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NCC Slovakia – Best Practice – Social Media Communication (LinkedIn & Instagram)

Systematic use of LinkedIn and Instagram to reach distinct target groups for NCC Slovakia. On LinkedIn, employees' personal profiles amplify posts from the official page to boost trust and organic reach among professionals. On Instagram, visually engaging posts, Stories, and Reels target students and young researchers, proving highly effective in driving course registrations.

Problem faced / Reason for Best Practice

We needed to better reach two distinct target groups – professionals from industry, academia, and public administration on one hand, and students or early-career researchers on the other. Relying solely on official NCC Slovakia channels limited our organic reach.

Solution / Best Practice

- **LinkedIn** – Systematic use of employees and partners personal profiles (e.g., HPC ambassadors) to share NCC Slovakia content. Posts from the official page were amplified via personal accounts, and employees as well as the management of the National Supercomputing Centre and National Competence Centre for HPC in Slovakia actively created and shared their own posts tagging the official NCC Slovakia profile. This led to higher reach, more likes, increased shares, and a growth in the number of followers.
- **Instagram** – Focus on visually appealing content for students and younger audiences. Using Instagram Feed and Stories to promote courses and workshops proved particularly effective for driving registrations. We also successfully engaged with university faculties that have active social media profiles (Instagram) and asked for permission to tag them. These institutions then shared our posts about free educational events, which significantly increased participation from their students. Some training events were fully booked very quickly. This approach supports future Slovak scientists and researchers, helps educate the younger generation, and also serves as valuable PR for our NCC.

TO WHOM – Target audience

- **LinkedIn:** professional community, industry, SMEs, academia, public administration.
- **Instagram:** students, young researchers, early-career professionals.

WHERE – Channels used

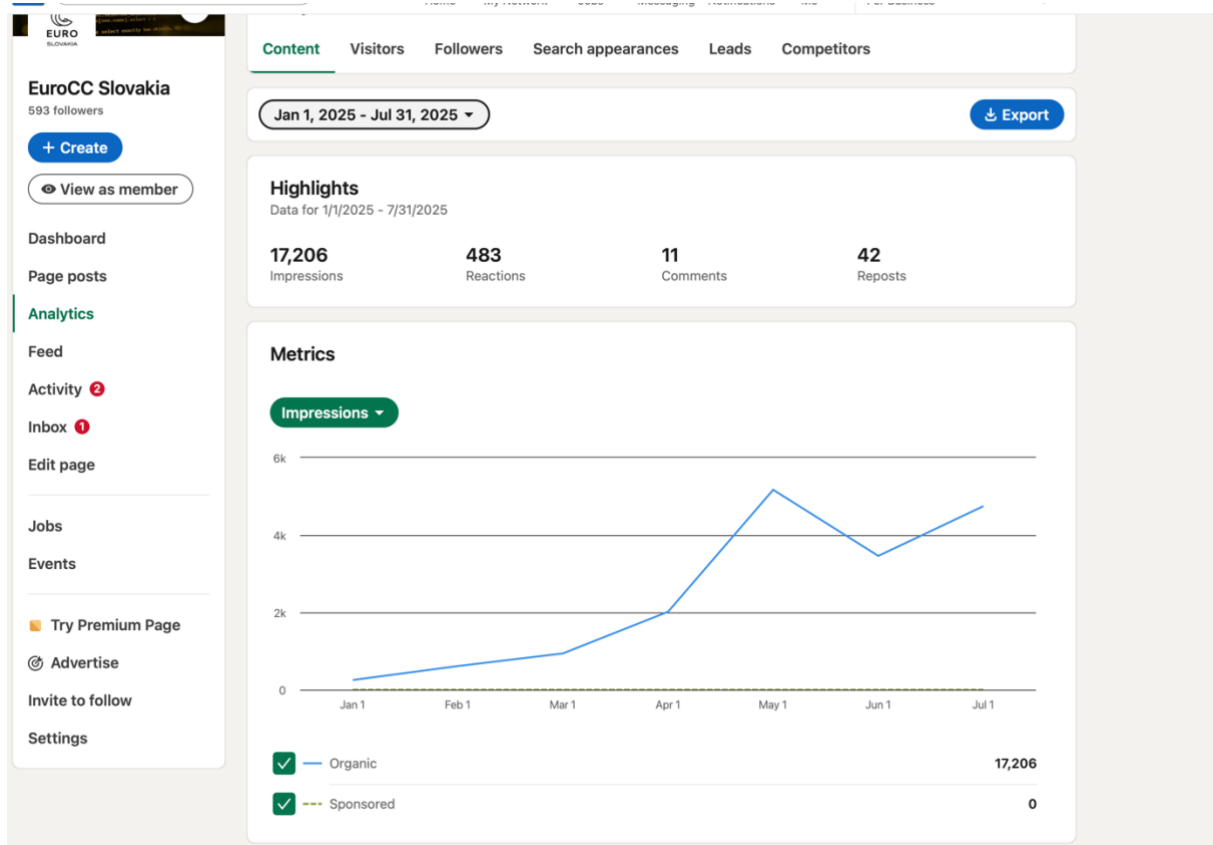
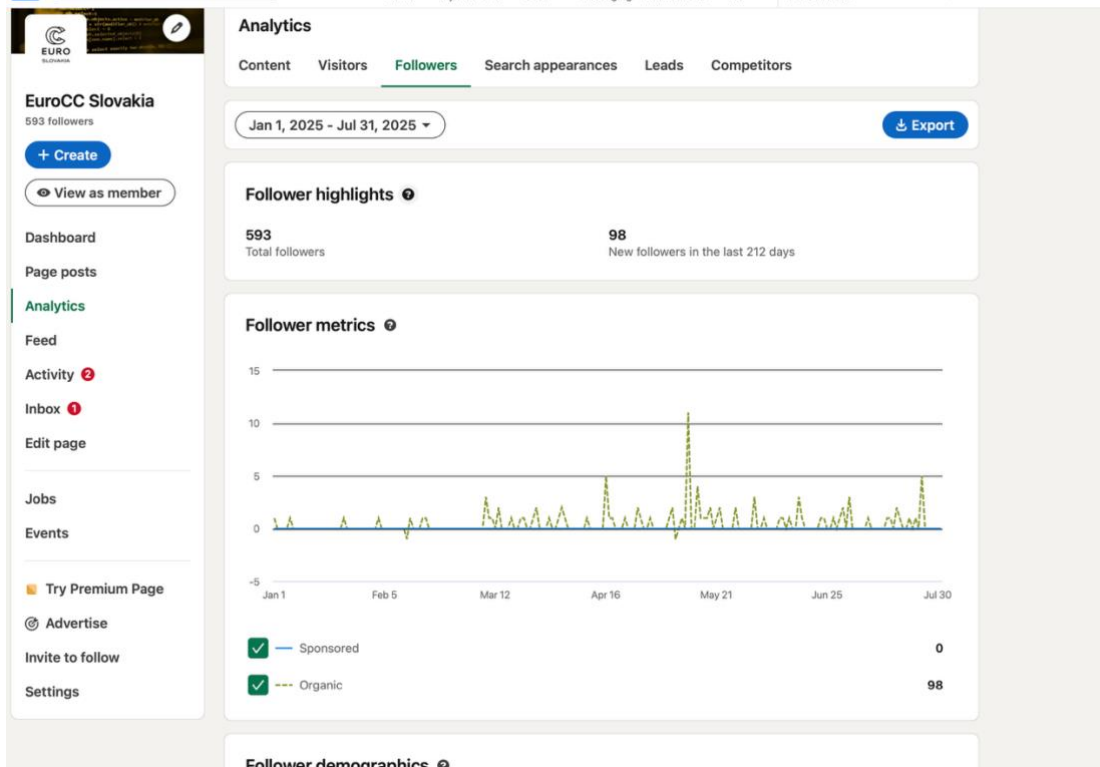
- LinkedIn (official NCC Slovakia page + employees personal profiles)
- Instagram (feed, stories)

ACTION & RESULT – What was done and achieved

- **LinkedIn:** sharing via personal profiles led to higher engagement (more reactions and followers). At the beginning of the year, we had 500 followers on LinkedIn. By July 31, 2025, the number of followers had grown to 593. This is an excellent organic increase.

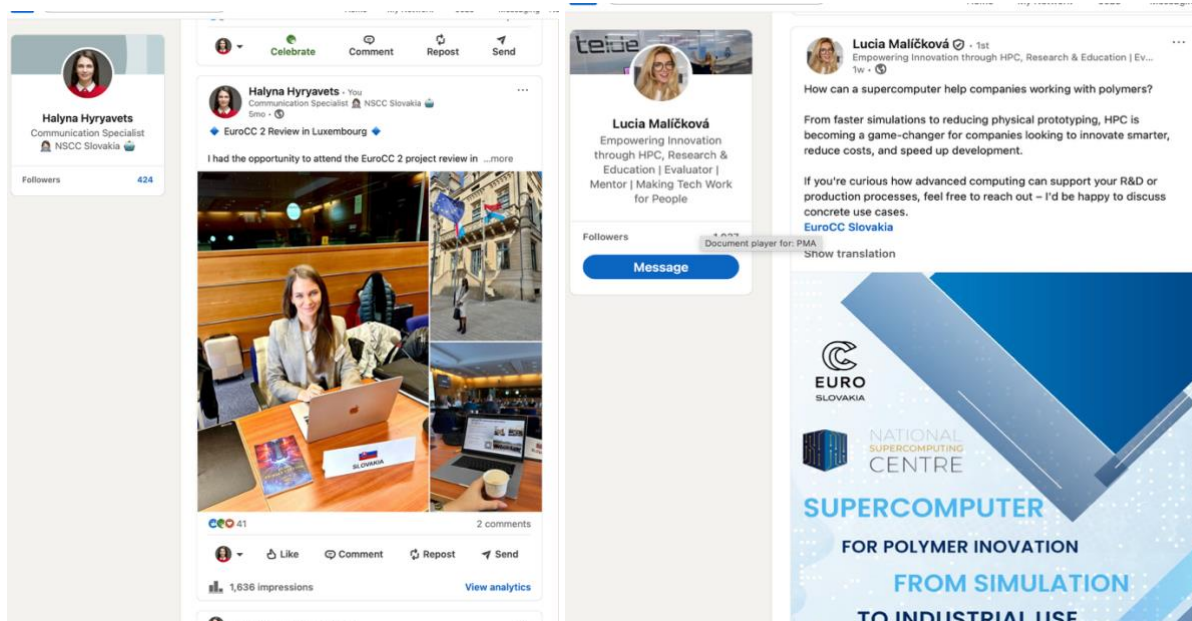


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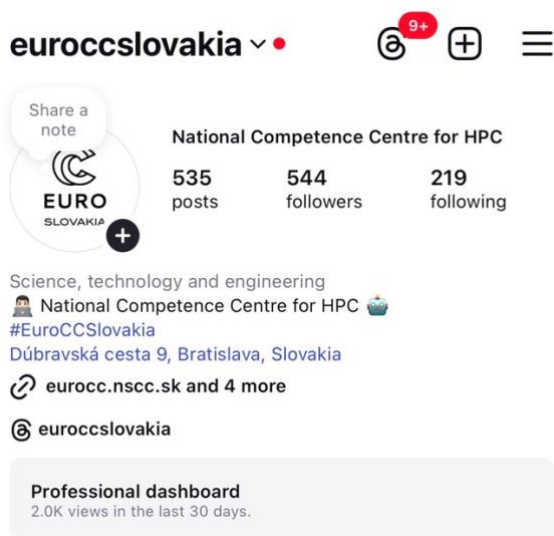




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- **Instagram:** regular posts and stories before courses and events significantly contributed to filling course capacities quickly (digi reporting data showed the highest click-through rate to registration links came from Instagram campaigns).
- Combining both channels allowed for tailored communication to different target groups and improved conversion from awareness to registration.



LINK

<https://www.linkedin.com/company/euroccslovakia/>
<https://www.instagram.com/euroccslovakia/>

CONTACT

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Necessary skills / software?

- Knowledge of LinkedIn & Instagram algorithms
- Canva / Adobe Express for graphic design

EXTRA COSTS

No extra costs.

COMMENTS

- LinkedIn works best when content is shared by employees' personal profiles.
- Instagram is most successful for quickly activating students and young people to register for courses.