Social Media WG report

#WomenInScience #CERN70

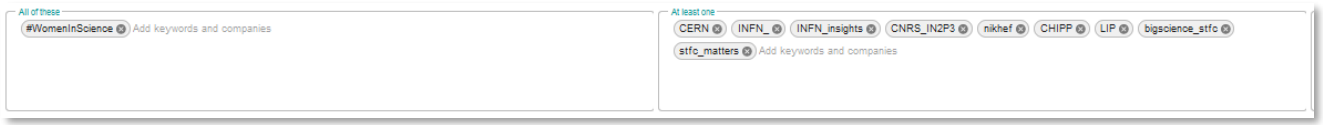
21 – 22 November 2024, 36th EPPCN Meeting

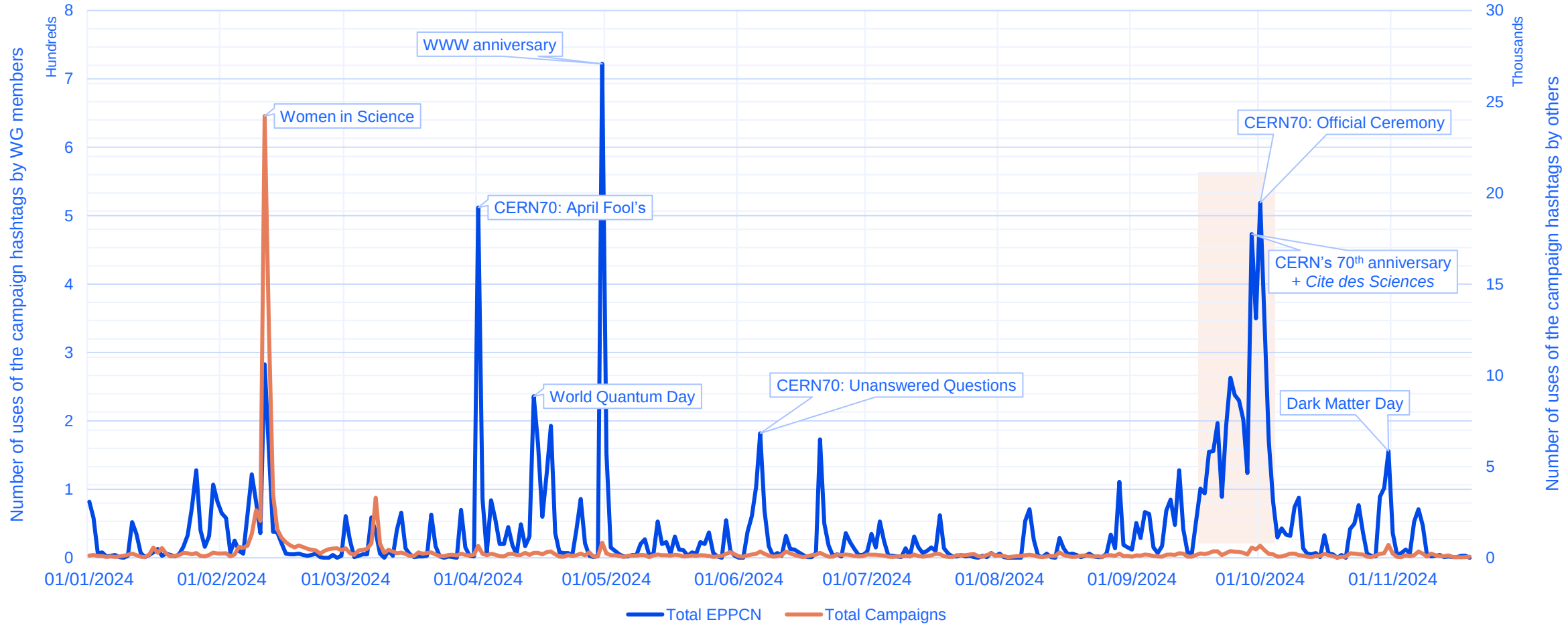
Daniela Antonio for the Social Media WG

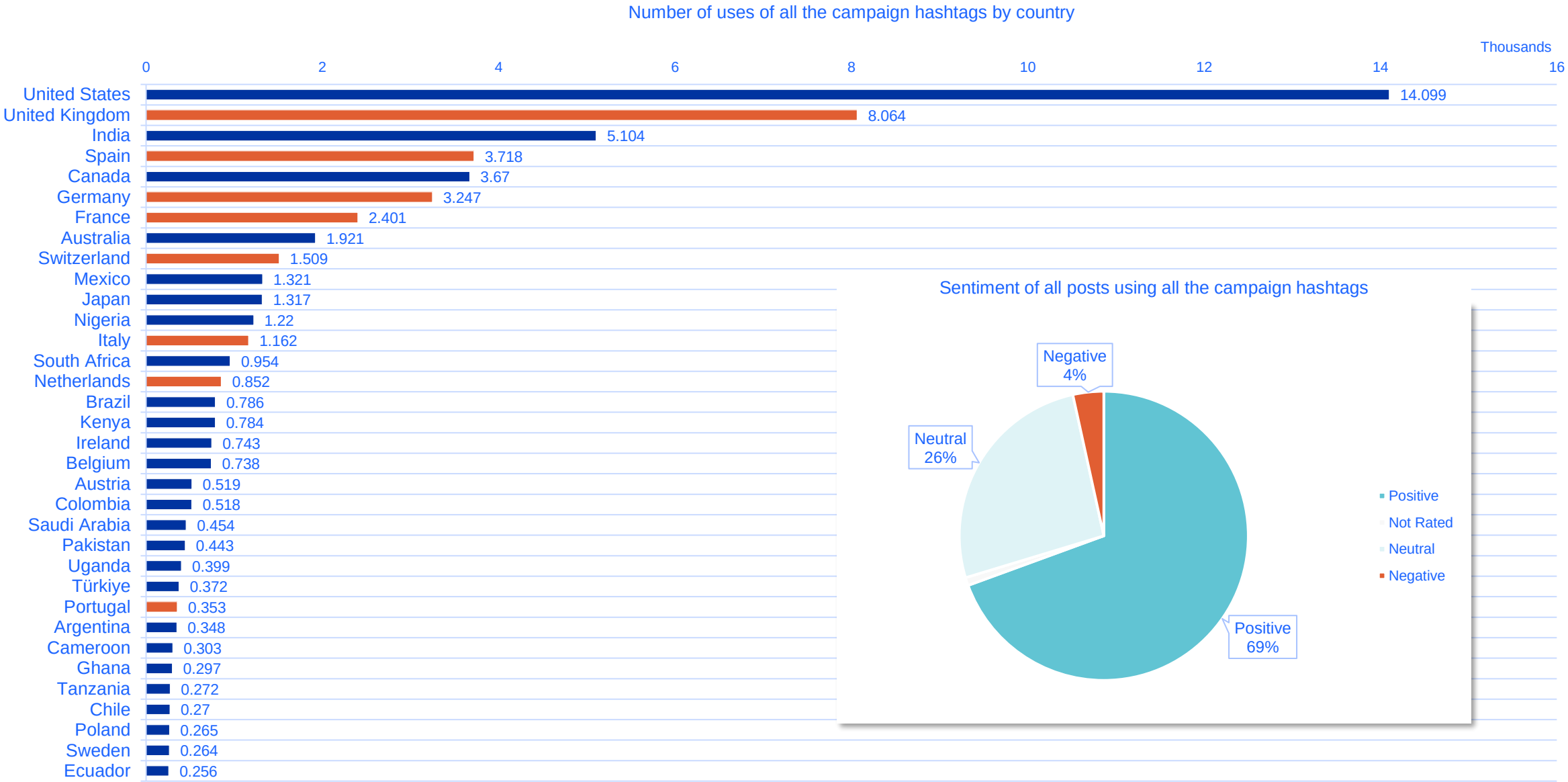
E-group: EPPCN-Social-Media

Email: EPPCN-Social-Media@cern.ch

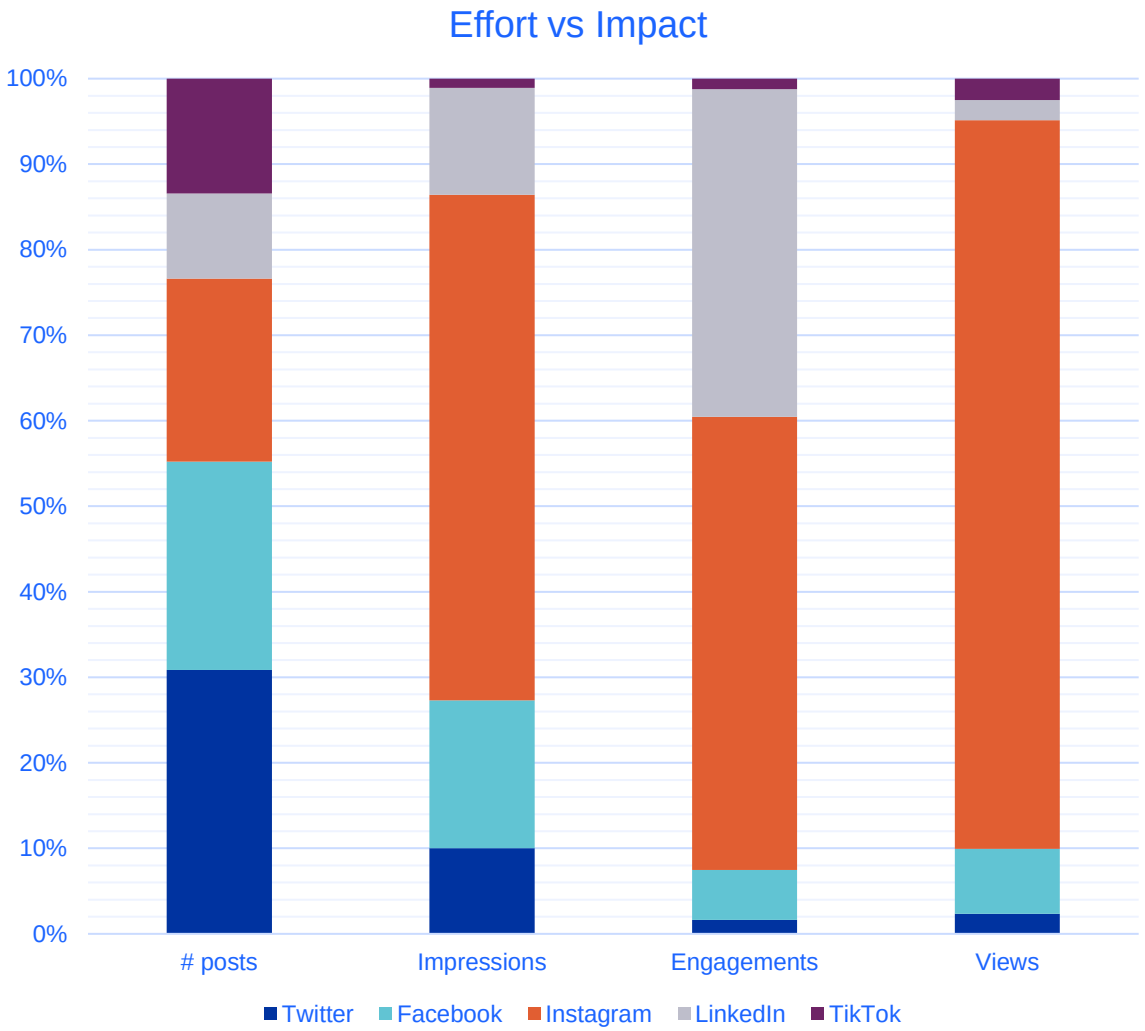
Overview of recent activities – mentions

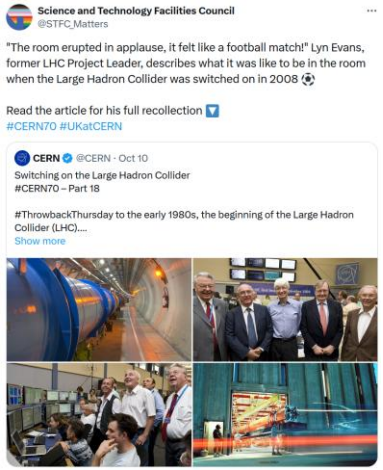


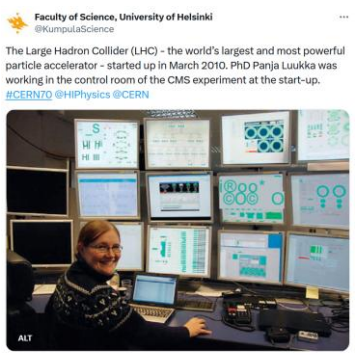


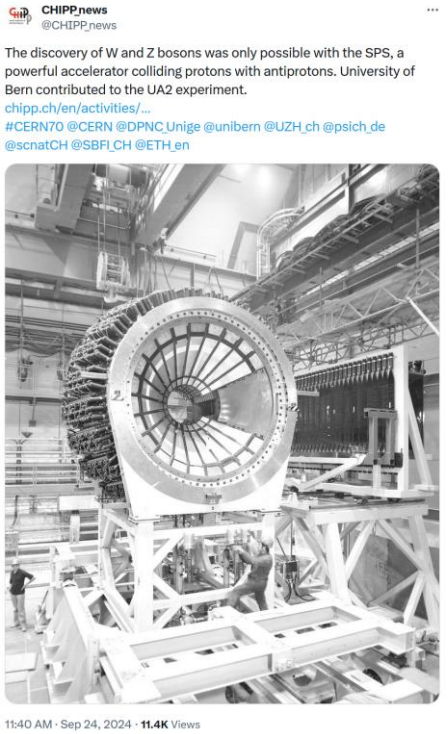

Number of uses of all the campaign hashtags by country
Thousands
0
2
4
6
8
10
12
14
16
United States 14.099
United Kingdom 8.064
India 5.104
Spain 3.718
Canada 3.67
Germany 3.247
France 2.401
Australia 1.921
Switzerland 1.509
Mexico 1.321
Japan 1.317
Nigeria 1.22
Italy 1.162
South Africa 0.954
Netherlands 0.852
Brazil 0.786
Kenya 0.784
Ireland 0.743
Belgium 0.738
Austria 0.519
Colombia 0.518
Saudi Arabia 0.454
Pakistan 0.443
Uganda 0.399
Türkiye 0.372
Portugal 0.353
Argentina 0.348
Cameroon 0.303
Ghana 0.297
Tanzania 0.272
Chile 0.27
Poland 0.265
Sweden 0.264
Ecuador 0.256
Sentiment of all posts using all the campaign hashtags
Negative 4%
Neutral 26%
Positive 69%
Positive
Not Rated
Neutral
Negative

A closer look at #CERN70









Key numbers:

- 201 posts (all platforms)
- 4.82M impressions
- 356K engagements
- Engagement rate: **7.37%**

What’s next:

- ❑ #WomenInScience (February)
- ❑ FCC Feasibility Report (March)
- ❑ Photowalk (April – May)
- ❑ EPPSU / Symposium in Venice (June)
- ❑ #HiLumiLHC (June – July)
- ❑ Content creator programme in collaboration?

Discussion on Twitter / X

From others:

- United Nations, Red Cross and WMO staying to combat mis/disinformation.
- However, their strategies are not changing, but open to discussion.
- CERN scientists + ecosystem accounts ready to go, waiting for CERN.

For discussion:

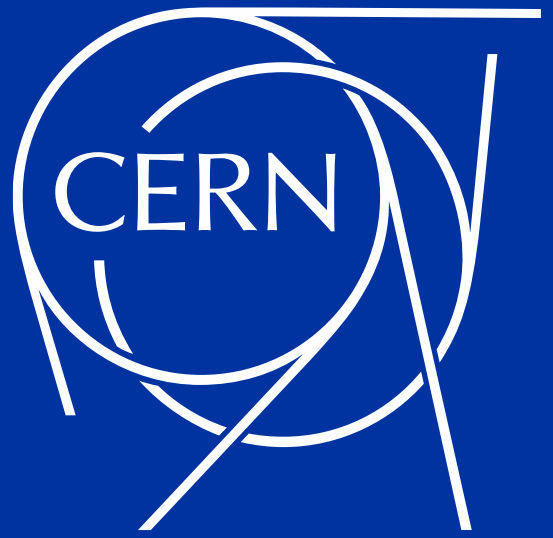
- How is our content performing?
- Are we willing to continue using a platform that has become a channel for propaganda?
- Are we dependent on keeping the US government happy?
- What do EPPCN / EIROs think? – could be worth discussing coordinated approach.
- No statement (as tempting as it is) ? – could devolve in an ego war.

Thank you!

Please let us know if you have comments or questions.

How we evaluate?

- **Data collected on 19 November 2024, relating to the period 01.01.2024 to 20.11.2024**
- **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**


CERN