# Winclear: An effective nuclear knowledge dissemination tool

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In this new scenario that the world faces, coupled with physical and social distance, the challenges of education are great and constant. In this scenario, scientific dissemination has a fundamental role regarding the dissemination of knowledge beyond academic publications and research institutions and with the pandemic it has become even more essential to list relevant studies and combat disinformation. Social media should be the facilitators of this connection and interactivity, promoting learning and making it dynamic in the construction of knowledge [1]. In this way, the Winclear Dictionary project was created and adapted to the new reality of information sharing, not just using the traditional model. The project considered the importance of creating learning scenarios compatible with the ability to access at a distance to complement and compose knowledge and thus contribute to its construction. Furthermore, to impact the potential audience of the Winclear Dictionary, it was necessary to understand what they were looking for, what they liked, what they expected, how they thought and how they behaved. project communication. The objective of the Winclear project is to create communication channels to increase the reach of information about nuclear technology and its benefits, aiming at educating the public and increasing the number of people who understand the benefits of the sector's development in the country, through a didactic language, eliminating barriers and aiming to demystify old paradigms in relation to the nuclear area. Thus, it is important to make the scientific dissemination of the nuclear area clear, uncomplicated, and efficient to the public of different age groups and backgrounds, aiming at its understanding and assimilation. The Winclear Dictionary has connected with its target audience through social media. This connection was made directly by Instagram, Facebook, YouTube, Spotify, Linkedin and Twitter. In order to define the anchor social media used to publicize the channel, the team identified, through bibliographic research, the most used social networks in Brazil and in the world, considering relevant data and information that fit the mission and objective of the Winclear Dictionary. The Winclear Dictionary Project was created and disseminated on social communication networks and had a national and global reach in different age and social groups of the population [2]. During this period, public engagement was accompanied by information available on Instagram, Facebook, Spotify and Youtube. The maximum reach registered on Instagram, our most engaged network, as of April 12, 2021, was approximately 960 people daily. This social network reached 31 countries and 24 Brazilian states. Instagram reached 31 countries, with at least one country on one of the five continents We have seen that over these months, despite the challenge imposed by the pandemic in disclosure, the result has been very satisfactory.

## References

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