



Social Media WG report

Impact, Influencers, and FCC

02 – 03 June 2025, 37th EPPCN Meeting

Daniela Antonio for the Social Media WG



E-group: EPPCN-Social-Media

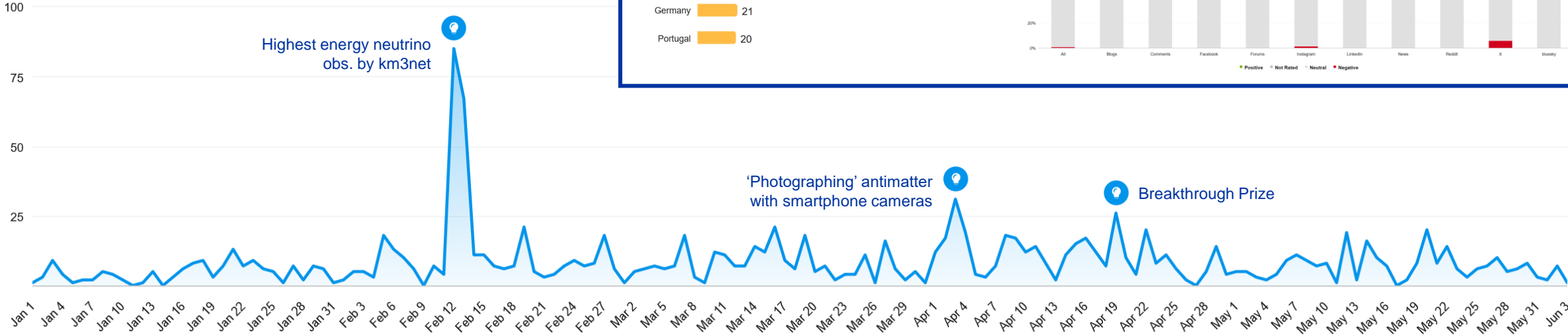
Email: EPPCN-Social-Media@cern.ch

Overview of recent activities – mentions

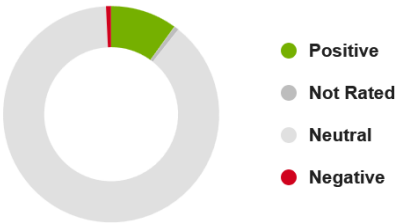
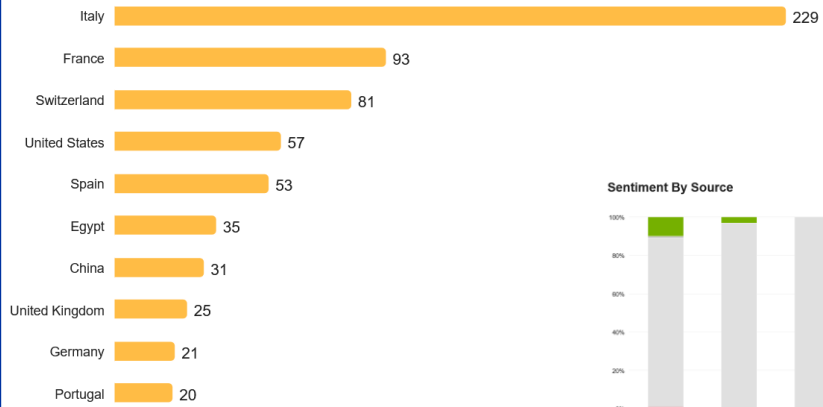
Mentions Trend

Total Mentions
1.3k ↓ 31%
 Previous period 1.89k

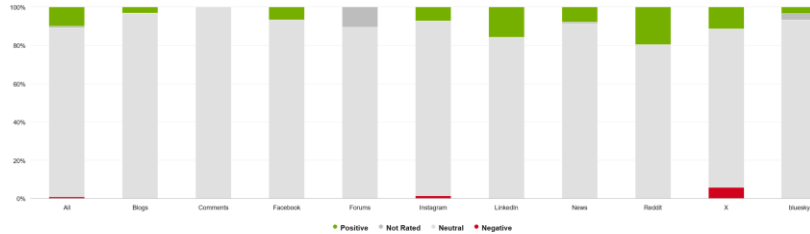
Daily Average
8 ↓ 31%
 Previous period 12



Top Locations



Sentiment By Source



Content Creator Masterlist

([please follow this link](#))

Please help us build the contact list!

What's next:

- ❑ Photowalk(s)
- ❑ Nikhef's birthday on 17 June
- ❑ EPPSU / Symposium in Venice (June)
- ❑ #HiLumiLHC (October)



EPPSU / Symposium in Venice (June)

Balance a service to the community and to the general audience

Topics to focus are:

- technology potential
- physics case
- strength of the process (based on FCC key messages)

Content types / formats we could use:

- Vox Pop: find good interviewees (champions) as share with the #AskAPhysicist hashtag
- Highlights of the day (quotes, pictures, key points)
- Carousel/slideshows about topics being discussed during the sessions as an introduction to the different projects

The audience will be dependent on the topic / tone of voice

Proposal to be discussed with EPPCN Social Media Working Group, including a common hashtag

Discussion on Twitter / X

Our advice: post less, target other platforms more, don't give up the username.

From others:

- United Nations, Red Cross and WMO staying to combat mis/disinformation
- CERN scientists + ecosystem accounts ready to go

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?
- No statement (as tempting as it is)?

Thank you!

Please let us know if you have comments or questions.

How we evaluate?

- **Data collected on 02.06.2025, relating to the period 01.01.2025 to 01.06.2025**
- **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**

