



# The new digital landscape – perspectives from CERN

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ICHEP2024 – Education and Outreach

# How many people use social media worldwide?

# 4.9 billion

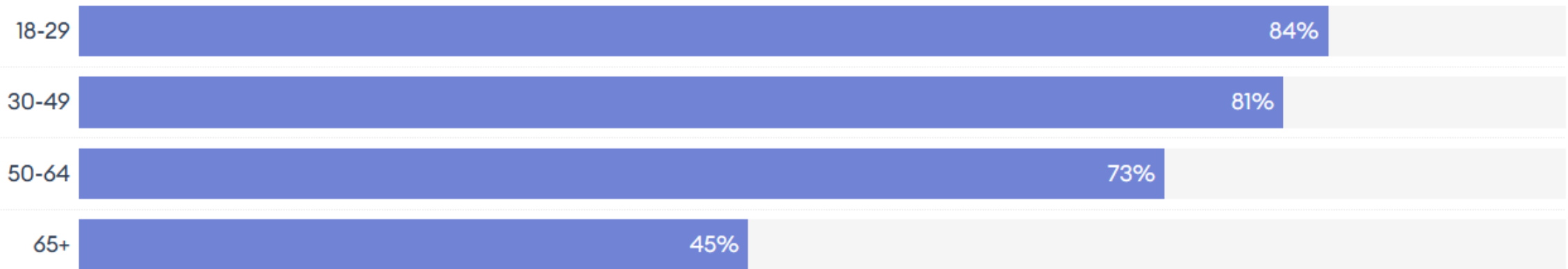
In 2023, an estimated 4.9 billion people worldwide were active on social media, over half the world population. The average user spreads their digital footprint across 6-7 platforms/month.

# Which generation is more active on social media?

# Which generation is more present on social media?

## Percentage of each age group that uses at least one social media site

Source: PewResearch



Source: Forbes Advisor • Embed

**Forbes** ADVISOR

**How much time does  
a person spend on  
social media per day?**

# 2.5 hours

People spend on average about 2.5 hours a day on social media (2023). The most engaging type of content is short-form videos (<1min). So that means about 145 short videos per day.

# Who has the most followers?



# Athletes & Kardashians

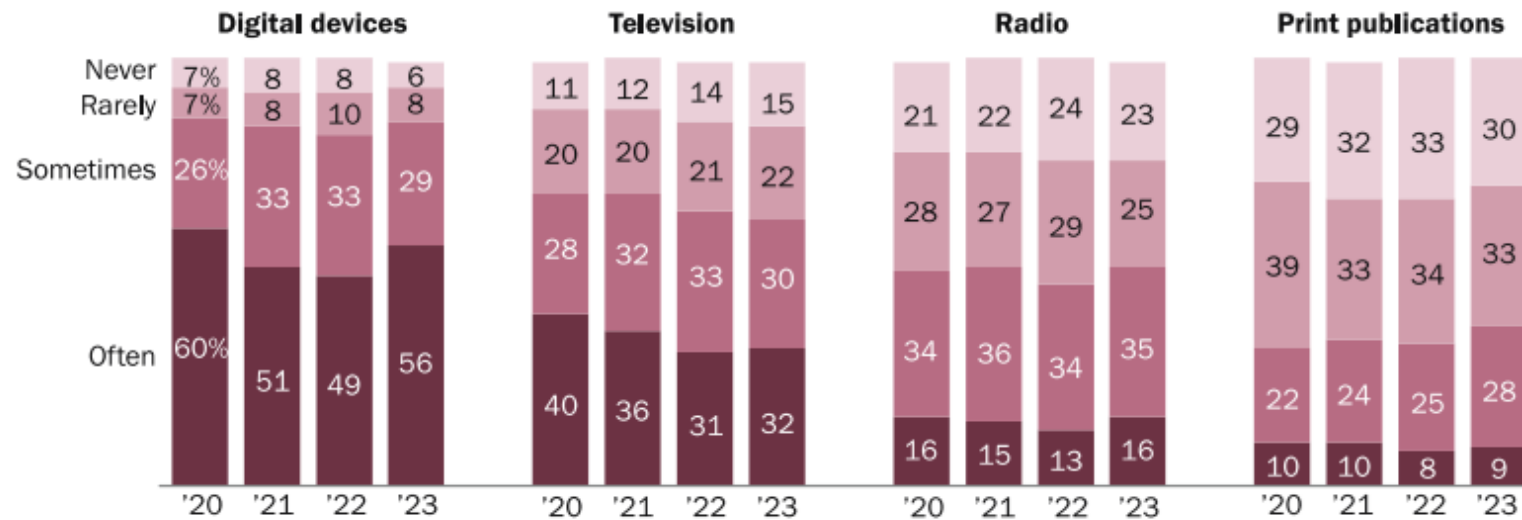
In April 2024, the accounts with more followers worldwide on Instagram were Cristiano Ronaldo, Messi and many Kardashians, with Nike and National Geographic representing brands/organisations in the TOP20. 90% of users follow at least one brand on social media.

# Where are people getting their news from?

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## News consumption across platforms

% of U.S. adults who \_\_\_ get news from ...



Note: Figures may not add up to 100% due to rounding.  
 Source: Survey of U.S. adults conducted Sept. 25–Oct. 1, 2023.

PEW RESEARCH CENTER

# Where do people come from to read our news?

# Facebook

In 2024, Facebook and Twitter/X are the platforms that best drive our audience to read more. One question we have is if this is related to our content strategy or overall behaviour online.

# What words come to mind when speaking about CERN?

solar eclipse      aleister crowley      trump  
higgs boson      cern      🙄  
cia      switzerland      👉  
world      cern  
🔔 shiva      god higgs  
israel      us      cern      rockets      🤨  
earth      nasa      #cern      lhc      vatican  
peter higgs      large hadron collider  
international organization for nuclear research      satan  
large hadron collider





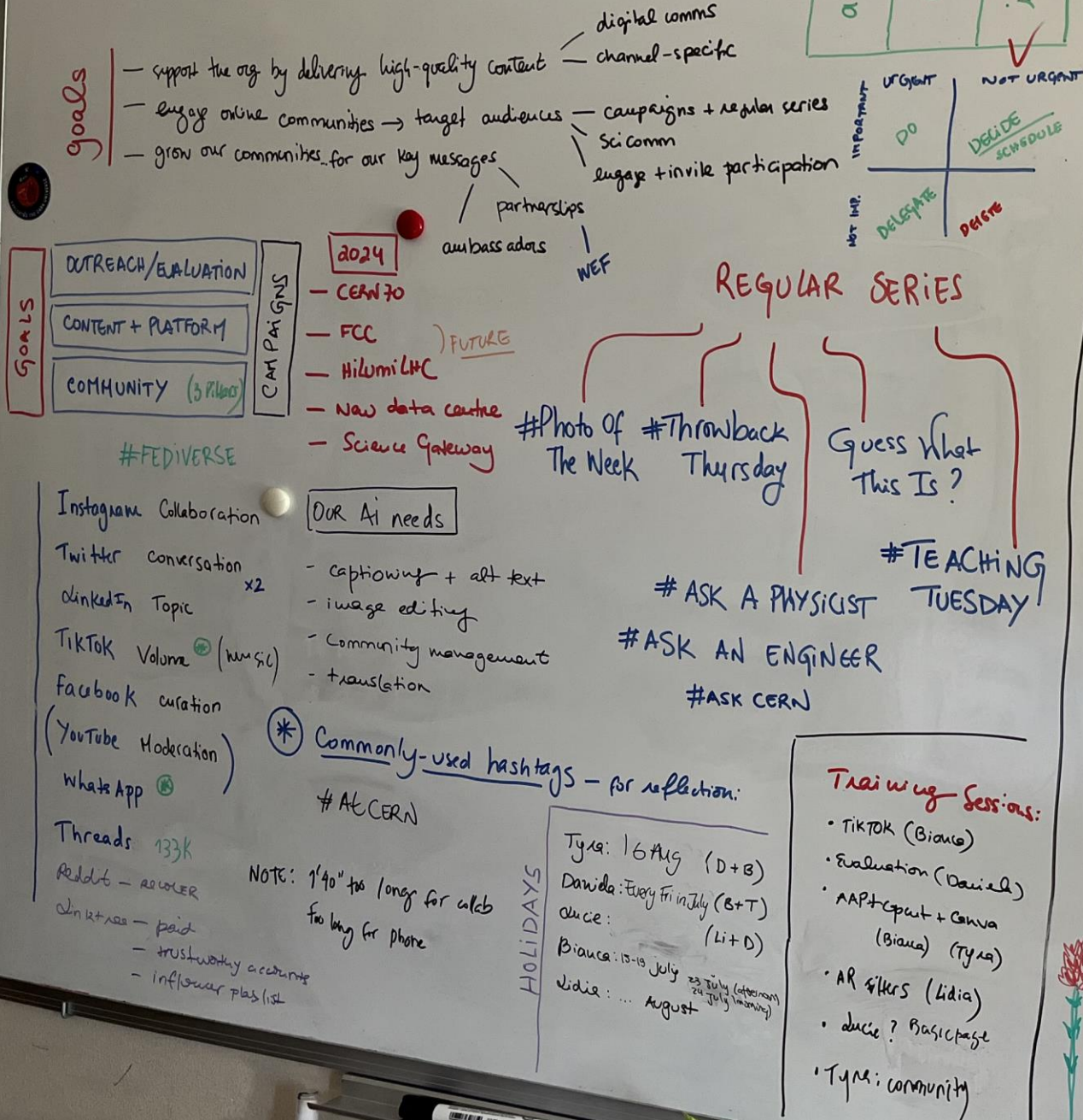
# The digital landscape

**Social media offers a great opportunity to connect, engage and grow your audience.**

**BUT:**

- Highly competitive environment
- Difficult to sustain growth
- Heavy content customisation
- Conspiracy theories
- Polarisation of the audiences



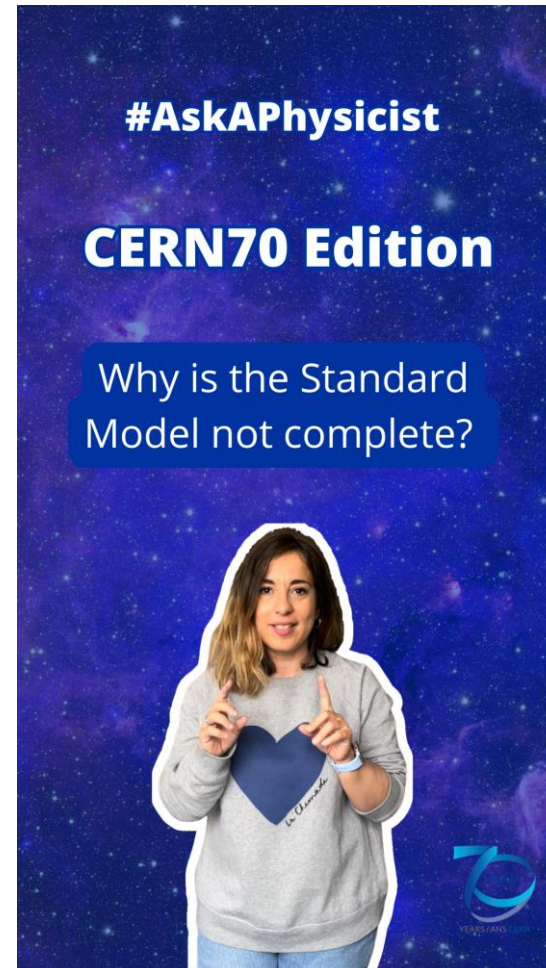
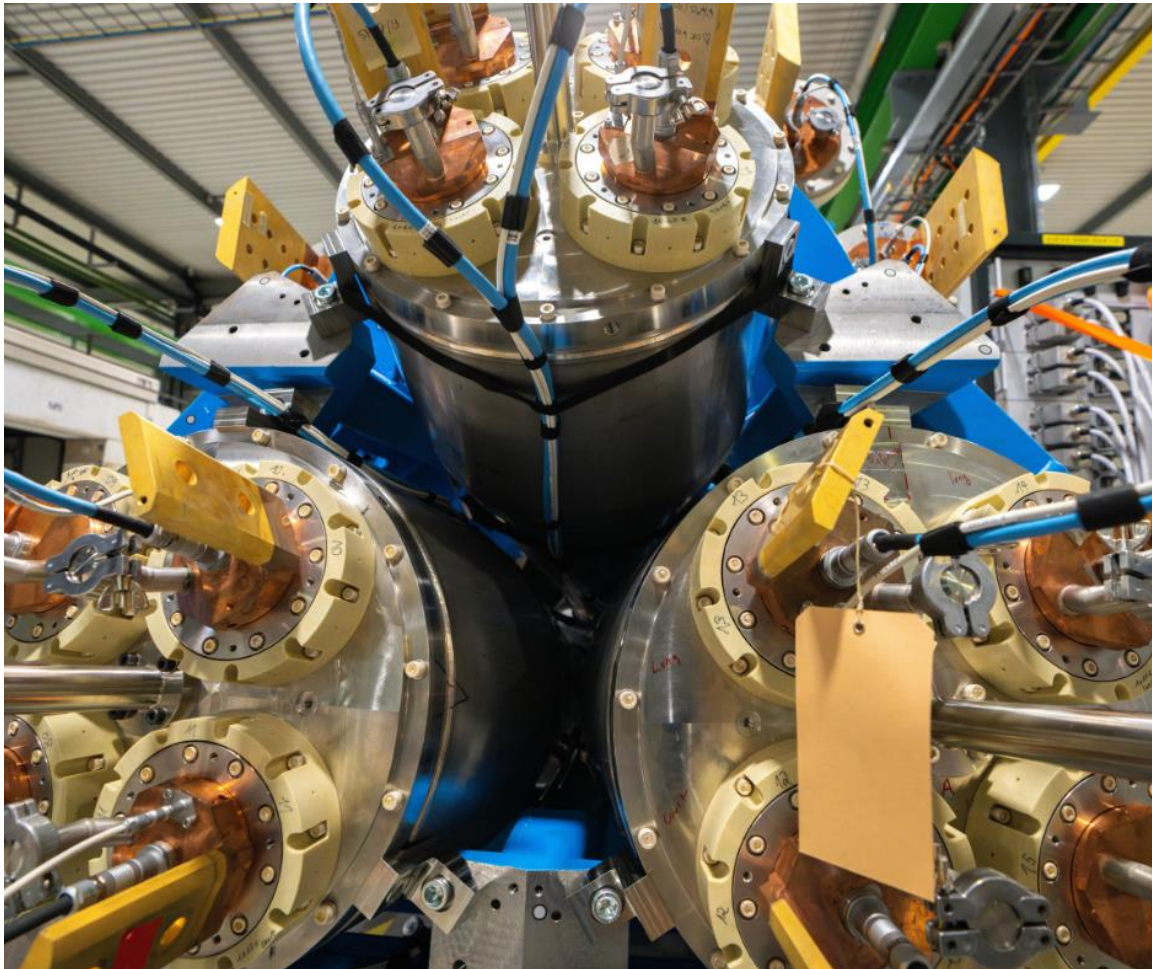


# It's OK because we have a plan.

- ✓ Content creation
- ✓ Collaboration
- ✓ Community
- ✓ Evaluation



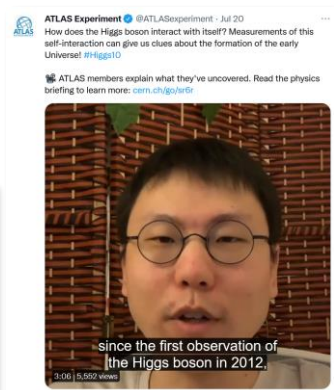
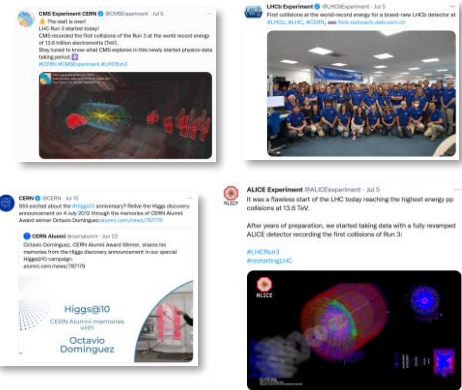
# What do we have that's special?



# We want to drive the conversation...



...champions, networks, media...



...and our peer institutions.

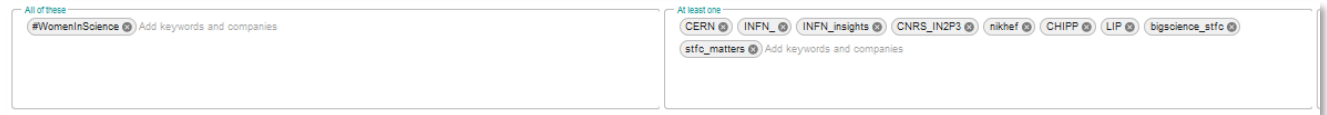
CERN ecosystem...



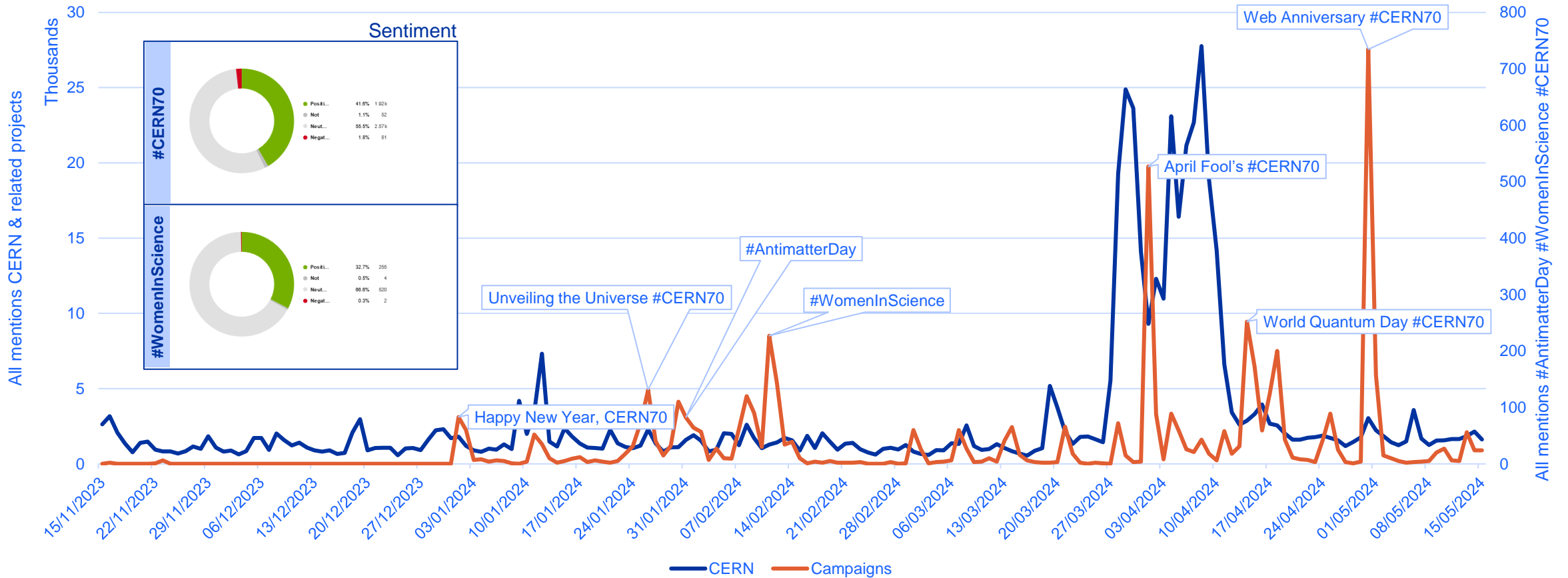
... and show the lab as seen through our audience's eyes.



# Does it work – what does the data say?



At least one of: CERN, INFN, CNRS-IN2P3, Nikhef, HIP, CHIPP, STFC, LIP (IG, TW)



# What's next for CERN?



## Content

Campaign packages

Tailor content for each individual platform (X, FB)



## Collaboration

Co-production with the ecosystem and networks

Organise to build knowledge



## Partnerships

Centralise 'influencer' activities at CERN

(we speak with one voice)



## Community

Build a network to answer physics questions

Leverage user-generated content

# Who is behind CERN Social Media?





# Quick how-to's

For those interested, here are quick guidelines and resources.

# A few simple tricks to ‘please’ the algorithms (1/3)

## Instagram

- Success is high engagement (likes, views to the end) in a short period after a post is made.
- *What works:* high-quality vintage and unusual pictures, galleries, explainers, leveraging UGC.
- *What doesn't work:* posters, event pictures, typical institutional communication.

## LinkedIn

- Success is engagement, but over time. The algorithm monitors engagement signals.
- *What works:* carousels (save your pictures as PDF), physics news, high-quality images, mentions.
- *What doesn't work:* links, short posts, content meant for the internal community.

# A few simple tricks to ‘please’ the algorithms (2/3)

## TikTok

- Its aim is to share new content, picking up on who you follow and engage with.
- *What works:* Guess What This Is?, consistent, but informal brand voice, easy-to-consume videos.
- *What doesn't work:* traditional institutional communications – there's a lot of mistrust.

## Facebook

- Algorithm prioritises your likes, so it builds faithful communities, and people instead of brands.
- *What works:* links + image, short landscape videos, content curation. (It's coming back.)
- *What doesn't work:* newer formats (e.g. short form videos) don't seem to take so well here.

# A few simple tricks to ‘please’ the algorithms (3/3)

## Twitter/X

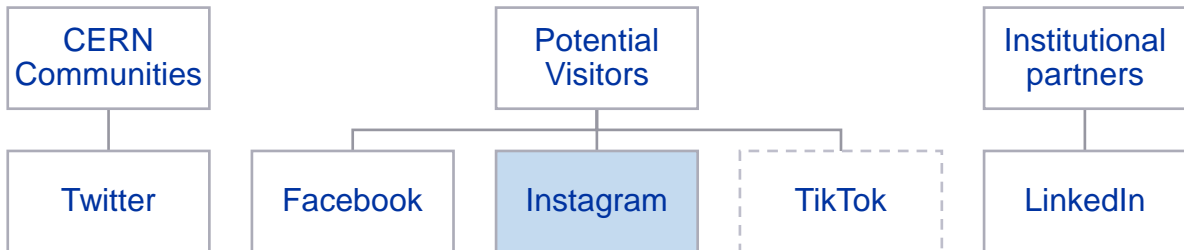
- In theory, it prioritises posts that are “relevant, credible, and safe.” (This is a terrible lie.)
- It seems to prioritise retweets and replies over likes and the most recent content.
- What works and what doesn’t work is a bit of a mystery at the moment.

## YouTube

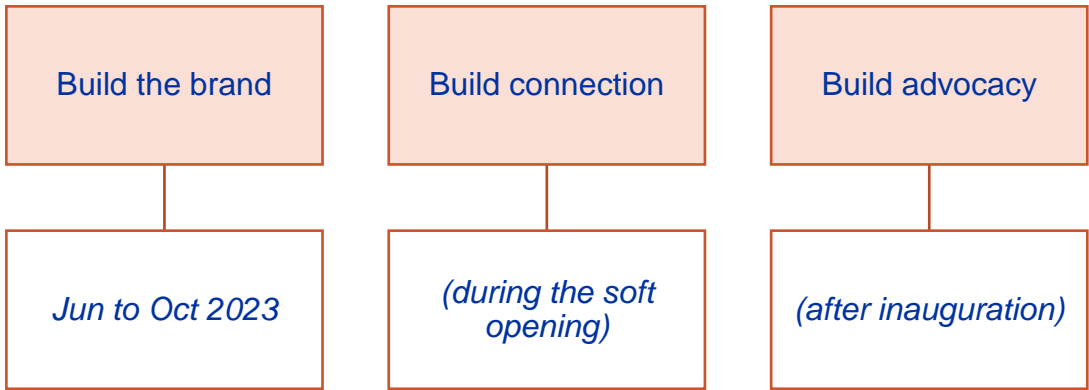
- It recommends videos like what you have watched – creates an echo chamber – and viral videos.
- It’s more a repository than social network for us, but lives seem to have become popular again.

# How do we plan our campaigns?

Other activities, especially public and local events



*Tag partners, talk to public*



## Community

### Method

- Use pre-approved content to answer (e.g. website, media briefings)
- Create a library of celebratory responses + automatise (“Thanks for visiting!”, “Looking forward to welcoming you!”, etc., in EN/FR)
- Periodic “takeover” sessions with experts (e.g., inauguration)

## Partnerships

### What’s working great...

- Universe of associated accounts at CERN
- European Particle Physics Communications Network

## “Influencers”

### Who would we reach out to?

- High-reach content creators, CERN-wide strategy
- Travel bloggers in the region and beyond
- Others with high-potential audience in Member States

*What could we offer in return?*

# How we evaluate?

- **Data collected on 16 July 2024, analysis period: 1 January 2024 to 30 June 2024**
- **KPIs: Impressions, Engagements, Engagement rate “on Impressions”, Mentions**
  - Impressions: number of times a piece of content was seen – it’s a measure of reach and overestimation of the number of people who have seen that same piece of content.
  - Engagements: all actions taken on a piece of content – like, reactions, comment, shares.
  - Engagement rate: actions/impressions, it’s a measure of how engaging a piece of content was.
  - Mentions: number of times our hashtags/keywords appeared on other profiles across all platforms
- **Raw data saved; data collected in a collaborative spreadsheet for analysis.**
- **Data collected using Meltwater + analytics provided by the different platforms.**
- **Questions or comments, please reach out to: [social.media@cern.ch](mailto:social.media@cern.ch)**

# Accessibility and inclusivity

## Readability – by apps and people:

- ✓ **Keep sentences short and simple;**
- ❑ **Write acronyms as C.E.R.N.;**
- ✓ **#CapitaliseHashtagsLikeThis (Pascal case);**
- ✓ **Avoid using hashtags in the middle of a sentence;**
- ✓ **Use emojis only at the end of the sentence;**
- ✓ **No more than three emojis in total and in a row;**
- ✓ **Add alt text for av material – not the same as caption.**

## Accessibility

- ✓ **Include video subtitles on all social media platforms.**

## Inclusive language (& be consistent)

- ✓ **Use gender-neutral pronouns**
- ✓ **Use diverse emojis and voices**

# New CERN social media guidelines

- + How to get started?
- + How to retire an account?
- + Reference documents & contacts

## Help us protect CERN's e-reputation

- Code of Conduct
- Strategy for 'official' social media presence at CERN
- Safety and privacy
- CERN logo is PROTECTED
- Intellectual property

## Help us promote information integrity and digital safety

- Transparency
- Fact-checking
- Accessible language
- Content up-to-date
- Constructive moderation
- Cautious endorsement
- Generative AI
- Accessibility best practices

## Help us promote CERN and the work of our community

- Branding guidelines
- Strategy and content plan
- Interact with the ecosystem of CERN accounts
- "Influencer" visits need to go through CERN Social Media and Press Office
- EVALUATE



# Thank you

For more comments or questions, please reach out to:

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# Questions





[home.cern](http://home.cern)