



International Particle  
Physics Outreach Group



# COMMUNICATION

*strategy 2022*

project work by Fabiola Cacciatore





# ABOUT ME

Born in the center of Italy in 1990

Moved to Rome to attend the  
University of Rome "La Sapienza"  
Course "Digital Media and Art"

Moved to Milan to attend the  
European Institut of Design (IED)  
Course Art Director

Post graduated master:  
2021 Web Marketing & Social  
Media, 24 Ore Business School

2022/23 International Relations,  
UniCusano

*2018*

Jr Project Manager & Web Designer  
(*alfemminile.com*)  
Milan, Italy

*2019*

Jr Account Executive  
(*Sally Fischer Public Relation*)  
New York City, United States

*2019 - now*

Marketing Specialist & Digital Designer  
(*FAB!OLART*)  
Geneva, Switzerland

*2021*

Marketing Specialist & Digital Designer  
(*pink maharani*)  
Geneva, Switzerland

*2022*

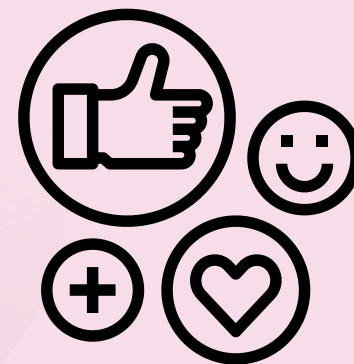
Communication Officer & Social Media Manager  
(*IPPOG*)  
Meyrin, Switzerland

# IPPOG PURPOSE



## OUTREACH

Promote our events and raise awareness among people (especially students) about the importance of research and study of particle physics.



## ENGAGEMENT

Reach a young audience and engage, intrigue and create interest on our social media channels.



## INCLUSION

Fill the gap and make physics interesting for everyone.



# Particle Physics

*is*

FOR EVERYONE

NOT FOR THE NICHE

FUTURE

UNDERSTANDABLE

*how* **1** **CURIOSITY**

Answering questions, taking poll and quizzes on our social media channels

**2** **TRANSPARENCY**

Sharing what we do during our masterclasses is sharing the enthusiasm of the kids first.

**3** **MAKE IT EASY**

Talking about physics is fine, but doing it also using less technical content helps us reach even those who don't speak the "physics language".

# COMMUNICATION PLAN

innovation  
strengthening  
contents  
database



facebook  
instagram  
linkedin  
tik tok  
twitter



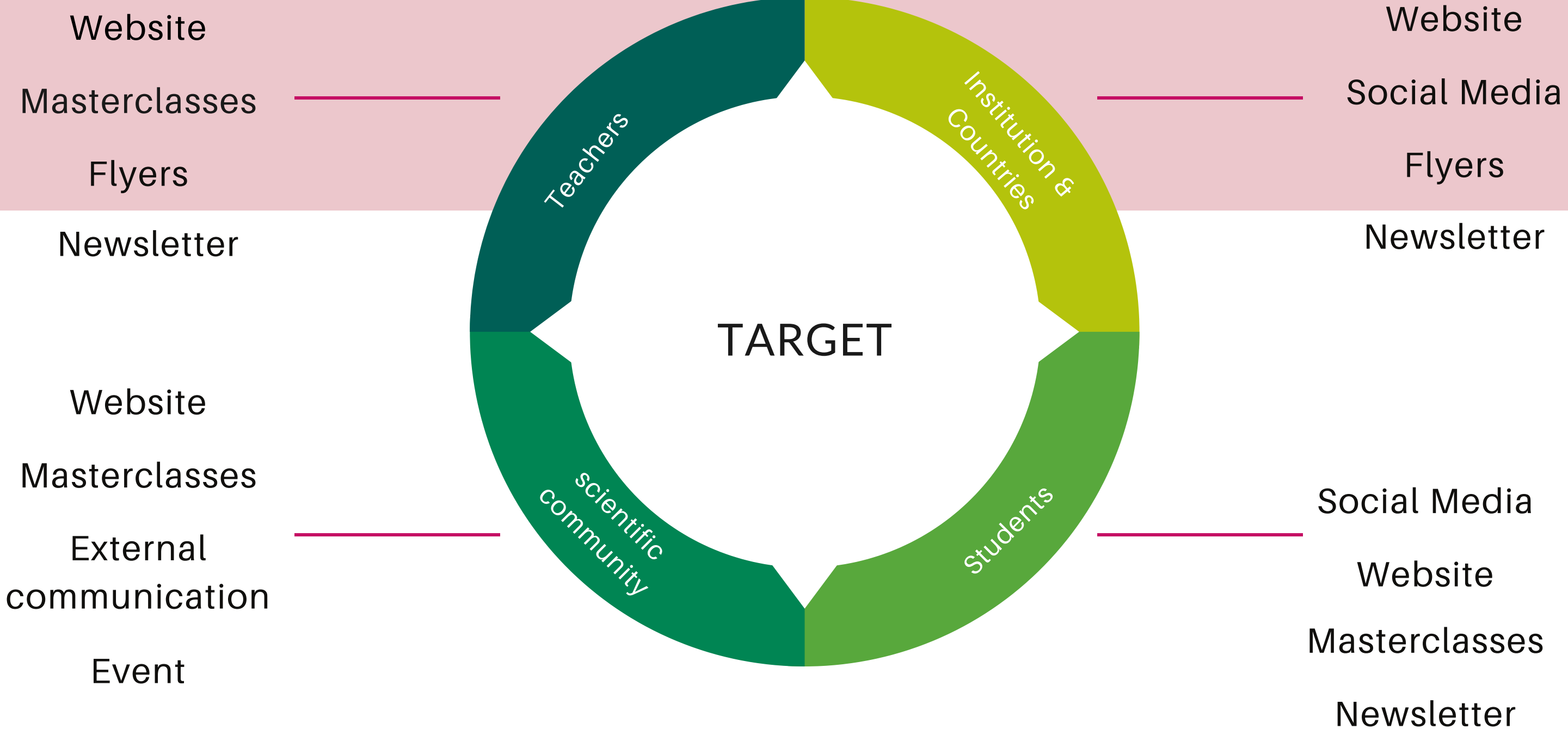
newsletter  
reminder  
invitation  
annual report



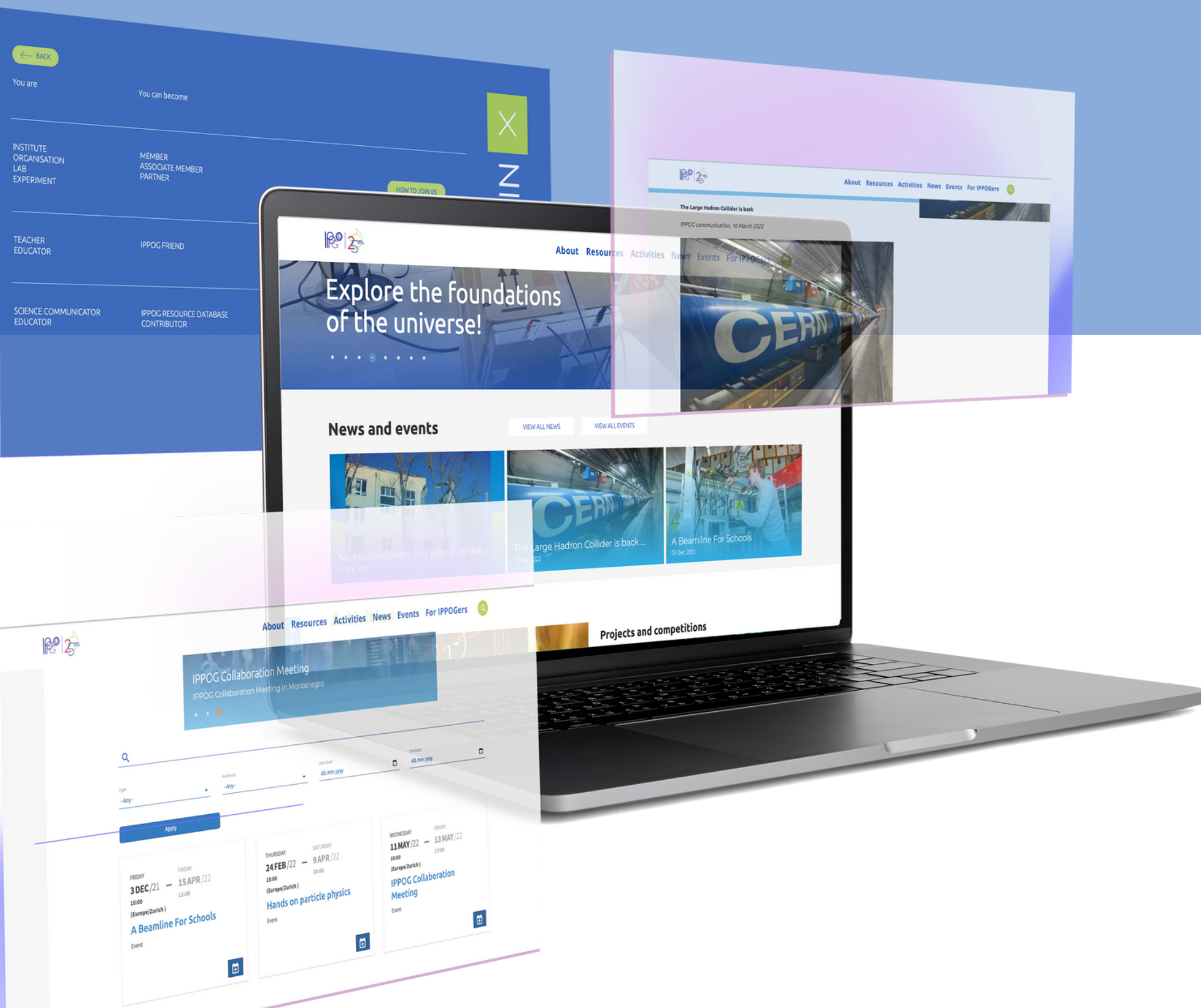
games  
news letter

# COMMUNICATION

## PLAN



# WEBSITE



Working on:  
members profiles, contents, gallery,  
technical support during the  
transition from drupal 8 to drupal 9  
of the new website.

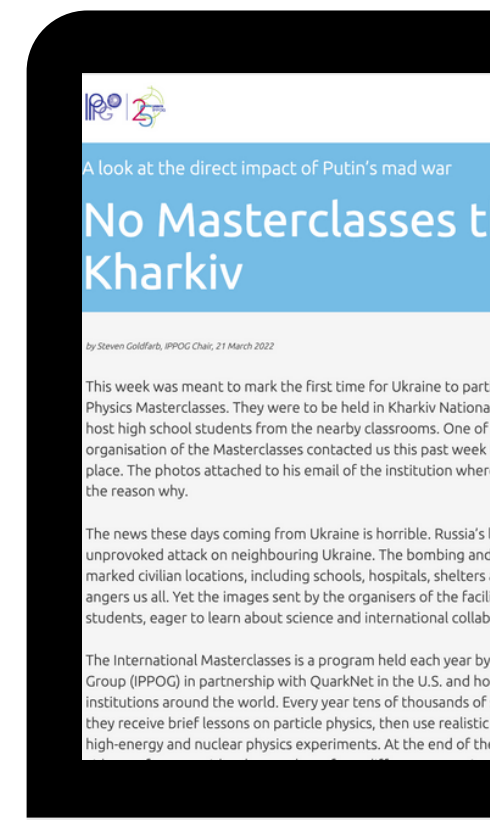
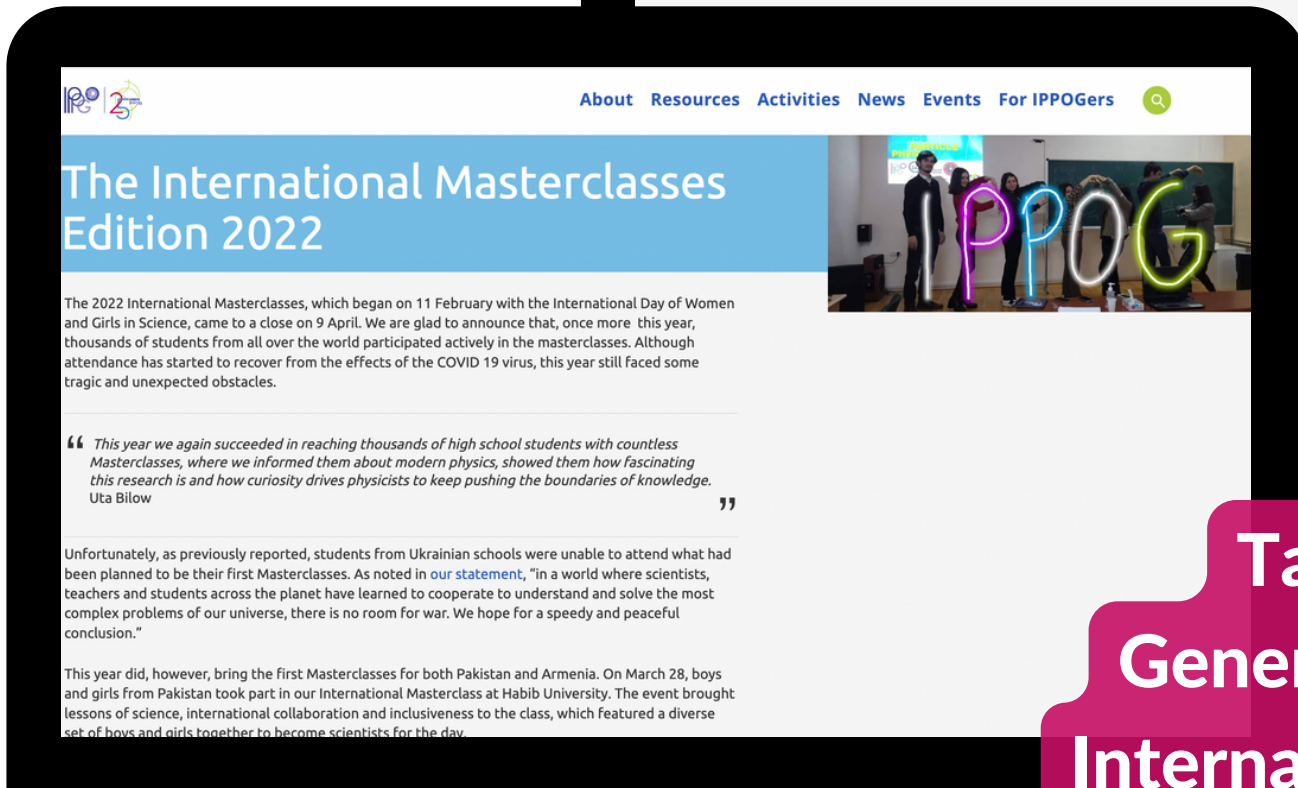
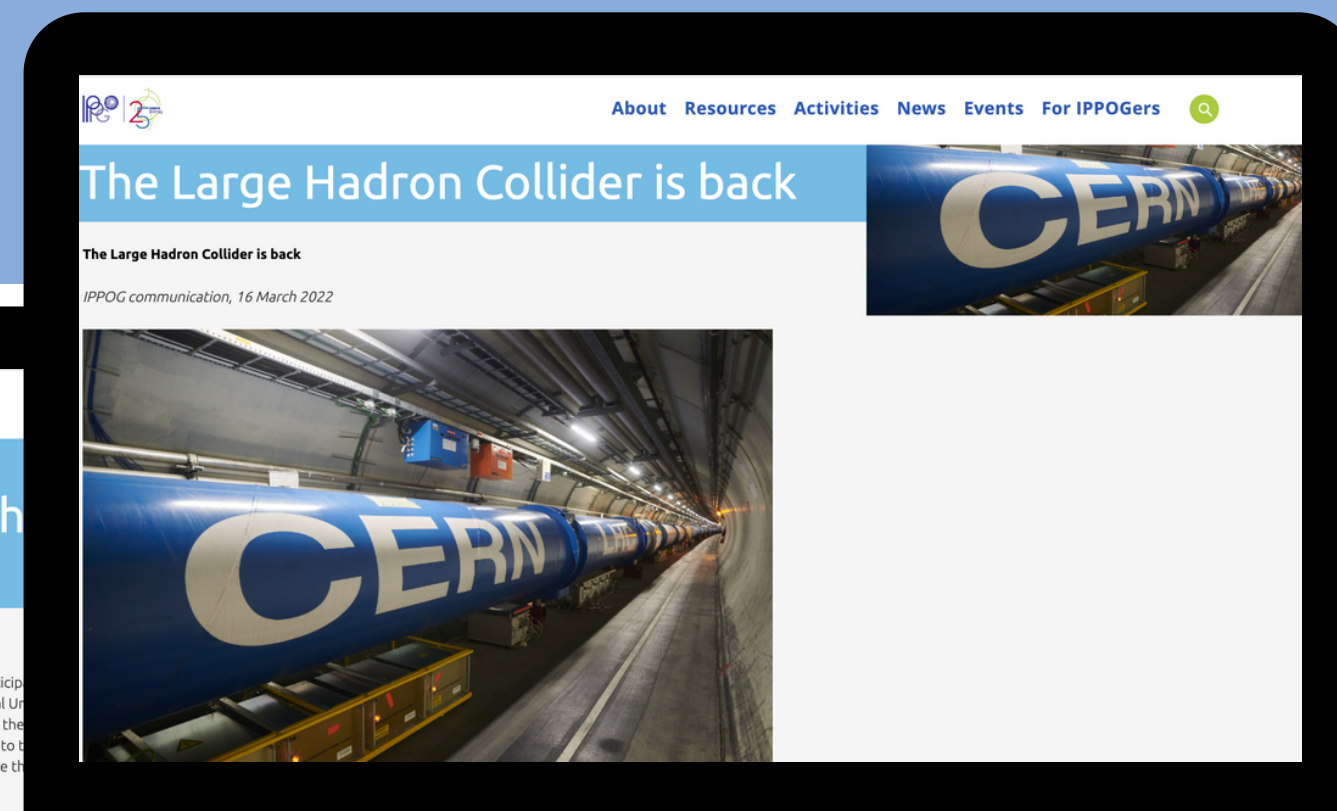
# WEBSITE

## CONTENT

### MAIN TASKS

## Mesterclasses

## News



**Target:**  
**General public**  
**Internal audience**

**Target:**  
**General public**  
**Internal audience**  
**Media**

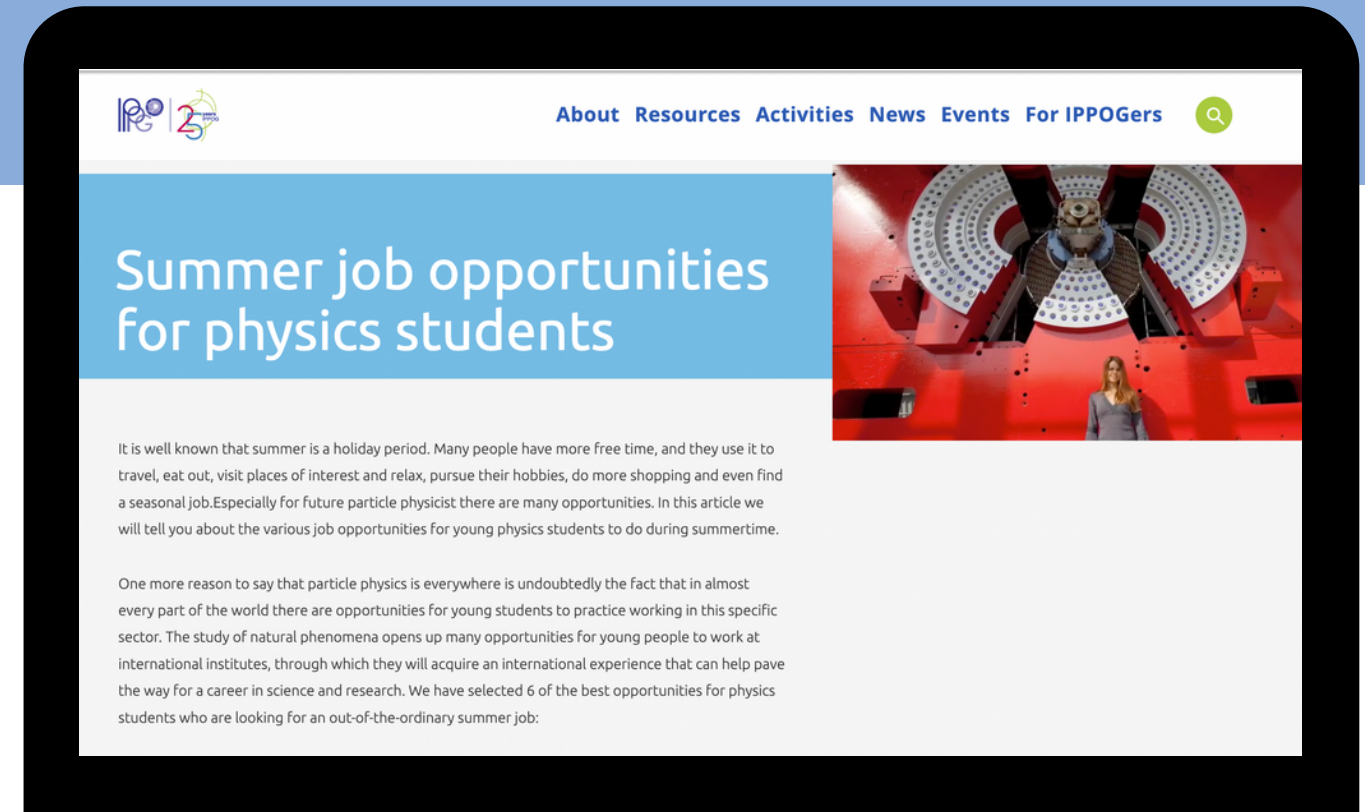
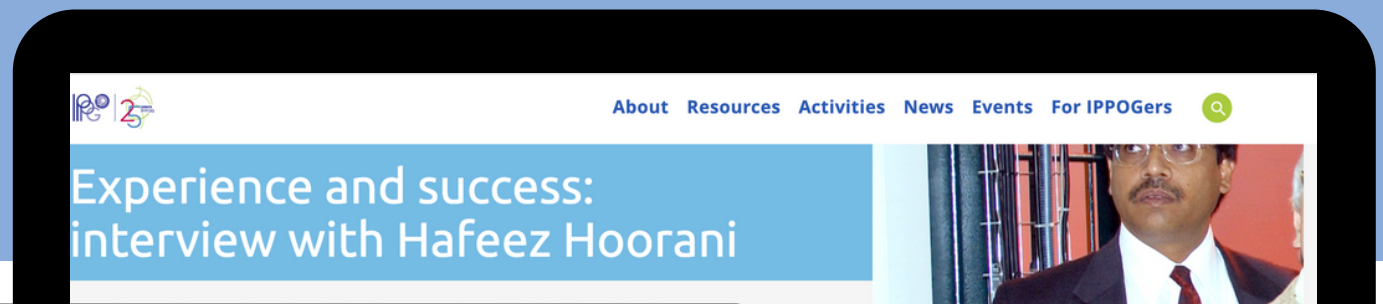




# WEBSITE CONTENT

## Interviews

## Blog **NEW!**

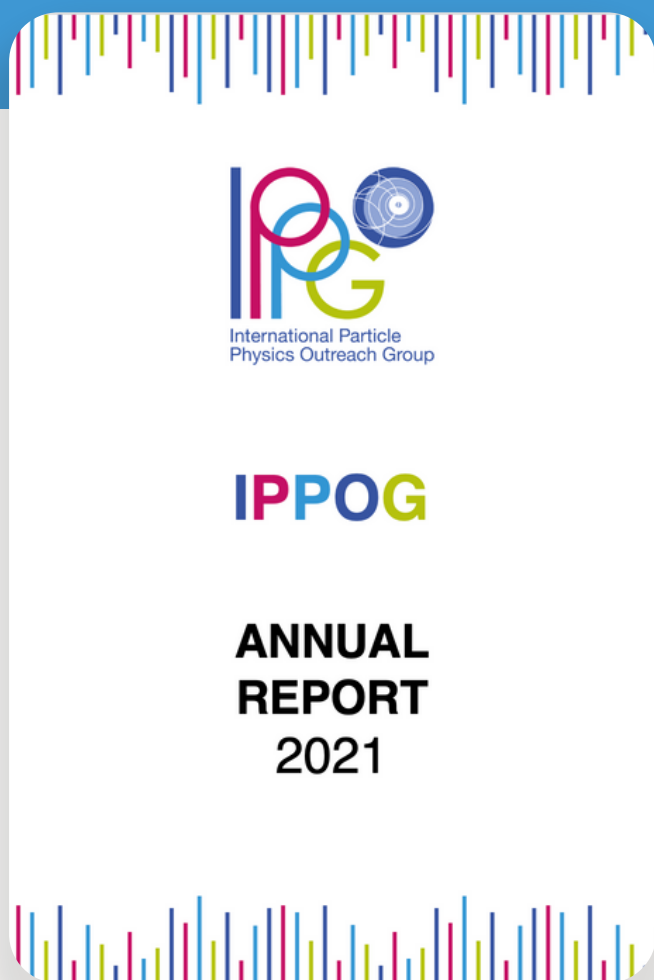


**Target:**  
 General public  
 Internal audience  
 Teachers  
 Professionals

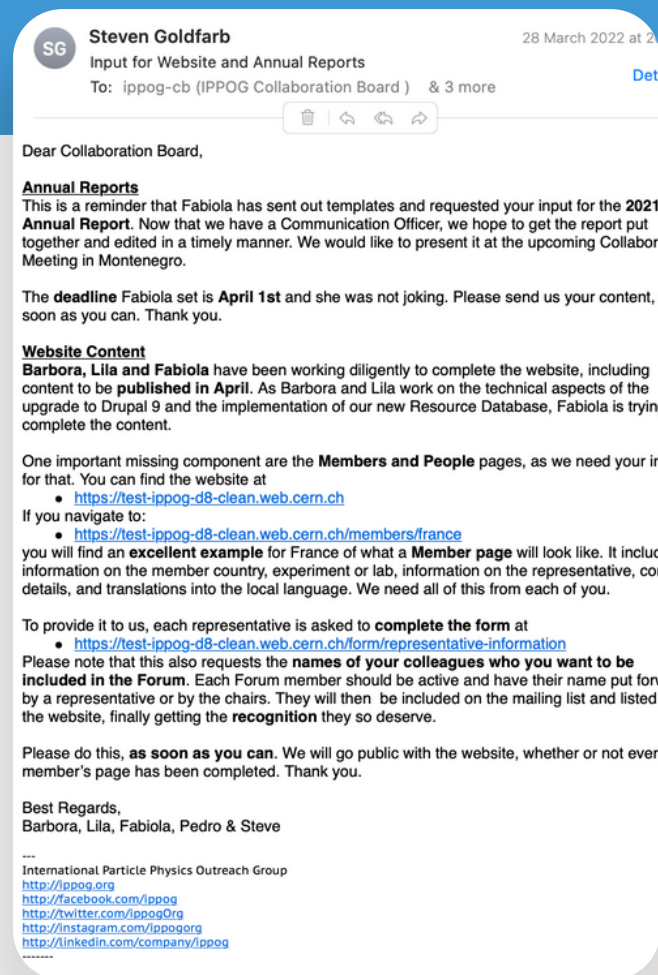
**Target:**  
 Students  
 Teachers

# INTERNAL COMMUNICATION

Annual report



Reminder



Invitation



Newsletter every 3 months



# INTERNAL COMMUNICATION NEWSLETTER

**recipient** ippog members

**contents** news, articles, initiatives, social media reports, masterclasses dates

**timing** every 3 months



Start from the moment the new website is online. Tool used: mailchimp

# EXTERNAL COMMUNICATION ACTIONS

## MEDIA

**HEPscape** an escape room about High Energy Physics

In 2021 a team from INFN Rome has built an escape room about high energy physics, called HEPscape. It was presented as an attraction at the European researchers' night in Rome and at the Science Festival in Genova.

Objectives: outreach

Target: schools, institution, science festival

Collaboration: download available on [www.ippog.org](http://www.ippog.org) in various languages



Pia Astone, Francesca Cavallari, Chiara Rovelli, Livia Soffi  
Project CC3M INFN & INFN Rome

# EXTERNAL COMMUNICATION ACTIONS MEDIA

Letizia Diamante: game for teachers and young students



Letizia is the author of "Your Adventures at CERN"

Objectives: outreach

Target: schools, teachers

Collaboration: download available on [www.ippog.org](http://www.ippog.org) in various languages

**What is the Universe made of?**  
For a fun start, take the test: "Which particle are you?"  
Prepare your CERN and get ready to access CERN

**What's inside matter?**  
Build your MATTERyoska  
Have fun with quizzes

**What happens when you smash particles travelling almost at speed of light?**  
Just as we can identify animals from the footprints they leave behind, physicists differentiate particles inside particle detectors

**Particle tracks or particle pizza?**  
Particle pizza inspired by the book "Your adventures at CERN"

**Build your Matryoska doll**  
Cut along the dashed line and fold the grey lines

The book includes:  
 \* Three stories  
 \* A board game on the back cover  
 \* Fun facts about science, particles, dinosaurs, cats, birds, etc.  
 \* Two delicious recipes  
 \* A science glossary, written from a cat's point of view

These activity sheets accompany the game book "Your adventures at CERN", written by Letizia Diamante, and illustrated by Claudia Flandoli.

# EXTERNAL COMMUNICATION ACTIONS

## NEWSLETTER

Objectives: outreach

Target: students, teachers, general public

Timing: every 3 months

Content: masterclasses, articles news, events

**IPG** | **25 years IPPOG**

**INTERNATIONAL MASTERCLASS**

*Una newsletter è una pubblicazione inviata regolarmente che tratta generalmente di un argomento principale di interesse per i propri iscritti. I giornali e i volantini sono tipi di newsletter. Ad esempio, le newsletter*

**NEWS**

*Una newsletter è una pubblicazione inviata regolarmente che tratta generalmente di un argomento principale di interesse per i propri iscritti. I giornali e i volantini sono tipi di newsletter. Ad esempio, le newsletter*

**CONTEST**

*Una newsletter è una pubblicazione inviata regolarmente che tratta generalmente di un argomento principale di interesse per i propri iscritti. I giornali e i volantini sono tipi di newsletter. Ad esempio, le newsletter*

# SOCIAL MEDIA GENERAL STATISTICS



monthly  
active users

2.500.000.000

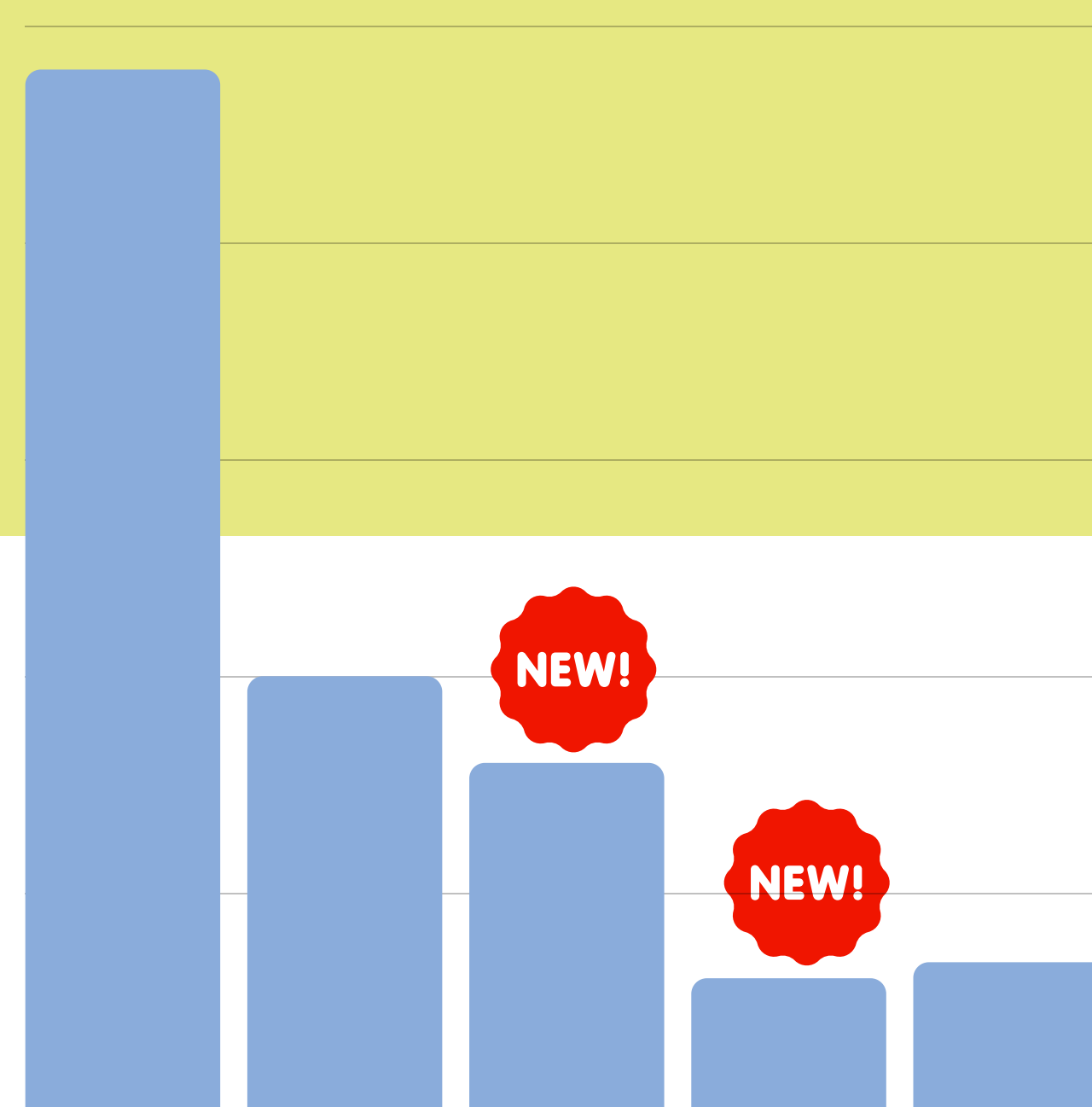
2.000.000.000

1.500.000.000

1.000.000.000

500.000.000

0



Facebook Instagram TikTok LinkedIn Twitter

from [www.netstrategy.it](http://www.netstrategy.it)

# COMMUNICATION

## CALENDAR, SCHEDULE & APPEARANCE



**IPPOG**  
International Particle Physics Outreach Group  
Servizi di ricerca · Geneva · 106 follower  
Visualizza 1 dipendente su LinkedIn

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
17	11/03		Thank you IFIC (#masterclasses)		Thank you IFIC (#masterclasses)		Thank you IFIC (#masterclasses)		Thank you IFIC (#masterclasses)							
18	12/03															
19	13/03															
20	14/03		Birthday Albert Einstein		Birthday Albert Einstein	Why is Pi (π) celebrated today?		Why is Pi (π) celebrated today?	+ Birthday Albert Einstein		Why is Pi (π) celebrated today?					
21	15/03															
22	16/03	<a href="https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back">https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back</a>	Run 3 CERN	<a href="https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back">https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back</a>	Run 3 CERN	<a href="https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back">https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back</a>	Run 3 CERN	<a href="https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back">https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back</a>	Run 3 CERN	<a href="https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back">https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back</a>	Run 3 CERN	<a href="https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back">https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back</a>	The Large Hadron Collider is back			
23	17/03															
24	18/03		Cyprus Signature		Cyprus Signature		Cyprus Signature		Cyprus Signature							
25	19/03															
26	20/03															
27	21/03		Who are the women of science that girls can refer to? This was		Who are the women of science that girls can refer to? This was											
28	22/03		"This week was the lord of the ri		"This week was the lord of the ri		"This week was the lord of the ri		"This week was the lord of the ri		These images s	<a href="https://www.linke">https://www.linke</a>		<a href="https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back">https://test-ippo-q-d8-clean.web.cern.ch/news/19e-hadron-collider-back</a>		
29	23/03		Or it is just a larg		Or it is just a larg		Or it is just a larg		Or it is just a larg		Or it is just a larg					
30	24/03															
31	25/03		Atlas reel													
32	26/03															
33	27/03															
34	29/03		Hedwig (Hedy) K		Hedwig (Hedy) K		Hedwig (Hedy) K		Hedwig (Hedy) K							
35	30/03		Together with		Together with		Together with		Together with							
			Today it's													

**Pianificazione**  
<https://www.airbnb.it>

Settimana: Mese < Oggi > **Marzo 2022** Tipo di contenuti: Tutti

Domenica	Lunedì	Martedì	Mercoledì	Giovedì	Venerdì	Sabato
27	28 12:00 13:10 + altri 8	1 09:17 13:00 + altri 3	2 08:28 13:00 + altri 1	3 08:16 16:27 + altri 2	4 17:53 22:54 + altri 1	5
6	7 09:55 13:00 + altri 2	8 12:47 13:26 + altri 1	9 17:02 14:00 + altri 1	10 13:41 14:00 + altri 2	11 14:00 14:00 + altri 1	12
13	14 12:17 12:21 + altri 2	15 10:25	16 14:00 14:00 + altri 1	17 09:08 14:00 + altri 2	18 10:00 14:00 + altri 1	19
20	21	22	23	24	25	26





# COMMUNICATION

IPPOGERS COMMUNITY FOR  
IPPOG SOCIAL MEDIA

1	MEMBER	TEXT	LINK TO CONTENT	DATE	TAGS
2	EX. Italy	L'interferometro VIRGO r Ma come si riesce a misu		14.41.42	@inf_n Insight
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					

link shared with members  
to enter requests and  
suggestions to be shared  
on IPPOG social media

[https://docs.google.com/spreadsheets/d/1Zwhqs8ITwLWX0zen\\_LItmLVzBRDFQ5loRIOAjS49laA/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1Zwhqs8ITwLWX0zen_LItmLVzBRDFQ5loRIOAjS49laA/edit?usp=sharing)

# SOCIAL MEDIA REPORT

Feb 2022 - Apr 2022



TWITTER

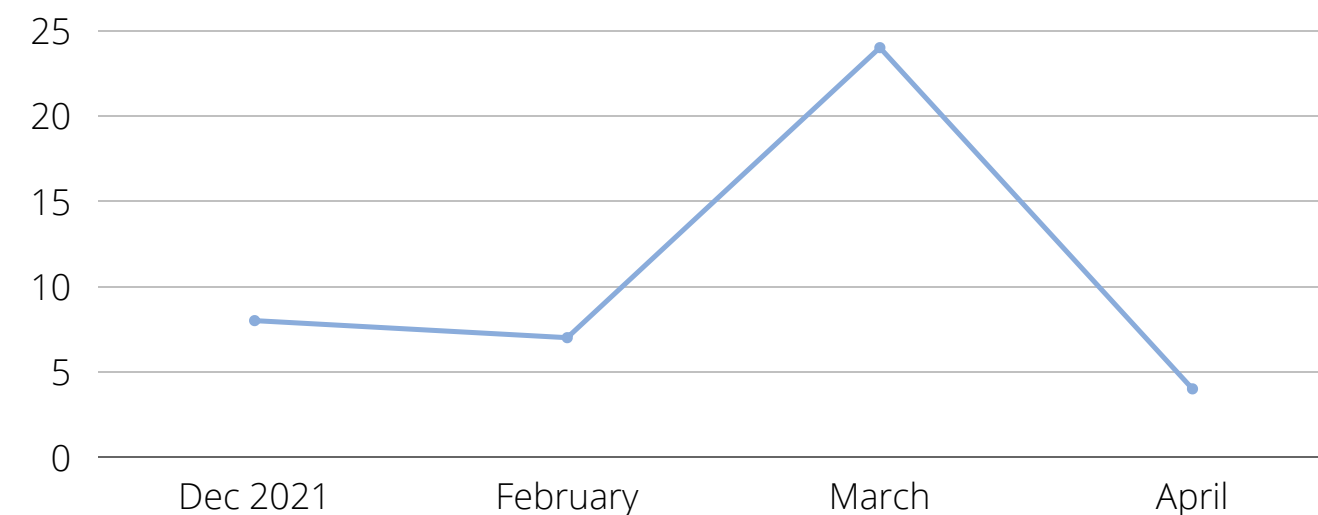
FOLLOWERS: 814

@lppogOrg

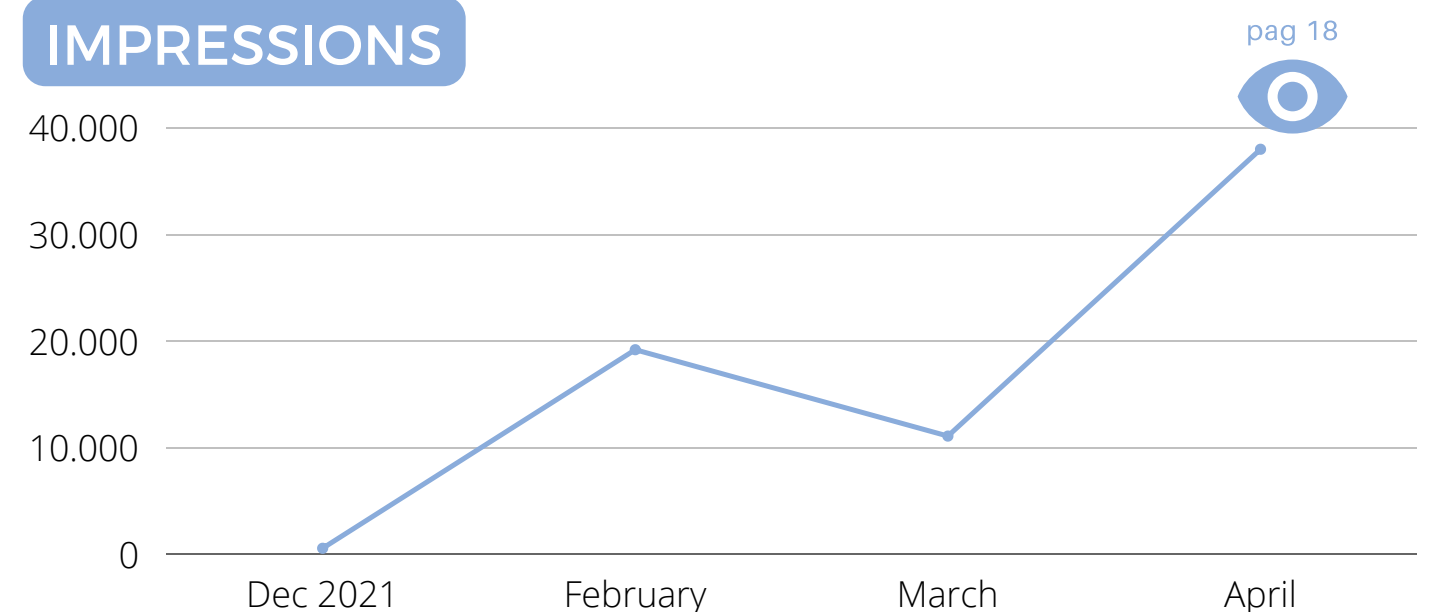
## CONTENT POST

- Physics pills
- Re-share
- Physics heroes
- Event
- Members/collaboration
- Experiments
- New article on website
- Quiz

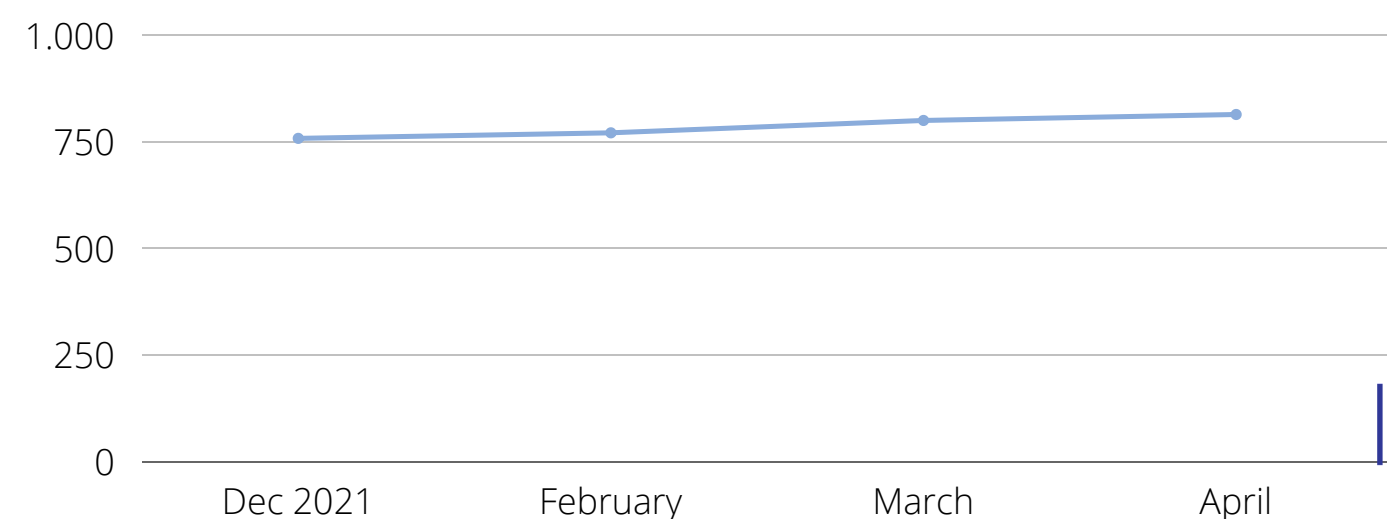
## MENTIONS



## IMPRESSIONS



## NEW FOLLOWERS





# SOCIAL MEDIA REPORT

## Feb 2022 - Apr 2022



FACEBOOK

FOLLOWERS: 3105

@IPPOG

### CONTENT

- Physics pills
- Physics heroes
- Event

Members/collaboration

Experiments

New article on website

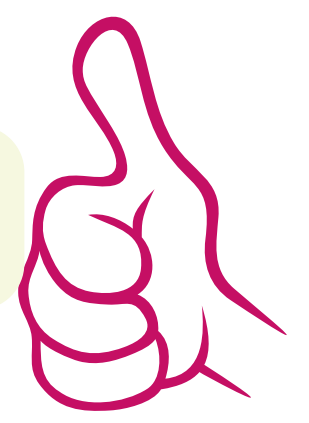
Curiosity

### CONTENT STORIES

- Post of the day
- Repost
- Masterclasses
- Events
- Quiz



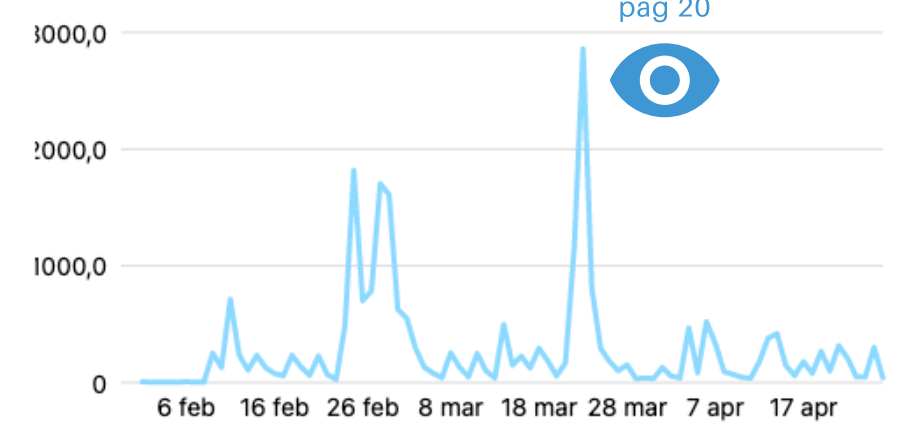
Only organic reach



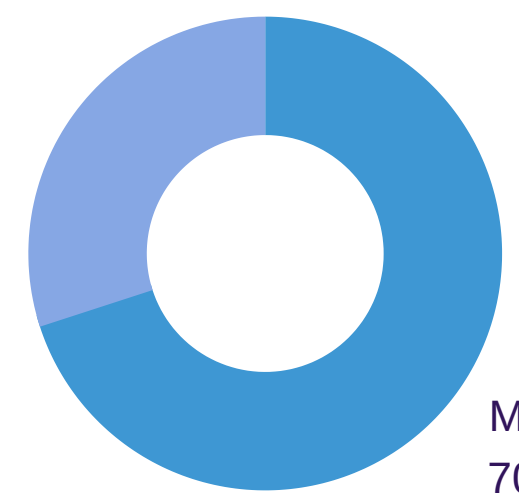
### REACH

Reach: the number of unique accounts reached by our content (posts or stories)

13.454 ↑ 1307,3%



Women 30%

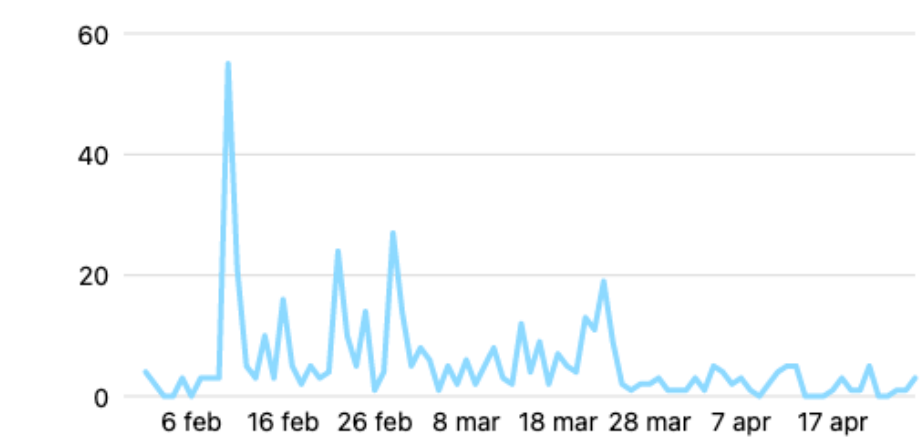


Men 70%

### VISITS

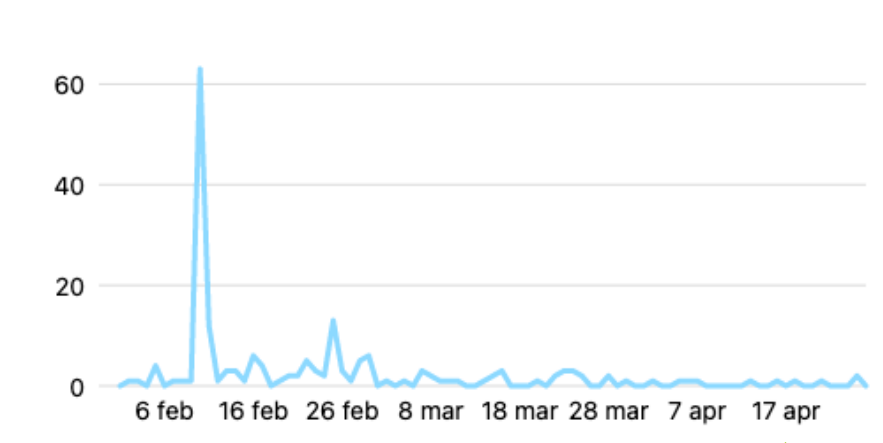
The number of times our Facebook Page has been visited

461 ↑ 164,9%



### NEW FOLLOWERS

185 ↑ 46,8%





# BEST REACH



**4969**  
Persone raggiunte

**714**  
Interazioni

Metti in evidenza il post

29

Condivisioni: 46

**4635**  
Persone raggiunte

**1226**  
Interazioni

Metti in evidenza il post

19

Condivisioni: 7

# PHYSICS

*heroes*

Robert Hooke

**1085**  
Persone raggiunte

**61**  
Interazioni

**+1,4x superiore**  
Punteggio di distribuzione

Metti in evidenza il post

Tu e altri 14

Condivisioni: 3

# BEST TIME TO POST

🌟 **14:00** 📘

# SOCIAL MEDIA REPORT

## Feb 2022 - Apr 2022



INSTAGRAM

FOLLOWERS: 977

@ippogorg

### CONTENT POST

- Repost of the month
- Physics pills
- Physics heroes
- Event
- Members/collaboration
- Experiments
- Reel
- New article on website
- Curiosity

### CONTENT STORIES

- Post of the day
- Repost
- Masterclasses
- Events
- Quiz

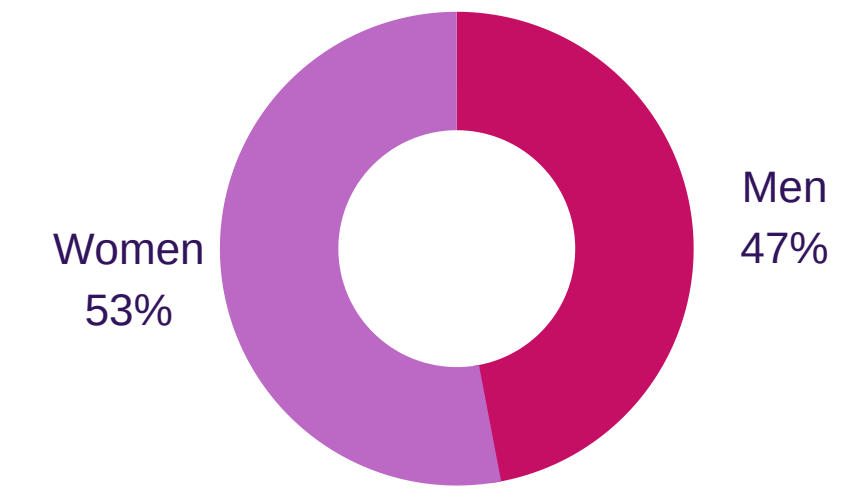
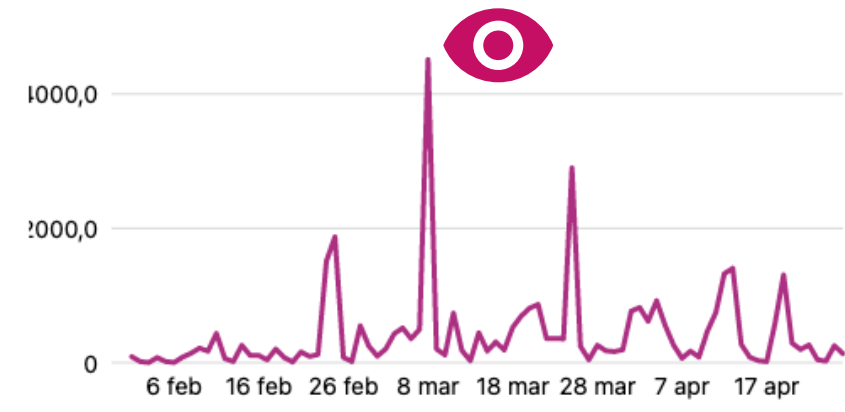


Only organic reach



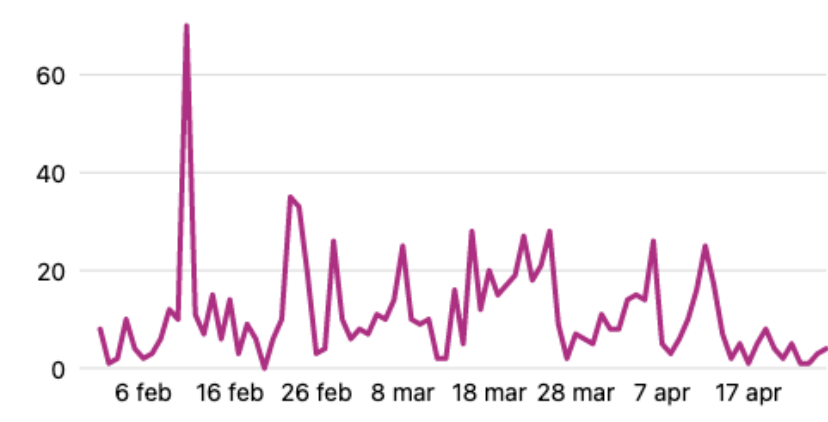
### REACH

24.231 ↑ 7495,9%



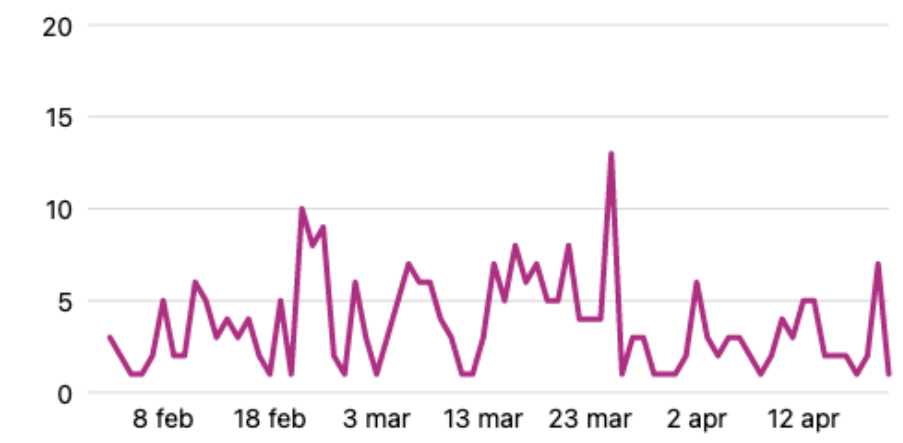
### VISITS

940 ↑ 491,2%



### NEW FOLLOWERS

275 ↑ 141,2%



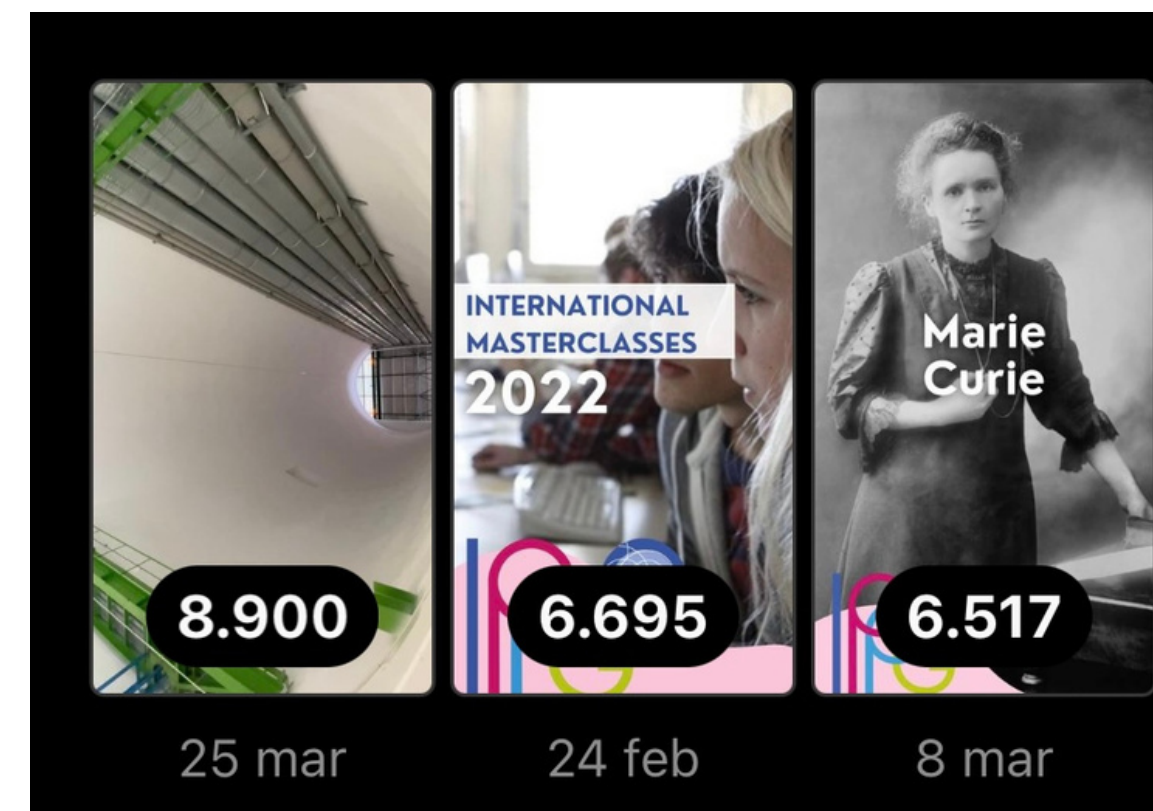


## BEST REACH

### POST



### REEL



## BEST TIME TO POST



## HASHTAG

#ippog #particlephysics #physics #quantumphysics #science  
 #ilovephysics #physicsfun #physicsstudent #physicist #education  
 #masterclasses #physicsfacts #physicslove

# SOCIAL MEDIA REPORT

Start: 14 February 2022



LINKEDIN

FOLLOWERS: 101

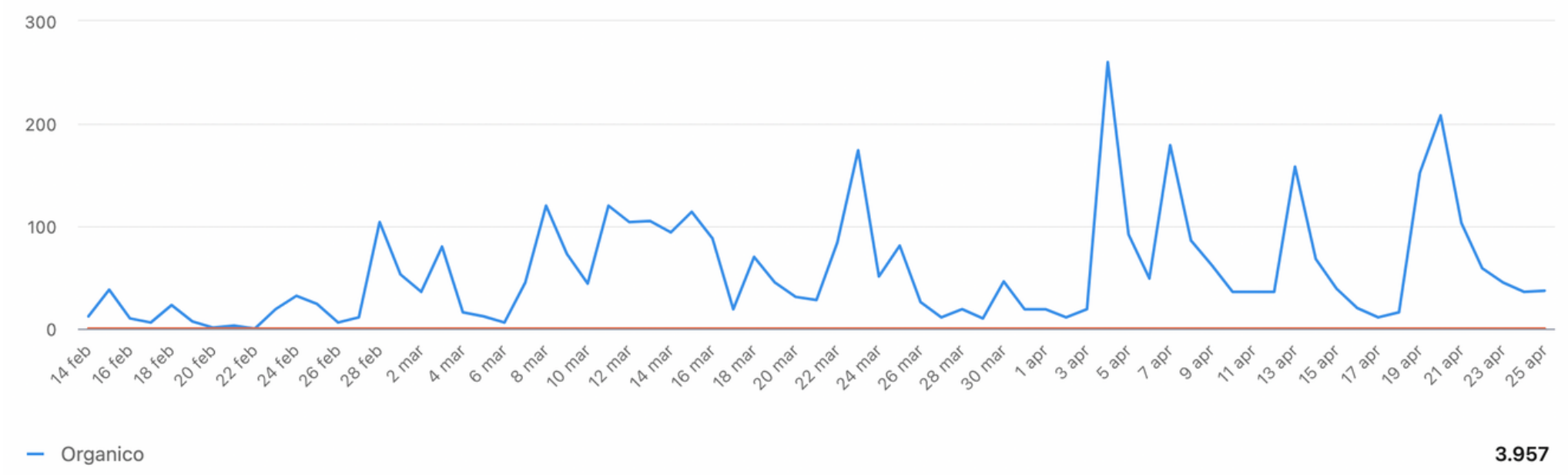
[@IPPOG](#)  
International Particle  
Physics Outreach  
Group

**CONTENT**  
Re-share  
New article on the website

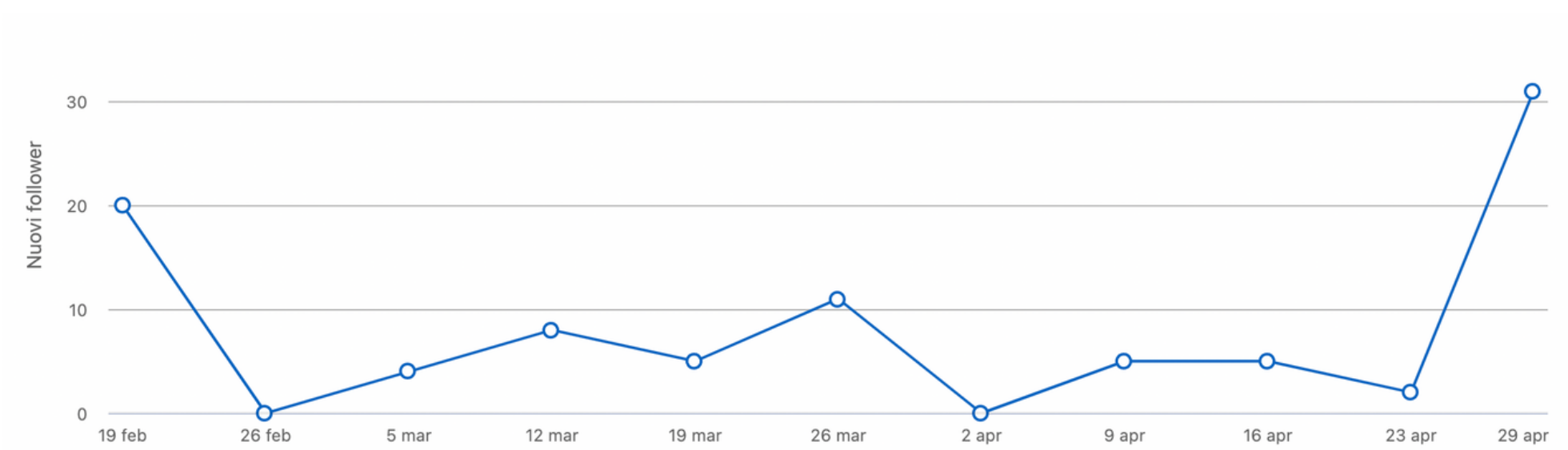
## VISITORS JOB FUNCTION



## IMPRESSIONS



## NEW FOLLOWERS





# SOCIAL MEDIA REPORT

Start: 31 March 2022



TIKTOK

FOLLOWERS: 15

LIKES: 159

[@IPPOGORG](#)



Unpaid partnership with  
science tiktoker:  
[@particleclara](#)

CONTENT POST

Physics curiosity

Trends

Experiment

# CONCLUSIONS



## OUTREACH

Reach different types of audiences through a good communication plan



## INNOVATION

Following trends and using a simple tone of voice can help us reach a younger audience and create interest



## MONITORING & REPORTING

In this era we need to be always ready to do some modification to our communication, so we need to monitor our progress



## GROWTH

Make IPPOG known around the world and make as many masterclasses as possible

**FF** Culture can be a trend, as communicators,  
we just have to find the right tone of voice with which to spread it.

**Thank you**

**Fabiola Cacciatore**  
fabiola.cacciatore@cern.ch

