



International Particle
Physics Outreach Group



COMMUNICATION

Report

IPPOG autumn meeting
CERN
26-28 October 2022

Fabiola Cacciatore
*IPPOG Comms Officer and
Social Media Manager*



Overview

1

SOCIAL MEDIA

3

**COMMUNICATION
NEWS**

5

**COMMUNICATION
PLAN**

2

**EXPANDING
AUDIENCE**

4

FEATURED

6

WEBSITE



SOCIAL MEDIA

2040 FOLLOWERS

Instagram

44 FOLLOWERS

Tik Tok

3638 FOLLOWERS

Facebook

197 FOLLOWERS

LinkedIn

885 FOLLOWERS

Twitter

INSTAGRAM

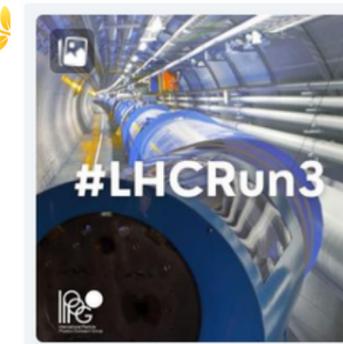
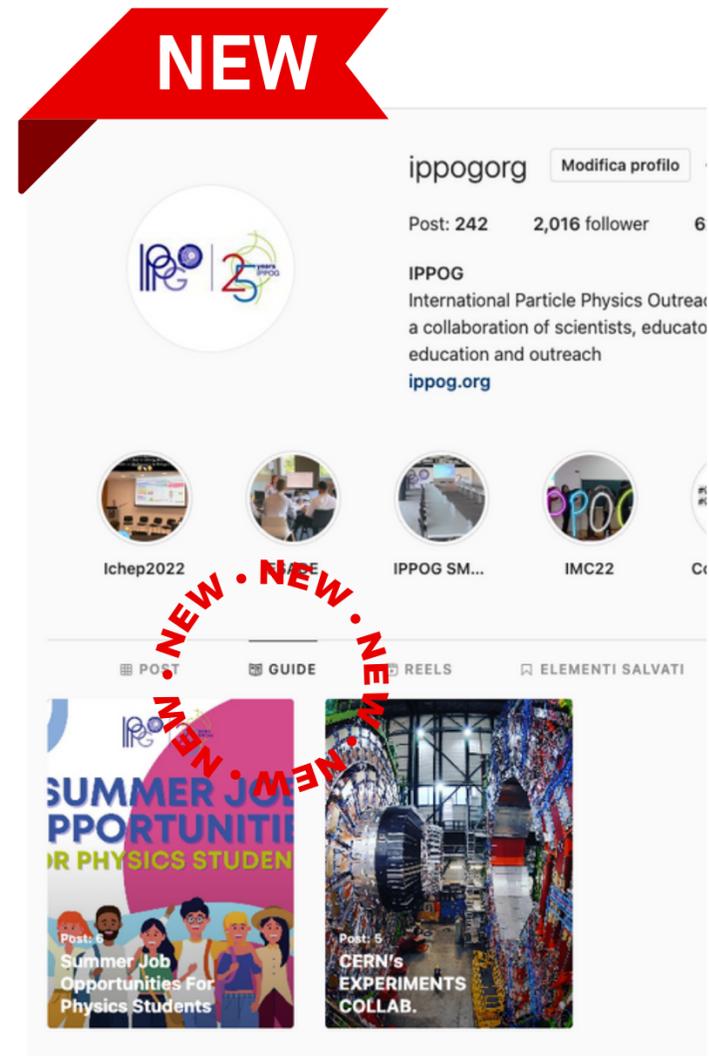
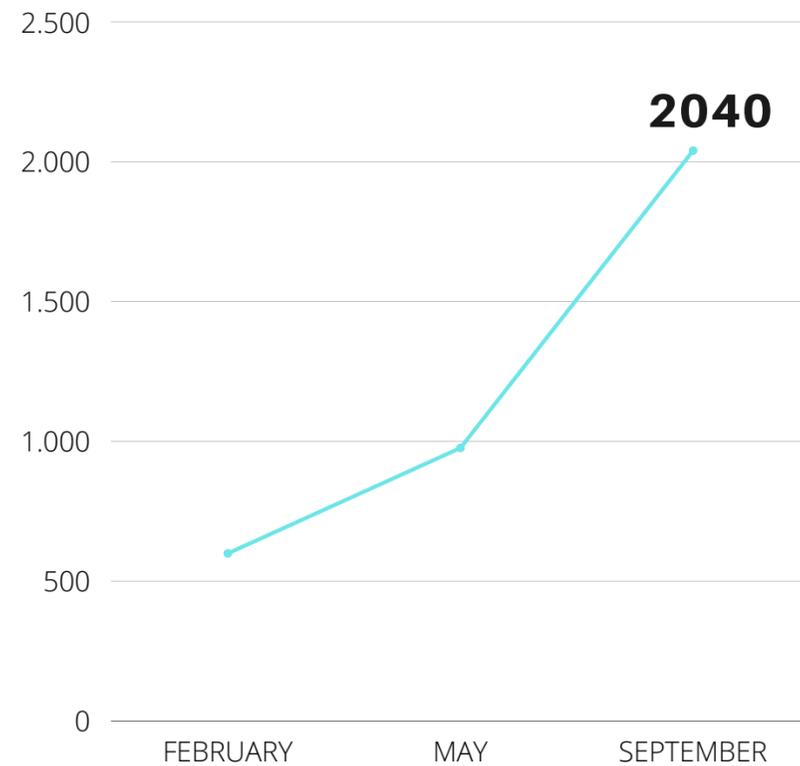
Follower **2K** Click Through Rate su Link in Bio **6.61%**

ENGAGEMENT

4%

+ 200+ %

FOLLOWERS



Metti in evidenza il post

#LHCRun3 is finally back! 🤖 This next run promises to be an exciting one. Dur...
5 luglio 2022 10:00
ID: 17886248414619766

Interazioni

Mi piace: 240

Commenti: 29

Prestazioni

Copertura

Totali **6949** Peggiora Migliore

Questo post ha raggiunto più persone rispetto al **100%** dei tuoi 50 post e delle tue storie di Instagram più recenti.

Copertura **6949**

"Mi piace", commenti e condivisioni

Totali **361**

Mi piace 240
Commenti 29
Condivisioni 92

Risultati

Totali ---

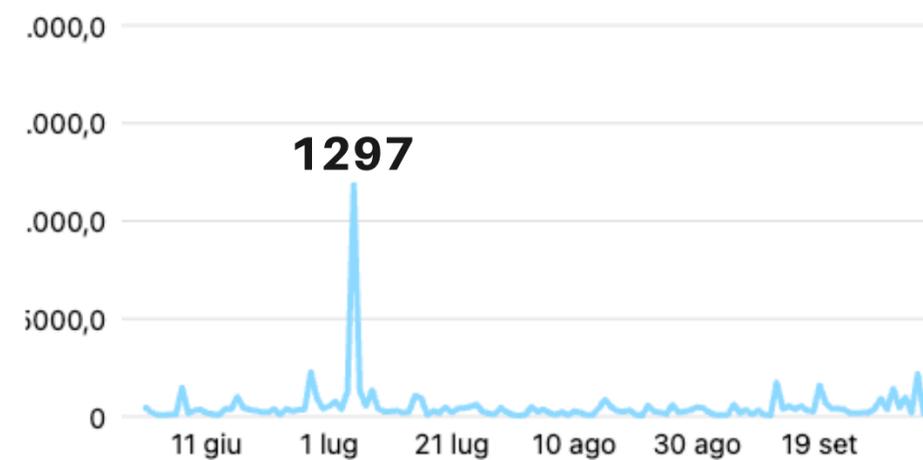
Clic sui link ---





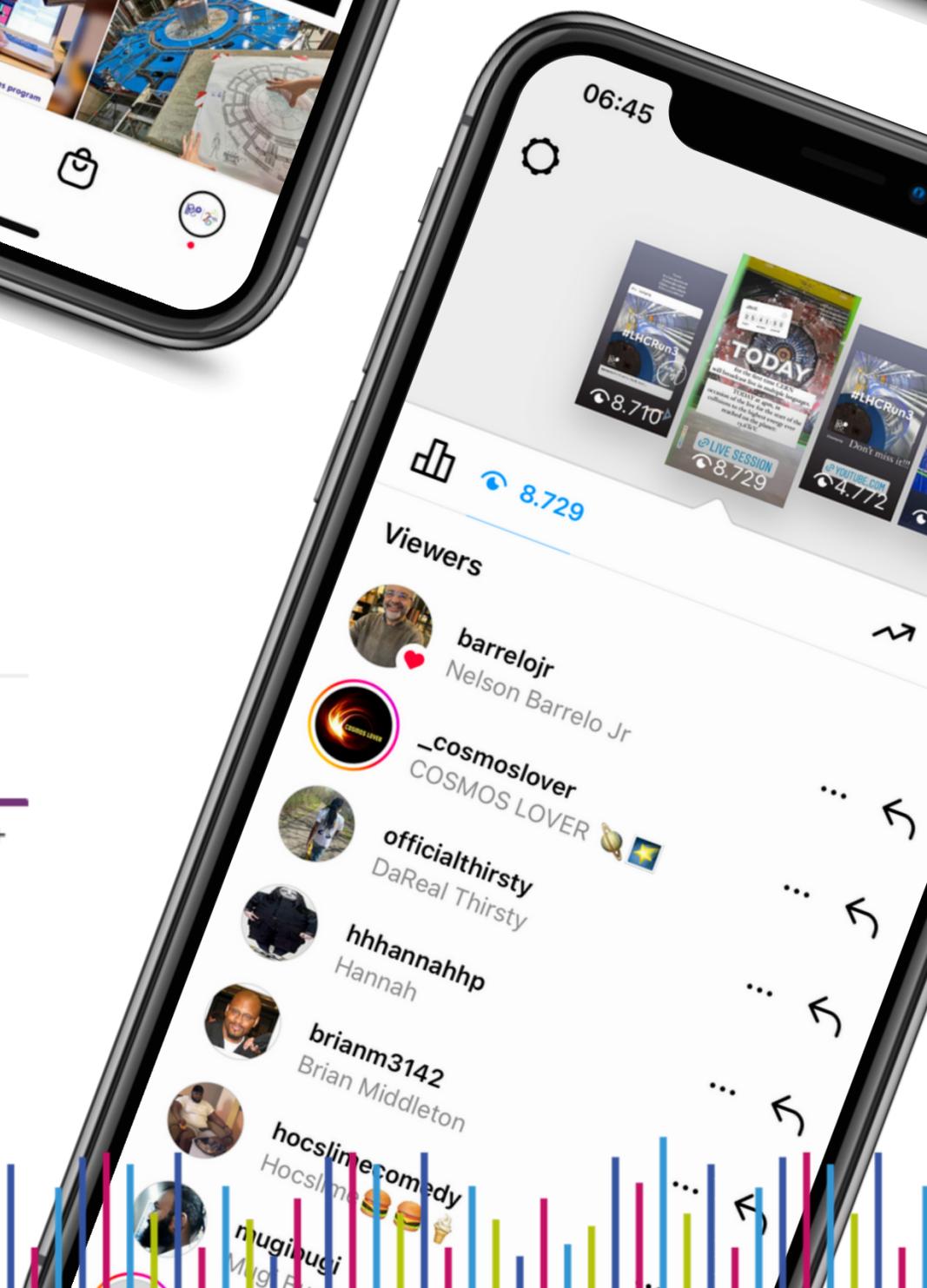
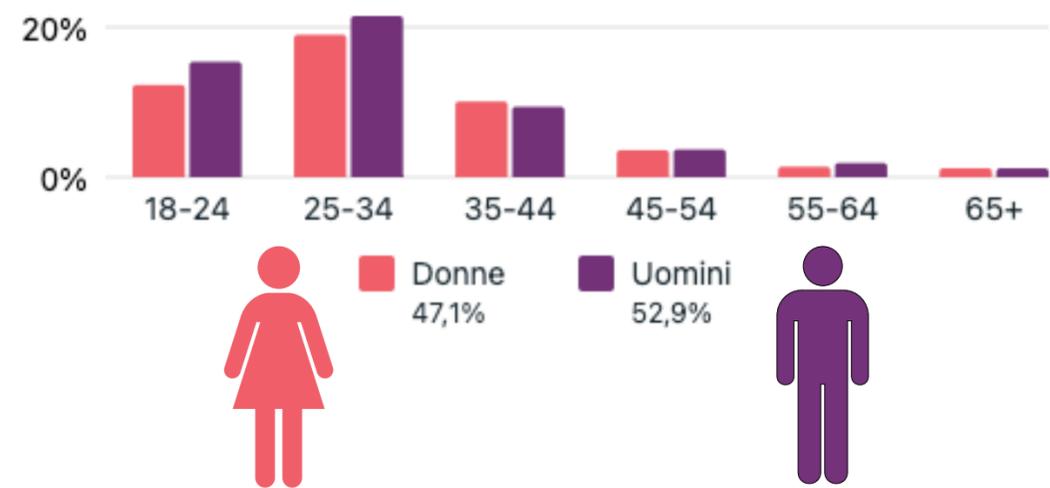
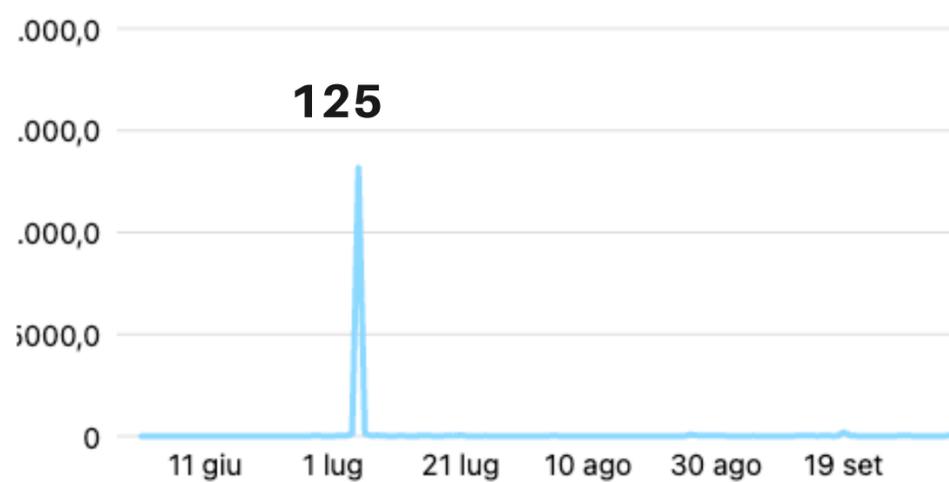
IMPRESSIONS

39.333 ↑ 10,3%



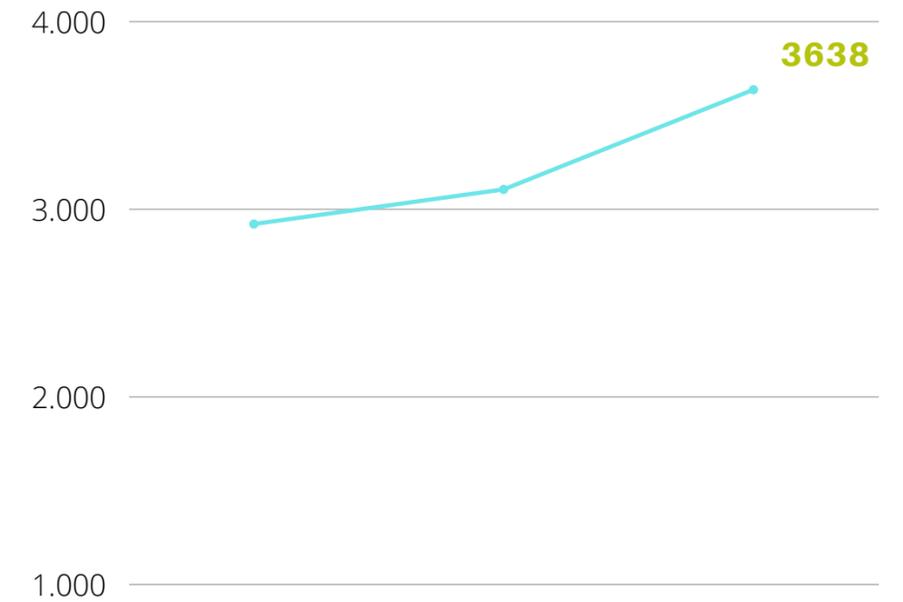
PROFILE VIEWS

14.848 ↑ 978,3%



FACEBOOK

FOLLOWERS



Post con il miglior ER

[Come leggere questa metrica](#)



26/8/2022 - 17:04 (Foto)

"Grow your own genius with your baby's first foray into the colourful world of #particlephysics. Watch them discover quarks, leptos..."

Engagement Rate
11.57%

CTR
1.09 %

Viralità
32.57%

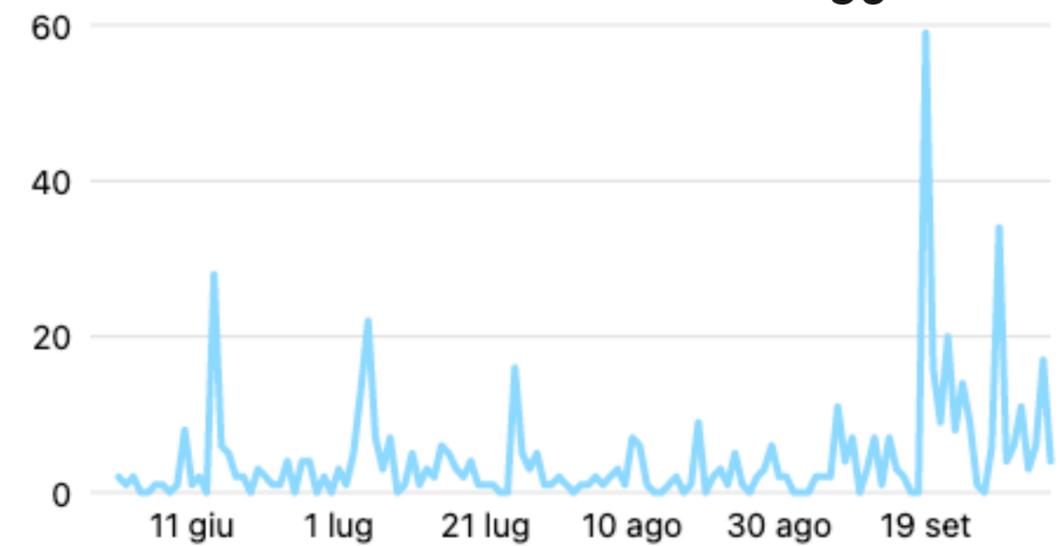
Reazioni
17

Commenti
-

PROFILE VIEWS

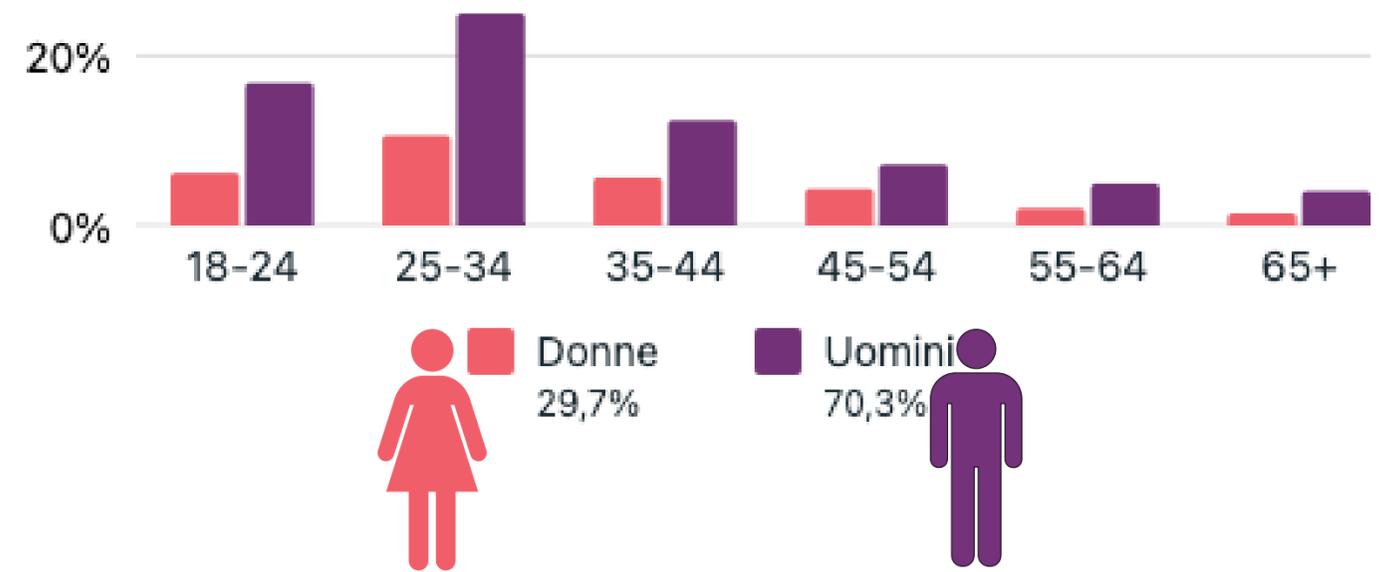
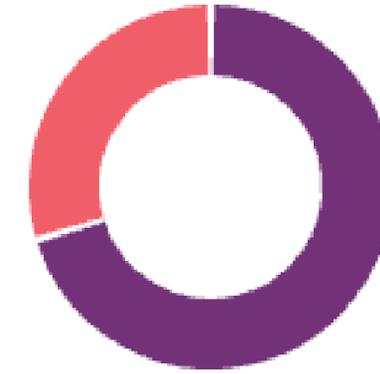
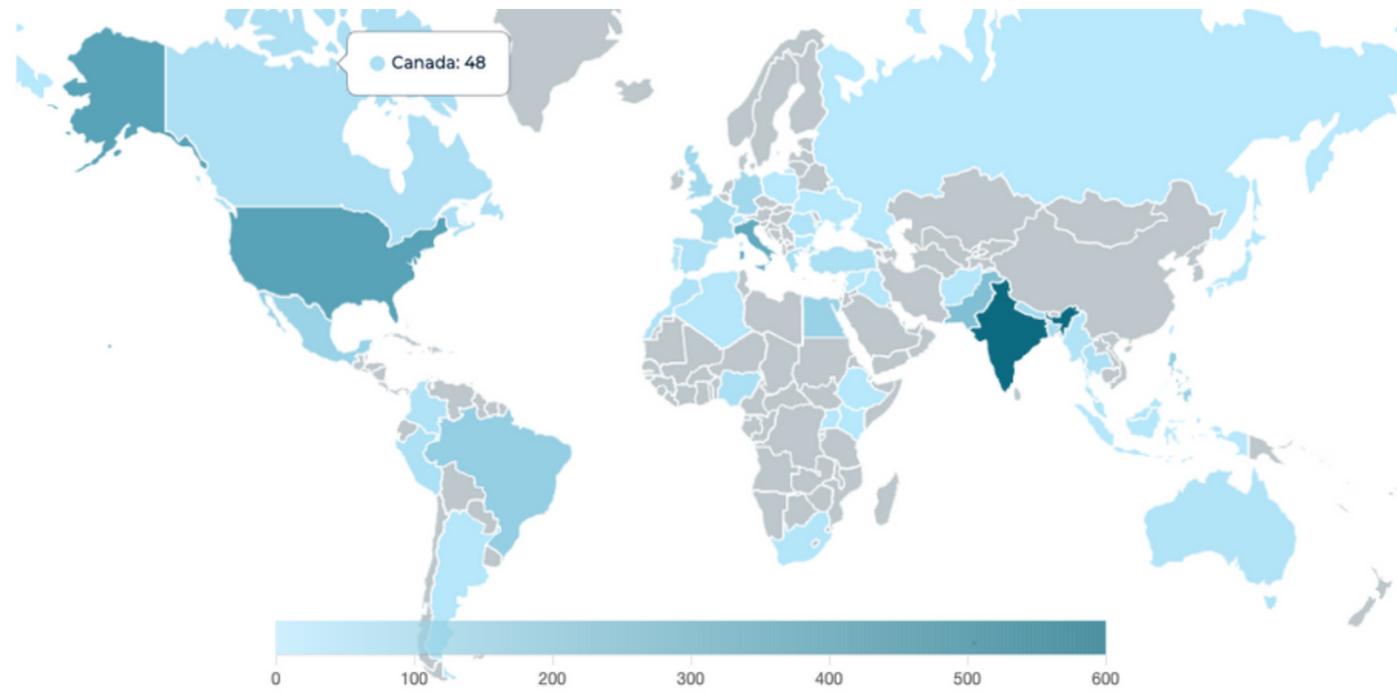
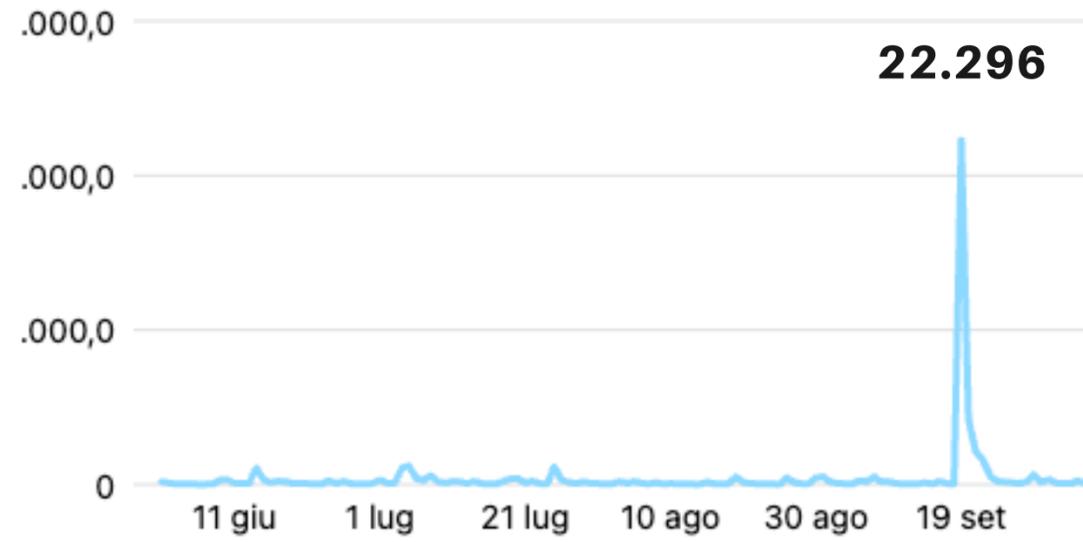
556 ↓ 21,8%

59



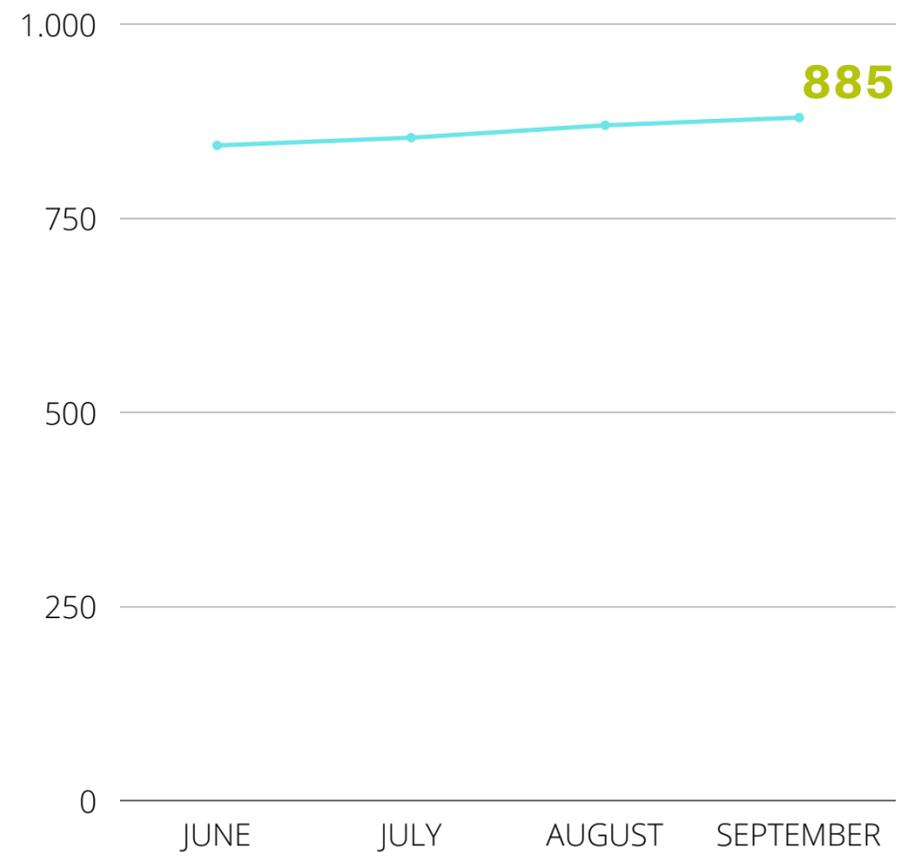
IMPRESSIONS

38.392 ↑ 101%



WINTER

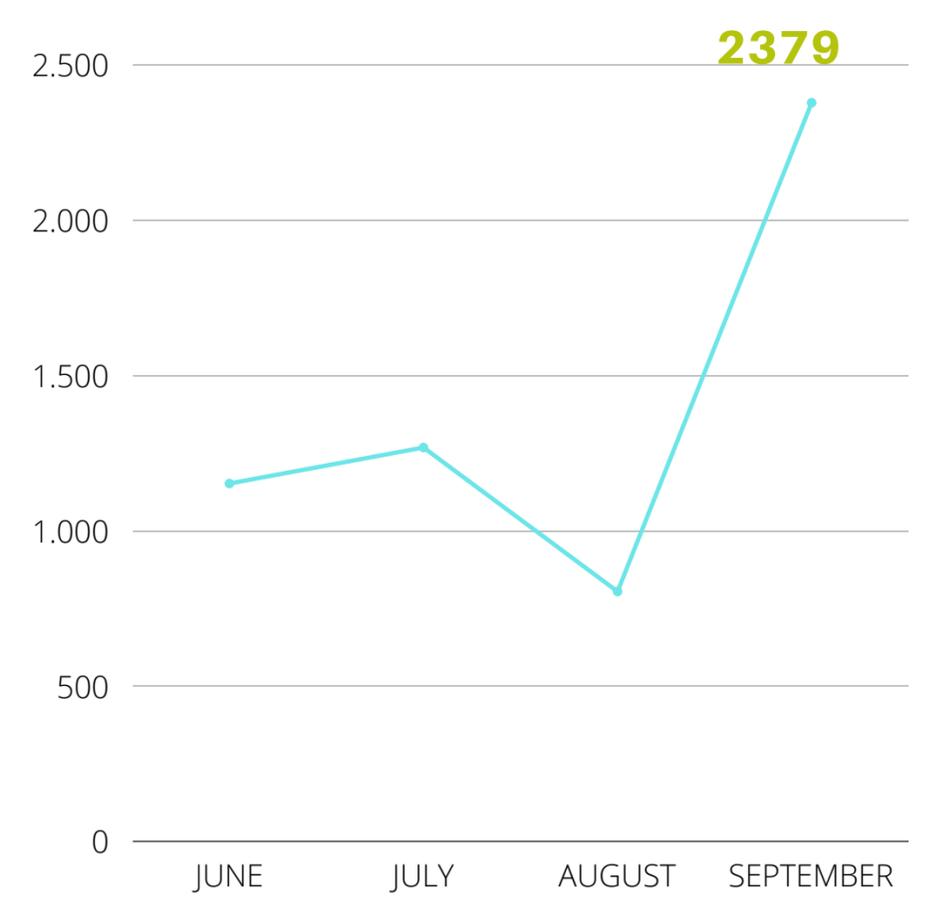
FOLLOWERS



MENTIONS

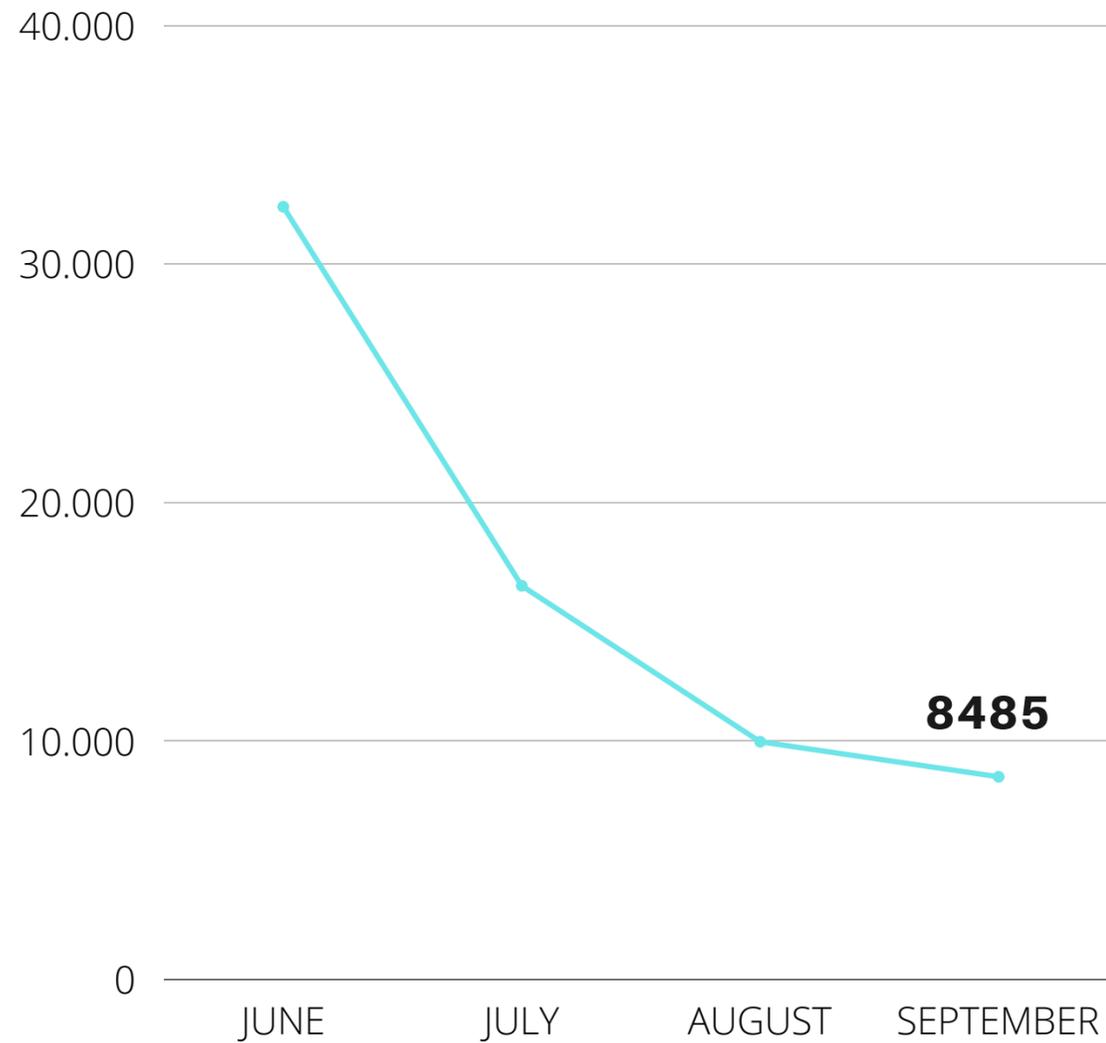


PROFILE VISITS





IMPRESSIONS



IPPOG @IppogOrg
 Illustrated by L. Corpe, the Particle Physics for Babies is an interesting book to share with your babies and let them discover the world of [#particlephysics](#)

- CERN shop
- ATLAS secretariat
- <https://louiecorpe.com/pp4b/>

produced by [@ippog](#) [@atlasexperiment](#)

<https://ippog.org/news/first-book-outreach-babies-particle-physics-babies-louie-corpe...>
pic.twitter.com/oQuusg5MZo

Impressions	6,565
Total engagements	213
Media engagements	55
Link clicks	53
Detail expands	39
Likes	35
Retweets	16
Profile clicks	12
Hashtag clicks	2
Follows	1

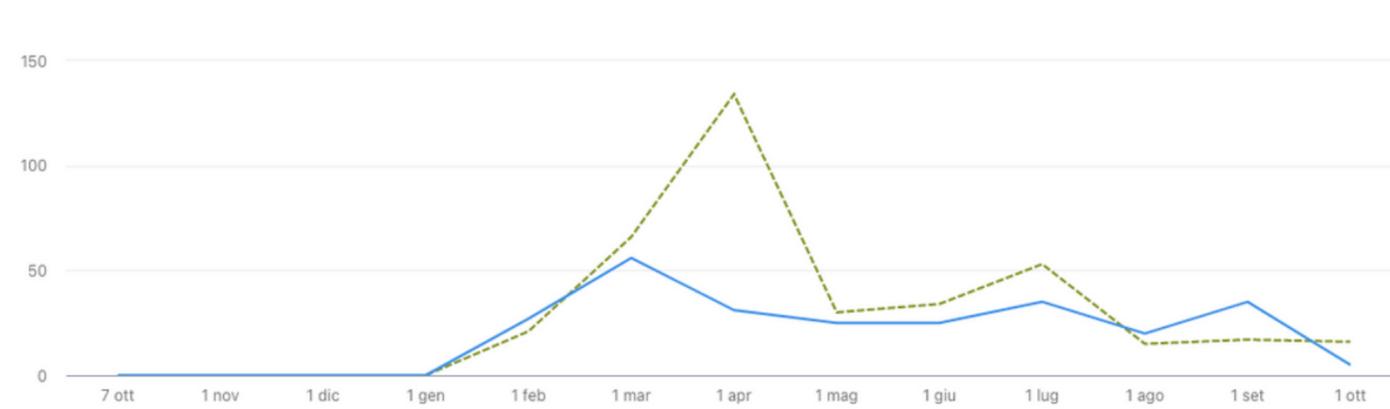


LINKEDIN

IMPRESSIONS



PAGE VIEWS



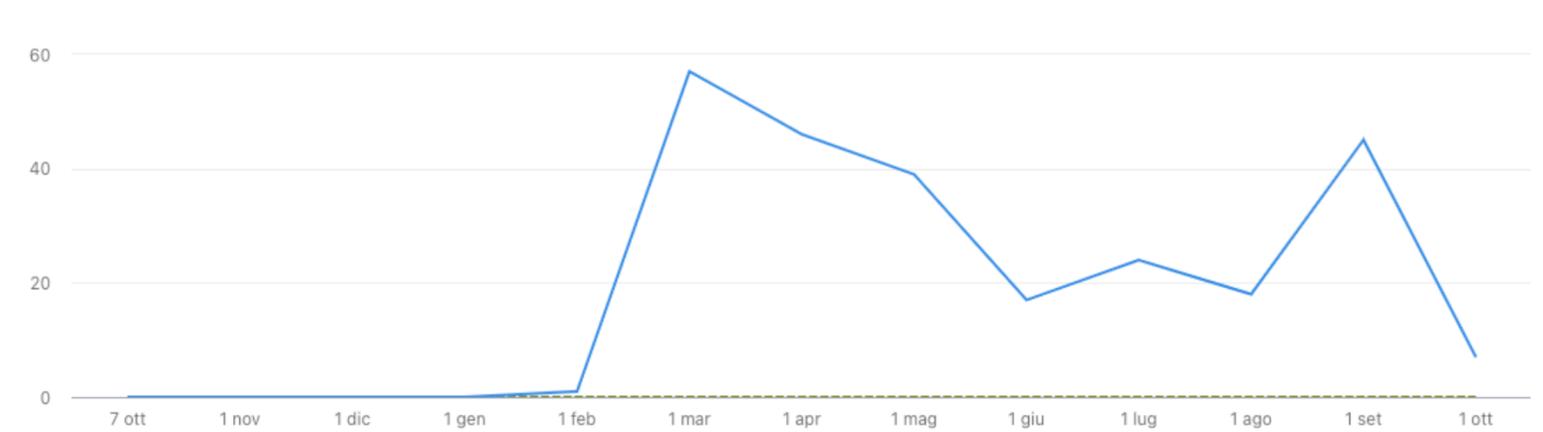
FOLLOWERS

197

ENGAGEMENT

6.13

REACTIONS





 SYMPOSIUM AND CAKE CUTTING
 from 9am to 1pm
29 Oct 2022
 CERN Globe, Meyrin

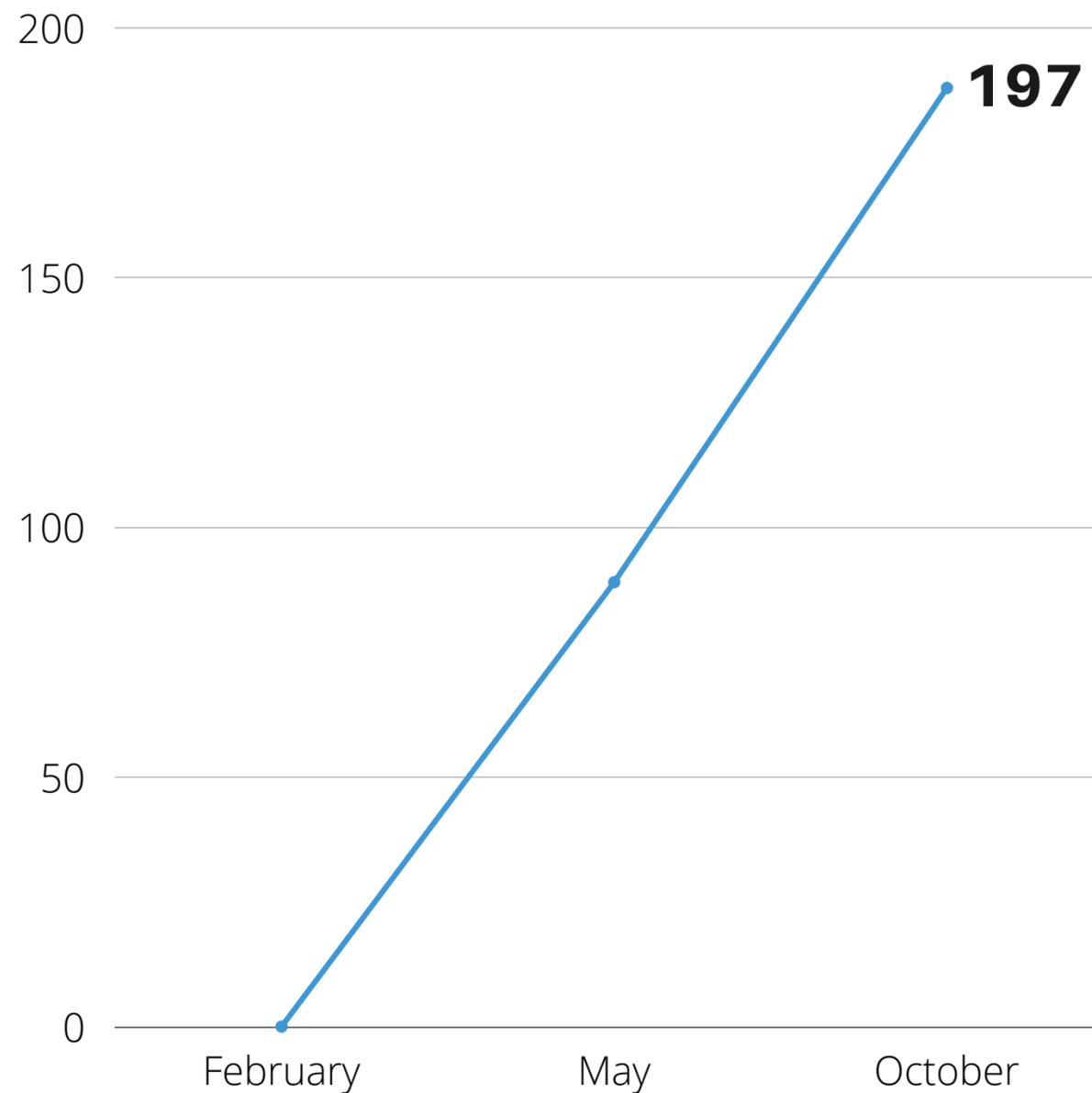
International Particle Physics Outreach Group
 ricerca · Geneva · 188 follower

[segui](#) [Per saperne di più](#) [Altro](#)

[Chi siamo](#) [Post](#) [Lavoro](#) [Persone](#) [Eventi](#) [Video](#)

zioni
 network of scientists, science educators and communication specialists working across the globe to promote science education and outreach for particle physics. Our goal is to bring new discoveries in this

FOLLOWERS





Post Performance

Scopri il rendimento del tuo post nel periodo di 4 settimane dal giorno di pubblicazione

Dear friends,
it is with great pleasure that the International Particle Physics Outreach Group celebrates its 25th anniversary today!



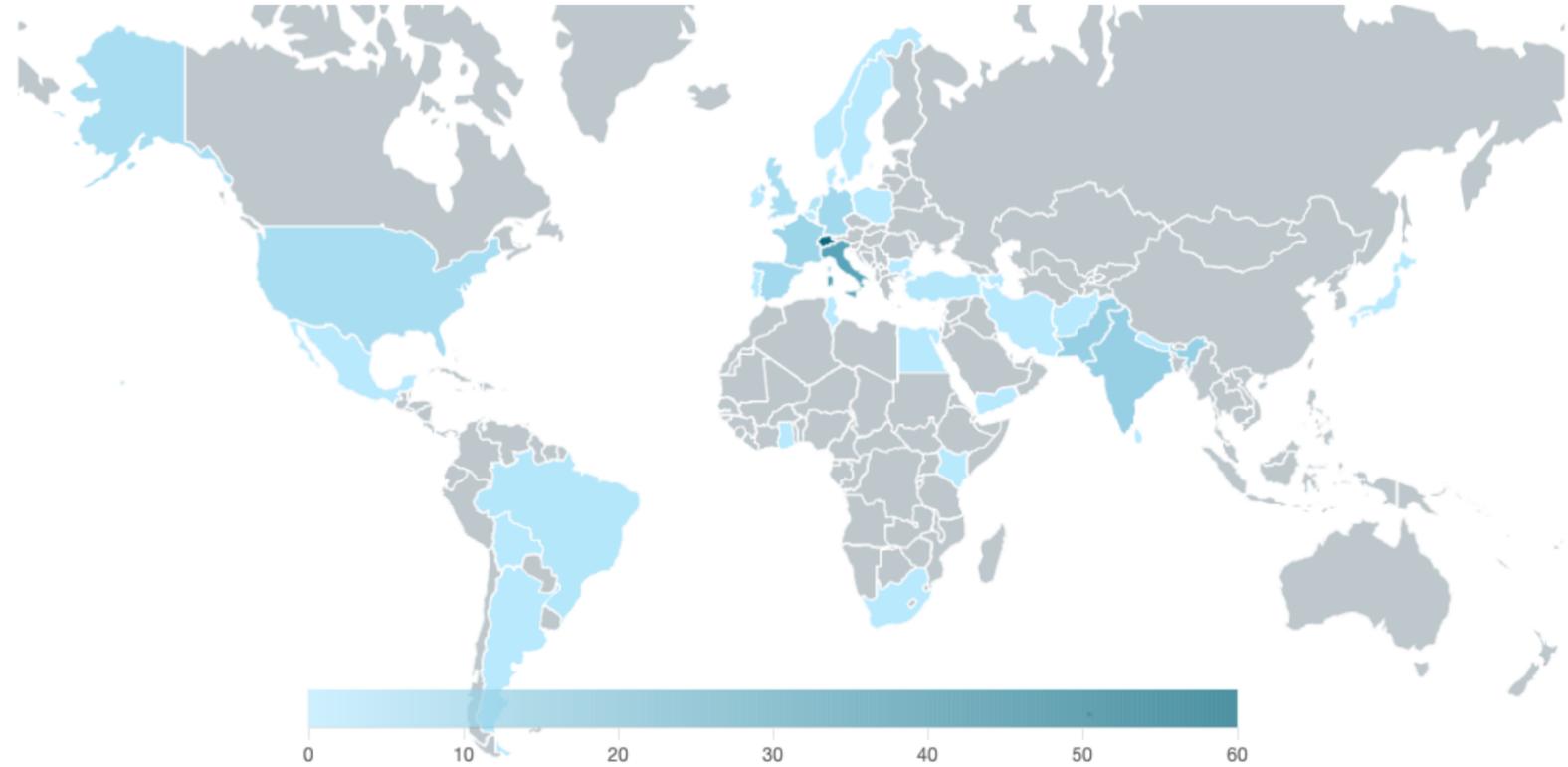
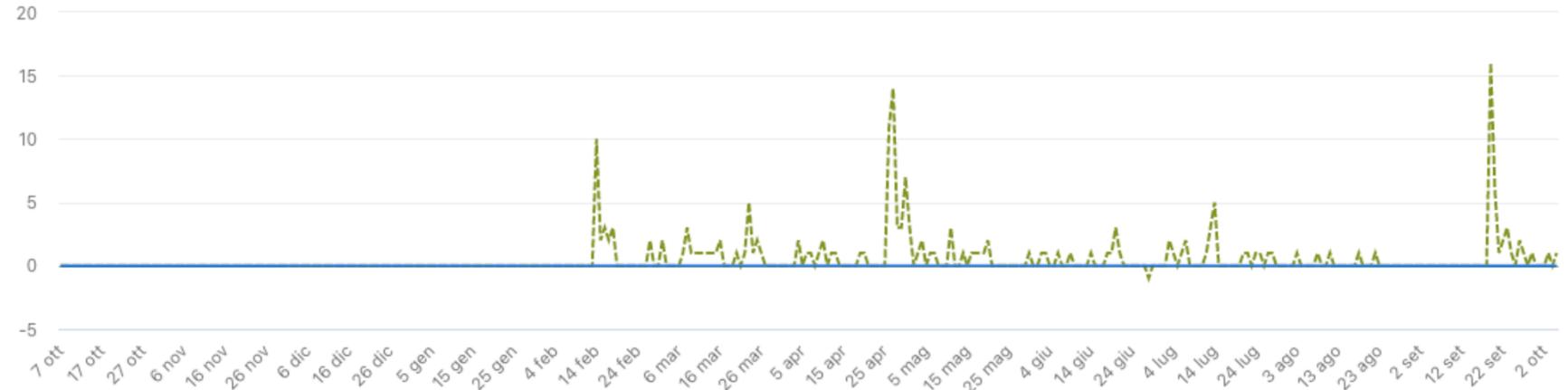
A huge thank you to everyone who made possible the creation (in 1997), development and expansion of this splendid group of outreach dedicated to particle physics around the world!



IPPOG was born in 1997, at CERN. From the very beginning, the intent of IPPOG was to introduce young #students, #scientists of the future, to particle physics. A commitment that we carry out with pride and joy!

#happybirthday #anniversary #particlephysics #science #outreach #ippogorg #25thanniversary #cern #thankyou #joy

Engagement Rate 📈	1.77%
Impressioni 📊	2429
Commenti 💬	3
Condivisioni 🔄	6
Click 🖱️	18
Reazioni 🗳️	23



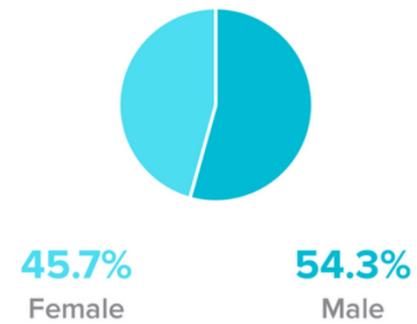
TKTOK

ENGAGEMENT

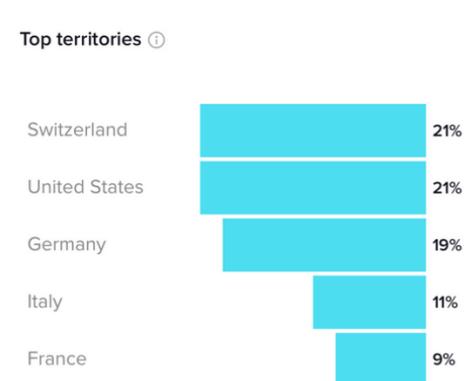
Engagement ⓘ

Video views	1,184 (-31.95%)	Likes	17 (-51.43%)
Profile views	17 (-43.33%)	Comments	1 (-83.33%)
		Shares	5 (+150%)

FOLLOWERS

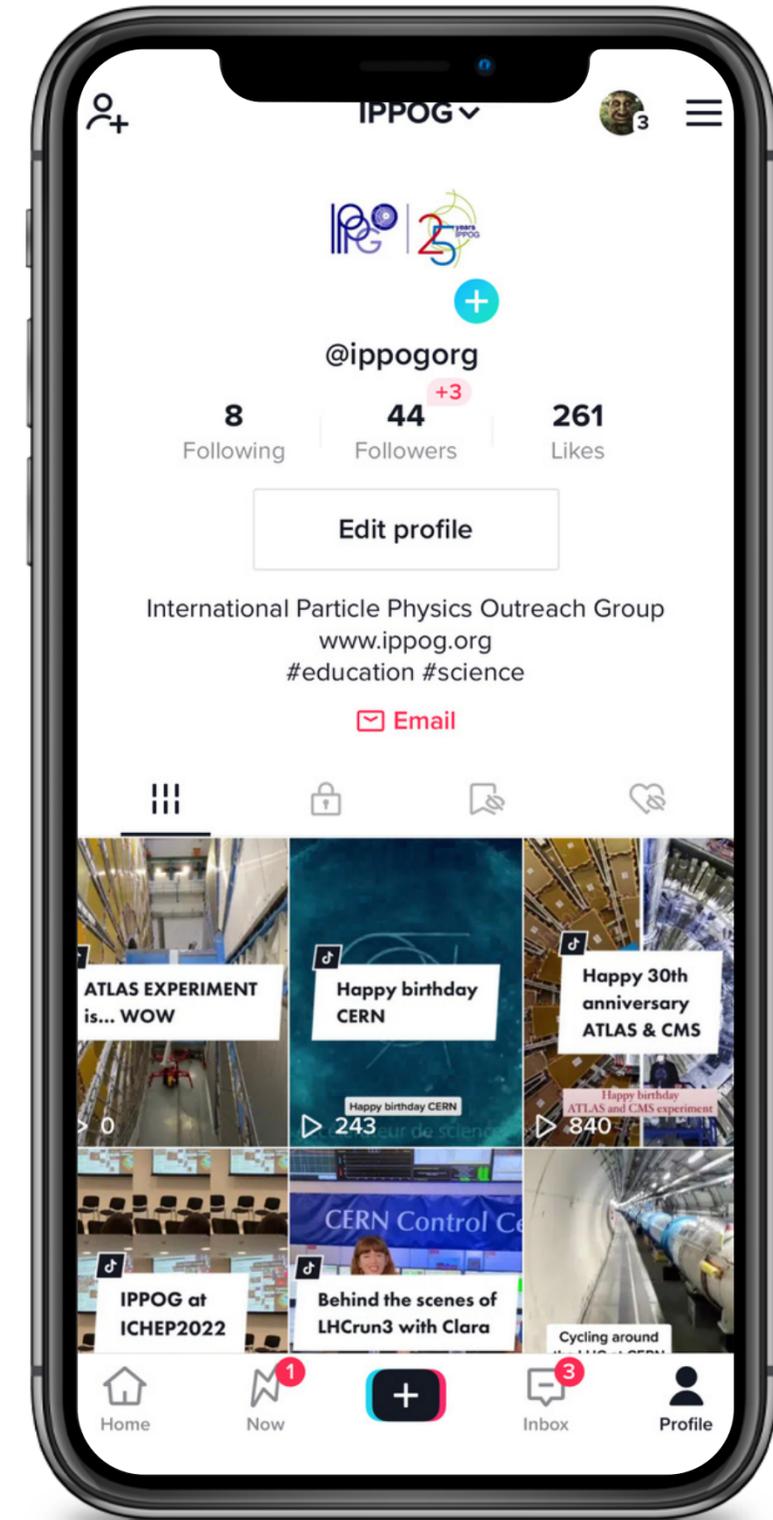


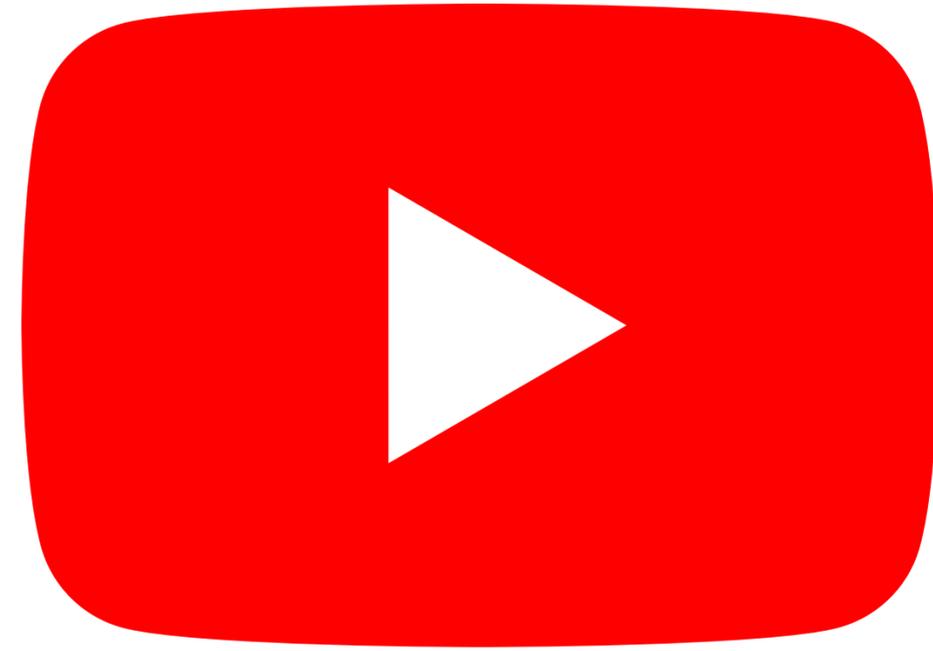
Top territories ⓘ



Followers ⓘ

47 in total
Net +8 in Aug 18 - Oct 16

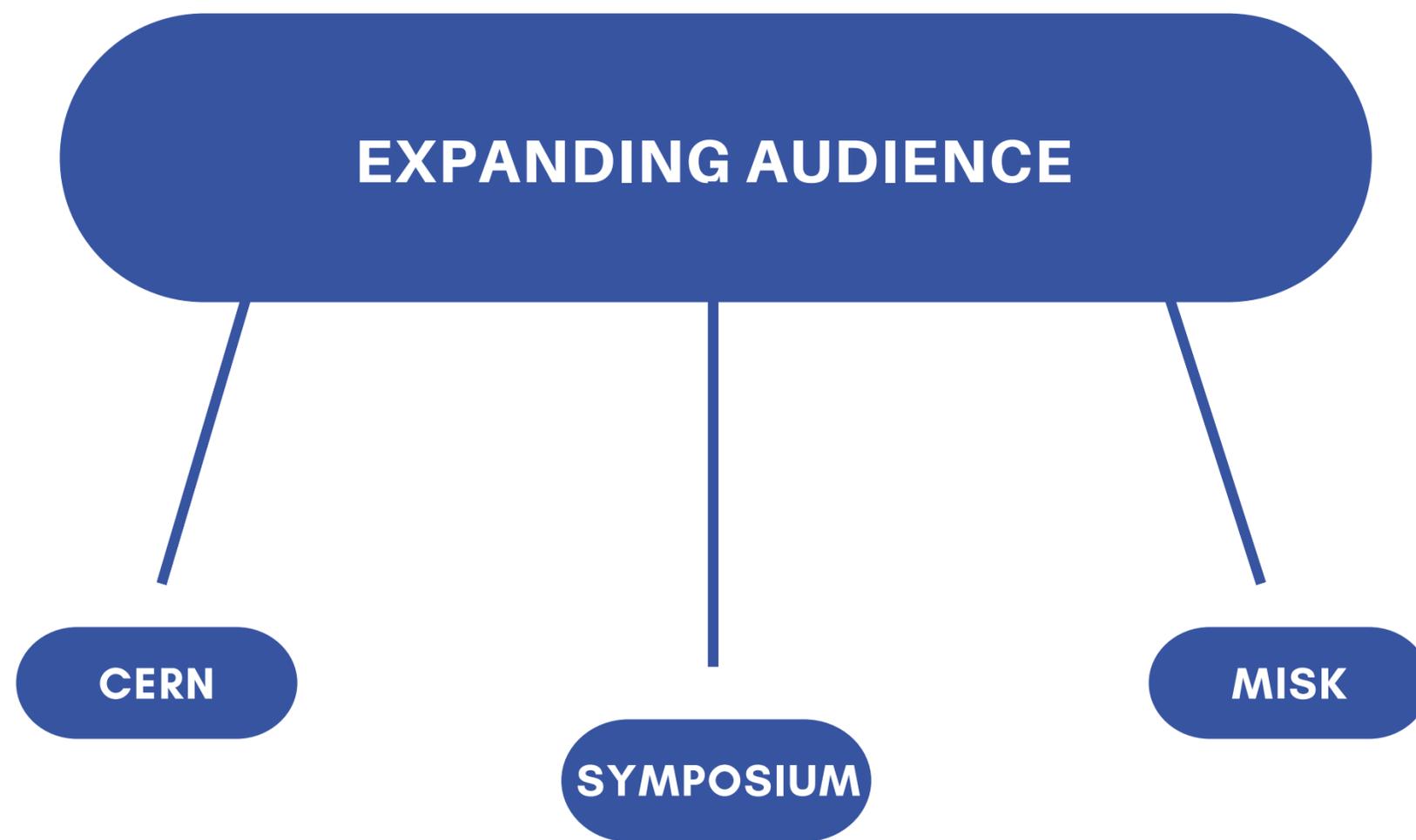




COMING
SOON

YOUTUBE





SYMPOSIUM

On the occasion of the 25th anniversary of the creation of EPOG (now IPPOG) we are creating an event open to the public at the CERN Globe. Special guests will be the former chairs. The symposium will be followed by a celebration.

We sponsored the event through email communications, on our website and social media channels. We also made posters that we hung in various places at CERN.

We also asked our partners to share the event with their audience.



The poster features a light grey background with a white mountain-like shape at the top. The title 'IPPOG 25TH ANNIVERSARY' is in large, bold, blue letters with a yellow shadow, and 'symposium' is written in a yellow cursive font below it. A pink rounded rectangle contains the text 'YOU'RE INVITED'. Below that, the text 'A symposium and celebration of the founding of the International Particle Physics Outreach Group in 1997' is in blue. The date and location are listed as 'Saturday, 29 October 2022 at 09:00 am The Globe, CERN, Meyrin'. A QR code is on the right, with the text 'PLACES ARE LIMITED REGISTER NOW' below it. At the bottom, there are logos for IPPOG and '25 years IPPOG', along with the website 'www.ippog.org'. A line-art illustration of a three-tiered cake with candles and balloons is on the left side.

IPPOG 25TH ANNIVERSARY
symposium

YOU'RE INVITED

A symposium and celebration of the
founding of the International Particle
Physics Outreach Group in 1997

Saturday, 29 October 2022
at 09:00 am
The Globe, CERN, Meyrin

1997 - 2022

IPPOG | 25 years IPPOG

www.ippog.org

PLACES ARE LIMITED
REGISTER NOW

MISK

4 days of workshops at CERN Ideasquare in which masterclasses were held for an adult audience specialised in various sectors.



 cernideasquare ...

 cernideasquare Participants of @ESADE executive learned how to analyze particle collisions during the @CERNIdeaSquare workshop that aims to inspire and experiment with new ways of thinking, innovating, and transforming business practices.transforming their business practices.

20 sett. Visualizza traduzione

Piace a 20 persone

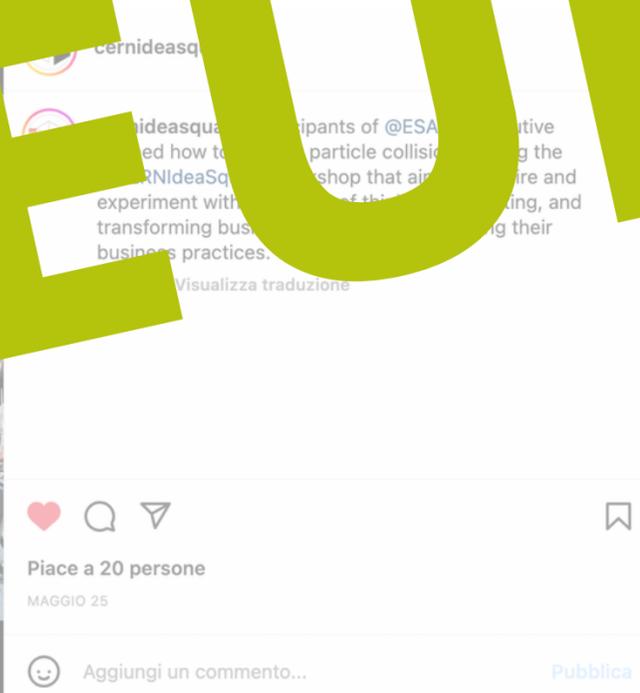
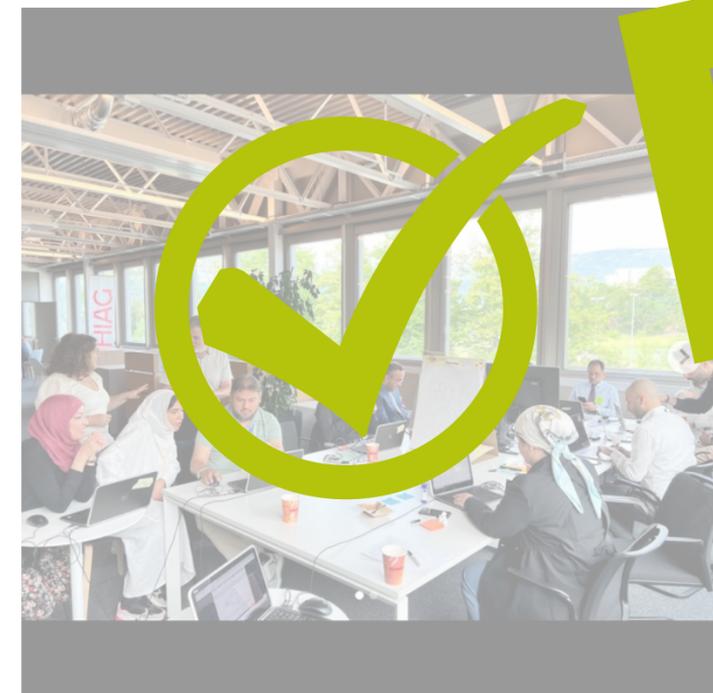
MAGGIO 25

 Aggiungi un commento... Pubblica



MISK

4 days of workshops at CERN Ideasquare which masterclasses were held for an audience specialised in various sectors.



CERN

The International Particle Physics Outreach Group (IPPOG), in collaboration with Women in Technology (WIT), hosted the first edition of a special masterclass in particle physics designed for people working at CERN who have little or **no scientific background**.

OPPORTUNITY

This masterclass could be an opportunity for those who work at CERN to live the experience of research, of discovery by putting their hands on particle physics and learn, by simulating, the work of fellow physicists and scientists

TRAINING

It could be an optional training for newcomers to CERN who do not have a scientific background, or have little, which allows them to better understand what happens in the experiments and, undoubtedly, acquire knowledge useful for carrying out their work (example: communication, social media, hr etc ...)

26 OCTOBER 2022

PARTICLE PHYSICS MASTERCLASSES

FOR NON-SCIENTIFIC CERN PERSONNEL

Are you a CERN worker without a background in particle physics? Join the masterclass for non-scientific members held by the International Particle Physics Outreach Group (IPPOG) and Women in Technology (WIT)

THIS IS YOUR CHANCE TO GET YOUR HANDS ON PARTICLE PHYSICS EXPERIMENTATION

PLACES ARE LIMITED REGISTER NOW

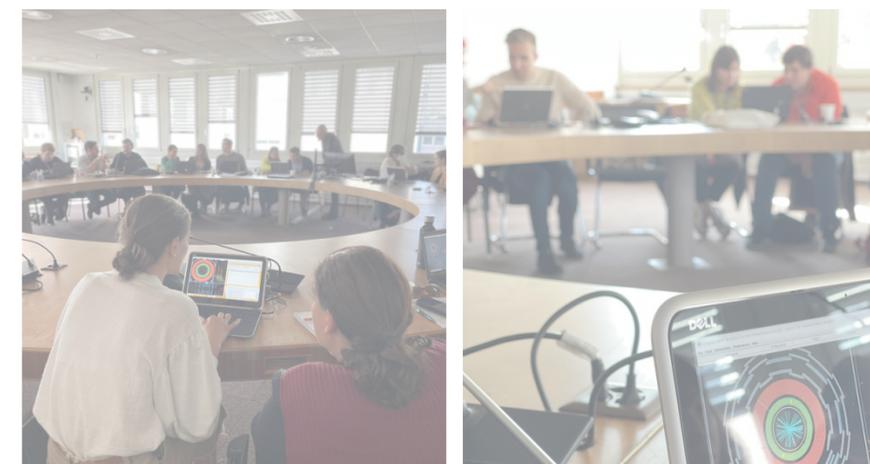
from 9 am to 1:30 pm
Room 160/1-009,
CERN, Meyrin

IPPOG | 25 years IPPOG | INTERNATIONAL MASTERCLASSES | WIT WOMEN IN TECHNOLOGY

SOLD OUT

AFTER TWO WEEKS FROM THE PUBLICATION

WELL DONE!





COMMUNICATION NEWS

IAPS

WIT

SPARKS





Partner & Contributor



Collaborator
for the Special
Masterclass for
non-scientific CERN
personnel



IPPOG provided support
for the webcast
communication for the
2022 edition





FEATURED

CERN
NEWS

SCIENTIX



OUR ARTICLES HAVE BEEN PUBLISHED ON: SCIENTIX

<https://blog.scientix.eu/2022/08/be-a-scientist-for-a-day-the-international-masterclasses-program-for-high-school-students/>

CERN NEWS

<https://home.cern/news/news/knowledge-sharing/happy-25th-birthday-ippog>

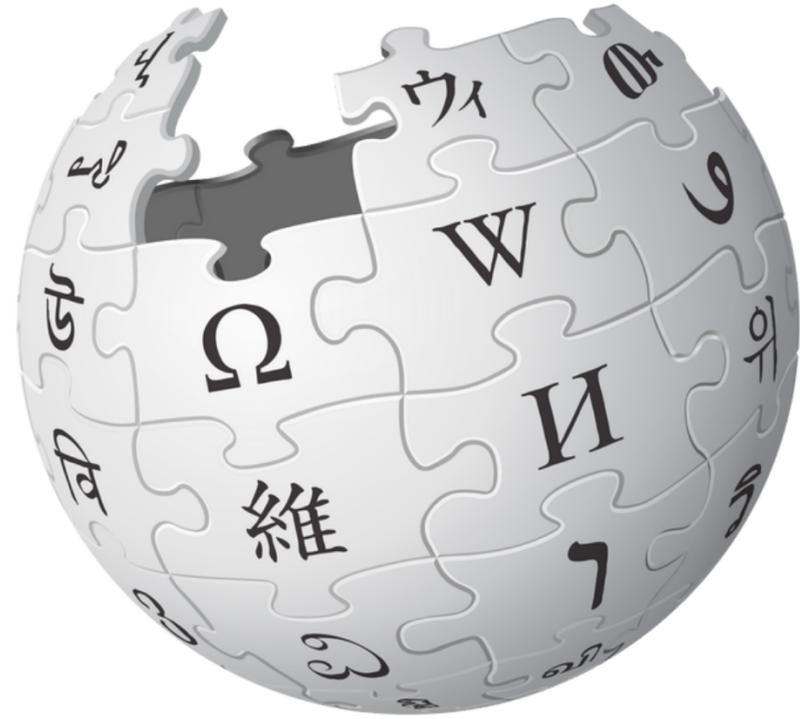
<https://home.cern/news/announcement/knowledge-sharing/ippog-event-special-particle-physics-masterclass-cern-personnel>

<https://home.cern/news/announcement/knowledge-sharing/ippog-event-symposium-and-celebration-ippogs-25th-anniversary>

SIF

<https://www.primapagina.sif.it/article/1584/happy-birthday-ippog#.Y1mGAOxByEu>





COMING
SOON

WIKIPEDIA



ENGLISH



COMMS PLAN

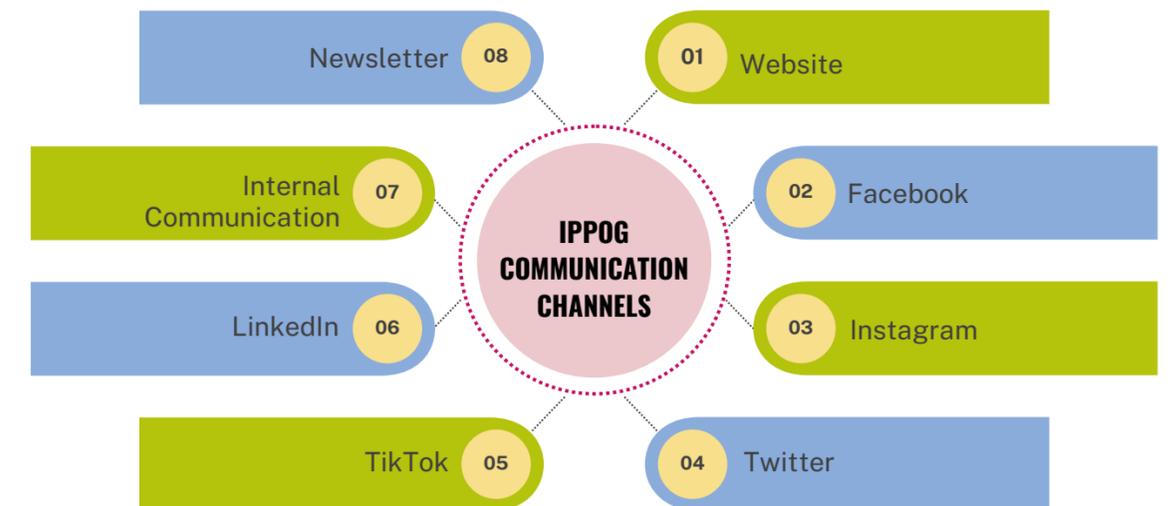
The IPPOG Communication Plan **2022/24** is drawn up on the basis of what has been done so far in terms of communication and on the front of a new post-COVID-19 communication era.

IPPOG COMMUNICATION ARCHITECTURE



COMMUNICATION STRATEGY

IPPOG CHANNELS



IPPOG's strategic objectives

	1	2	3
	educate audience of the importance of fundamental scientific research	develops personal awareness of the value of science, international collaboration and the process of evidence-based decision making, regardless of age or discipline	build trust with a broad and diverse set of worldwide communities
AUDIENCE	students teachers & educators general public	students	members & potential members general public
CHANNELS	website social media	masterclasses	website social media
MESSAGE	scientific research is important	be a scientist for a day, hands on real data from the biggest experiments in the world	if you want to study particle physics you can, follow us to understand if it is for you and what are the opportunities
INDIRECT OUTCOMES	young students interested in a scientific career	education for teamwork and international collaboration	institutes form everywhere interested in our activities

	4	5	6
	reach minorities through dedicated initiatives to raise awareness of particle physics	build a database of material for the general public	create special masterclasses dedicate to different audience
AUDIENCE	minorities	teachers & educators parents	teachers & educators mass media
CHANNELS	website social media	website	media social media website
MESSAGE	inclusion and diversity	introduce your children/students to particle physics thanks to the downloadable materials from our site suitable for all ages (and without the need of a scientific background)	Live the experience of being a particle physicist. Science has never been so close to you. Find out what we offer to young students with our outreach initiatives
INDIRECT OUTCOMES	- particle physics is for everyone - girls in STEM	dissemination of cultural games and traffic on our website	awareness and interest of adults to advertise our activities for the youngest





WEBSITE

In **8** months we have published:

- **16** contents (news)
- **2** extraordinary contents (political news)
- **1** recruiting announcement

We acquired materials to share with teachers in two different languages (French and English)

De quoi est fait l'Univers ?

Pour un début amusant, fais le test *Quelle particule es-tu?*

Prépare une badge CERN

Qu'y a-t-il dans la MATIÈRE ?

Amuse-toi avec les quizzes

Construise ta MATIÈREochka

Que se passe-t-il lorsque on écrase des particules voyageant presque à la vitesse de la lumière ?

A quoi servent les accélérateurs de particules ?

Explore le CERN de fond en comble, consulte la carte du CERN et « cuisine » la soupe primordiale

Salut! Je m'appelle Schrödy. Suis-moi!

Ces fiches d'activités accompagnent le livre-jeu "Your adventures at CERN", écrit par Letizia Diamante, et illustré par Claudia Flandoli. Pour plus d'informations, consultez: www.letiziadiamante.com



canva.com
Competition for high school students from all around the world organised by CERN
For Schools: be a scientist!

is wonderful CERN project for young students?
"Be a Scientist!" is a project created by CERN
of high-school students to prepare the best proposals
performed at one of the best laboratories in the world
certificates for all participants
to apply.
winners of the 2022 edition,
2022 edition



International Day of Women and Girls in Science
Battling the Matilda Effect
An interview with five women scientists, moderated by Fabiola Cacciatore
Fabiola Cacciatore, 11 February 2022

canva.com
IPPOG 25
The Large Hadron Collider is back
The Large Hadron Collider is back
by Fabiola Cacciatore
IPPOG communication, 16 March 2022

IPPOG 25
Interview with Zlatan Ibrahimović
by Fabiola Cacciatore

From Belgrade to Podgorica (Montenegro), the bus journey is very long. Zlatan Vasovic arrived at 3 am, on the morning of the IPPOG spring meeting in the afternoon. He gave a presentation about the association of which he is IT member (the International Particle Physics Outreach Group of Physics Students (IAPS)). In fact, Zlatan had been invited by IPPOG to present the IAPS report. His presence at the June IAPS became an IPPOG contributor.

Also, Zlatan's personality has the carefree charm of a young student with an impressive background and a determination to pursue his dream of working in the world of physics.

For these reasons we interviewed him and we can't wait for his appearance at the bi-annual IPPOG meeting starting the interview, we want to give IAPS a warm welcome to the IPPOG family. We are sure that this will result in positive results.

canva.com
IPPOG 25
The first book of outreach for babies: Particle Physics for Babies
by Fabiola Cacciatore

canva.com
IPPOG 25
IPPOG: 25th years
by Fabiola Cacciatore

"The particle physics community has a moral obligation to share its knowledge and resources with the public."

These were the words of the former-CERN Director General Chris Llewellyn Smith during the first IPPOG meeting in September 1997.

Still today, these goals continue to be a cornerstone of one of the largest science outreach groups in the world: the International Particle Physics Outreach Group.

canva.com
IPPOG 25
The International Cosmic Day is back
by IPPOG Communication

The International Cosmic Day is back!!!

The International Cosmic Day is a one day event and takes place once a year, usually in November. This year, the day will be on the 22nd.

During this day, students, teachers and scientists come together to talk and learn about cosmic rays. If you want to get more information:

<https://fcd.desy.de>
<https://www.facebook.com/InternationalCosmicDay>

canva.com
IPPOG 25
Meet the IPPOG speakers
by Fabiola Cacciatore

There are very few days left for the next 24th IPPOG meeting. Save this date: October 27, 2022. In fact on this day, starting from 1pm we will meet the speakers. 15 different stories that share a passion for science, part of the IPPOG family.

But who are our special guests? Let's discover them together!

Dr Julia Woithe (CERN), Guillaume Durey (CERN)
CERN-Solvay Education Programme.
The CERN-Solvay Education Programme is designed to engage high school students related to the scientific activities conducted at CERN (read more: [here](#)).

Hannes Nitsche (TU Dresden)
TU Dresden Masterclass on Nuclear Astrophysics
Through these programmes, young people and teachers can experience experiments or carrying out their own measurements with detectors.

Letizia Diamante science writer
"Your Adventure at CERN" book and Material for teachers
"You will be catapulted to CERN – one of the most famous particle physics laboratories in Switzerland and France, this place is a real scientific wonderland full of marvels" (discover more: www.letiziadiamante.com)



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**MO
RE**





THANK
you



Fabiola

