





Image © CERN / Andrew Hara

Using Social Media To Make Science Publicly Appealing

@CERN

@Julie_Haffner

#PARI2017

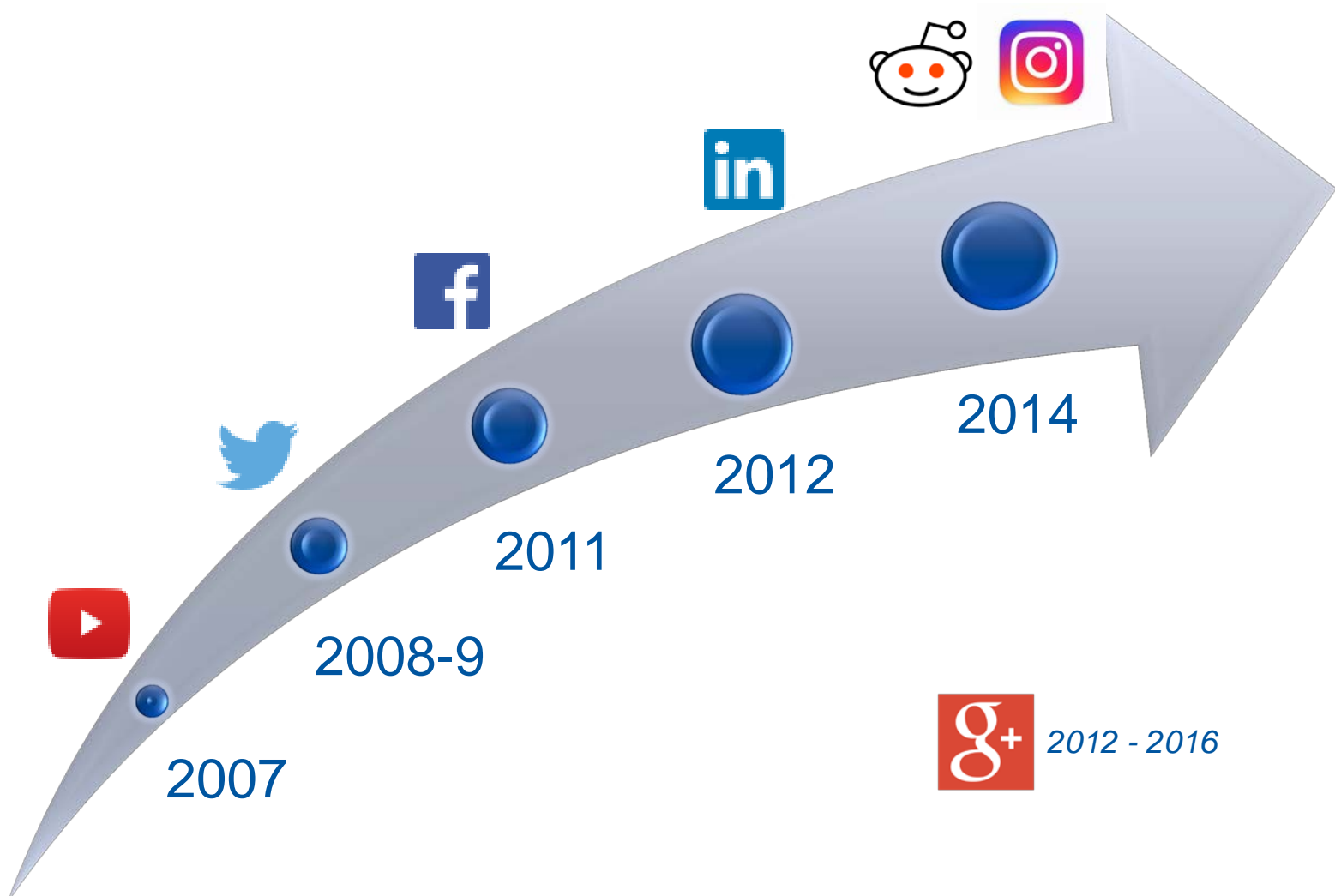




Using Social Media To Make Science Publicly Appealing

1. How does CERN use social media?
2. What content do we share and how?
3. How do we measure the impact?
4. Which lessons have we learned?

CERN on social media



What content?

Physics: CERN's reason to be

The latest
advancements in
particle physics

Regular weekly posts:

- #ThrowbackThursday
- Guess What It Is

CERN shared CERN Library's photo.
30 March at 15:14 · €

CERN Library
30 March at 15:13 · €

30 March 2010: First LHC collisions at 7 TeV
#ThrowbackThursday #TBT

The Large Hadron Collider (LHC) experiments recorded collisions at 7 per beam)...

See more

Like Comment Share

422

CERN
31 March at 12:27 · €

Guess what it is?
Image © CERN -For terms of use see <http://cern.ch/copyright>
(Answer will be posted on Monday.)

Like Comment Share

You, Andreia Rosa and 485 others

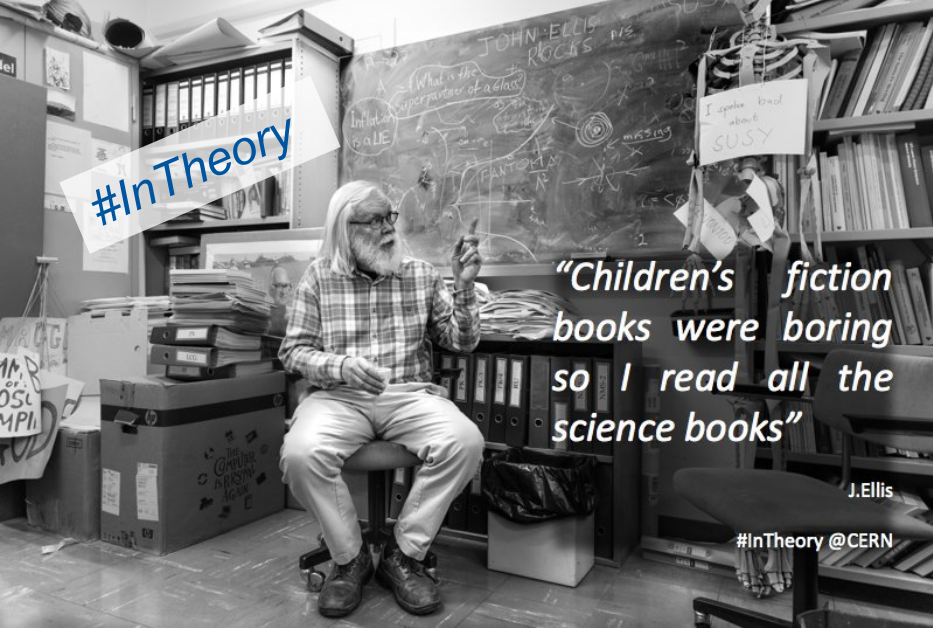
88 shares

Write a comment...

CERN Did you guess it?
This photo shows the radiofrequency quadrupole, RFQ, located at the start of the linear accelerator Linac 4. RFQs are vital structures for ion linear accelerators, they are used to accelerate and focus the particle beam. ... See more

HOME CERN

Like Reply · 3 April at 15:35 · Edited



What content? *Tell human stories*



Behind the scenes of physics, there are the scientists.

What content? *Fun science*

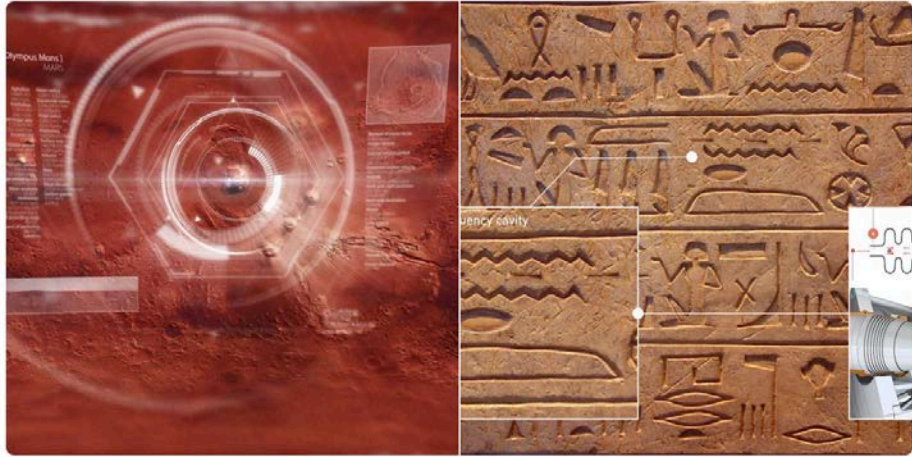


CERN ✓
@CERN

Abonné

Breaking news! #CERN and @NASA announce the discovery of an ancient particle accelerator on Mars cern.ch/go/Mw6Q

À l'origine en anglais



RETWEETS
1 182

J'AIME
1 777



09:04 - 1 avr. 2017



CERN ✓ @CERN · 29 mars

.@CERN now has 2M followers on Twitter! To our followers worldwide, #ThankYou! #IWorkAtCERN

À l'origine en anglais



21 124 468



CERN ✓ @CERN · 17 mars

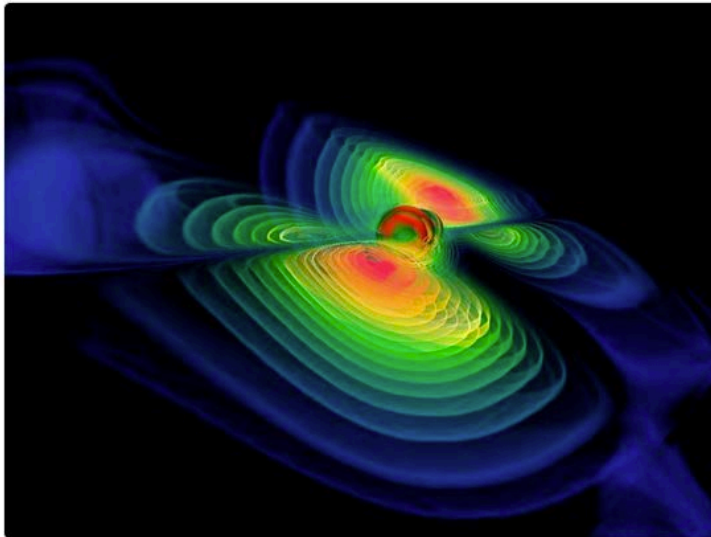
CMS has a new ❤️ 😍 cern.ch/go/p6QJ
@CMSexperiment



Being part of the scientific community



CERN @CERN · 12 févr.
CERN congratulates the discoverers of #gravitationalwaves cern.ch/go/f6fs
(Image: W.Benger/ZIB/AEI/CCT-LSU)



802 1 k



Involve

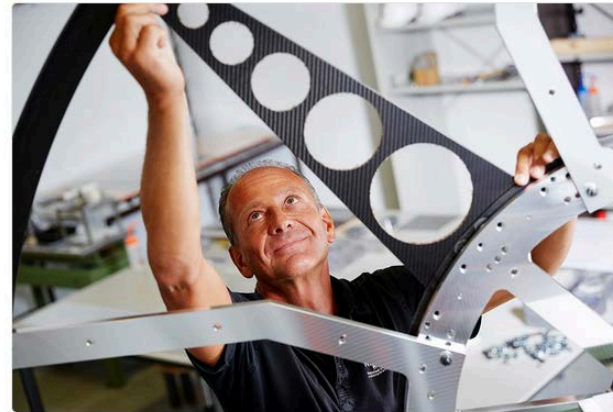


CERN scientists



CERN @CERN

Check out the Dutch National Institute for Subatomic Physics @_nikhef for news in particle physics research #FollowFriday #NLatCERN



RETWEETS 38 LIKES 108

1:54 PM - 20 Jan 2017

2 38 108

Work with our Member States through the European Particle Physics Communication Network (EPPCN)

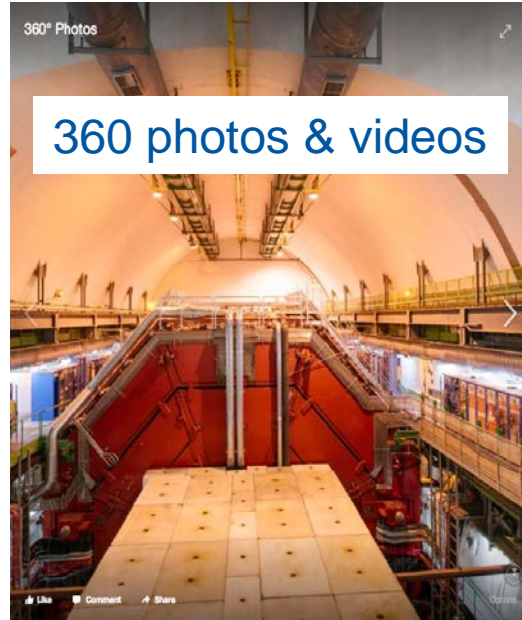


Instagram stories



Highlighting our stories

360 photos & videos



Instagram grids



*"Follow your dreams:
you won't regret it"*

Manuela Cirilli
#IWorkAtCERN

Portraits & quotes



Facebook lives



What about the impact?

- Social Media Statistics
 - Mentions
 - Engagement (likes, shares, comments)
 - People: demographics, influencers
 - Sentiment
 - Top posts, top sources
- Google Analytics
 - Visits
 - Bounce rate / exit rate
 - Source / medium
 - Average time spent on a webpage

#InTheory: mentions matter

#InTheory versus CERN mentions
February – May 2016

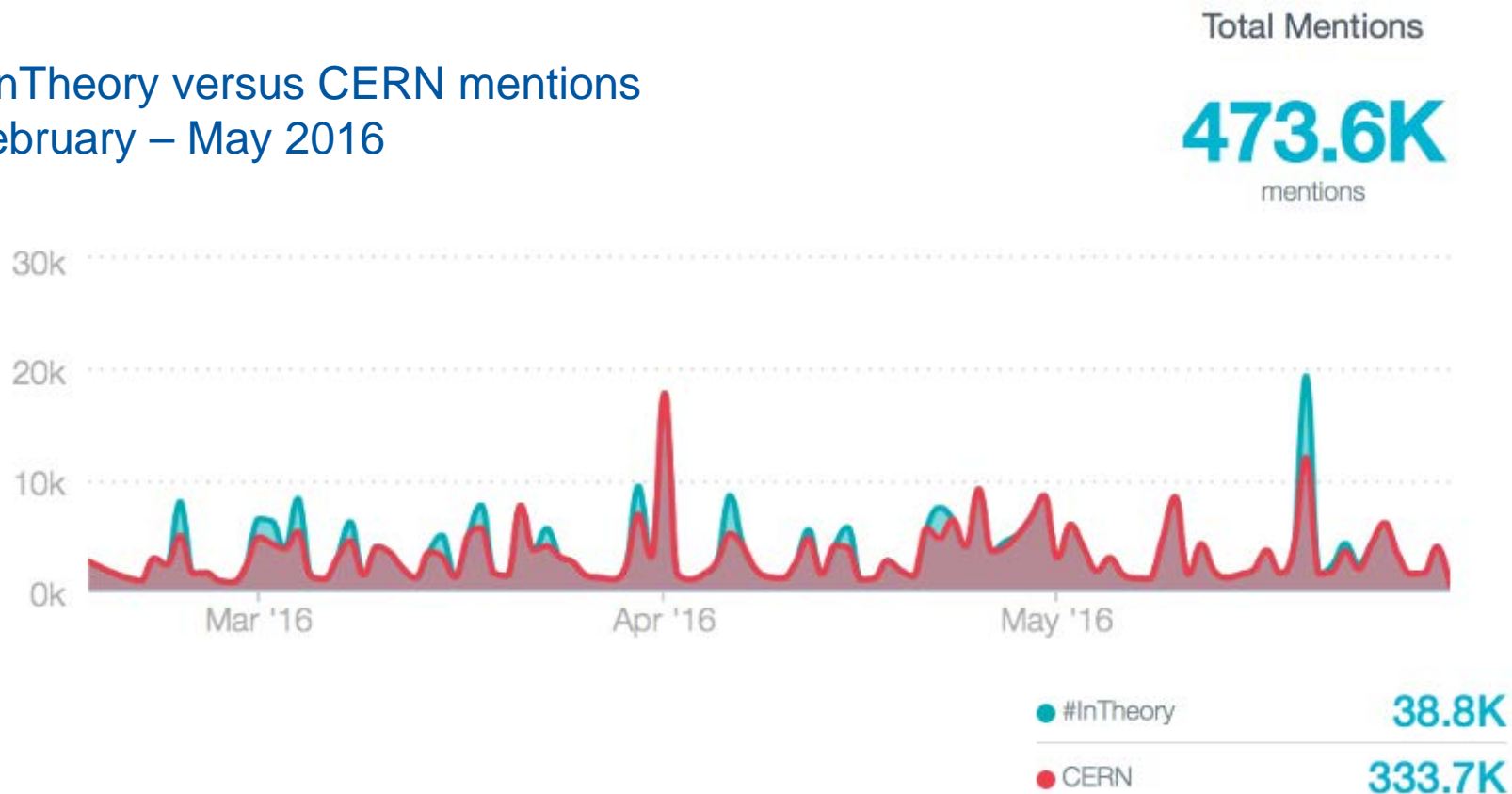


Image credit: Engagor

#InPractice: impact



cern [Edit Profile](#) ⋮

414 posts 115k followers 54 following

CERN CERN, the European Organization for Nuclear Research, is the world's largest particle physics laboratory. cern.ch/go/InPractice



Instagram, a powerful tool

- 78% of the mentions
- New followers: 232/day versus 272/day
- Insta Stories: 9 - 12K views
- Photogrid & bio link brought more traffic to the website from Instagram

Web

- 18,377 visits (from 14 Nov to 12 Jan)
- More time spent on the website (avg time: 5:02 mins vs 2:47 mins)
- 60% exit rate -> improve journey in future

#WhatsUpLHC - Experience

- Talk to the influencers, they can make the difference

- Give a voice to the scientists

Viewers during live broadcast

- The power of 360



A screenshot of a Facebook post. The post is shared by 'Interesting Engineering' and is titled 'Live 100 metres underground in the CMS cavern at CERN. 😊'. It features a 360-degree photo of the CMS cavern. The post has 124,522 views and includes a video player. Below the video, there are comments and a 'See more' link. The comments section shows a conversation between 'CERN' and 'Marcio Rodrigues'.

Which lessons have we learned?

- Evaluate your channels, audiences and your resources and put your effort where it makes the most sense
- Use social media to engage and drive traffic to your website
- Regular content retains interest alongside news
- People relate to human stories
- Humour works!
- Collaborate with other labs and influencers
- Use different and new techniques
- Monitor the impact and adapt accordingly

Thank you !



www.cern.ch