



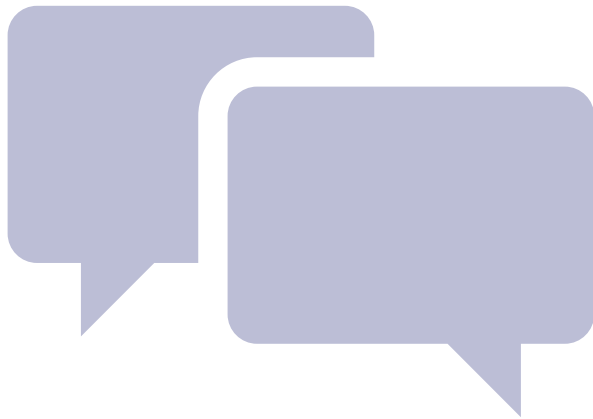
Social Media WG report

#EPPCNenvironment #DarkMatterDay

16-17 November 2023, 34th EPPCN Meeting

Daniela Antonio for the Social Media WG

The EPPCN Social Media Working Group



Katrin Link (Karlsruher Institut für Technologie) – *APPEC*



Petra Köppl (Institute of Physics of the Czech Academy of Sciences) – *Czech Republic*



Perrine Royole-Degieux (CNRS-IN2P3) – France (co-chair)



Galia Finzi (The Israel Academy of Sciences and Humanities) – *Israel*



Francesca Mazzotta (INFN) – Italy (co-chair)



Melissa van der Sande (Nikhef) – *The Netherlands*



Pawel Bruckman de Renstrom (Polish Academy of Sciences) – *Poland*



Catarina Espirito Santo (LIP) – *Portugal*



Slobodan Bubnjević (Belgrade Institute of Physics) – *Serbia*



Ivan Melo (University of Zilina) – *Slovakia*



Nuria Falco (CSIC / IFCA) – *Spain*



Kristina Careborg (Swedish Research Council) – *Sweden*



Angela Benelli (CHIPP) – *Switzerland*



To be replaced: Hannah Conduit (STFC) – *UK*



Daniela Antonio (CERN) (co-chair)

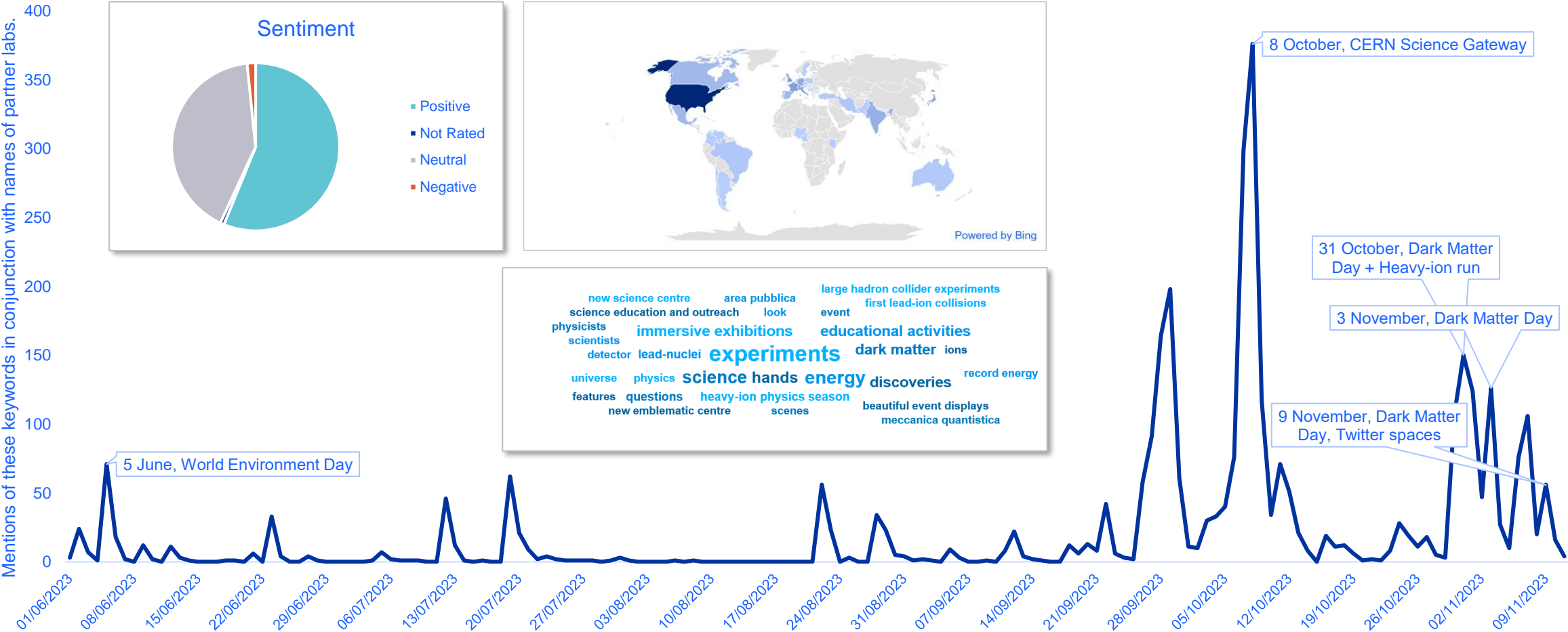


E-group: EPPCN-Social-Media

Email: EPPCN-Social-Media@cern.ch

Overview of our WG recent activities

#EPPCNenvironment #WorldEnvironmentDay #CERNScienceGateway
 #AnnéePhysique #LHCRun3 #DarkMatterDay



Overview of our WG recent activities – a selection

CERN 379,614 followers
2w · Edited · 🌐

Happy #DarkMatterDay 🎉


Invisible dark matter makes up most of the universe, being about five times more prevalent than ordinary matter and without which there would be no universe as we know it. But how do we know it exists? And how do we go about finding it?

To look for dark matter, experiments essentially "make it, break it or shake it".

To find out what this means, stay tuned in the coming week as we celebrate #DarkMatterDay2023; we will answer these questions and more.

Design by [Interactions.org](#)

Read more: <https://lnkd.in/dsnRAdN>



Source: Symmetry Magazine

👍 Steven Goldfarb and 817 others · 16 comments · 76 reposts

CHIPPnews @CHIPPnews · Nov 8

FILM and ROUND TABLE: Ghost Particle
Lundi 4 décembre | 19h00
Quai Ernest-Ansermet 30, Genève
Details & registration: unige.ch/ejournal/even...
@CERN @DPNCUnige @unibern @UZH_ch @psich_de @scnatCH @SBFLCH @ETH_en @EPFL_en @katharinamueller7 @hp_beck @bawHH @UniBasel @IvoSchulthess



👍 1 · 📺 75

CERN @CERN

Save the date 📅

CERN, @cnrs, @cea_officiel and #SociétéFrançaiseDePhysique (SFP) are inviting you to attend the event "The adventure of CERN's first major discovery".

Three speakers will unravel how tiny traces in a bubble chamber changed the course of particle physics 50 years ago. The talks will be given in French & the slides will be presented in English.

Join us on Monday, 30 October, at 7:30 pm (CET) – either on site at CERN Science Gateway (registration required) or via the webcast – to discover the adventure of CERN's first major discovery.

Find out more and register: indico.cern.ch/event/1333553/

#CERNScienceGateway #AtCERN #LoveCERN @DESY



👍 2 · 📺 67 · ❤️ 213 · 📺 31K

National Institute for Subatomic Physics Nikhef reposted

CERN @CERN · Nov 9

Do you understand #quantum technology?

For its third edition, under the theme Future Quantum, the Sparks! Forum will collaborate with the @CERNQuantum to discuss cutting-edge innovations in the domain of quantum technologies.

Join us on 16 November, 7:30 p.m. CET, for an...
[Show more](#)



👍 2 · 📺 67 · ❤️ 213 · 📺 31K

INFN reposted

National Institute for Subatomic Physics Nikhef @nikhef · Nov 8

Don't miss the live #DarkMatterDay #Xspace tomorrow, 9th November at 2 p.m. with scientists from @CERN, @INFN, @CHIPPnews, @nikhef (with @fladius_phys), @CzechAcademy and @CNRS_IN2P3 #AskAScientist

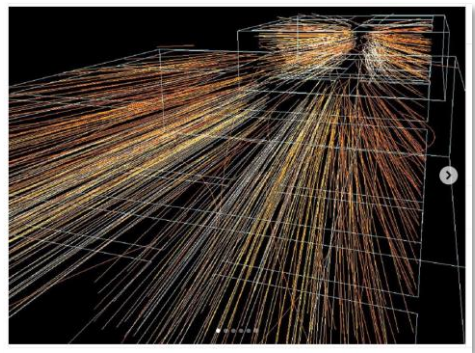
CNRS Nucléaire & Particules @CNRS_IN2P3 · Oct 31

It's #DarkMatterDay! We're celebrating the amazing hunt for mysterious dark matter, which makes up 26.8% of our Universe.

Don't miss our live #Xspace on 9 November at 2 p.m. with scientists from @CERN, @INFN, @CHIPPnews, @nikhef, @CzechAcademy and...
[Show more](#)



ALT



CNRS Nucléaire & Particules @CNRS_IN2P3 · Nov 9

[🔄 Replay] How do you search for dark matter?

Listen to European researchers studying one of the greatest mysteries of the cosmos. 🌌 #DarkMatterDay

(program starts at 5'56")

CERN @CERN · Nov 9

twitter.com/lspaces/10dJr...

CERN @CERN · Host

Everybody loves a mystery: how do we search for Dark Matter?

2.7K tuned in · Nov 9 · 43:28

▶ Play recording

👍 3 · ❤️ 3 · 📺 724

CERN @CERN

LIVE: from the CERN Control Centre with the four largest LHC experiments



40:45 · 12.7K viewers

CERN @CERN

LIVE: from the CERN Control Centre with the four largest LHC experiments

3:02 PM · Nov 2, 2023 · 34.1K Views

CERN @CERN · Host

Everybody loves a mystery: how do we search for Dark Matter?

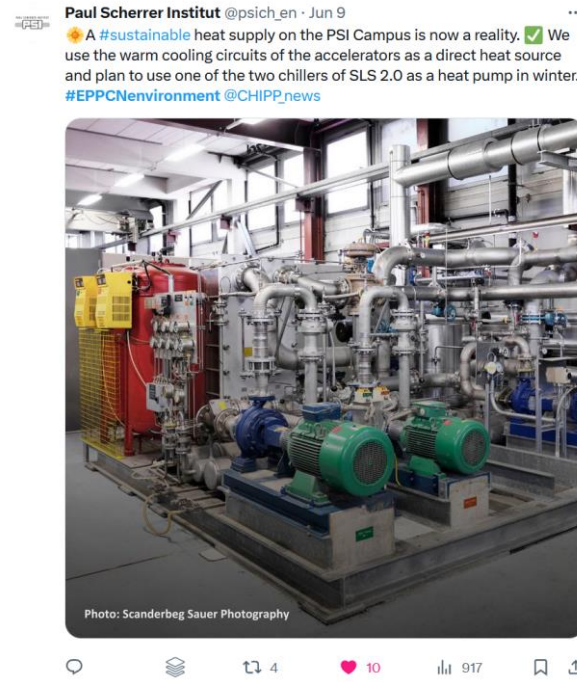
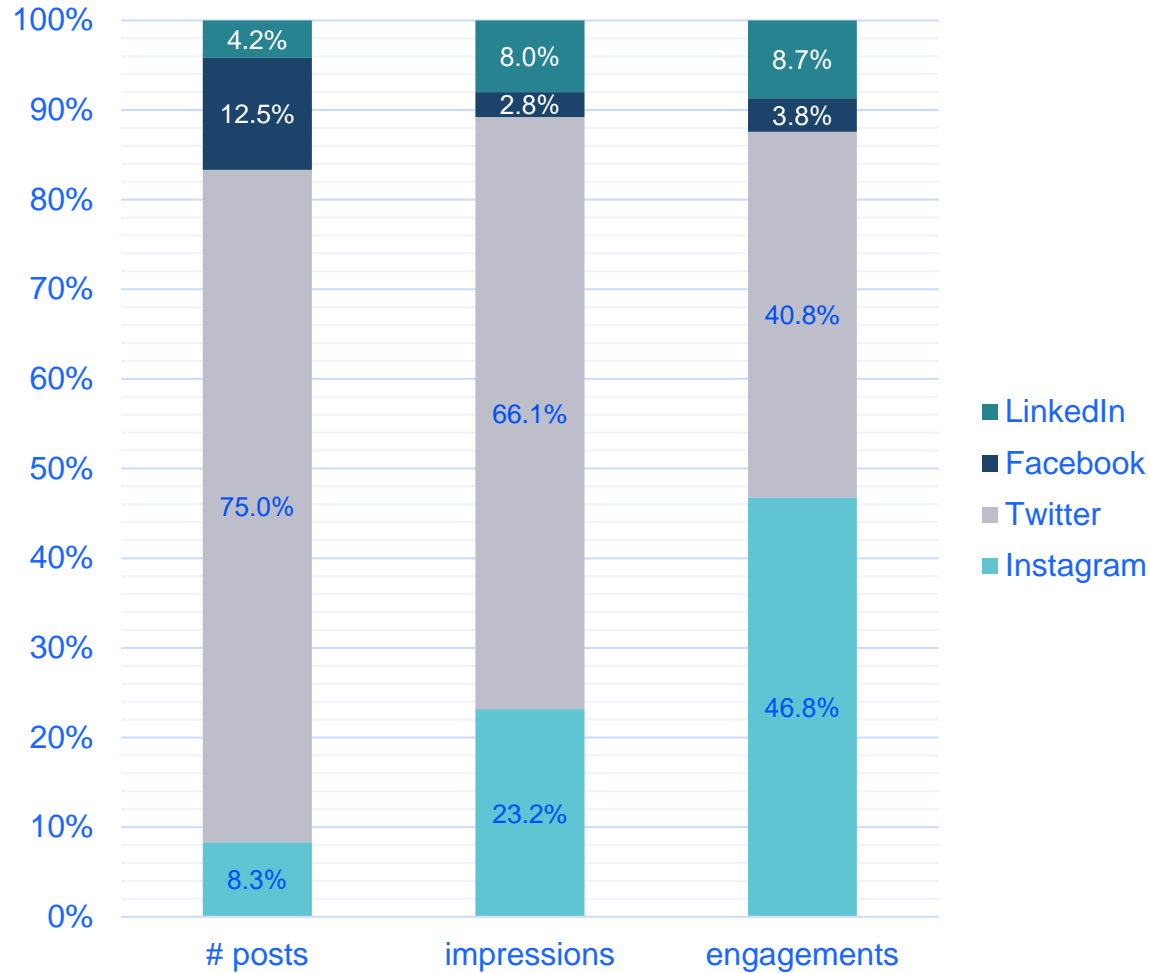
2.7K tuned in · Nov 9 · 43:28

▶ Play recording

1:55 PM · Nov 9, 2023 · 32.8K Views



#EPPCNewenvironment – June 2023

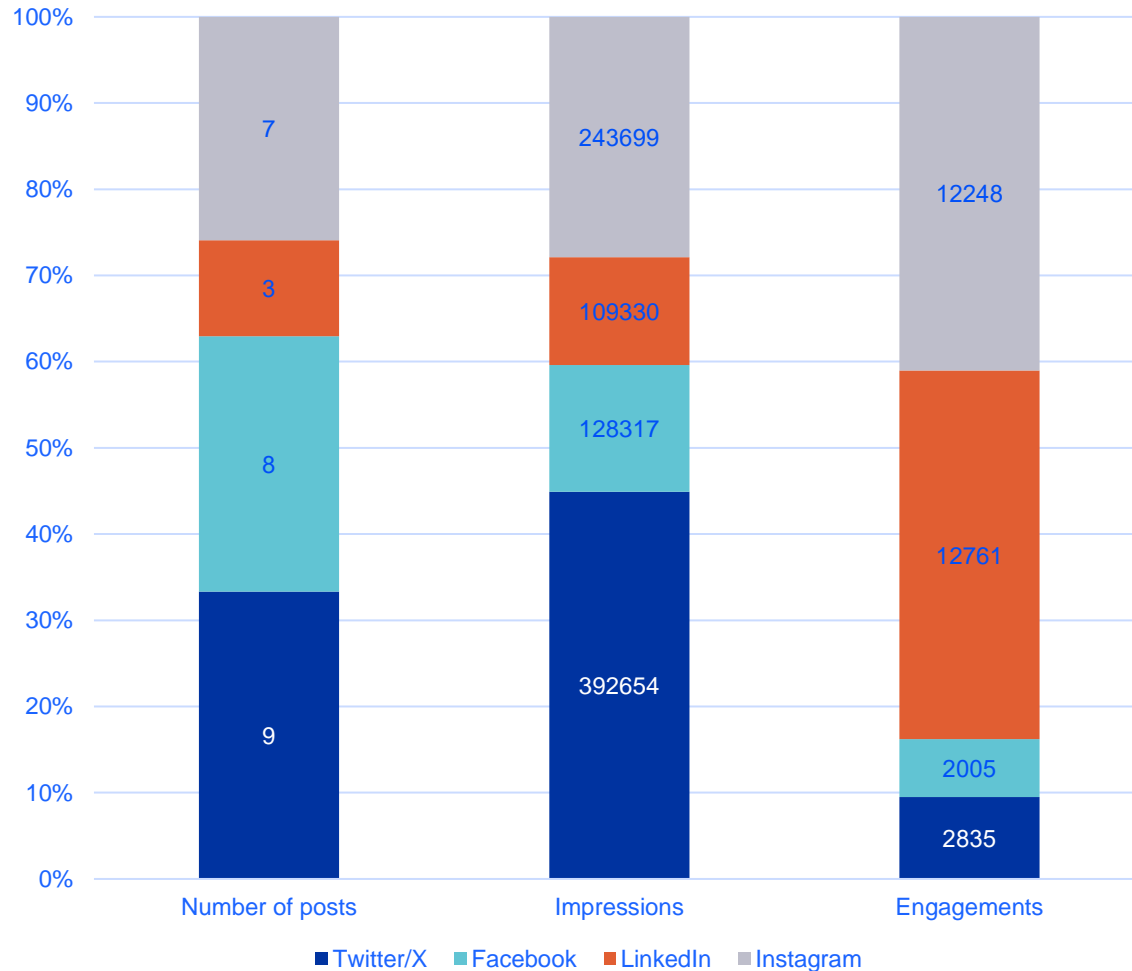


Key numbers:

- 252.8K impressions (reach)
- 4772 engagements
- 82.2K video views
- Engagement rate: 1.89%

#DarkMatterDay – October 2023

Effort vs. Impact



A few notes on Twitter spaces:

- speakers report it was well-organised;
- diverse profiles;
- script and technical tests went great;
- responsive group and responsive partners;
- the host says – it was super fun to do!
- *Some numbers:* 180 listeners (peak), 2.7k tuned in, 32.8k impressions (views), 172 interactions

Key numbers 2022

- 2.03 M impressions (reach)
- 60.4K engagements
- Engagement rate: 2.98%

Key numbers 2023

- 874K impressions (reach)
- 29.8K engagements
- **Engagement rate: 3.42%**

How we evaluate?

- **Data collected in November 2023, relating to the period from 01.06.2023 to 11.11.2023**
- **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, share.
 - 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 SoMe platforms.**
- **Questions or comments, please reach out to: EPPCN-Social-Media@cern.ch**

A few notes on Twitter/X and Meta

Twitter/X:

- Over the past 6 months, CERN's reach down by 4% and engagement down by 35% (11.09.2023).
- “CERN will not subscribe to Twitter Blue or any other verification system that requires a paid subscription.”
- Potential alternatives: Mastodon, BlueSky, Threads, WhatsApp (e.g., WEF created the last two this week).

Meta:

- Users in Europe now have to subscribe if they want to protect their data.
- This does not affect organisations, but might have reputational repercussions...
- CERN meeting International Geneva, happy to share more after.

Up next, social media campaigns on:

#EPPCNewenvironment

#WomenInScience

#HiLumiLHC

#CERN70



Thank you!

Please let us know if you have comments or questions.

