



Social Media Networking

By Claudia Marcelloni

Geneva Forum on Social Change



- *The recent events in Tunisia and Egypt demonstrated the power of social media as a force for democracy and a tool for political change. It has been dubbed a non-violent 'social media' revolution.*
- *International Organizations, NGOs and charities have increasingly seen the role of social media in creating awareness among their donor publics and bringing the plight of their beneficiaries to a global audience in real time.*
- <http://www.gfsc.ch/>



Goal

Trigger discussion on how we can use social media to communicate our common goals

What is social media networking?



- “Social Media Networking” is based on web 2.0 functionality; however, simply using web 2.0 functionality is not sufficient to develop social media networking
- Social Media is composed of several web platforms that allow you to communicate instead of only informing
- Networking is a verb and therefore implies action
- It is personal and better used to tell stories, create dialogue and partnerships



PLATFORMS



PLATFORMS



- **Yes there are too many platforms out there!**
- We need to understand:
 - How each one works
 - Why are people interested in participating
 - How we can benefit from each one

“Leave your prejudice behind and get educated”





YouTube/Flickr

Sharing Multimedia



Viral & Successful



- Viral:
 - Charlie bit my finger has been seen by more than 300.000,000 people http://en.wikipedia.org/wiki/Charlie_Bit_My_Finger
- Successful:
 - However, for us quantity is not enough, quality is more important:
 - 18 days in Egypt
<http://www.18daysinegypt.com/>
 - Charity: Water -
<http://www.charitywater.org/media/videos/index.php>
 - Born HIV free –
<http://www.bornhivfree.org/f/#/en/learn>



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Physics & Math / **Subatomic Particles**

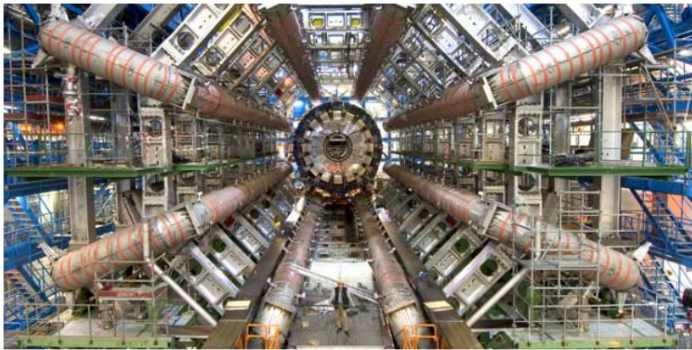
Top 100 Stories of 2008 #2: **The LHC Begins Its Search for the "God Particle"**

After many years and billions of dollars, the LHC had its fateful first test run.

by Robert Kunzig

From the [January 2009 issue](#); published online December 22, 2008

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Blog

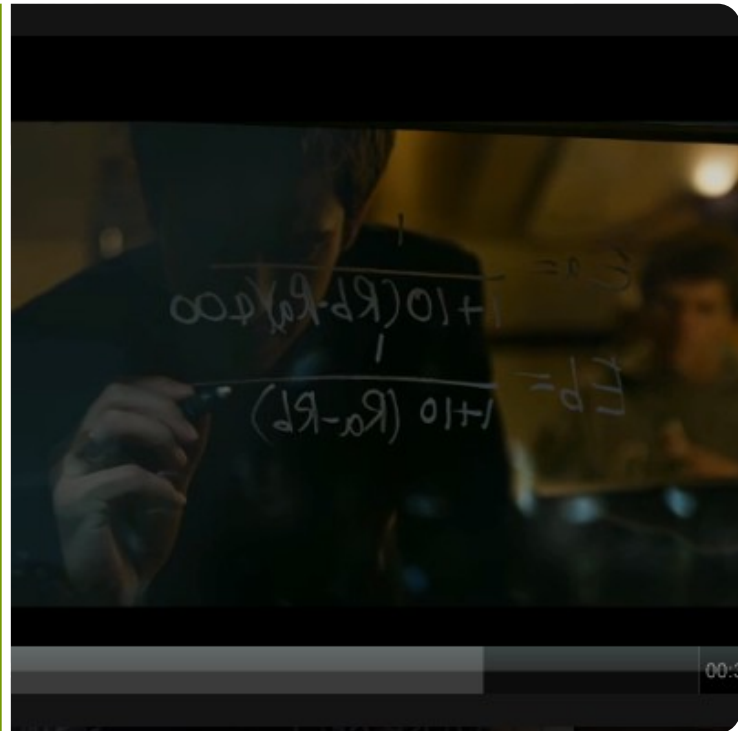



- Bad Astronomy from Phil Plait
<http://blogs.discovermagazine.com/badastronomy>
- NASA has several blogs; one section is for NASA people
<http://blogs.nasa.gov/cm/newui/blog/blogs.jsp>



Facebook

Club





Having a social media presence is one thing, but having social media success is another. It is about engaging, really taking into account what people are saying, listening, making changes. It requires a lot of flexibility from the organization.

Julia Gonzales – Head of Marketing, The Social Fund

http://www.youtube.com/watch?v=_m7ZVXRovnc



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In Haiti earthquake coverage, social media gives victim a voice

With normal communications channels upset, social media has played a key part in news from Haiti – particularly at CNN




This Twitter image shows Haitians standing amid the rubble in Port-au-Prince.



- <http://www.guardian.co.uk/media/pda/2010/jan/14/socialnetworking-haiti>
- Alexandra From Alexandra Eurdolian, Social Media Coordinator for UNHCR uses twitter to talk to journalists in a very personal way. As they are waiting for the approval of a press release she might send out to the individual journalists bits and pieces of information that carry no controversial material
<http://www.unhcr.org/pages/49c3646c23f.html>
- “Press Release is information and Tweet is a conversation” says Isaac Griberg, Social Media Specialist, ICRC <http://www.icrc.org/eng/resources/other-sites/social-media/index.jsp>



Strategy



Social media should be integrated into the overall communications strategy and not used as an isolated communications tool

Social Media as part of your Communication Plan



- Trace your objectives
- Define your audiences and understand what social media they use
- Define specific tactics for each platform
- Integrate approaches among all your communication actions
- Measure

How to use it

- Raising awareness
- Promoting events
- Prompting action
- Strengthening relationships



Good Practice



- Be clear, honest and personal about your message
- Make it about building relationships and not only being viral
- Give simple actions for people to participate
- Be aware that some people will not like you and that eventually you will be misunderstood; as long as you are honest and upfront with your answers you should be fine

Conclusions

- Be open to investigate and learn about social media platforms.
- Understand the psychology behind each platform. Why people are participating and how.
- Make it part of your overall communication strategy.





Resources

FLICKR	Owner	Members	Items
http://www.flickr.com/groups/ cern	CERN	148	865
http://www.flickr.com/groups/aardvarkli	LHC Logs	2	77,810
http://www.flickr.com/groups/alice_at_cern	ALICE	14	31
http://www.flickr.com/groups/cern	CMS	14	237
http://www.flickr.com/groups/largehadroncollide	Public, LHC	25	104
http://www.flickr.com/groups/particlephysics	Public, Physics	135	615
http://www.flickr.com/groups/98328567@N00	Public, Physics	1771	4398
http://www.flickr.com/groups/423354@N21	Proud2BaCERNgeek	3	70

YOUTUBE AND ALIKE	Channel	Views	Subscribe rs
http://www.youtube.com/user/CERN	CERN	2,944,782	12,668
http://www.youtube.com/user/fermilab	Fermilab	33,150	335
http://www.youtube.com/user/symmetrymagazine	Symmetry	2,433	9
http://www.youtube.com/user/aliceatlhc	ALICE	119,754	153
http://www.youtube.com/user/TheATLASExperiment	ATLAS	604,537	1,379
http://www.youtube.com/user/CMSExperimentTV	CMS	6,498	109
http://www.youtube.com/user/cmstimesnews	CMS Times	14,239	19
http://www.youtube.com/user/BestOfScience	Best of Science	3,201,063	42,010
http://www.youtube.com/user/alpinekat	Alpine Kat	6,304,481	2,554
http://www.youtube.com/user/NerdcoreForLife	Fermi Rap	1,629,554	3,465
http://vimeo.com	No dedicated channels, but many relevant images and videos.		
http://www.cooliris.com			

BLOG Location	Maintainer
http://atlas.ch/blog	ATLAS Collaboration
http://cern.ch/cms/News/e-commentary/cms-e-commentary10.htm	CMS Collaboration
http://lhc-news.blogspot.com	Paul Halpern (Science Author)
http://www.blogtopsites.com/post/cern	Blog Top Sites (Public)
http://blogs.uslhq.us	U.S. LHC
http://physicsworld.com/blog/2010/03/next_stop_the_lhc.html	Physics World
http://www.symmetrymagazine.org/breaking	Symmetry Breaking (FNAL/SLAC)
http://blog.icecube.wisc.edu	Ice Cube Blog
http://www.cernlove.org/blog	People who love CERN?
http://www.reddit.com	General, What's New Blog
http://scienceblogs.com	Science Blogs

FACEBOOK	Owner	Members/Fans
http://www.facebook.com/pages/CERN/26104855962	CERN	25,217 like
http://www.facebook.com/collider	LHC	3,424 like
http://www.facebook.com/home.php#!/pages/Lhc/106231942748272	LHC (Public)	1,811 like
http://www.facebook.com/group.php?gid=26678096367	LHC Collisions	3,511 members
http://www.facebook.com/pages/Geneva-Switzerland/CMS/35328943432	CMS	2,448 like
http://www.facebook.com/pages/Researchers-Night-at-CMS/162366320442697	CMS Researchers Night Page	16 like
http://www.facebook.com/group.php?id=6664960980	ALICE	135 members
http://www.facebook.com/group.php?gid=23271817589	ATLAS	533 members
http://www.facebook.com/group.php?gid=2386374745	ATLAS Unofficial	2,117 members
http://www.facebook.com/group.php?gid=70386776720	ATLAS Muons	64 members

TWITTER	Who's Tweeting?	Followers
http://twitter.com/CERN	CERN Press Office	202,349
http://twitter.com/CERN_FR	CERN Press Office (French)	1,834
http://twitter.com/ALICEexperiment	ALICE Collaboration	2,785
http://twitter.com/ATLASexperiment	ATLAS Collaboration	1,287
http://twitter.com/CMSexperiment	CMS Collaboration	5,798
http://twitter.com/LHCbExperiment	LHCb Collaboration	4,041
http://twitter.com/FermilabToday	Fermilab	3,615
http://twitter.com/Tevatron	Fermilab Tevatron	1,684
https://twitter.com/slacmcc	SLAC	1,282
https://twitter.com/BrookhavenLab	Brookhaven National Lab	2,536
https://twitter.com/KEK_JP	KEK in Japanese	1,229

There are many others, some associated with groups, others for events, but no longer active.