





Image © CERN / Andrew Hara

Using Social Media To Make Science Publicly Appealing

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@CERN



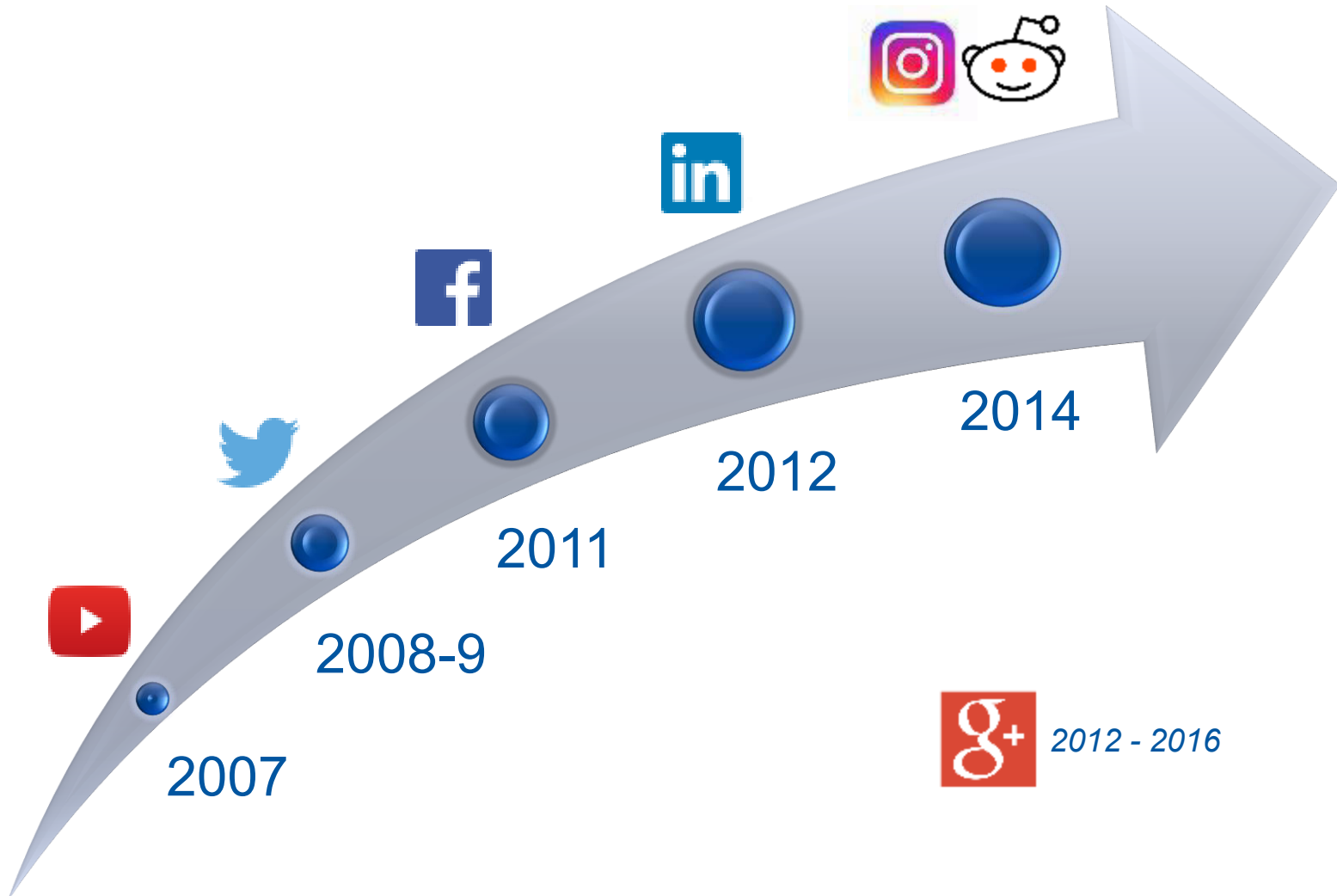
United Nations/Austria Symposium “Access to Space: Holistic Capacity Building for the 21st Century”
Graz, Austria, 3 – 7 September 2017



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 learned could help your organisations?

CERN on social media



CERN social media strategy



1. Begin a journey



2. Foster engagement

3. Retain positive sentiment



<http://communications.web.cern.ch/social-media>

What content?

Physics: CERN's reason to be

The latest
advancements in
particle physics

Regular weekly posts:

- #ThrowbackThursday
- Guess What It Is



#InTheory

"Children's fiction books were boring so I read all the science books"

J. Ellis

#InTheory @CERN

#IWorkAtCERN



3,785 likes

12w

CERN Inspiring young generations: science is fascinating

"We have to explain to young people that science changes their daily life" - Chiara Mariotti.

Edited

#IWorkAtCERN #WomenScienceDay

Read more : <http://cern.ch/qc/iworkatCERN1IN> (Link in bio)

Add a comment...

#InPractice

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



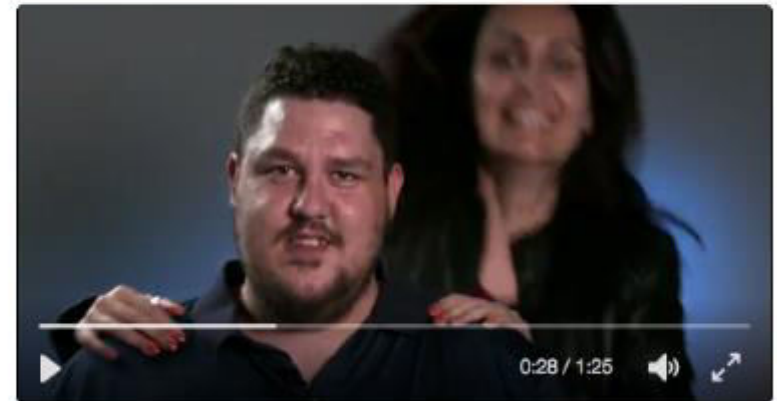
09:04 - 1 avr. 2017



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

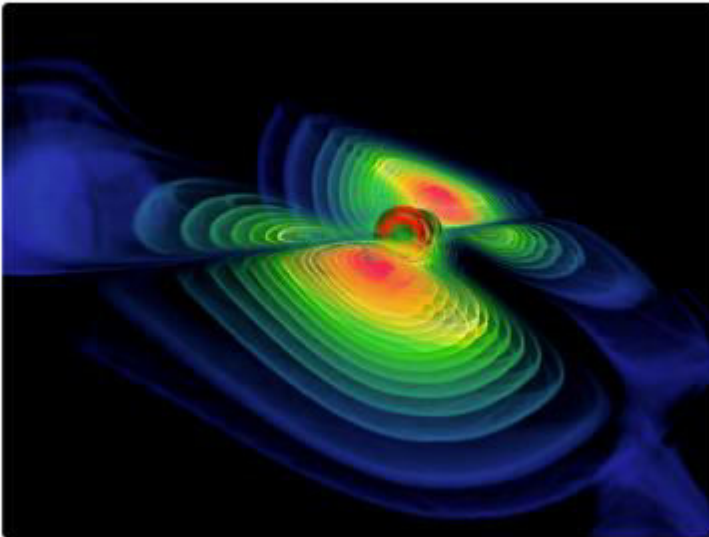


CERN ✓ @CERN · 17 mars

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



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

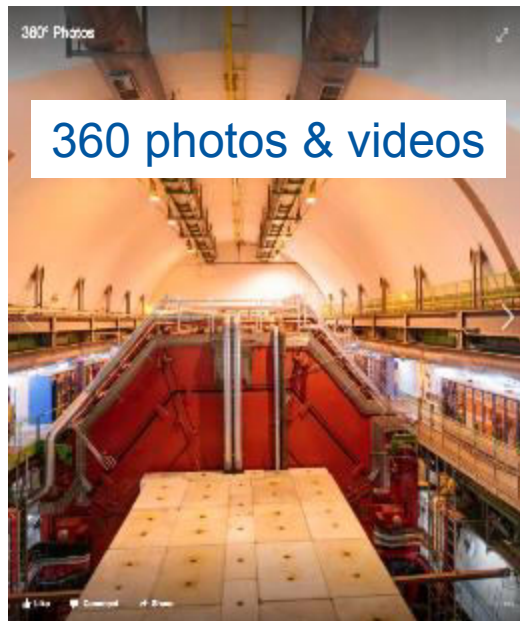
Work with our
Member States
through the
European Particle
Physics
Communication
Network (EPPCN)

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

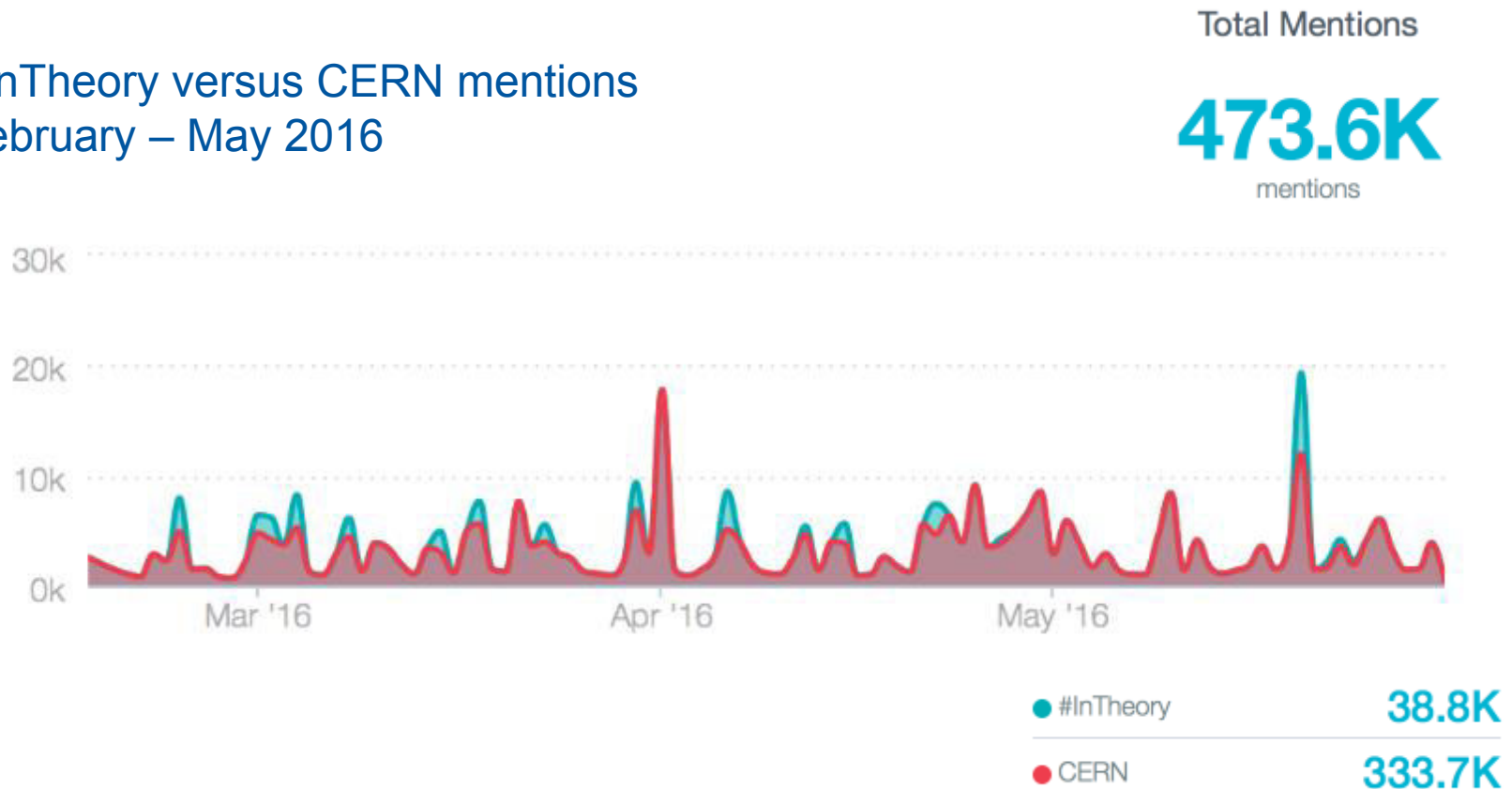


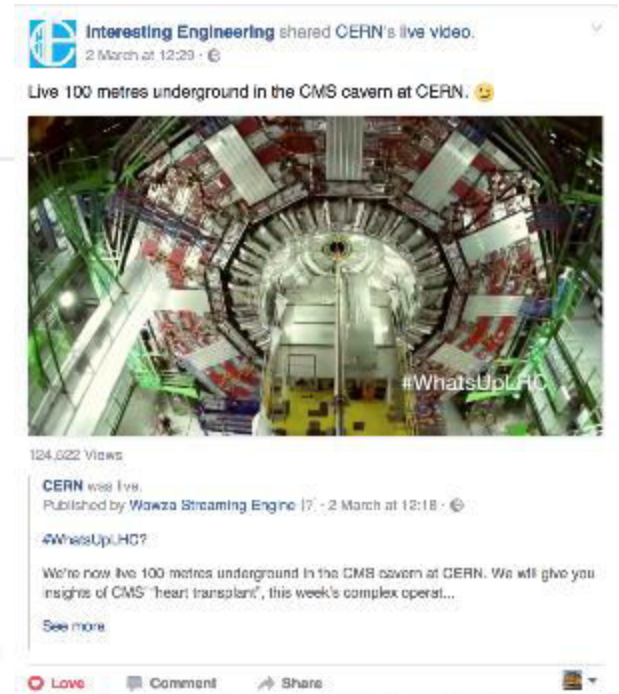
Image credit: Engagor

#WhatsUpLHC - Lessons learned

- Talk to the influencers, they can make the difference

14:56 broadcast

Viewers during live broadcast



Which lessons learned could help your organisations?

- Use social media to engage and drive traffic to your website
- Evaluate channels, audiences & resources – put effort where it makes sense
- Create regular content to retain interest alongside news
- Find human stories that people can relate to
- Humour works!
- Collaborate with organisations, your internal community and influencers
- Test different and new techniques
- Monitor the impact and adapt accordingly



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