

THREE (MORE) YEARS OF THE EAA'S YOUNG ACOUSTICIANS NETWORK OUTREACH AND DISSEMINATION ACTIVITIES

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Abstract

This paper outlines the recent advances in communication and community-building initiatives led by the European Acoustics Association's (EAA) Young Acousticians Network (YAN) between 2023 and 2026. By leveraging a cross-platform digital strategy primarily focused on LinkedIn, Instagram, and Discord, the YAN has achieved significant organic growth, effectively bridging the gap among early-career researchers, industry professionals, and senior academics. Key dissemination series, such as 'The Science of Acoustics' and 'Acoustics Distilled', are analysed alongside performance metrics that show increased followers and engagement on Instagram and LinkedIn. Furthermore, the paper evaluates the impact of the YAN's Mentoring Program, an international initiative fostering one-to-one professional development, and the role of specialised online webinars in promoting acoustics knowledge. These efforts collectively strengthen the European research ecosystem by promoting inclusivity, visibility, and knowledge transfer for the next generation of acousticians.

Keywords: *social media, dissemination, public outreach*

1. Introduction

In an increasingly connected world, social media represents a powerful tool for amplifying scientific knowledge beyond traditional media [1]. For the field of acoustics in Europe, spanning topics from environmental noise and urban soundscapes to psychoacoustics and advanced audio technologies, these platforms offer a unique opportunity to bring together researchers from different disciplines, industry, and the public. For more than a decade, the YAN has contributed to the dissemination of acoustics, highlighting the achievements of the European scientific community. The YAN is a product of the EAA, which aims to establish a community for early-career acousticians and provide them with support in the field of acoustics [2]. Since 2023, it has had its own social media committee, which voluntarily helps disseminate information ranging from academic events to job offers, as well as other initiatives proposed by the committee and wider board. As a matter of fact, social media can play an important role for early-career researchers. Young scientists often face significant challenges in gaining recognition, building professional networks, and accessing career opportunities. For these reasons, the YAN has established itself as a major hub for the early career acoustics community by successfully leveraging both its digital media presence and live events. The YAN's work on platforms such as LinkedIn [3] and Discord [4], among others, enables early-career acousticians to showcase their work, engage with established experts, and participate in global conversations that were once limited to conferences and journals. These digital spaces can help provide access

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to knowledge and create more inclusive pathways for emerging talent in all sectors of the field. Harnessing the full potential of social media is therefore not just a matter of communication, but a strategic investment in the future of acoustics. By promoting visibility, inclusivity, and engagement, it can strengthen Europe's acoustics ecosystem while empowering the next generation of scientists to contribute meaningfully to the field. This paper presents a descriptive overview on recent advances in the EAA YAN across social media platforms, its mentoring program, and other acoustic dissemination initiatives, and serves as an update to the previous publication by the former board, covering the 2020-2023 period [2].

2. The YAN's communication goals

The YAN has built and strengthened its community over the past few years through continuous and successful communication and outreach efforts. The YAN employed a cross-platform strategy to increase its reach and optimise its content production process. Broadly, the goals of our outreach work are consistent with those of the previous board, such as:

1. Increase the visibility and relevance of the work and research in acoustics carried out in Europe
2. Foster a community dedicated to young professionals and aspiring researchers in the field
3. Bridge the gap between early-career and senior researchers

In pursuing these goals, the YAN's strategies and tools have adapted over the years to the changing media landscape to expand our community. Furthermore, the YAN communicates both online and offline (i.e. in-person) to reach a wider, more diverse audience and strengthen the acoustics community. Online communication - including social media, websites, and virtual events - enables the network to connect with young researchers worldwide and share opportunities and information quickly. In-person activities primarily take place during conferences and foster valuable face-to-face interactions that help build stronger professional relationships and collaborations. By combining both approaches, the network can promote acoustics more effectively and support early-career researchers. Extensive communication and outreach also increase the community's visibility, encourage knowledge sharing, and help bridge the gap among research, industry, and the public.

3. Social media platforms: focus on Instagram and LinkedIn

Our online communication activities span posting content on social media platforms, organising webinars, sharing information, and publishing early-career publications and news via the monthly newsletter. This paragraph will explore the use of social media platforms and their key role in promoting and supporting the organisation and all its activities, both online and offline. The YAN has been actively using several social

media platforms, including Instagram [5], LinkedIn, and Discord. The social media management tool Buffer [6] has been used since 2021 to coordinate and automate posts on those platforms. However, more recently, the YAN has ceased to be active on two of these platforms, X and Facebook, due to limited reach and engagement on those platforms. Hence, the YAN board decided to prioritise the outreach channels that were proving to be more effective.

The YAN's current social media presence comprises Instagram, LinkedIn, and Discord. Discord is classified as a social media, but it has peculiar features. Discord is structured similarly to an online forum, i.e., a website where people can discuss topics by posting messages, replying to others, and creating discussion threads. For a more in-depth discussion of the YAN Discord channels, the reader is invited to consult the previous publication about YAN communication activities [2]. This paper will focus on Instagram and LinkedIn, because the YAN's largest and most engaged following is concentrated on these platforms.

3.1 Instagram and LinkedIn: content strategy

Instagram and LinkedIn play important roles in today's online media landscape. Instagram focuses on visual storytelling through images, short videos, and stories, making it a powerful platform for engaging audiences, promoting events, and sharing accessible content [7]. LinkedIn, on the other hand, is centred on professional networking and knowledge sharing [8], allowing the YAN to share research and industry insights, and connect with other early-career researchers in the field. Together, these platforms help expand visibility and build communities.

The YAN produces original content for these platforms - both visual material and complementary texts. The primary tool for creating the graphics is Canva Pro [9]. The content plan adapts to the needs of the YAN and the EAA by sharing calls, funding opportunities, job and PhD vacancies, and updates on deadlines and conferences, while also including the following recurring series:

1. **The Science of Acoustics:** In each post of this series, the reader is invited to delve into a specific subfield or topic within acoustics (see Figure 1). The post is an introduction to the subfield and aims to stimulate discussion within the field while providing informative content for other interacting disciplines. These posts balance scientific accuracy with clear language and an engaging tone. The YAN collaborates with a different expert on each post in the series. Many acousticians from various subfields of acoustics have contributed their time and expertise on a voluntary basis, making this project possible.
2. **Acoustics Distilled:** This content discusses a recent journal article, summarised via infographics and short text (see Figure 2). The series aims to cover various subfields of acoustics in order to appeal to a broader audience. The posts mainly comprise papers



published in Acta Acustica, the scientific journal of the EAA.

3. **A European Tour across Acoustics Labs:** These posts explore the work done in different acoustics research laboratories across Europe (see Figure 3). They present an opportunity to highlight the work of acoustics researchers, the laboratory's technology, and to celebrate their achievements. It also helps young professionals and students navigate the complex academic landscape in Europe by offering an overview of each lab's research areas.

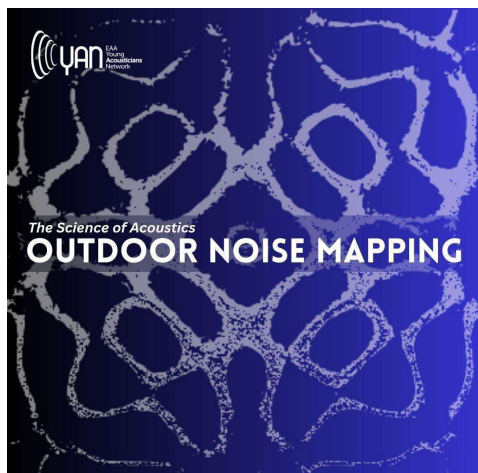


Figure 1. The visuals of a post from 'The Science of Acoustics'. Each episode comprises multiple slides (carousel format). The figure is the cover of the post about outdoor noise mapping figure.



Figure 2. The graphics of a post from 'Acoustics Distilled'. Each episode comprises multiple slides (carousel format).



Figure 3. The graphics of a post from 'An European Tour across Acoustics Labs'. Each post comprises multiple slides (carousel format).

3.2 Insights and metrics on the YAN social media accounts

The YAN social media presence has grown considerably over the last few years. This section will analyse the metrics for the period from August 1st 2023, when the last paper on this subject was published, to March 21st 2026. A summary is provided in Table 1. The data was extracted using the Buffer data analytics tool.

Table 1. Summary analytics from the YAN's Instagram and LinkedIn pages

	Instagram	LinkedIn
Posts ¹	117	139
Impressions ²	139.113	103.506
Reach ³	52.725	72.280
Likes ⁴	1.828	10.087
Followers ⁵	1.055	1.758
Engagement Rate ⁶	3,32%	9.98%

¹**Posts:** the number of posts published. ²**Impressions:** the total number of times a piece of content is displayed on a user's screen. ³**Reach:** the total number of unique users who have seen the content. ⁴**Likes:** total number of clicks on the like button. ⁵**Followers:** the total number of users who subscribe to YAN's accounts. ⁶**Engagement Rate:** the percentage of users who engaged with a post out of the total followers.

The channel's metrics demonstrate a gradual, continuous rise in follower count, with a 54% increase on Instagram (see Figure 4) and a 132% increase on LinkedIn (see Figure 5) over the aforementioned 2023-2026 period. The data show a relatively stable upward trend, driven by organic discovery, hashtag optimisation, collaborations, and word-of-mouth. Monthly growth rates have been relatively constant, that the account is effectively reaching its target audience. It is worth noting that these achievements are due solely to organic growth, i.e., the YAN has never run paid campaigns to promote its content. This is a considerable achievement, given that our effort is solely based on volunteer work. Overall, the Instagram

and LinkedIn channels exhibit healthy, sustainable growth. The absence of volatility suggests that growth is rooted in strong fundamentals rather than temporary trends. This positions the YAN online presence well for long-term scalability, future partnerships, and deeper audience engagement.

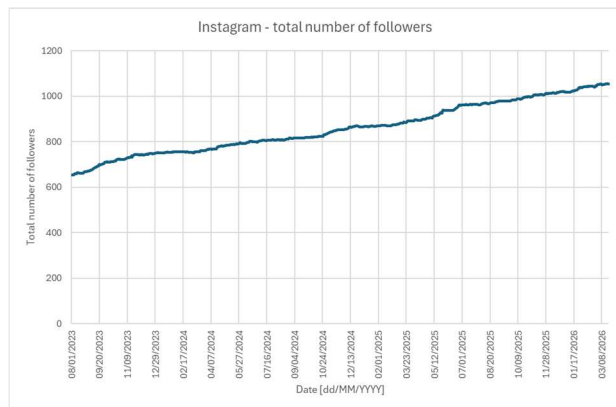


Figure 4. The number of Instagram followers increased during the time period from August 1st 2023, to March 21st 2026. The figure was created with Buffer data analytics tools.

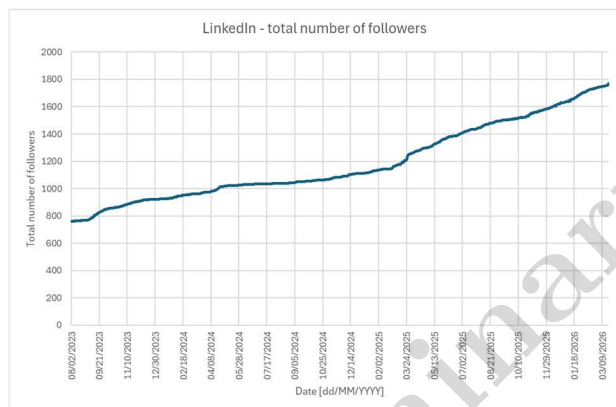


Figure 5. The number of LinkedIn followers increased during the time period from August 1st 2023 to March 21st 2026. The figure was created with Buffer data analytics tools.

The data shows an increase in interactions with the content, indicating that the page is reaching the right audience. Notably, the number of impressions per day on Instagram and LinkedIn has increased by 438% and 131%, respectively, in this time frame from August 1st, 2023, to March 21st, 2026 (see Figure 6 and Figure 7). In terms of demographics, the audience comprises mostly people aged 25 to 34, aligning with the profile of early-career researchers the YAN is targeting. Additionally, LinkedIn provides insights into the professional background and industry: 21% of our followers work in higher education or research, while engineering, architecture, construction, and environmental services account for another 20% altogether. Regarding seniority, LinkedIn insights clearly show that a large share of the audience is either

at the beginning of their careers or in training, representing 43% of followers.



Figure 6. The number of Instagram daily average impressions over the period from August 1st, 2023, to March 21st, 2026. The y-axis shows the number of impressions, while the x-axis represents the timeline. The figure was created with Buffer data analytics tools.

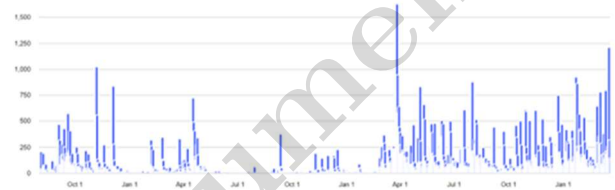


Figure 7. The number of LinkedIn average impressions per post across the time span from August 1st, 2023, and March 21st, 2026. The y-axis shows the number of impressions, while the x-axis represents the timeline. The figure was created with Buffer data analytics tools.

4. Mentoring program

4.1 Product overview and implementation

The Mentoring Program (MP), developed as an official product of the EAA and coordinated by the YAN, is designed to establish long-term connections between early-career and senior acousticians, either in practice or in academia. This product is structured as a voluntary, one-to-one and international initiative, which operates through flexible, self-organised interactions supported by regular online meetings and complemented by in-person activities at EAA conferences such as Forum Acusticum 2023 (FA23) in Italy and Forum Acusticum 2025 in Málaga.

At its initial stage, launched in 2023 during FA23, the implementation (see Figure 8) was designed with a periodic matching cycle. Drawing on insights from the first mentoring program, the program operates on a one-round cycle basis, including an evaluation phase (See 4.2) after approximately one year. This structure has allowed for refinement of the program and its integration within the broader EAA community.



Figure 8. Program application process and implementation

The application process is facilitated through a form available on the EAA website (<https://euracoustics.org/products/mentoring/>) for

both mentees and mentors. The form collects information on the mentees' educational and technical background, research interests and future research focus, including mentor suggestions. Based on these inputs, the matching process aligns mentees and mentors according to their professional compatibility. In this phase of the mentoring program, the EAA Technical Committee members support the matching process. Mentoring activities are conducted according to the availability and mutual agreement of each pair, typically through regular online meetings and, when possible, in-person interactions, mostly during EAA events. In addition, and in adaptation to received feedback, mentor applications remain open on a rolling basis, allowing experienced acousticians to join the program at any time.

Overall, the program can be described as an organised structure that combines mentee-driven matching, institutional support, and adaptive availability. This structure allows the YAN to offer support from senior professionals and community building. Based on the available data since 2023, there has been an increased interest in participating in MP (see Table 2).

Table 2. Summary of the number of mentees in each round of the MP

MP Rounds	Mentees per round
2023/2024	6
2024/2025	10
2025/2026	10

4.2 Mentees' feedback and program's outcomes

Mentees generally reported positive experiences with the program and their mentors. Meetings, usually 30-45 minutes long, were considered useful for discussing research and general topics in acoustics. One participant from the 2023/2024 round noted: *"Our monthly meeting lasts anywhere between 30 minutes or more... which we mostly indulge in every day, acoustic and learning"*. Another mentioned: *"With his guidance and academic knowledge, he helped me to shape my own work"*. Participants valued connecting with researchers from different countries. One mentee commented: *"It feels powerful... somehow you feel connected to your colleague from another part of the world"*.

These connections helped with professional development, conference participation and confidence. They also highlighted areas for potential improvement. Suggestions included better alignment of mentors and mentees based on research interests, slightly more structured meeting schedules, and additional support for students with limited access to senior researchers. As one participant said, *"Better mentor and mentee alignment in terms of areas of interest"*, while another suggested, *"The number of meetings can be increased, or steps can be taken to work together"*. Overall, mentees found the program helpful for guidance and networking, with minor organisational issues as evidenced from the mentee's statement. The feedback underscores the program's potential to support knowledge transfer, motivation, and international

collaboration among acousticians. The YAN aims to continually incorporate feedback to ensure all participants have the best possible experience.

5. Online webinars

In addition to its social media activities, the YAN has promoted online events that reflect the broader communication goals outlined in this paper: increasing visibility for acoustics, facilitating access to acoustics knowledge, and creating opportunities for dialogue among early-career acousticians, senior experts, and the wider community. In 2024, for the International Noise Awareness Day (INAD), the YAN introduced its first webinar panel discussion titled "Noise Matters: Unravelling the Effects and Solutions of Environmental Noise", gathering a panel of 4 experts moderated by two YAN board members. The following year, the webinar "Indoor comfort through a Soundscape approach: A discussion between research and practice" was also organised in connection with INAD 2025. The events were conceived as an online discussion that could extend conversations beyond traditional formats while making an emerging, still relatively specialised topic in acoustics more accessible to a wider acoustics audience. Its structure intentionally combined two complementary perspectives-academic research and professional practice-by bringing together experts on indoor soundscape assessment and acoustic perception alongside a practitioner involved in real-world soundscape applications. In doing so, the webinar exemplified how the YAN's digital outreach can democratise access to current research topics, encourage interdisciplinary exchange, and strengthen connections between academia, industry, and the next generation of acousticians.

6. Future Developments

Looking ahead, the YAN aims to build on the successful activities developed over the past three years while adapting to changing communication habits and exploring new formats and channels for connecting the community. On social media, we plan to experiment with short video formats, i.e. Instagram reels, to make acoustics research even more approachable, especially for younger students just starting out. We also want to shine a brighter spotlight on labs in underrepresented areas of Europe within our "European Tour" series to ensure our network reflects the true diversity of the EAA. Second, addressing the feedback from the Mentoring Program, the YAN aims to transition toward a more structured matching framework, to connect mentors and mentees with shared niche interests more accurately. Finally, we want to look beyond Europe by teaming up with other young acoustician networks worldwide, such as the Acoustical Society of America (ASA) Student, for joint webinars and casual virtual meetups, while continuing to foster our community on Discord for daily peer support and quick technical questions.



7. Conclusions

The evolution of the EAA's YAN between 2023 and 2026 demonstrates the transformative power of a dedicated digital strategy in the early careers' scientific community. By transitioning toward a more focused, visual, and engagement-driven presence via different formats, the YAN has successfully departed beyond traditional dissemination to an active community.

The metrics analysis underscores this success, with substantial organic growth in followers and a dramatic increase in daily impressions, particularly among the target demographic of early-career researchers aged 25–34. Initiatives such as “The Science of Acoustics” and “Acoustics Distilled” have proven that complex scientific content can be made accessible and engaging without sacrificing technical integrity. Simultaneously, the YAN MP has bridged the generational and geographical gaps within the European acoustics ecosystem, providing invaluable professional guidance and fostering international collaborations. Complementing these efforts, specialised online webinars have provided broader access to current research topics, linking academic theory with industry practice.

Ultimately, these combined efforts have solidified the YAN's role as a vital hub for the next generation of acousticians. By leveraging digital tools to promote inclusivity, visibility, and knowledge transfer, the YAN not only supports individual career development but also strengthens the long-term resilience and connectivity of the European acoustics field. Future efforts will continue to refine these platforms and programs, ensuring that the YAN remains an adaptive and essential resource in an ever-changing academic and professional landscape.

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