



A Communication Strategy for the FCC study

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“CERN should undertake design studies for accelerator projects in a global context, with emphasis on proton-proton and electron- positron high-energy frontier machines. These design studies should be coupled to a vigorous accelerator R&D programme, including high-field magnets and high-gradient accelerating structures, in collaboration with national institutes, laboratories and universities worldwide.”

Elements of a communication plan

Vision, mission, branding

Audiences

Messages

Stories and proof points

Actions

Metrics and KPIs



Where to begin?

Strengths: global collaboration, discovery potential, technology...

Weaknesses: perception of cost, perception of duplication...

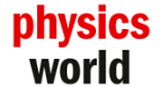
Opportunities: engage people with science through an exciting project...

Threats: the war on science...



The context

- Increasing global alignment in particle physics prioritisation
- Global coordination of particle physics communication
- Focus on LHC as unique energy frontier machine today
- Many potential future scenarios
- Three options within the FCC study
- Media reports already speculating
- Need for long term stakeholder expectation management
- Coherence needed between global FCC communication and institute-specific FCC communication



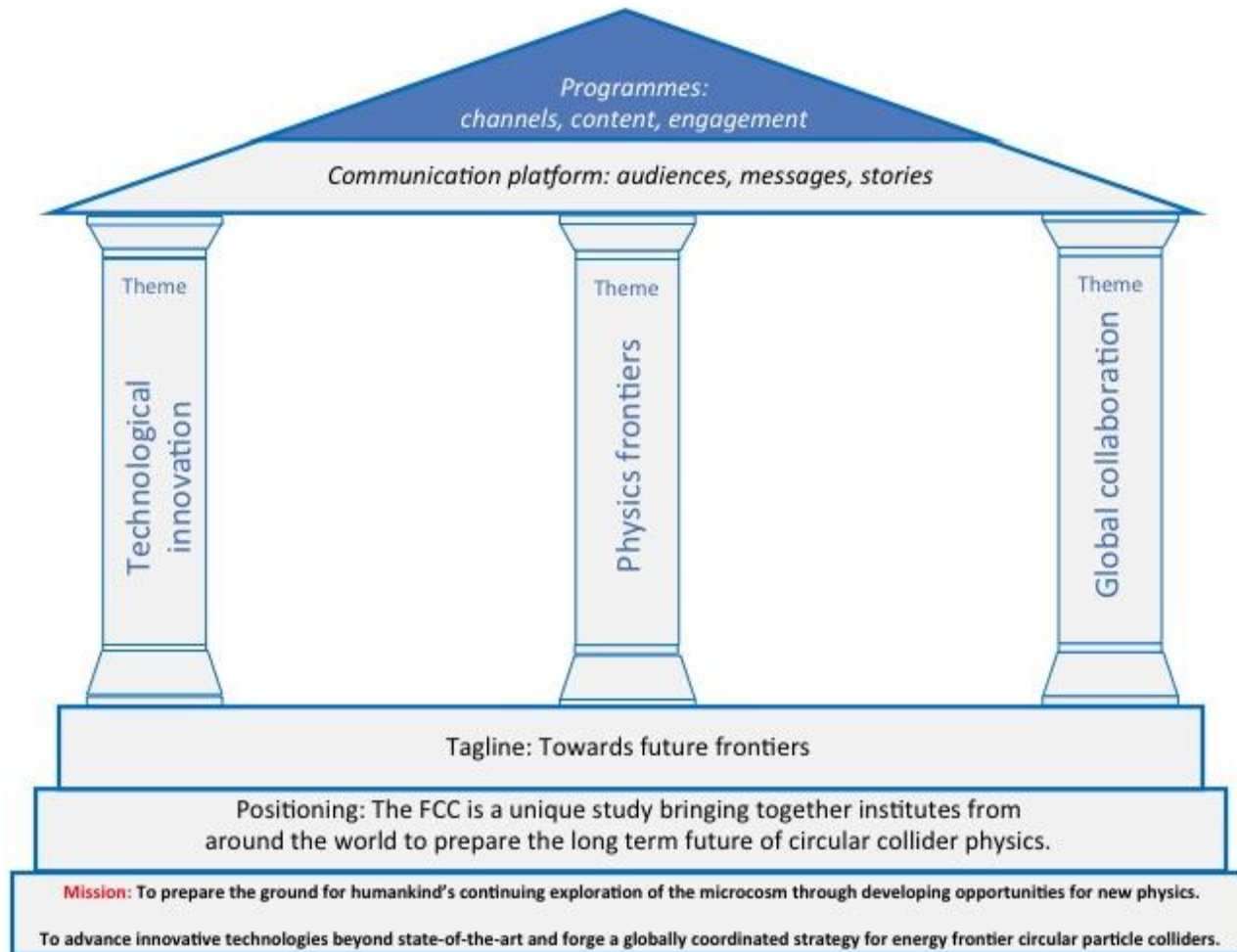
Coordination of particle physics communication

- **InterActions: Major particle physics labs and funding agencies**
- **EPPCN: Communication professionals in CERN Member States**
- **IPPOG: Global grass roots network of physicists**
- **LOG: Coordination between LHC experiments and CERN**



Purpose

To foster understanding of the FCC study's goals and scope, and thereby generate political, societal and ultimately financial support for R&D programs identified and initiated during the study period and potentially extending into a subsequent preparatory programme.



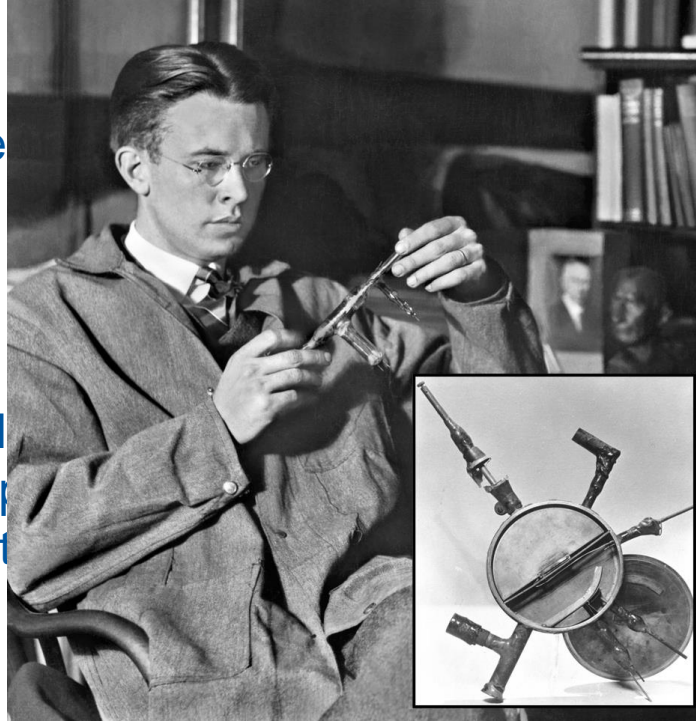
Sample messaging

Key message:

The FCC study will develop the frontiers of human knowledge.

Proof point:

The global field of particle physics has been developing increasingly rapidly for nearly a century, making significant contributions to our understanding of the universe.



the frontiers of human

knowing close to a century of
each of which has made

Sample messaging

Key message:

The FCC study is needed now to ensure continuity in the field.

Proof point:

R&D, large-scale technical developments at industrial scale and construction is will require over 20 years, comparable to the operational lifetime of the LHC.



Sample messaging

Key message:

The FCC study is a strong example of what can be achieved when people from around the world work together.

Proof point:

51 institutes from 19 countries are involved in the FCC study



Audiences, channels, actions...

The FCC community
The HEP community
S&T decision makers and opinion
leaders
Media
The general public (does not exist)
Secondary education systems
Higher education systems
Industry

Web sites
Mailing lists
Media
Social media
Events
One-to-one meetings
Print products
Brand ambassadors
Conferences
Op-eds
Owned media
Pedagogical products
Science centres

Metrics – 4 July 2012



Higgs search
update 04.07.2012



Higgs search
update 04.07.2012

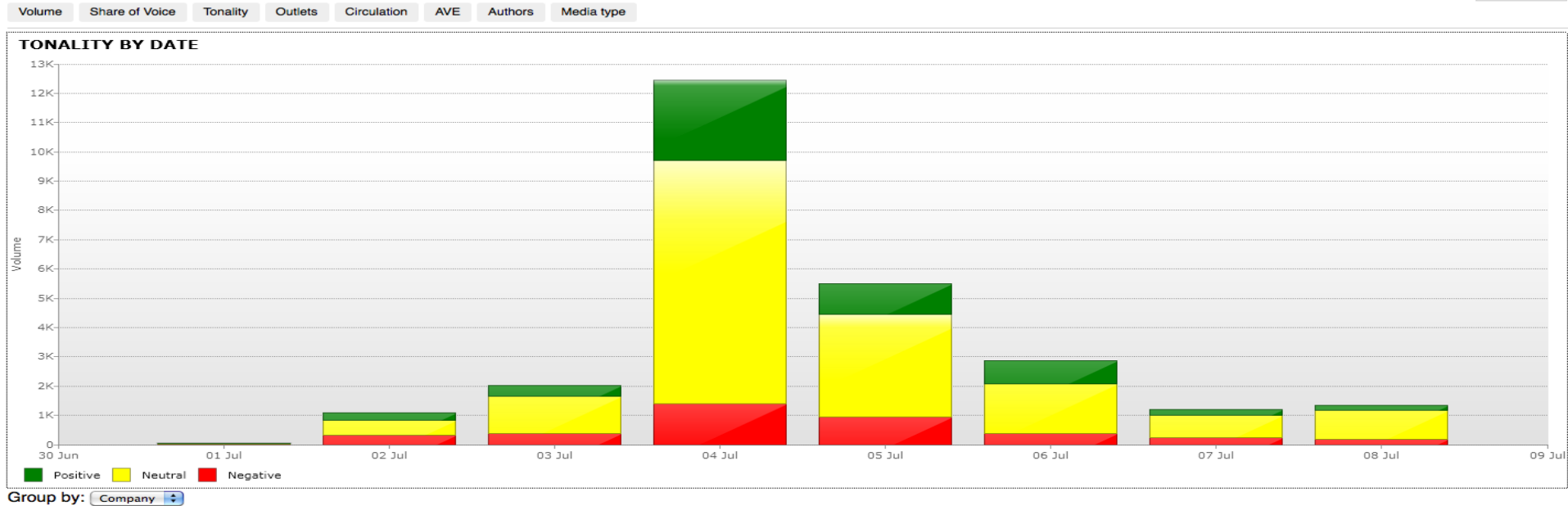
Close to half a million IPs, live blog, chat room



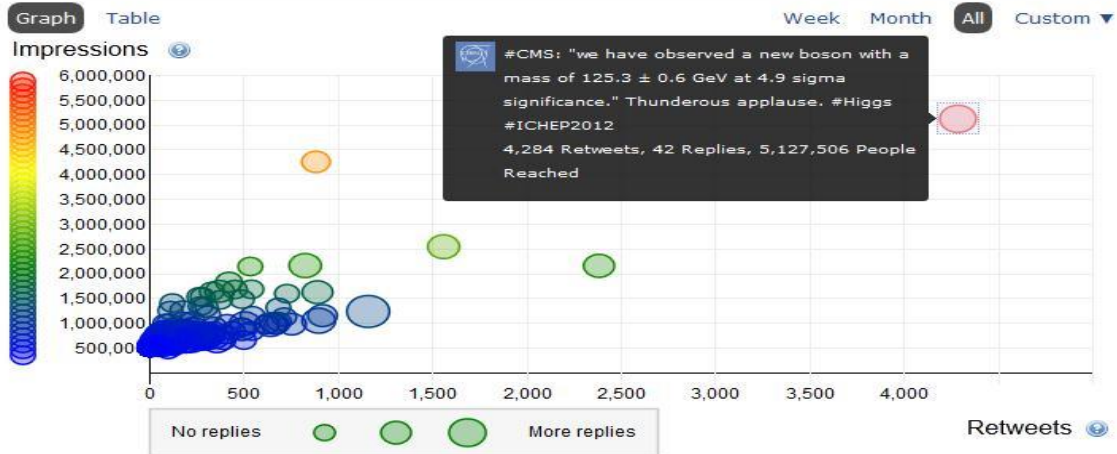
Tonality of coverage

Chart

Save chart



HOW ARE MY TWEETS DOING?



CERN: #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
1 day, 5 hours ago - 4,284 Retweets, 42 Replies, 5,127,506 Impressions

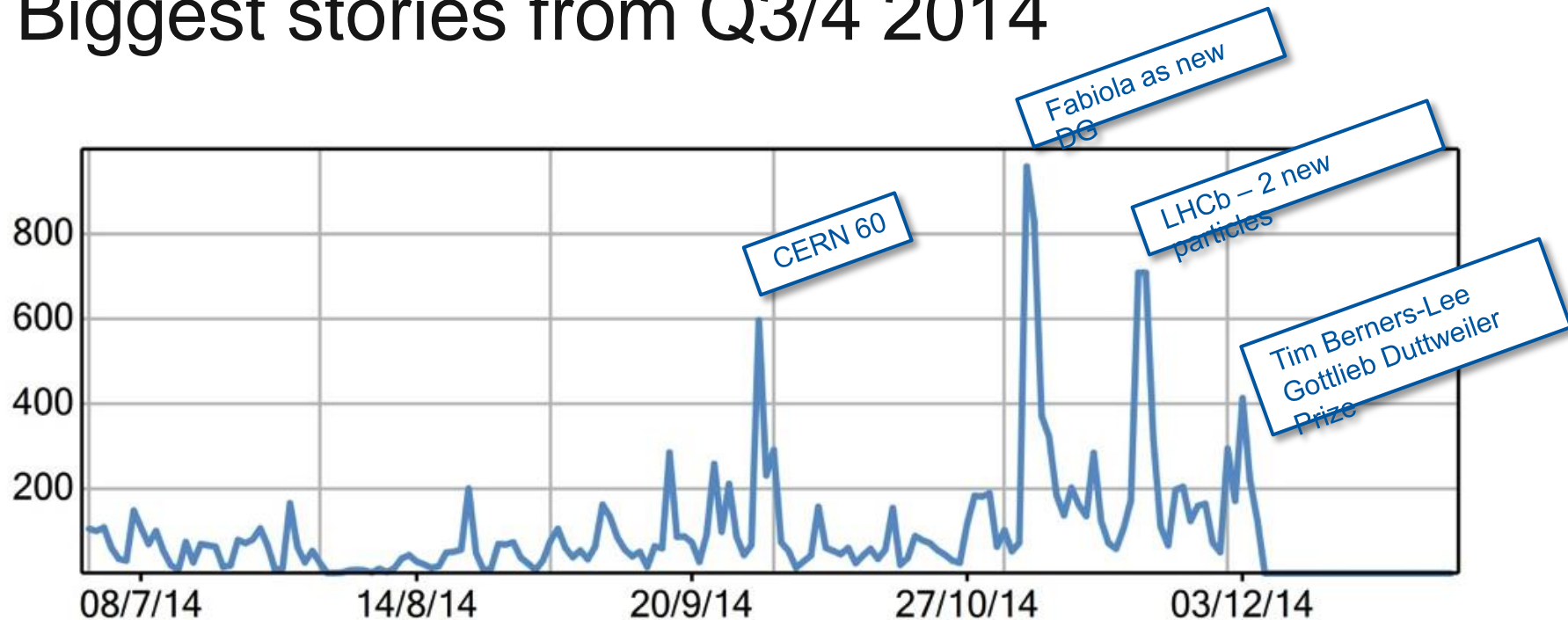
RETWEETS (4284) SHOW ALL

- | | | | |
|-------------------------|----------------------------|----------------------|------------------------|
| nerdist
(1628629) | warrenellis
(445152) | science
(367925) | and 4276 others |
| TEDNews
(171224) | tw_top_science
(143459) | robbykush
(59343) | |
| uchidakoichi
(50725) | RiskRank
(36306) | | |

REPLIES (42) SHOW ALL

Honey Bunny: @CERN YYEEEEHHHAAAAA WE FOUND NEW BOSON IS IT HIGGS BOSON???

Biggest stories from Q3/4 2014



Social media

- Is your desired audience on social media? There may be better channels...
- How frequent is your communication? Social media is fast paced...
- What human resources can you devote to social media? Social media is labour intensive...
- How can study members become advocates? Use existing channels, #FCCstudy.

Diversity issues

- Role models are important
- Keep language gender neutral



Your turn...

Cristina – SWOT analysis

Genevieve – building diversity into communications

Katie, Adam – institute specific communication within a global project

James – metrics



What's next?

Send me your thoughts

Get in touch if you want to be part of the communications working group

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