

IdeaSquare communication

Goals of communication plan 2021-2024

Past couple of years...

The future...

Past year...

Overall structure

Identity

Website

Newsletter
- 400 subscribers
- Quarterly issues

Social media

- 7200 LinkedIn
- LinkedIn and Instagram with great interactions
- Linear growth in terms of followers and interactions over the year
- Most active on Facebook
- Programmatic advertising on LinkedIn
- Offered to work with partners or CERN employees
- LinkedIn awards
- Top authors: 11
- Most popular content type: articles and videos

EU projects

Crowdfunder

- 3 cycles of workshops
- Final Conference
- Activities
- Social media
- Videos
- EU reports
- ...many young innovators inspired

ATTRACT

Prototyping / link to CERN

IdeaSquare Open Doors

IdeaSquare Open Doors

Special Forum

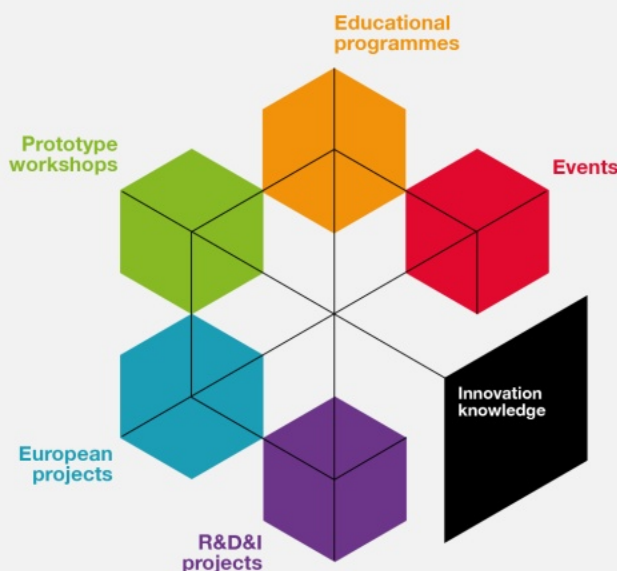
Next...



New educational programme curriculum of IdeaSquare



Overall structure



Identity



News

ALL NEWS



Mon, 05/10/2023 - 09:43

Discover how IdeaSquare will form part of the upcoming CERN Science Gateway offerings

In March 2023, five student teams stepped onto the stage at the Globe of



Tue, 06/20/2023 - 11:36

Discover how researchers at IdeaSquare are contributing to open innovation in social sciences

This year's conference centred around 'synergies

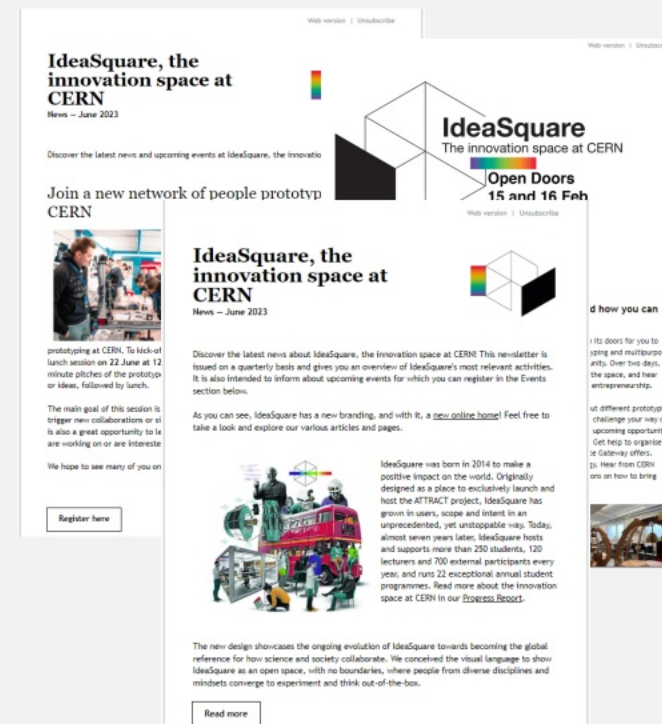


Mon, 05/22/2023 - 14:13

Travelling to an exoplanet to learn how to save ours

As part of steps to further develop the current Challenge Based Innovation (CBI) programme, a two-week pilot took place at

Website



Newsletter

- ~400 subscribers
- Quartely basis

Follow us!



#CERNIdeaSquare
ideasquare.cern

Social media

- ~**7200** followers
- **LinkedIn** and **Instagram** with most interactions
- **Linear growth** in terms of followers and interactions over the year
- Most popular type of post:
 - Instagram: **Educational programmes** (students)
 - LinkedIn: posts **with partners or CERN employee** (institution events, hackathons,...)
 - Most popular content type: pictures and videos

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- programme educational
- offered to work with partners or CERN employees
- 6 social media events
- 100 articles
- Most popular content type: articles and videos

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Start your own idea, prototype it, and start a new network of people prototyping at CERN!

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Crowd4**SDG**

Done?!

- 3 Cycles of Workshops
- Final Conference
- Articles
- Social media
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P1

Done!

P2

Ongoing support

- Comms with Karen Yalta
- Midterm review event
- Social Media coverage of Educational programmes

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- Offered to work with partners or CERN employees
- LinkedIn events
- Most popular content type: articles and videos

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IdeaSquare Open Doors

Goal: promote the “INNOVATION SPACE” and invite the internal audience to discover what is there for them!

Example of each of our key activity

- Focus on prototyping activity and previous prototypes done by CERN members at IdeaSquare & Poster Sessions
- KT workshop with CERN alumni who are now CEO's
- Presentations including EU and Green Village
- Holodeck
- Movie

Total attendance: **234**





Prototyping at CERN



- 22 attendees + i2 team
- 8 prototypes presented
- A lot of networking and interest!
- Posters by Jennifer to collect feedback and knowledge, as for the open Doors

Sparks! Forum



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- Linear growth in terms of followers and interactions over the year
- Most growth in terms of content: Instagram, Educational program, Educational
- Offered to work with partners or CERN employees
- 100+ articles, 100+ photos, 100+ videos
- Most popular content type: articles and videos

EU projects

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CERN Science Gateway

CERN's new flagship project for science education and outreach, opening in 2023



New educational programme curriculum of IdeaSquare



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- Most growth in terms of content interaction: Educational programme (100%)
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- 100% share month
- Top authors: 11
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Start of the IdeaSquare Open Doors event at CERN

Start of a new network of people prototyping at CERN

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New educational programme curriculum of IdeaSquare



2023

2023

- September
 - Innovation knowledge: improving CIJ comms
- October
 - New Prototyping at CERN event
 - Progress Report
- November
 - Science Gateway

2024

2024

- New curriculum
 - Develop material that explains what is it?
 - How will it fit into (or event better connect) all our activities
- IdeaSquare 10th Anniversary
 - When? What will it be? To whom? Do we involve the alumni?

2025

2025

- January
 - ATTRACT final event

2023

- September
 - Innovation knowledge: improving CIJ comms
- October
 - New Prototyping at CERN event
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2024

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