

# The new digital landscape: perspectives from CERN

*Thursday 18 July 2024 14:45 (15 minutes)*

In 2021, CERN's social media audience was not growing. The Organization's follower-base grew to 4.73M today; its social media presence grew by 16% in reach (292M impressions) and 22% in engagement (11.2M reactions) despite the increasingly competitive and ever-evolving digital landscape. We review CERN's main social media activities-content creation, digital partnerships, and community engagement-and present our learnings about how we managed to break this plateau. We will focus on how we worked to align our activities with other communications and outreach teams at CERN, to build our digital networks, and to engage the many different actors of the digital landscape. We will examine our monitoring, measurement, and evaluation activities and how we conduct the analyses described above, also addressing the increasing mistrust in organisations and polarisation of the digital landscape. We will share our perspective about what comes next, both for CERN and for the broad digital landscape.

## Alternate track

## I read the instructions above

**Primary author:** ANTONIO, Daniela (CERN)

**Presenter:** ANTONIO, Daniela (CERN)

**Session Classification:** Education and Outreach

**Track Classification:** 15. Education and Outreach