

IT Lightning Talk | 27 June 2014 | #ITLT |
#CERNSocMed

@CERN – behind the scenes of CERN's social media

Kate Kahle, CERN Social Media Manager

@katekahle



CERN's social media



Most Effective International Organisations on Twitter

AVERAGE NUMBER OF RETWEETS PER TWEET

130



@CERN

European Organisation for Nuclear Research

100



@unicef

United Nations Children's Fund

82



@un

United Nations Organisation

69



@WWF

World Wide Fund for Nature

68



@greenpeace

Greenpeace

Courtesy of Twiplomacy, November 2013



🔄 Tweets most retweeted



CERN @CERN July 4, 2012, 11:53 am via TweetDeck 4,678 791
#CMS: "we have observed a new boson with a mass of 125.3 ± 0.6 GeV at 4.9 sigma significance." Thunderous applause. #Higgs #ICHEP2012



CERN @CERN July 4, 2012, 12:05 pm via Twitter Web Client 2,597 286
CERN Press Release: CERN experiments observe particle consistent with long-sought #Higgs boson cern.ch/press/PressRel... #ICHEP2012



CERN @CERN March 30, 2010, 3:01 pm via Twitter Web Client 1,787 192
Experiment have seen collisions



CERN @CERN July 4, 2012, 12:51 pm via Twitter Web Client 1,660 209
CERN's Director Rolf Heuer: "This historic milestone is only the beginning, it has global implications for the future". Standing ovation!



CERN @CERN March 30, 2010, 3:01 pm via Twitter Web Client 1,458 168
First time in the history World record

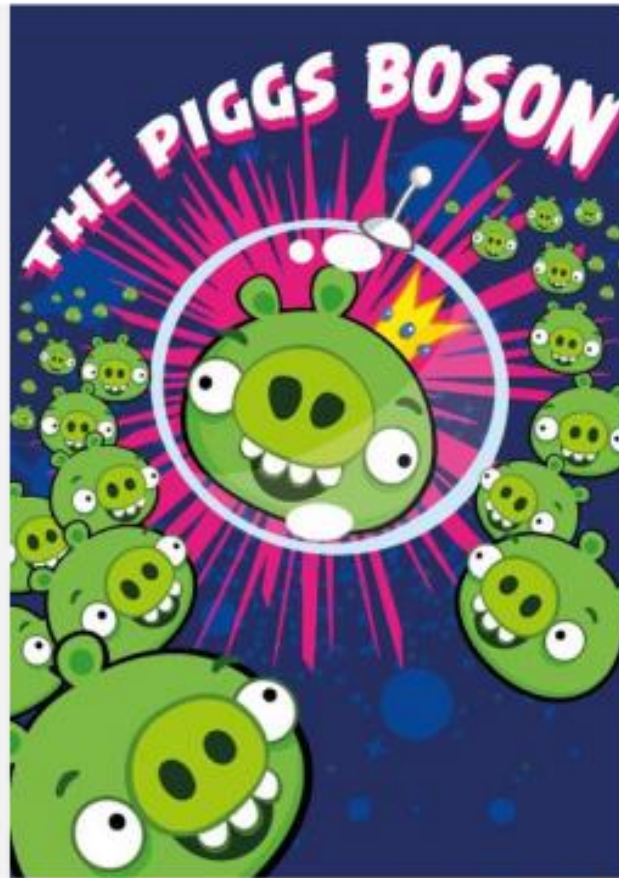
Courtesy of Twitonomy





CERN shared Angry Birds's photo.
4 July 2012

Attention scientists: Avian intelligence suggests that the particle you're searching for is known as the PIGGS Boson!



Like · Comment · Share

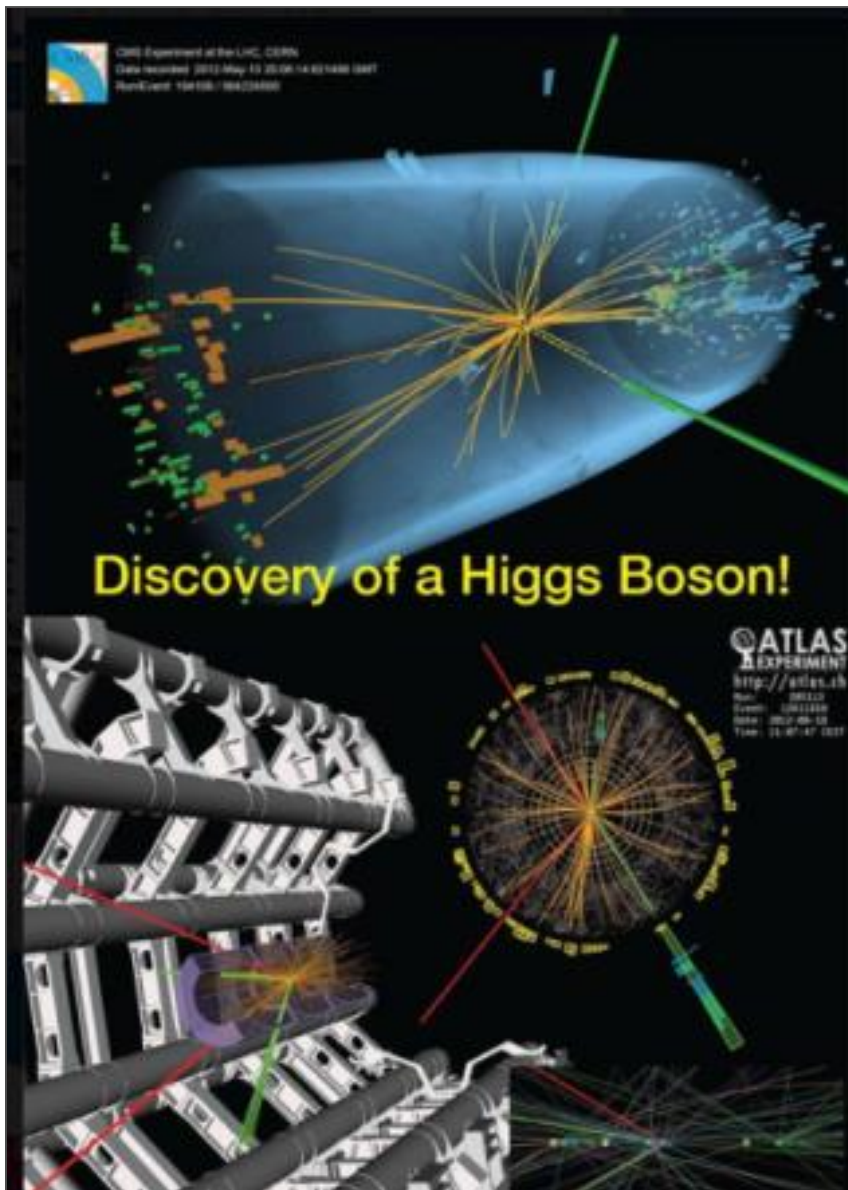
👍 3,798 💬 197 📄 1,486

107,766 people saw this post

Boost Post ▾



YEARS/ANS CERN



CERN

8 October 2013 · 🌐 📷

Congratulations from CERN, the ATLAS Experiment at CERN & CMS to François Englert & Peter Higgs for 2013 Physics #NobelPrize #BosonNobel :-D

Image shows event displays of particle tracks in the CMS experiment detector (top) and the ATLAS experiment detector (bottom) indicating the presence of a Higgs boson. This image is released under CC-BY-SA.

For more Creative Commons CERN images see: <http://cds.cern.ch/collection/Creative%20Commons%20Images%20from%20CERN>

🏷️ Tag photo 📍 Add location ✎ Edit


Like · Comment · Share · Edit

👍 Jean-pierre Lamy, Mick Semidge, Saba Aslam and 4,222 others like this.

📄 2,034 shares

🗨️ View previous comments 6 of 174

 **Marcelo Azevedo** This was excellent, alias excellent The ionized hydrogens not collide in 99.5% of attempts, if they are on the speed of light means that the electric field before arrived at the rendezvous point, avoiding collision, is the field electric is faster than ... See More
14 October 2013 at 02:51 · Like 📄 1

 **Marcelo Azevedo** Einstein said that anything above the speed of light would be energy, was what he deduced, was just shown at CERN, where collisions are minimal in 99.5% of the experiments, the collision does not occur, because the calculated energy ($E = mc^2 \cdot v$) unilateral "positive" and she comes to the crash site before the Higgsman & Jane. [View previous comments](#)



Write a comment...



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Social Media at CERN

<http://twitter.com/CERN>

http://twitter.com/CERN_FR

<http://facebook.com/cern>

<http://google.com/+CERN>

<http://youtube.com/CERN>

<http://linkedin.com/company/cern>

Social Media Guidelines for CERN People:

<http://cern.ch/security/rules/en/social-media.shtml>





www.cern.ch

Additional Slides



6/27/2014

Document reference

Who follows CERN

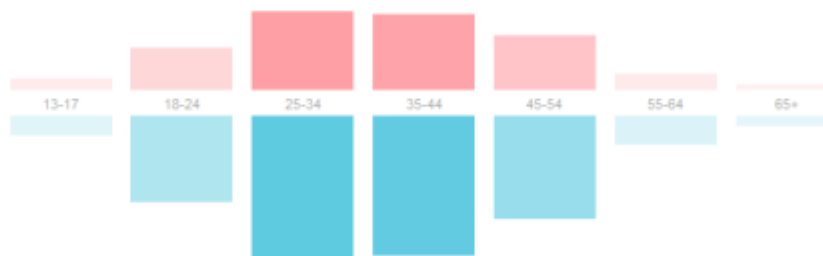
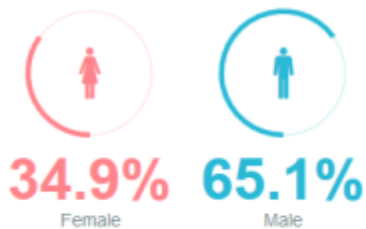


Topic
CERN



Date Range
May 25 - June 25, 2014

Demographics



Language	Total
English	37.9K
Japanese	4.7K
Spanish	4.7K
French	3.2K
Greek	2.7K
Turkish	2.4K
Italian	1.6K
Russian	1.6K
German	951



Image courtesy of Engagor



Metrics snapshot



Topic
CERN



Date Range
May 25 - June 25, 2014

Social Profile Metrics ?

■ profile posting activity ■ profile response activity ■ engagement by community

Profile	Growth ?	Profile Activity	Engagement ▼
CERN	974.3K ↑ 1.3% followers, 398.9 new/day	33 9	5.5K
CERN	307.1K ↑ 3.3% fans, 336.2 new/day	46 9	12K
CERN	91.6K ↑ 2.5% followers, 76.6 new/day	33 15	3.1K
Cerntv	40.5K ↑ 1% subscribers, 13.8 new/day	3 0	83
CERN	20.3K ↑ 2.9% followers, 19.9 new/day	3 0	150
CERN En Français	11.6K ↑ 1.1% followers, 4.0 new/day	19 0	204



Image courtesy of Engagor