



Social Media WG report

#AntimatterDay #WomenInScience #CERN70

3 – 4 June 2024, 35th EPPCN Meeting

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E-group: EPPCN-Social-Media

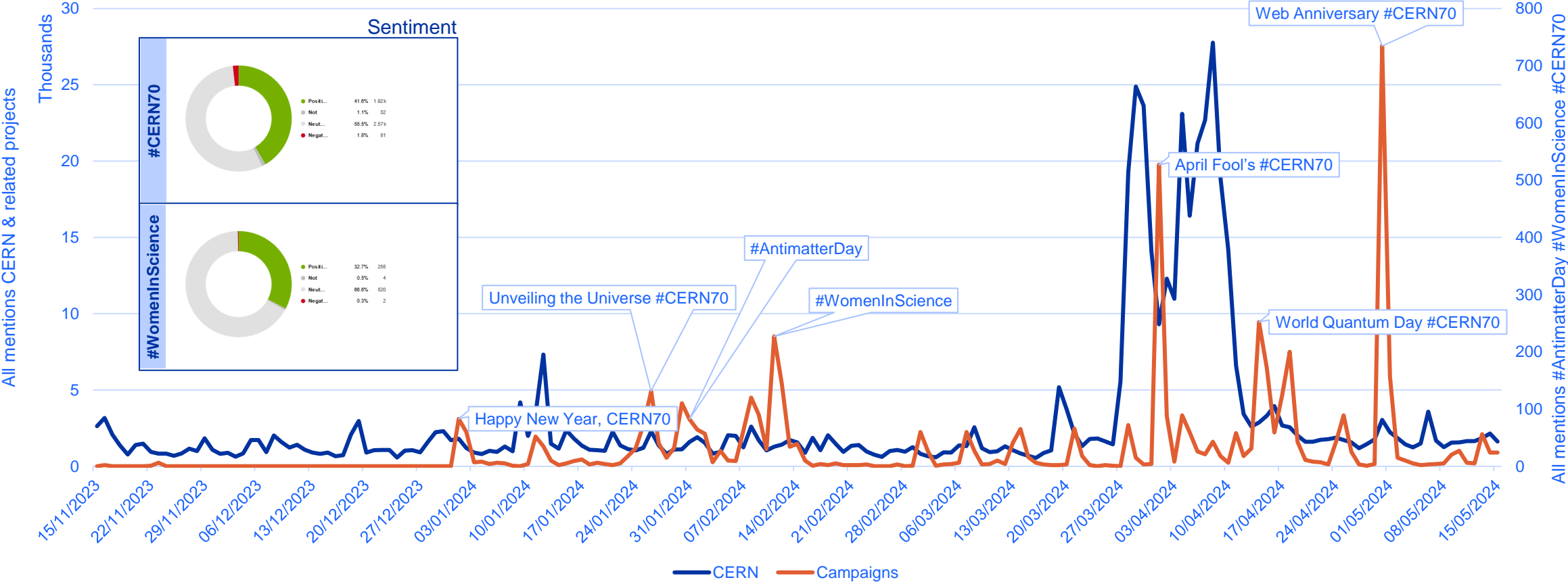
Email: EPPCN-Social-Media@cern.ch

Overview of recent activities – mentions

All of these: #WomenInScience Add keywords and companies

At least one: CERN INFN INFN_insights CNRS_IN2P3 nikhef CHIPP LIP bigscience_stfc stfc_matters Add keywords and companies

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



Overview of our recent activities – a few examples

1975

cern and 2 others
Original audio

cern • Edited • 17w
A physicist at work

#OnThisDay in 1928, Paul Dirac published a paper predicting the existence of #antimatter, which won him the #nobelprize_org in 1933.

Here we see a snippet from a 1975 lecture by Paul Dirac, in Italy @accademianazionaledeilincei, where he explains the history of the discovery of the positron. The lecture describes the anatomy of a discovery from prediction to observation and illustrates CERN's culture of collaboration.

Watch the full lecture on La Mediateca INFN @infn_insights

simply studying the pictures.

limitandosi a studiare le immagini

7,303 likes
February 1

CHIPP/news reposted

CERN @CERN · Feb 7

#PhotoOfTheWeek the @UN International Day of Women and Girls in Science is approaching?

On 11 February, we will celebrate the diversity and representation of women in STEM. For this occasion, CERN's #PhotoOfTheWeek features nine female scientists at CERN and their diverse careers.



9

CNRS Nucléaire & Particules @CNRS_IN2P3

Au #FestivalYggdrasil, la chambre à brouillard vous donnera un aperçu des particules qui vous traversent à tout instant.

Du brouillard pour y voir plus clair, un paradoxe à découvrir sur le stand IN2P3!

#DemainMaisEnMieux #Yggdrasil

Translate post



cern • Following

cern • 16w
Teaching mode: on

As we approach the International Day of Women and Girls in Science, this #ThrowbackThursday, we look back at three female scientists that gave their valuable contributions in the early days of the Organization.

In these CERN archives we see:

1 Mary K. Gaillard, an American particle physicist who made major contributions to the #StandardModel of particle physics, by predicting the mass of the charm quark. Mary was the first person to address gender imbalance at CERN, which led to the creation of the CERN Diversity Office. In the photo.

28,536 likes
February 8

Science and Technology Facilities Council reposted

CERN @CERN · Mar 29

CERN and STFC support environmentally sustainable physics

On 22 March, CERN and the @STFCMatters signed a new agreement to collaborate on the research and development of future particle accelerators that are more sustainable.

Find out more: home.cern/news/news/know...



41 60 224 37k

INFN @INFN · Feb 9

"Per me è stato molto naturale avvicinarci alle materie #STEM, in particolare alla fisica, per scoprire come funzionassero alcune cose che sembrano magiche come l'arcobaleno." Miriam Olmi, ricercatrice @Lngslnfn, per la #SettimanaSTEM.

#stemweek #WomenInScience



0:25

1 2 17 691




cern • Following

cern • 8w
The dark side of the moon #CERN70 - Part 5

#ThrowbackThursday to the 1950s, when the moon was still a complete enigma. Physicists could not yet say with certainty whether it was simply a much heavier electron or whether it belonged to another species of particle.

Francis Farley (far left, image 2), a British physicist who joined CERN in 1957, put

14,206 likes
April 4

University of Helsinki @helsinkiuni

Maailman suurimmalla hiukkaskiihdyttimellä CERNissä tutkitaan mm. alkuräjähdyistä, kosmisia säteitä ja aineen perusolemusta. Mitä on 70 vuodessa saatu aikaan? Mitä tutkimuksen tulevaisuus näyttää?

Tervetuloa CERN 70 vuotta -tillaisuuteen @tielokuulu 13.3.1

helsinki.fi/fi/matemaattis...

Translate post



Euroopan hiukkasfysiikan tutkimuskeskus CERN yhdistää yli 17 500 fyysikköä ympäri maailmaa – kuten Helsingissä. CERN täyttää tänä vuonna 70 vuotta.

0:18

Up next:

#CERN70 #HiLumiLHC (?) #DarkMatterDay

Build a content creator list

How do we evaluate together?

How we evaluate?

- **Data collected in November 2023, relating to the period from 15.11.2023 to 15.05.2024**
- **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, 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**

Thank you!

Please let us know if you have comments or questions.

