



# CERN Social Media: an overview

Kate Kahle

CERN Social Media Manager

# Most Effective International Organisations on Twitter

AVERAGE NUMBER OF RETWEETS PER TWEET

130



@CERN

European  
Organisation  
for Nuclear  
Research

100



@unicef

United Nations  
Children's Fund

82



@un

United Nations  
Organisation

69



@WWF

World Wide  
Fund for Nature

68



@greenpeace

Greenpeace

Courtesy of Matthias Lufkens, Twiplomacy, November 2013

# European Organization for Nuclear Research



Image credit: CERN

# Fastest racetrack on the planet



Image credit: CERN

# Colder than outer space



Image credit: CERN

# Most sophisticated detectors ever built

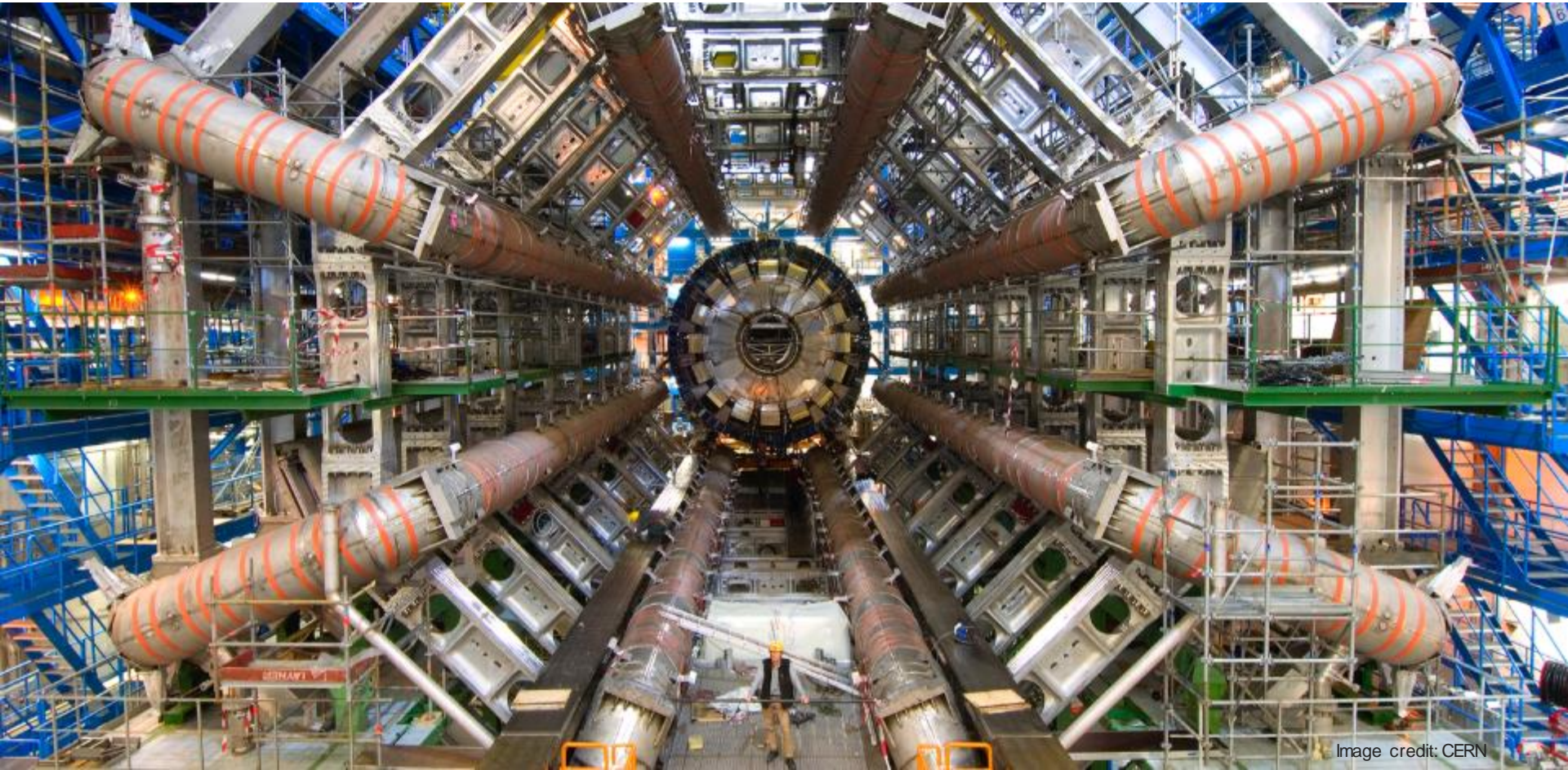


Image credit: CERN

# Hottest spots in the galaxy

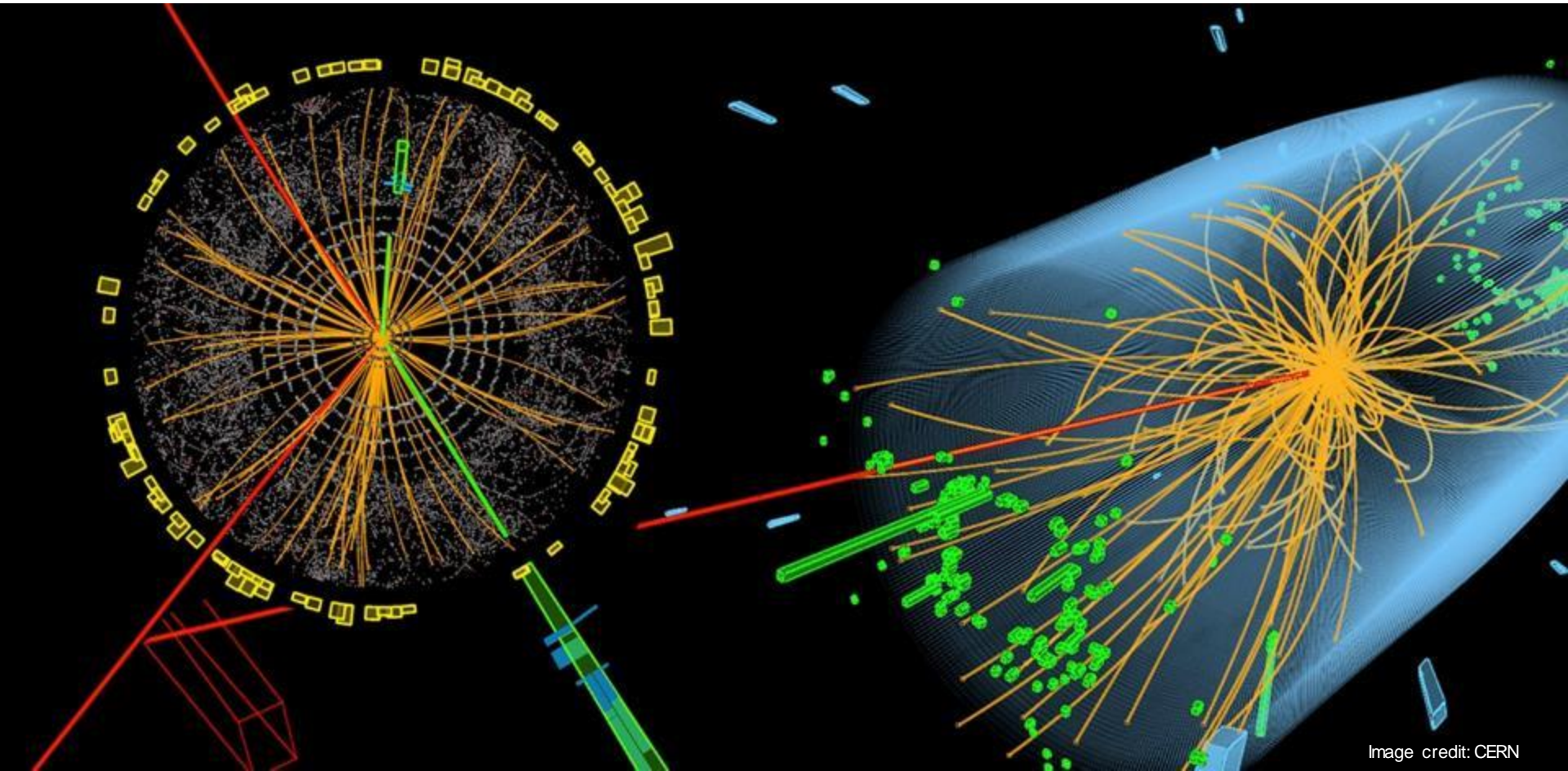


Image credit: CERN

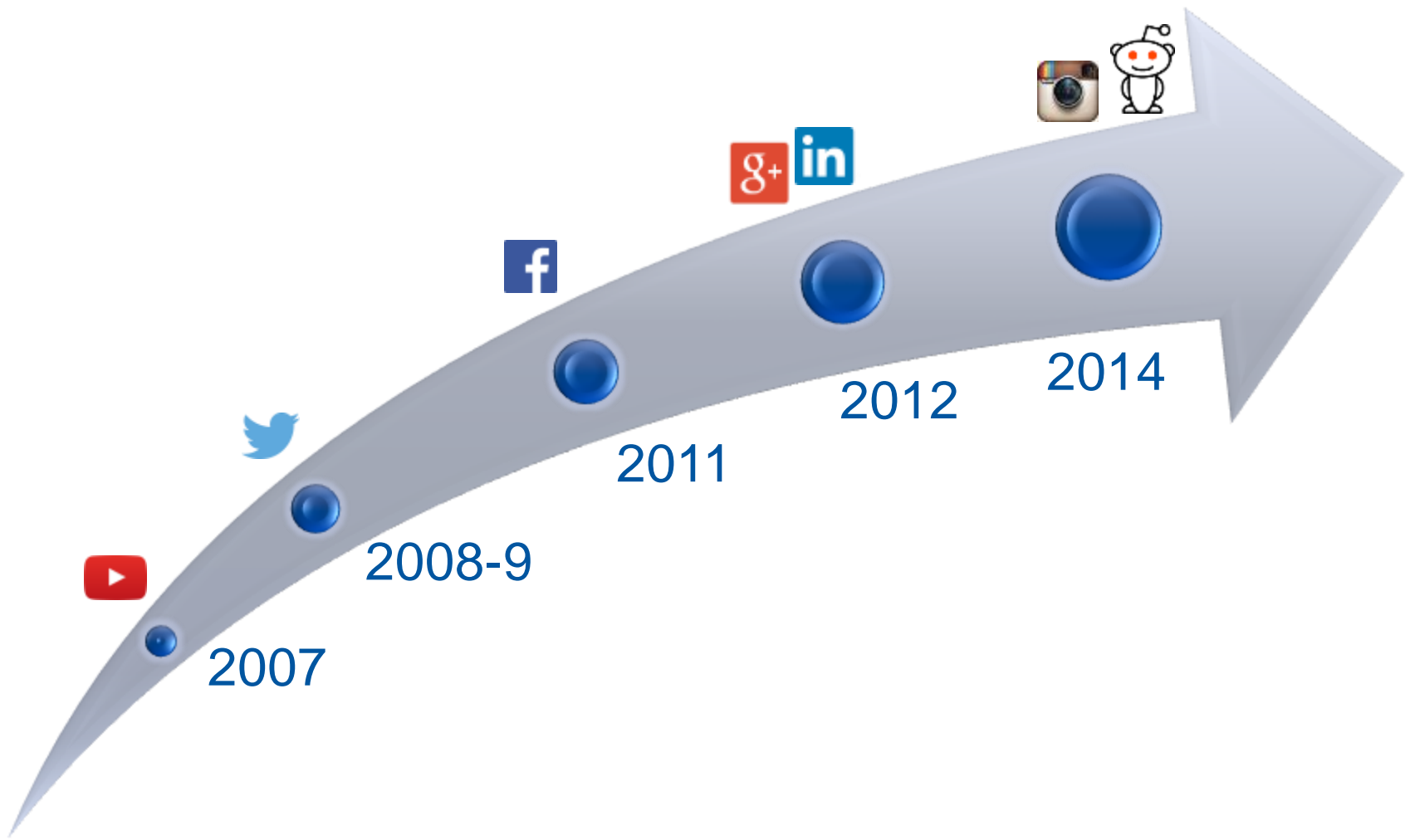


# Birthplace of the **World Wide Web**



Image credit: CERN

# CERN social media - evolution



# CERN social media - profiles

Topic **CERN** Compare  01 Jan 2015 - 30 Sep 2015

## Social Profile Metrics ?

■ profile posting activity ■ profile response activity ■ engagement by community

Profile	Growth <span>?</span>	Profile Activity	Engagement <span>▼</span>
CERN	1.2M ▲ 16.6% followers, 650.2 new/day	237 112	117.9K
CERN	463.3K ▲ 24% fans, 329.2 new/day	300 95	209.2K
CERN	233K ▲ 105.9% followers, 440.6 new/day	321 84	50.4K
CERN	56.5K ▲ 19.6% subscribers, 60.6 new/day	62 23	3.3K
CERN	33.4K ▲ 32.7% followers, 39.4 new/day	40 1	1.7K
CERN	14.7K ▲ 851.2% followers, 48.4 new/day	157 22	34.9K
CERN En Français	14.3K ▲ 13.1% followers, 6.1 new/day	165 36	2.7K
CERNpress	3.6K ▲ 29.2% followers, 8.7 new/day	114 54	2.5K

Image credit: Engagor

# CERN social media - demographics

Topic  
CERN

Compare



01 Jan 2015 - 30 Sep 2015

Demographics



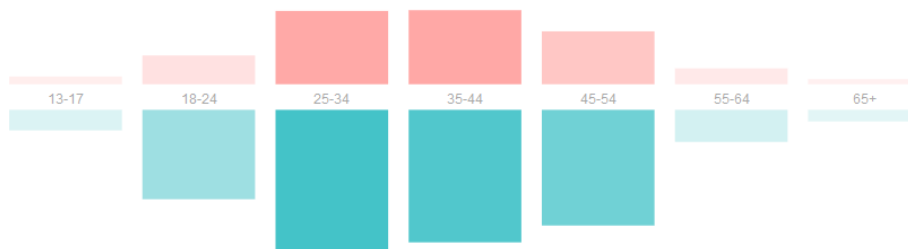
32.2%

Female



67.8%

Male



Language	Total
English	796.3K
Italian	93.4K
Spanish	53.1K
French	30.3K
Turkish	25.3K
German	23.1K
Japanese	19K
Greek	17.5K
Russian	13.2K

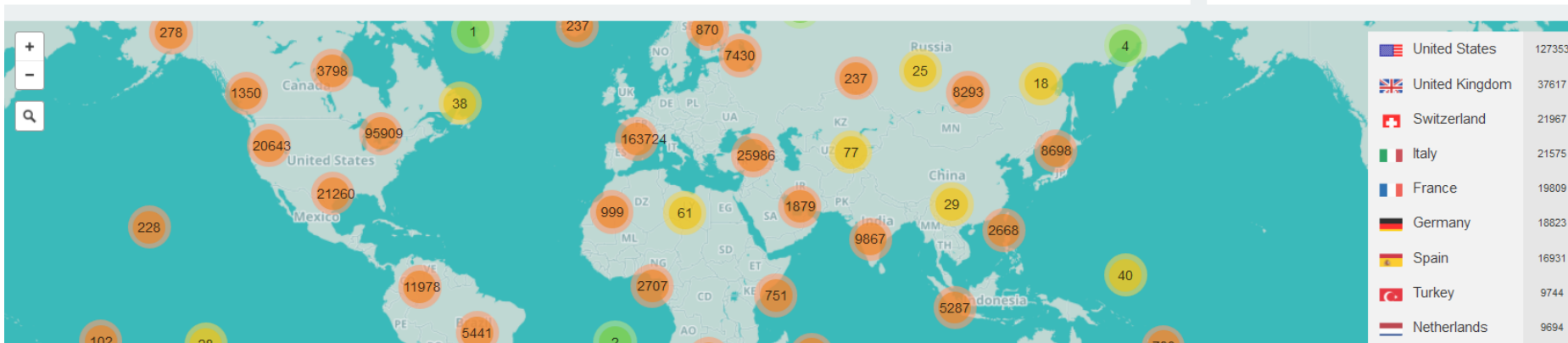
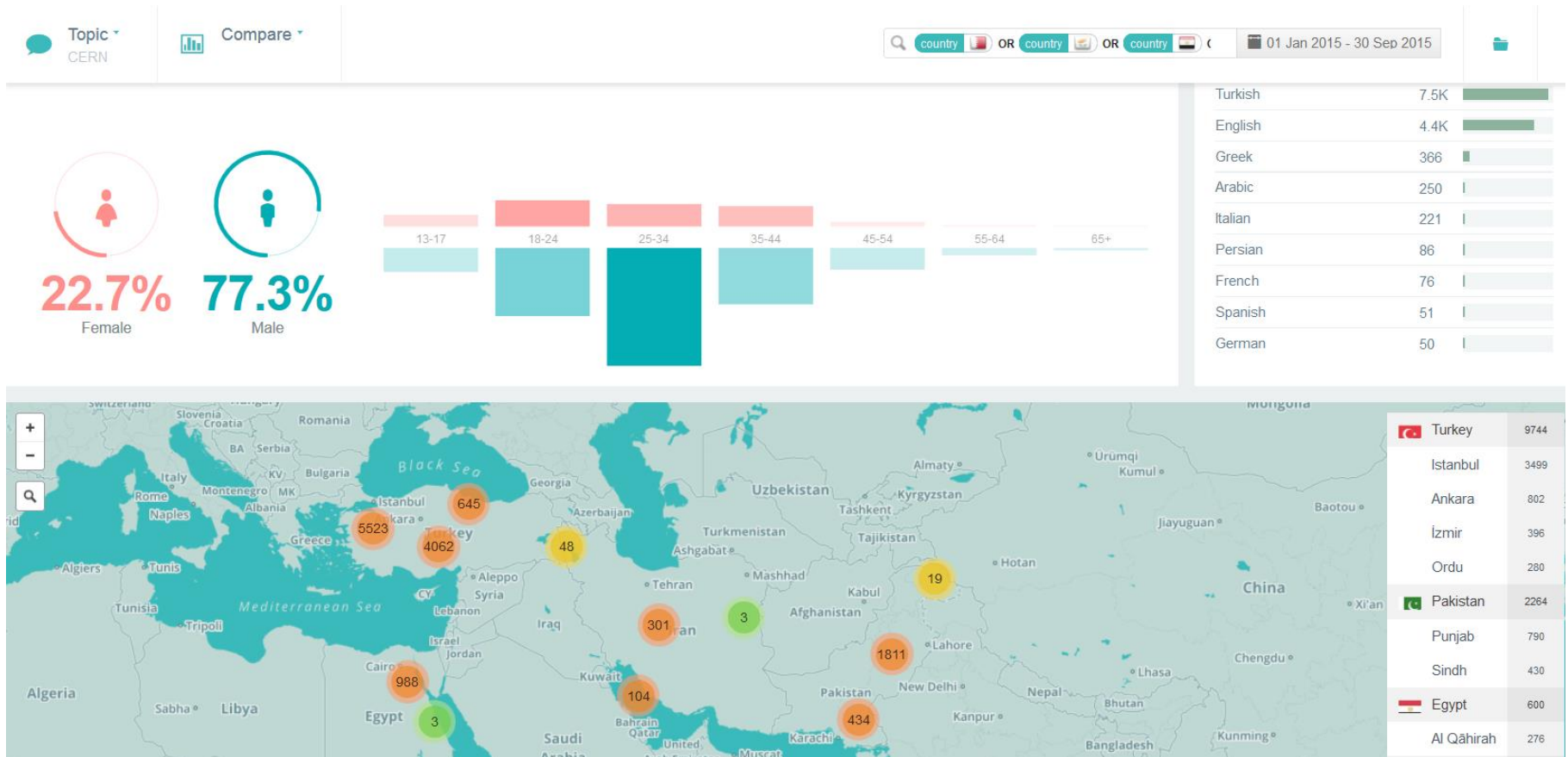


Image credit: Engagor

# Demographics of SESAME members



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@greenpeace

Greenpeace

Courtesy of Matthias Lufkens, Twiplomacy, November 2013

# Higgs boson discovery – 4 July 2012



Image credit: Fabrice Coffrini/AFP/Getty Images

# Higgs boson discovery – 4 July 2012

## 🔄 Tweets most retweeted



CERN @CERN July 4, 2012, 11:53 am via TweetDeck 4,678 791  
#CMS: "we have observed a new boson with a mass of  $125.3 \pm 0.6$  GeV at 4.9 sigma significance." Thunderous applause. #Higgs #ICHEP2012



CERN @CERN July 4, 2012, 12:05 pm via Twitter Web Client 2,597 288  
CERN Press Release: CERN experiments observe particle consistent with long-sought #Higgs boson [cern.ch/press/PressRel...](http://cern.ch/press/PressRel...) #ICHEP2012



CERN @CERN March 30, 2010, 3:01 pm via Twitter Web Client 1,787 192  
Experiment have seen collisions



CERN @CERN July 4, 2012, 12:51 pm via Twitter Web Client 1,680 209  
CERN's Director Rolf Heuer: "This historic milestone is only the beginning, it has global implications for the future". Standing ovation!

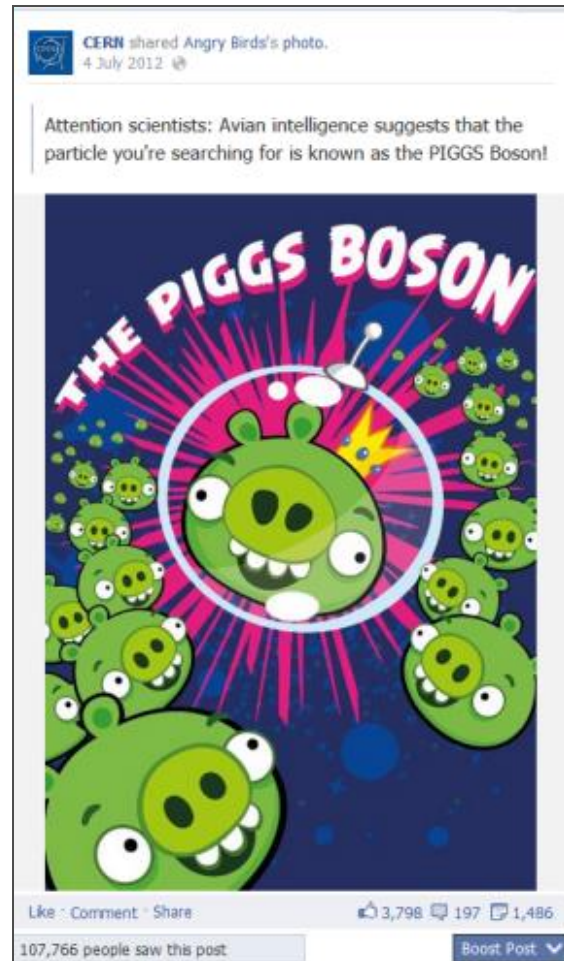


CERN @CERN March 30, 2010, 3:01 pm via Twitter Web Client 1,458 168  
First time in the history World record

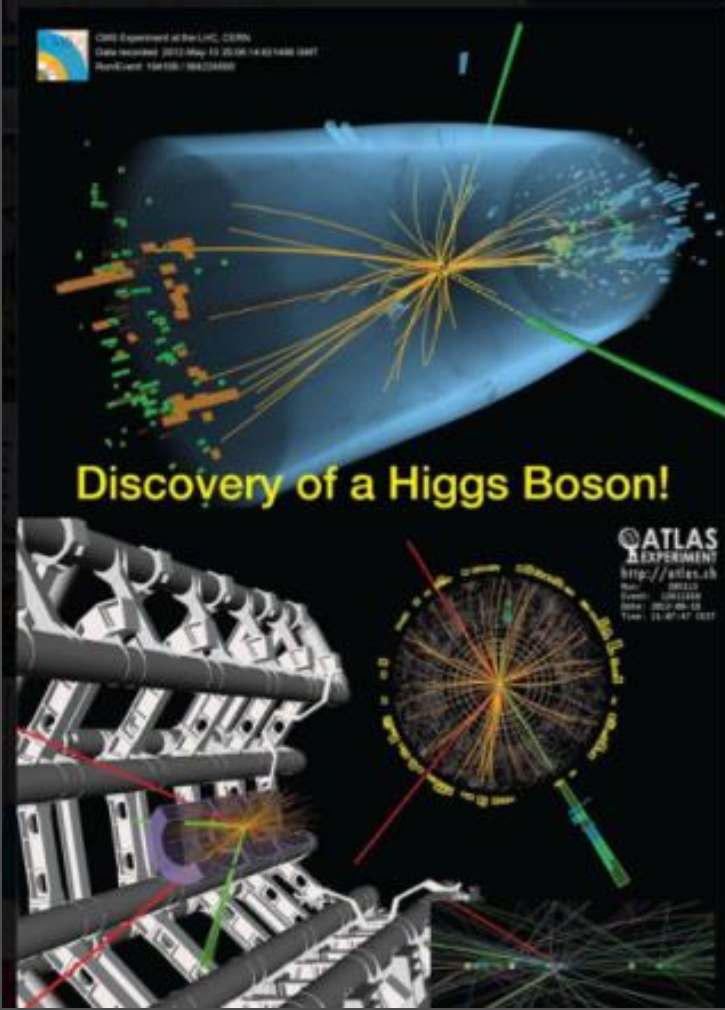
Courtesy of Twitonomy, October 2014



# Higgs boson discovery – 4 July 2012



# Nobel Prize for Physics 2013



CMS Experiment at the LHC, CERN  
Data recorded: 2012 May 13 20:06:14.021488 0047  
RunNumber: 194681 / 19414688

**Discovery of a Higgs Boson!**

ATLAS EXPERIMENT  
<http://atlas.ch>  
Run: 194681  
Event: 20111488  
Date: 2012-05-13  
Time: 20:06:14.021

CERN  
8 October 2013 · 🌐

Congratulations from CERN, the ATLAS Experiment at CERN & CMS to François Englert & Peter Higgs for 2013 Physics #NobelPrize #BosonNobel :D

Image shows event displays of particle tracks in the CMS experiment detector (top) and the ATLAS experiment detector (bottom) indicating the presence of a Higgs boson. This image is released under CC-BY-SA.

For more Creative Commons CERN images see:  
<http://cds.cern.ch/collection/Creative%20Commons%20Images%20from%20CERN>


🏷 Tag photo 📍 Add location ✎ Edit


Like · Comment · Share · Edit

👍 Jean-pierre Lansoy, Mick Semidge, Saba Aslam and 4,222 others like this.

🔗 2,034 shares

📄 View previous comments 5 of 174

 **Marcelo Azevedo** This was excellent, alias excellent The ionized hydrogens not collide in 99.5% of attempts, if they are on the speed of light means that the electric field before arrived at the rendezvous point, avoiding collision, is the field electric is faster than ... See More  
14 October 2013 at 02:51 · Like · 🗨 1

 **Marcelo Azevedo** Einstein said that anything above the speed of light would be energy, was what he deduced, was just shown at CERN, where collisions are minimal in 99.5% of the experiments, the collision does not occur, because the calculated energy ( $E = mc^2 \cdot v$ ) unilateral "positive" and she comes to the crash site before the ...  
14 October 2013 at 02:51 · Like · 🗨 1

Write a comment...

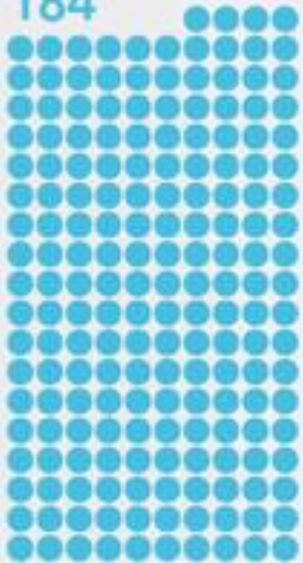
# Best Swiss Twitter Page 2015



# Most Effective International Organisations

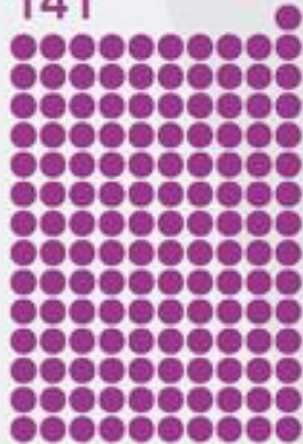
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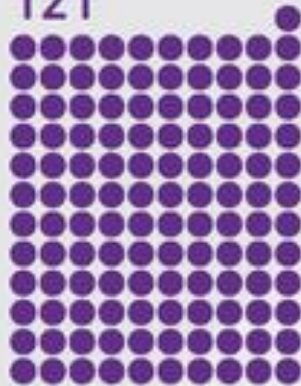
@UNICEF  
UN Children's  
Fund

141



@UN  
United Nations  
Organization

121



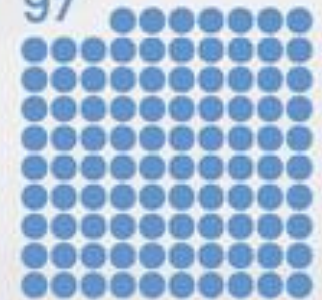
@CERN  
European  
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105



@WWF  
World Wide  
Fund for Nature

97



@WHO  
World Health  
Organization

Courtesy of Matthias Lufkens, Twiplomacy, March 2015

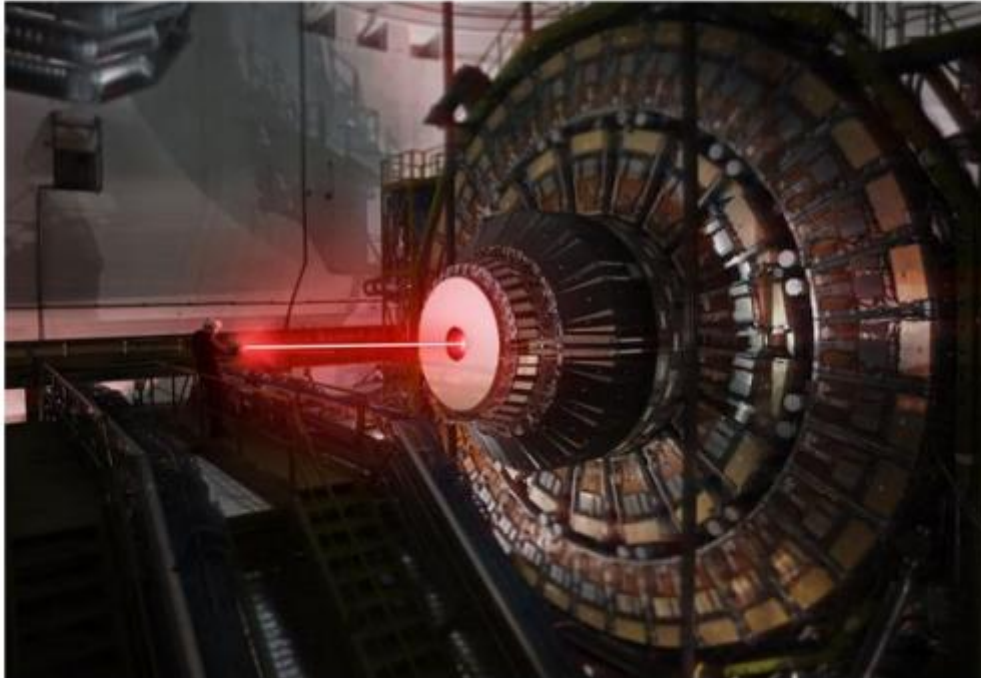


**CERN**   
@CERN



Following

Breaking news: CERN researchers confirm existence of the Force [cern.ch/go/c7dB](http://cern.ch/go/c7dB)



RETWEETS  
15,050

FAVORITES  
7,820



8:03 AM - 1 Apr 2015

## ↻ Tweets most retweeted



**CERN @CERN** 10:03 AM - 1 Apr 2015 via Twitter Web Client 15,050 7,819

Breaking news: CERN researchers confirm existence of the Force [cern.ch/go/c7dB](http://cern.ch/go/c7dB) <http://t.co/1TXkbUTdsm>



**CERN @CERN** 11:53 AM - 4 Jul 2012 via TweetDeck 4,580 789

[#CMS](#): "we have observed a new boson with a mass of  $125.3 \pm 0.6$  GeV at 4.9 sigma significance." Thunderous applause. [#Higgs](#) [#ICHEP2012](#)



**CERN @CERN** 12:05 PM - 4 Jul 2012 via Twitter Web Client 2,557 277

CERN Press Release: CERN experiments observe particle consistent with long-sought [#Higgs](#) boson [cern.ch/press/PressRel...](http://cern.ch/press/PressRel...) [#ICHEP2012](#)



**CERN @CERN** 3:01 PM - 30 Mar 2010 via Twitter Web Client 1,785 190

Experiment have seen collisions



**CERN @CERN** 12:51 PM - 4 Jul 2012 via Twitter Web Client 1,616 204

CERN's Director Rolf Heuer: "This historic milestone is only the beginning, it has global implications for the future". Standing ovation!

Courtesy of Twitonomy, June 2015

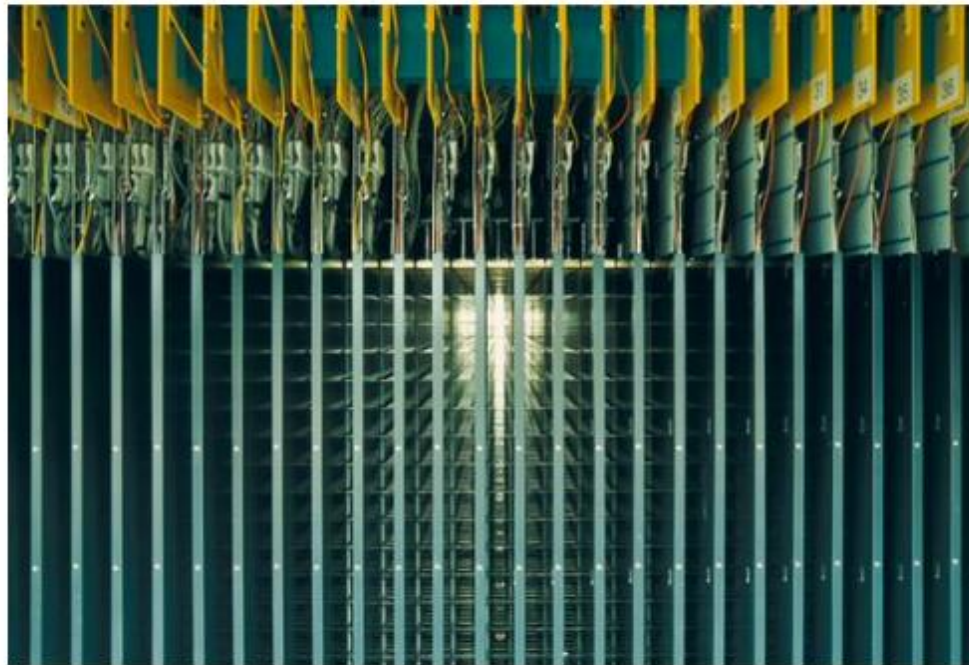
# CERN Social Media Strategy

Strategy	Theme	Key Performance Indicators (KPIs)
1. Begin a journey	Educational	Click-throughs Bounce rate
2. Foster engagement	Engagement	Shares Comments
3. Retain positive sentiment	Marketing	Likes

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



OPERA experiment detects 5th tau neutrino in muon-neutrino beam from CERN [cern.ch/go/9mQX](https://cern.ch/go/9mQX)  
(Image=@UffComINFN)



RETWEETS 180 FAVORITES 161







“Joy in teaching  
comes from having  
helped the students  
to appreciate and  
love science”

Quote from a participant of CERN's High School Physics Teacher Programme

Did you know: CERN welcomes more than 1,000 physics teachers to the lab every year.

Advice to teachers: Prepare, visit, follow up.

Find out more [plus video] via: <http://home.web.cern.ch/students-educators/updates/2014/07/cern-education-prepare-visit-follow>

Image © CERN - for terms of use see <http://cern.ch/copyright>

Tag photo Add location Edit

Like Comment Share

Mohamed Karkis, Amina Al-Jarah, Avnish Verma and 431 others like this.

106 shares

Walter Praedy Can physics students visit? ;p  
16 July at 16:47 Like 1

Rajagopalantd Rajasree Rajasree Can Space and Astro Designer can visit.  
16 July at 16:49 Like

Understanding Physics i m a physics student and even a researcher  
16 July at 16:49 Like

CERN Walter Praedy, click on the "CERN Education Group" link in

Write a comment...





**CERN**  
Posted by Kate Kahle [?]  
22 August · 🌐

Guess what this is?

Image © CERN - for terms of use see <http://cern.ch/copyright>

(Answer will be posted on Monday...)

📍 Tag photo 📍 Add location ✎ Edit

Like · Comment · Share

👍 Mohamed Karkis, Licht Achim and 344 others like this.

📄 27 shares

 **Martin Heine** A huge laser? All of a sudden I feel like some fruity lollies...  
22 August at 11:58 · Like · 📄 2

 **Karsten Jensen** Rainbow Slushie Machine?  
22 August at 11:58 · Like · 📄 7

 **Simon De Kruijf** Early Color blindness testing device.  
22 August at 11:59 · Like · 📄 3

 **Kev Aliens**  
22 August at 11:59 · Like

 **Maksymilian Bujok** It's a part of NA31/48 experiment 😊  
22 August at 12:00 · Like · 📄 2

 Write a comment... 📷



Like · Comment · Share



 Mohamed Karkis, Licht Achim and 344 others like this.

 27 shares



**Martin Heine** A huge laser? All of a sudden I feel like some fruity lollies...  
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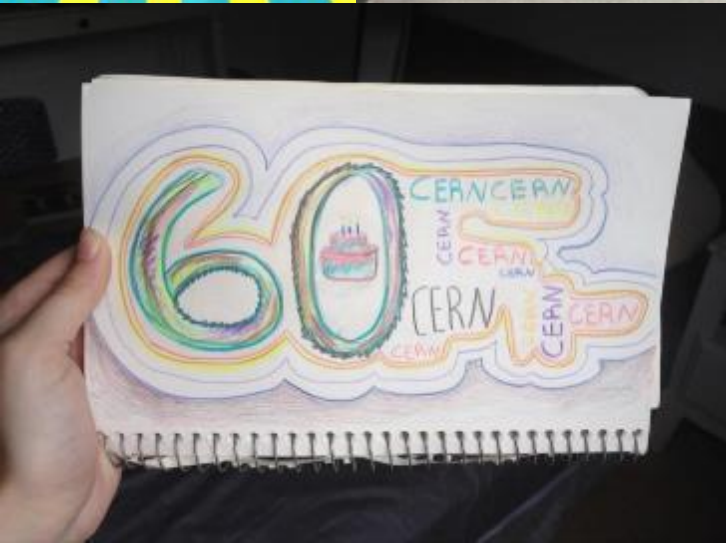


**Maksymilian Bujok** It's a part of

# #MyCERN60




Julien (D o) (@Julien10) · Sep 20  
 HAPPY birthday to @CERN #MyCERN60 #CERN60 from a CERN staff 🎉





#MyCERN60











# Hangouts with CERN

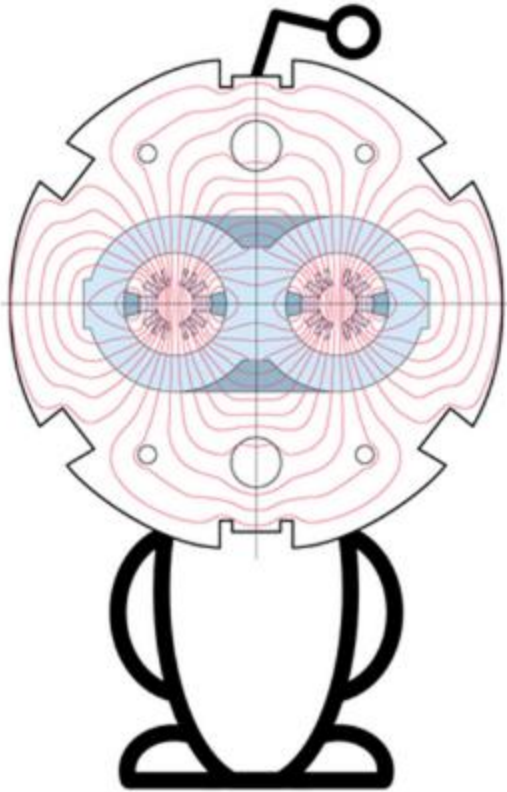
Hangouts with CERN 

by CERN • 30/33 videos

- 25  Hangout with CERN: 100th Anniversary of CERN (S01E07)  
CERN
- 26  Hangout With CERN: Hot stuff - the early Universe (S01E06)  
CERN
- 27  Hangout With CERN: Antimatter (S01E05)  
CERN
- 28  Hangout with CERN: Higgs, the unanswered questions (S01E04)  
CERN
- 29  Hangout With CERN: What's new with the Higgs? + more LHC results (S01E03)  
CERN
-   Hangout With CERN: The Large Hadron Collider (S01E02)  
CERN
- 31  Hangout with CERN: Welcome to CERN (S01E01)  
CERN

# Ask me anything

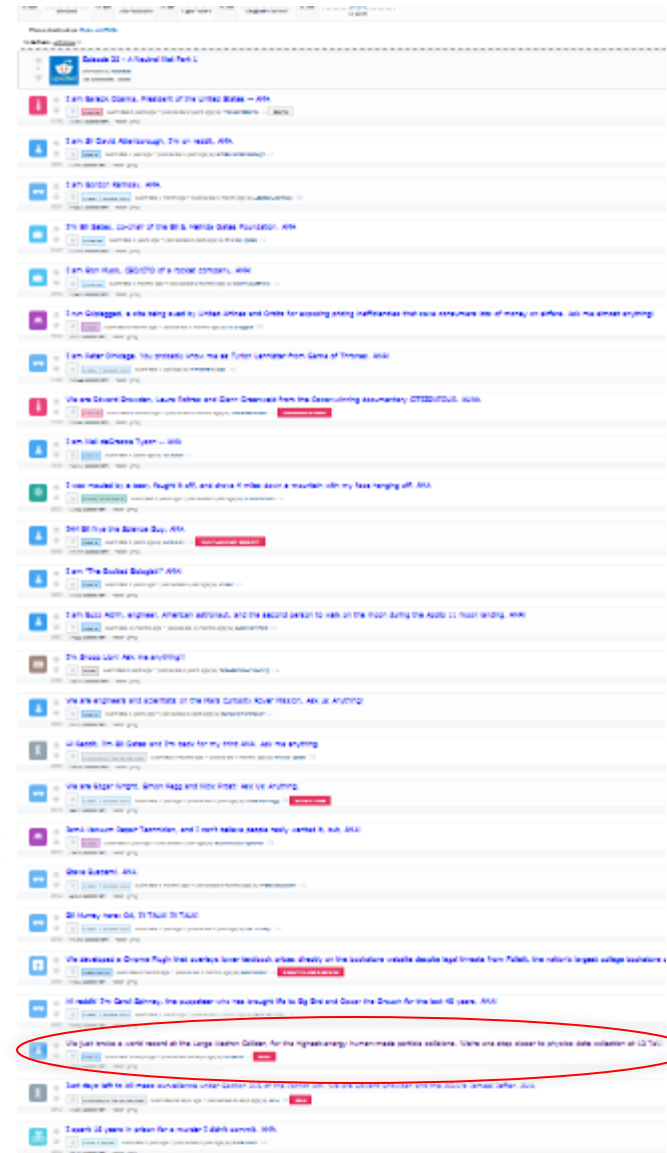


If you missed  
yesterday's  
**CERN AMA**  
on reddit

Check out the  
highlights here:

<http://cern.ch/go/gbR6>

#13TeV



28 May 2015 CERN's reddit Ask Me Anything  
ranked 23<sup>rd</sup> in top AMAs of all time

# Beamline for schools #bl4s



<https://www.youtube.com/watch?v=8mZLJjR3M44&list=PLAk-9e5KQYEpkvo-8lqqkd8ekCvqf7ktS&index=1>

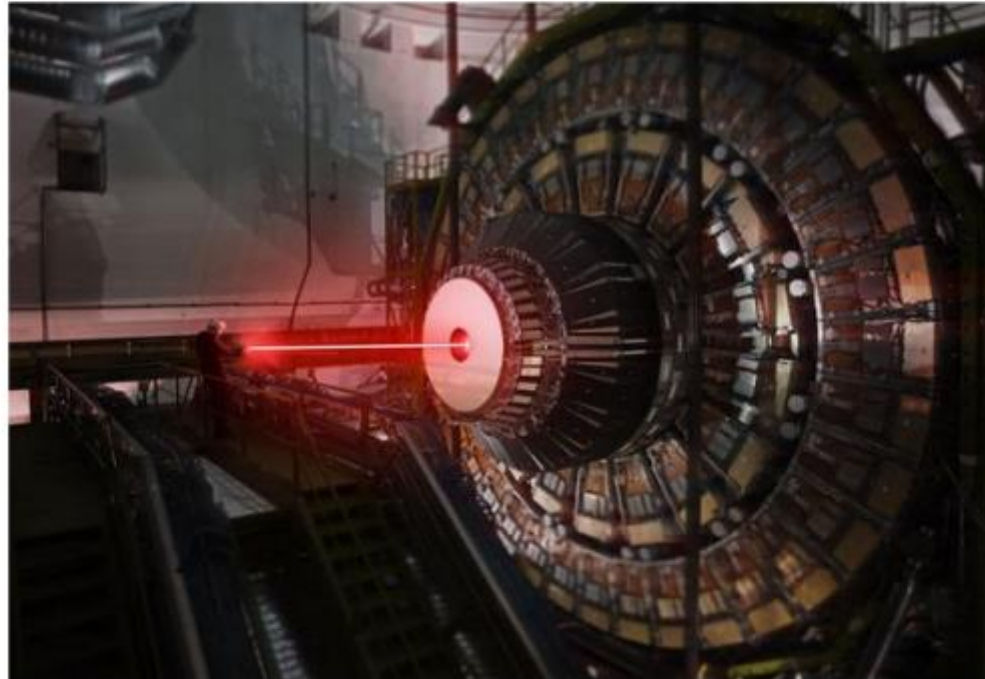


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@CERN



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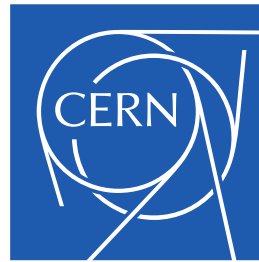
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[www.cern.ch](http://www.cern.ch)