



Social Media WG report

#WomenInScience #CERN70

21 – 22 November 2024, 36th EPPCN Meeting

Daniela Antonio for the Social Media WG



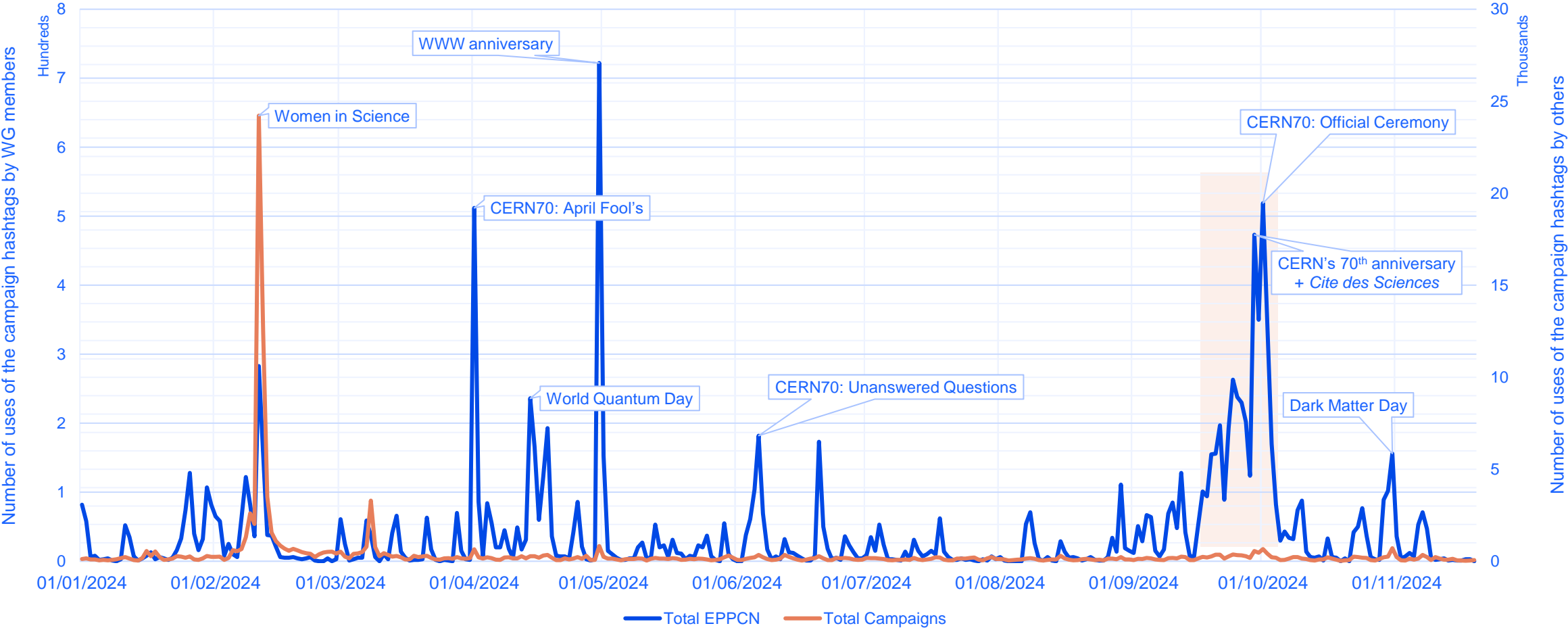
E-group: EPPCN-Social-Media

Email: EPPCN-Social-Media@cern.ch

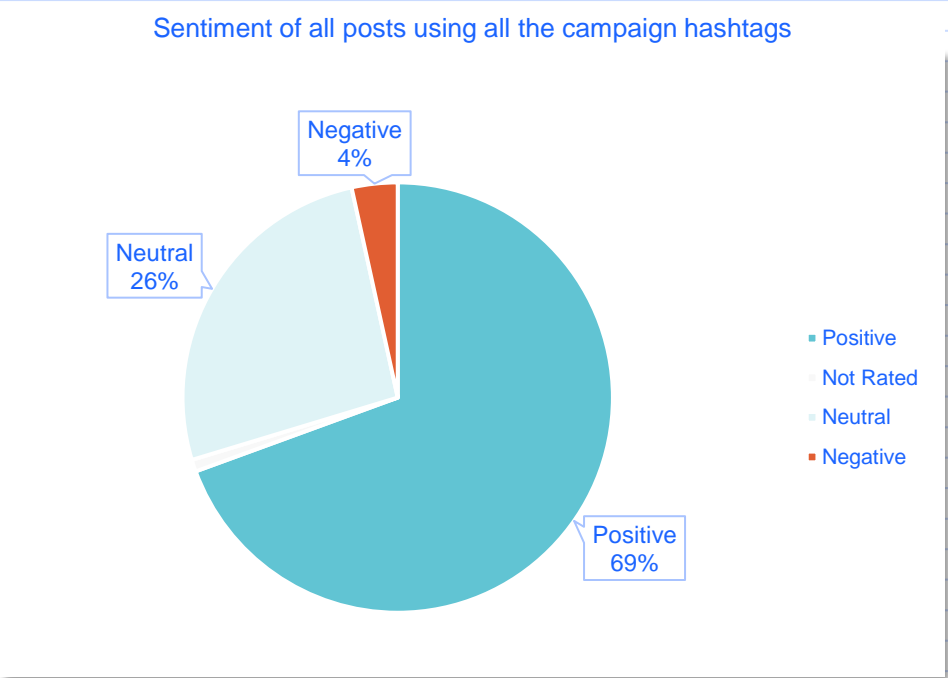
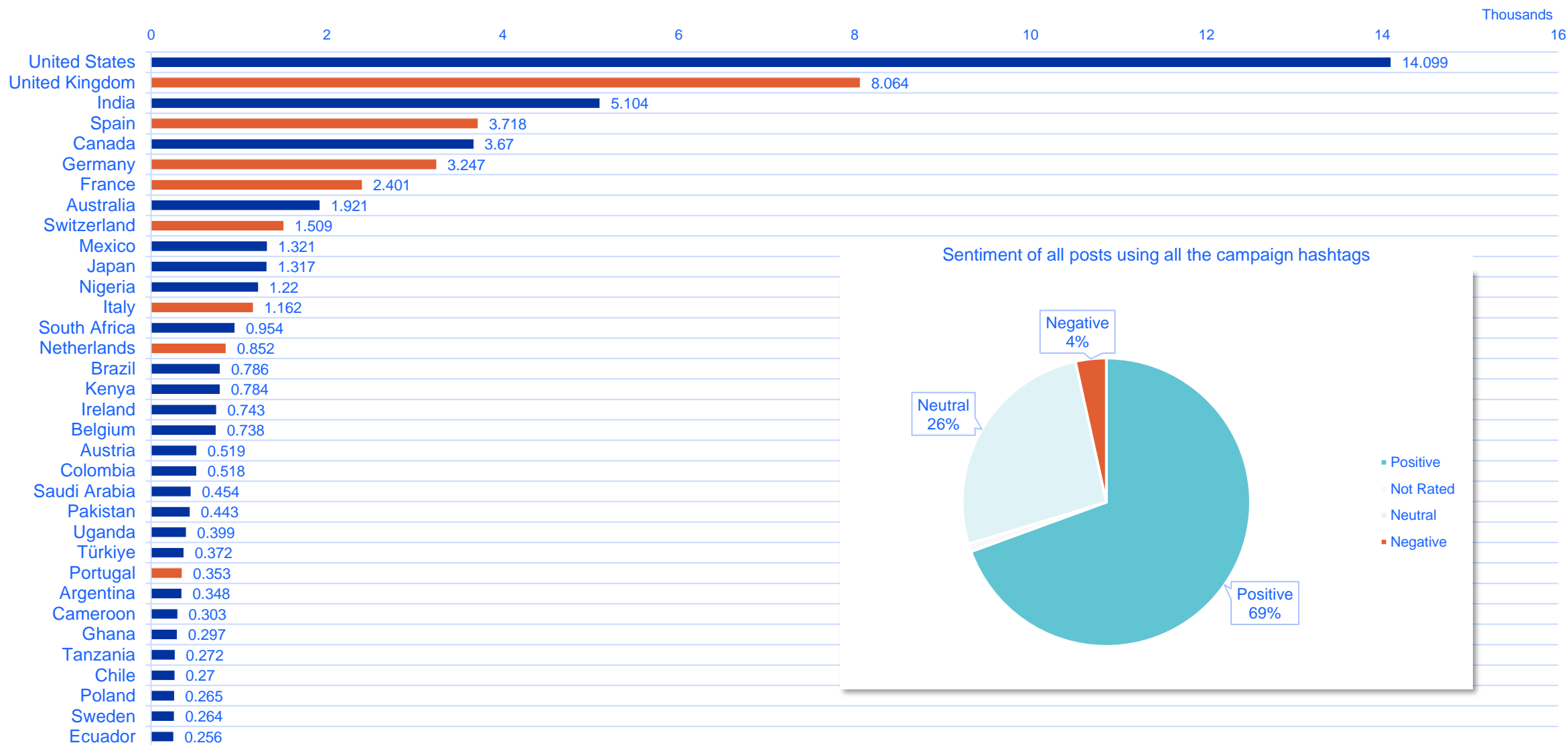
Overview of recent activities – mentions

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

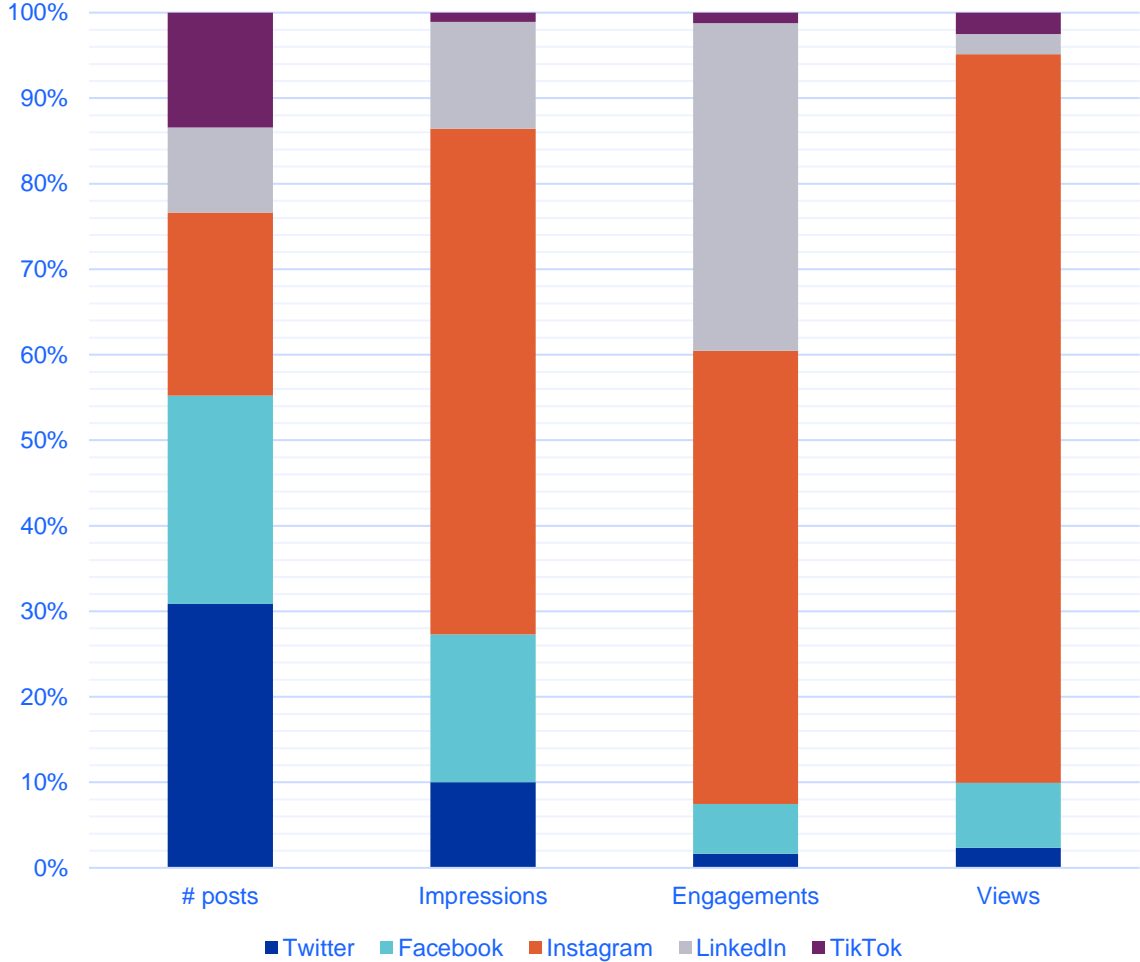


Number of uses of all the campaign hashtags by country



A closer look at #CERN70

Effort vs Impact



Science and Technology Facilities Council @STFC_Matters
 "The room erupted in applause, it felt like a football match!" Lyn Evans, former LHC Project Leader, describes what it was like to be in the room when the Large Hadron Collider was switched on in 2008 🎉

Read the article for his full recollection [📄](#)
[#CERN70 #UKatCERN](#)

CERN @CERN · Oct 10
 Switching on the Large Hadron Collider #CERN70 – Part 1B

#ThrowbackThursday to the early 1980s, the beginning of the Large Hadron Collider (LHC)...
[Show more](#)



Faculty of Science, University of Helsinki @KumpulaScience
 The Large Hadron Collider (LHC) - the world's largest and most powerful particle accelerator - started up in March 2010. PhD Panja Luukka was working in the control room of the CMS experiment at the start-up.
[#CERN70 @HiPhysics @CERN](#)



8:14 AM · Sep 17, 2024 · 10.7K Views

INFN INFN 29,756 followers
 Nel 1983 si conclude al CERN la caccia ai bosoni W e Z.
 L'esistenza di queste particelle, mediatrici dell'interazione elettrodebole, era stata teorizzata già negli anni Sessanta, ma ci vollero oltre venti anni per riuscire a scoprirle.

L'allora acceleratore del CERN, il Super Proton Synchrotron #SPS, non era infatti in grado di produrre le pesanti particelle, e dobbiamo a David Cline, Peter McIntyre e Carlo Rubbia, nel 1976, l'intuizione di convertirlo in un collisore protone-antiprotone, capace di creare livelli di energia sufficientemente elevati per generare i tanto attesi bosoni. La conversione richiese tre anni, durante i quali furono sviluppati gli esperimenti UA1 e UA2.

Guidato da Carlo Rubbia, il team di UA1 annunciò la scoperta delle particelle W e W- nel gennaio del 1983 e, a maggio dello stesso anno, venne identificato anche il terzo bosone intermedio, Z0. [#CERN70 #TatCERN](#)

@CERN
[Show translation](#)

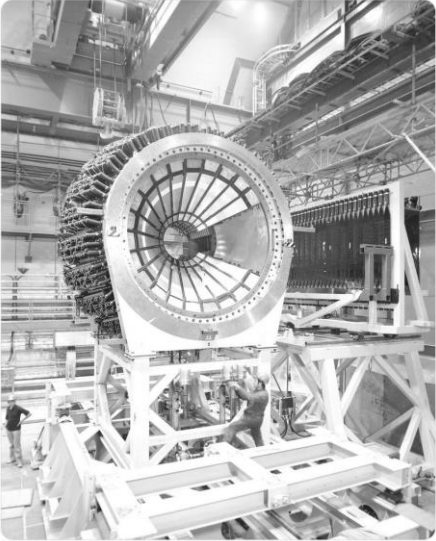


CERN @CERN · Oct 20
 CERN celebrates seven decades of discoveries and looks ahead to a brilliant future of science and innovation.
 "CERN is a great success for Europe and its global partners, and our founders would be very proud to see what CERN has accomplished over the seven decades of its life. The aspirations and values that motivated those founders remain firmly anchored in our Organization today." — Fabrice Gaudin, CERN Director-General.
 Today, CERN has 24 Member States, 10 Associate Member States, 4 Observers, many other partners from all over the world, and a vibrant community of more than 17,000 people, representing more than 110 nationalities.
[Read more: https://home.cern/_jbs/why-cern-70-candles-cern](https://home.cern/_jbs/why-cern-70-candles-cern)



8:44 AM · Sep 17, 2024 · 10.7K Views

CHIPPnews @CHIPPnews
 The discovery of W and Z bosons was only possible with the SPS, a powerful accelerator colliding protons with antiprotons. University of Bern contributed to the UA2 experiment.
[chipp.ch/en/activities/...](#)
[#CERN70 @CERN @DPNC Unige @unibern @UZH_ch @psych_e @scnatCH @SBFI.CH @ETH_en](#)



11:40 AM · Sep 24, 2024 · 11.4K Views

CNRS Nucléaire & Particules @CNRS_IN2P3 · Sep 27
 J-2 avant #CERN70 : le synchrotron, fils aîné du CERN 🎉
 1er accélérateur du @CERN, lancé en 1957, il a fourni des protons pour les noyaux exotiques de @ISOLDEatCERN jusqu'en 1990

En vidéo le transport délicat d'un aimant (son activé) [📺](#)
[#FranceAtCERN @memoriav.ch @CNRS](#)



0:47 Transporting a 60-tonne electromagnet to the Nuclear Research Centre in Geneva is not an easy task.

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**

