistic training in the health field.

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