



TALENT Summer School

The use of social media in your science communication

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Overview

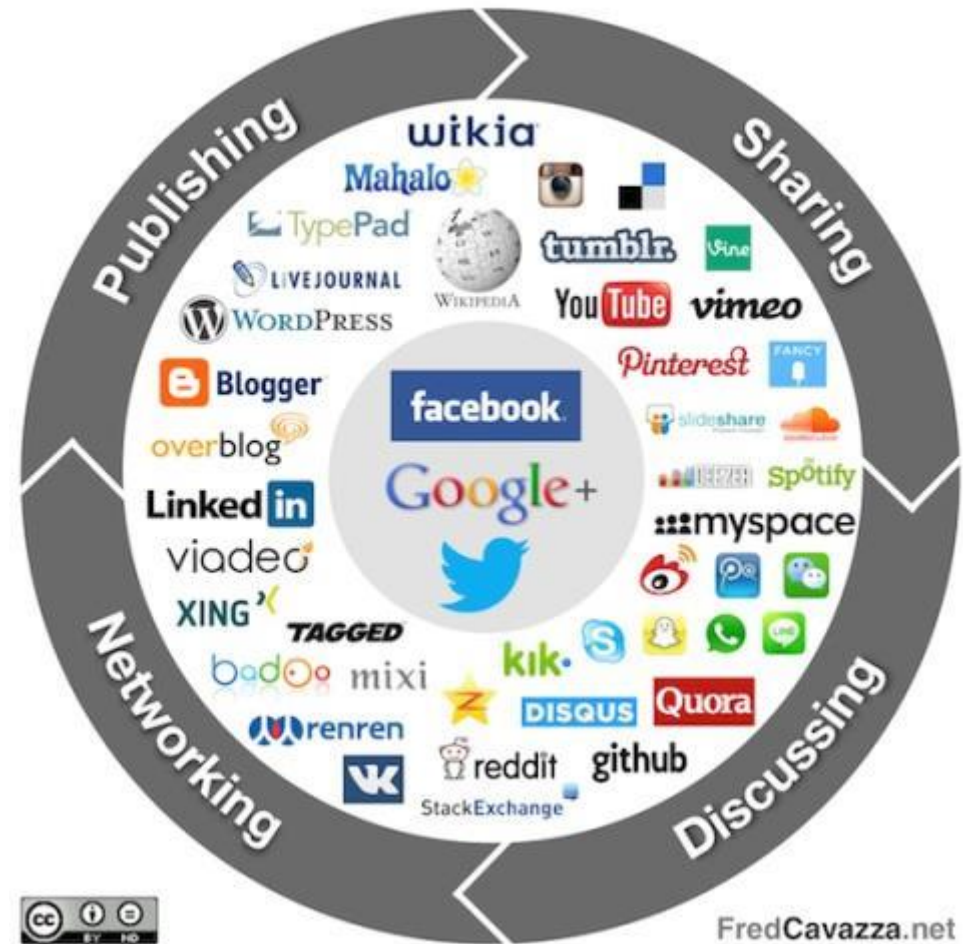
- Social media, the basics:
 - what, why and tips
- Social media for your science
 - audience, messages, interactions
- Impact
 - Measuring, managing and maximising

Social Media: the basics

What is social media?

Social Media Landscape 2013

Virtual communities and networks to create, share, and exchange information and ideas.



Why use social media?

On a personal level	On a professional level	On an organisation level
<p>Stay in touch with friends and family</p> <p>e.g. via Facebook</p>	<p>Build a professional network</p> <p>e.g. via LinkedIn, Twitter</p>	<p>Send out breaking news or report live from events</p> <p>e.g. via Twitter</p>
<p>Get immediate access to breaking news</p> <p>e.g. via Twitter</p>	<p>Blog about your research and interests</p> <p>e.g. via Wordpress, Twitter</p>	<p>Inspire the public with images and video</p> <p>e.g. via Facebook, YouTube</p>
<p>View interesting or amusing content</p> <p>e.g. via YouTube, Flickr, Wikipedia</p>	<p>Take part in discussions as an expert</p> <p>e.g. Google+ Hangouts, Twitter</p>	<p>Respond to questions and comments</p> <p>e.g. via Google+ Hangouts, Twitter, Facebook</p>

Basic tips

A photograph of a billboard at night. The billboard is illuminated from within, casting a warm glow. The text on the billboard is in a black, serif font. The quote reads: "Don't say anything online that you wouldn't want plastered on a billboard with your face on it." Below the quote, it says "- Erin Bury". The billboard is mounted on a dark structure, and the background is black.

“Don't say anything online
that you wouldn't want plastered
on a billboard with your face on it.”
– Erin Bury

Source: <http://www.maylor.net/2012/05/16/my-top-3-tips-for-using-social-media/>

"You will make mistakes.

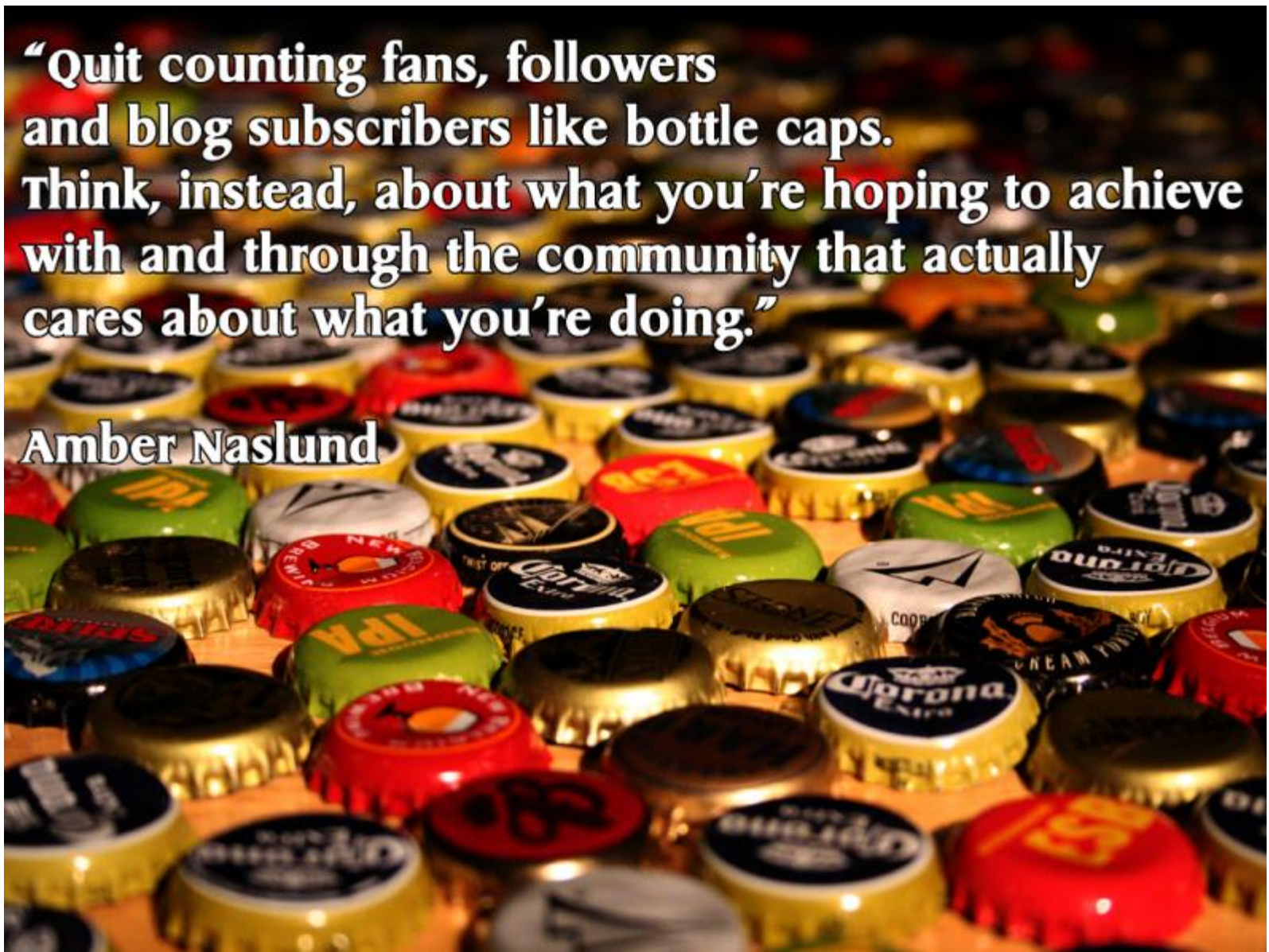
If you are sincere about helping the community,
the authenticity will show
and your mistakes will be forgiven."

Zia Yusuf

Source: <http://www.maylor.net/2012/05/16/my-top-3-tips-for-using-social-media/>

“Quit counting fans, followers and blog subscribers like bottle caps. Think, instead, about what you’re hoping to achieve with and through the community that actually cares about what you’re doing.”

Amber Naslund



Source: <http://www.maylor.net/2012/05/16/my-top-3-tips-for-using-social-media/>

Social media for your science

Social media for your science

On a personal level	On a professional level	On an organisation level
Stay in touch with friends and family <i>e.g. via Facebook</i>	Build a professional network <i>e.g. via LinkedIn, Twitter</i>	Send out breaking news or report live from events <i>e.g. via Twitter</i>
Get immediate access to breaking news <i>e.g. via Twitter</i>	Blog about your research and interests <i>e.g. via Wordpress, Twitter</i>	Inspire the public with images and video <i>e.g. via Facebook, YouTube</i>
View interesting or amusing content <i>e.g. via YouTube, Flickr, Wikipedia</i>	Take part in discussions as an expert <i>e.g. Google+ Hangouts, Twitter</i>	Respond to questions and comments <i>e.g. via Google+ Hangouts</i>

Who do you want to reach?

Possible audiences

- Colleagues
- Scientists/engineers in your field
- Scientists/engineers in other fields
- Students and educators
- Funding bodies
- Friends and family
- Interested public
- Uninterested public

What are your key messages?

Your work is:

- exciting
- inspiring
- cutting edge
- multicultural
- producing interesting results
- just one of your many interests

What are your options?

Blogging (e.g. Wordpress)

- Regular posts
- Responding to comments

Micro-blogging (e.g. Twitter)

- Sharing links
- Discussing topics
- Answering questions

Live chats (e.g. Google+ Hangouts)

- Discussing topics
- Answering questions

Impact

Measuring your impact

Blogging (e.g. Wordpress)

- Page views
- Comments

Micro-blogging (e.g. Twitter)

- Retweets
- Replies
- Followers

Live chats (e.g. Google+ Hangouts)

- Viewing figures
- Comments

Managing your impact

Dealing with comments

- Replying takes time but can be rewarding for all concerned
- Save time by linking to existing resources
- Don't feed the trolls

Comment policy e.g.

- “CERN welcomes your comments and will moderate comments using these guidelines:

Please keep comments relevant. Irrelevant, inappropriate or offensive comments may be deleted.

Stay on topic. Other readers expect the comments about a post to deal with the topic at hand.”

Maximising your impact

Do	Don't
Be human	Be robotic
Interact	Be “me centric”
Handle debates and criticisms constructively	Post or encourage offensive comments
Show your passion	Overpost
Be aware of scientific jargon	Condescend, dictate
Communicate creatively, using photos and video	Spam
Respect copyright	Share private or confidential information
Contribute regularly	And ... don't forget your day job!

Be sure to follow:

Platform	Website	Twitter	Facebook	Google+	YouTube
CERN	cern.ch	EN: @CERN FR: @CERN_FR	fb.com/cern	+CERN	youtube.com/CERNTV
CERN Jobs	cern.ch/jobs	@CERN_JOBS	fb.com/CERNjobs	–	youtube.com/CERNJOBSTV
ATLAS	atlas.ch	@ATLASexperiment	fb.com/ATLASexperiment	+ATLAS Experiment	youtube.com/TheATLASExperiment
CMS	cern.ch/cms	@CMSexperiment	fb.com/CMSexperiment	+CMS Experiment	youtube.com/CMSEperimentTV
ALICE	cern.ch/alice	@ALICEexperiment	fb.com/ALICE.EXPERIMENT	+ALICE Experiment	youtube.com/aliceatlhc
LHCb	cern.ch/lhcb-public	@LHCbExperiment	–	+LHCb Experiment	–

Thank you



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