

## VLIZ information stand and social media

Seys Jan, Fockedey Nancy and De Smet Bart

Flanders Marine Institute (VLIZ), InnovOcean site, Wandelaarkaai 7, 8400 Ostend, Belgium

E-mail: [jan.seys@vliz.be](mailto:jan.seys@vliz.be)

The Flanders Marine Institute (VLIZ) promotes the **accumulation of marine knowledge and excellence in marine research** in Flanders. The marine research areas are the ocean and seas, the coast and the tidal systems. The target groups for knowledge accumulation are the marine research community as well as educational institutions, the public, policymakers and the industry (within the scope of the blue economy). From 2017 onwards, VLIZ has the mandate to detect challenges and opportunities for marine research in Flanders and to work towards implementation of the identified priorities. To this end a new Research division was established.

An important task of VLIZ is to disseminate information to the public by the creation of publications and other information products, and by organizing several events. The implementation of the new research mandate was the ideal occasion to come up with a brand new VLIZ information flyer, which will be presented at this edition of the VLIZ Marine Science Day. Other well-established publications are '**De Grote Rede**', the '**Zeekrant**' and the **VLIZ annual report**, supplemented with the (co)publication of **books**, (policy informing) **reports**, **fact sheets**, **brochures** and promotional materials on an ad hoc basis.

Besides, VLIZ is very active on different social media such as Facebook, Twitter and LinkedIn. Are you already connected to VLIZ on LinkedIn? Do you follow the Facebook page of our institute and the research vessel Simon Stevin yet? Did you know we have a very active Twitter account? Visit our information stand to get to know VLIZ, its publications and where and how to find VLIZ online.

**Twitter:** @jmeesvliz

**Facebook VLIZ:** @VLIZnieuws

**Facebook RV Simon Stevin:** @rvsimonstevin

**LinkedIn:** [VLIZ - Vlaams Instituut voor de Zee](#)

Keywords: social media; VLIZ; publications; outreach