

# Sparks! Media and Digital **strategy** & plan

CERN Social Media

# Strategy built on **three** pillars

## Media

Media update as invitation

Local partnerships

Send podcast to media contacts?

## CERN SoMe

IG live, Twitter spaces with Jenni Metcalfe

Livestream of Public Event on Twitter, LinkedIn and YouTube

## Community

SoMe kit for speakers and participants

Streaming parties

# Next steps

## Media:

- Follow-up with one-on-one approach
- 17 Oct: Presentation of SPARKS! by KT during the press visit (before the World Cancer Congress in Geneva)
- 2-3 Nov: Prepare Media Update to announce and invite journalists

## CERN:

- Late-Oct: IG live to promote the public event + Twitter spaces → ongoing
- Promotion → ongoing, next posts coming soon
- Organise livestream → ongoing ECP OK to go; moderation next

## Community:

- Social Media kit for speakers, participants and other “champions” → ongoing
- Streaming parties → define CTA for SoMe + engagement strategy
- Identify media contacts to send the podcast → meeting tomorrow