



Exploring the frontiers of knowledge  
*Explorer les frontières du savoir*

# News from CERN



James Gillies, Head of Communications, CERN, 5 November 2015

# New Directorate - 1 January 2016

Director-General: Fabiola Gianotti



Director for Accelerators & Technology: Frédéric Bordry



Director for Finance and Human Resources: Martin Steinacher



Director for International Relations: Charlotte Warakaulle

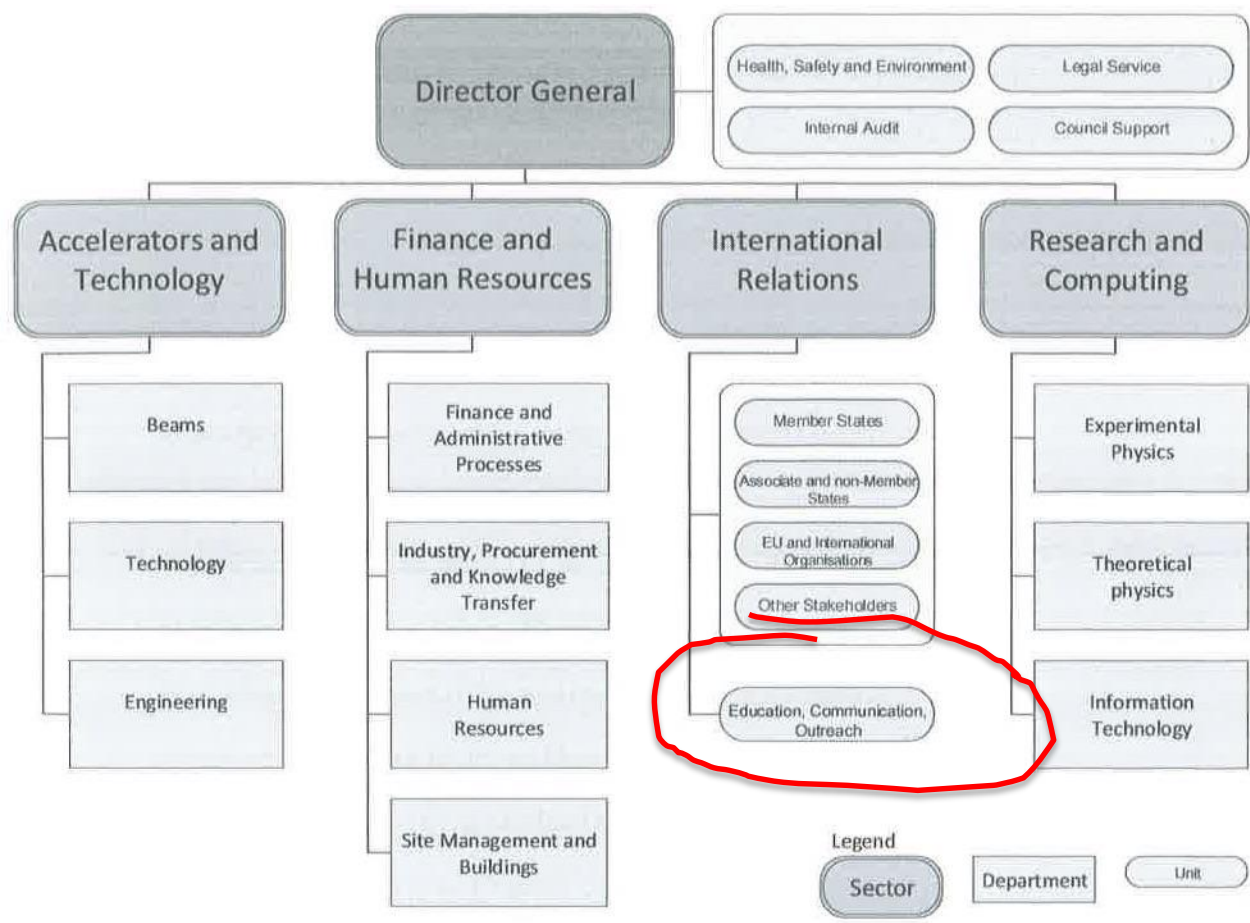


Director for Research & Scientific Computing: Eckhard Elsen



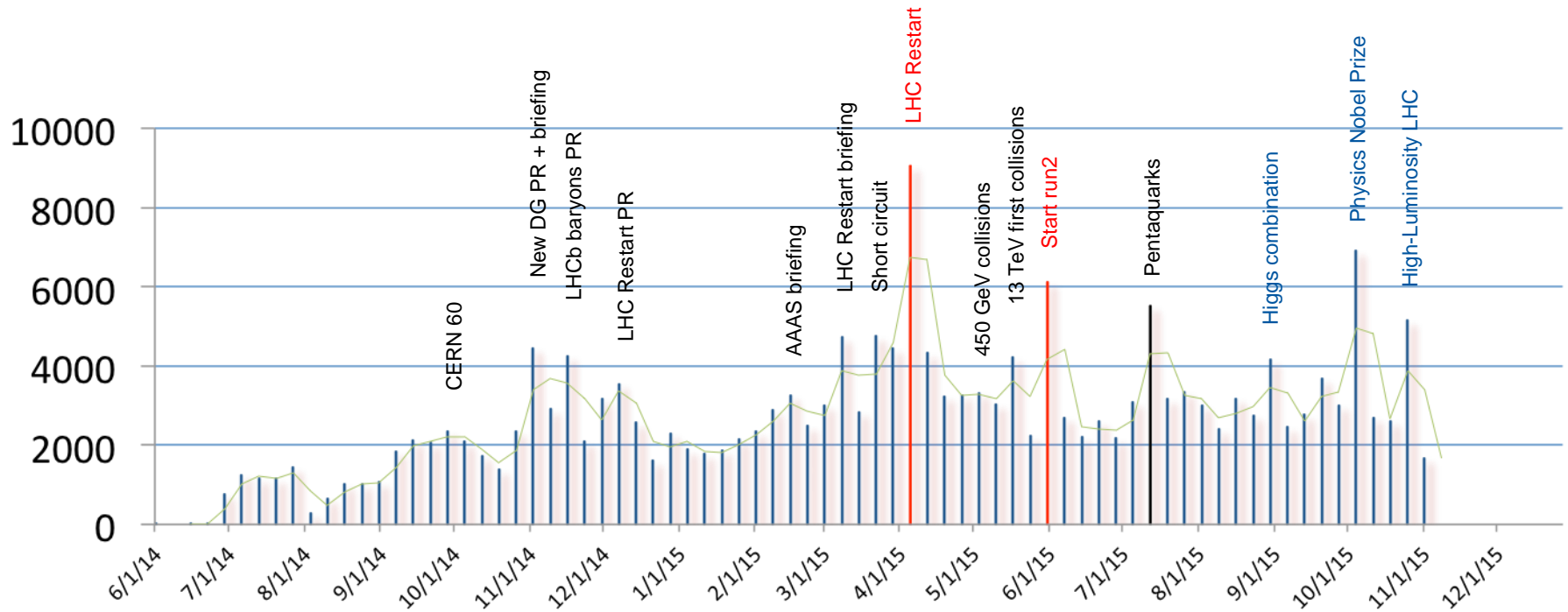
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# Where does Communication fit?



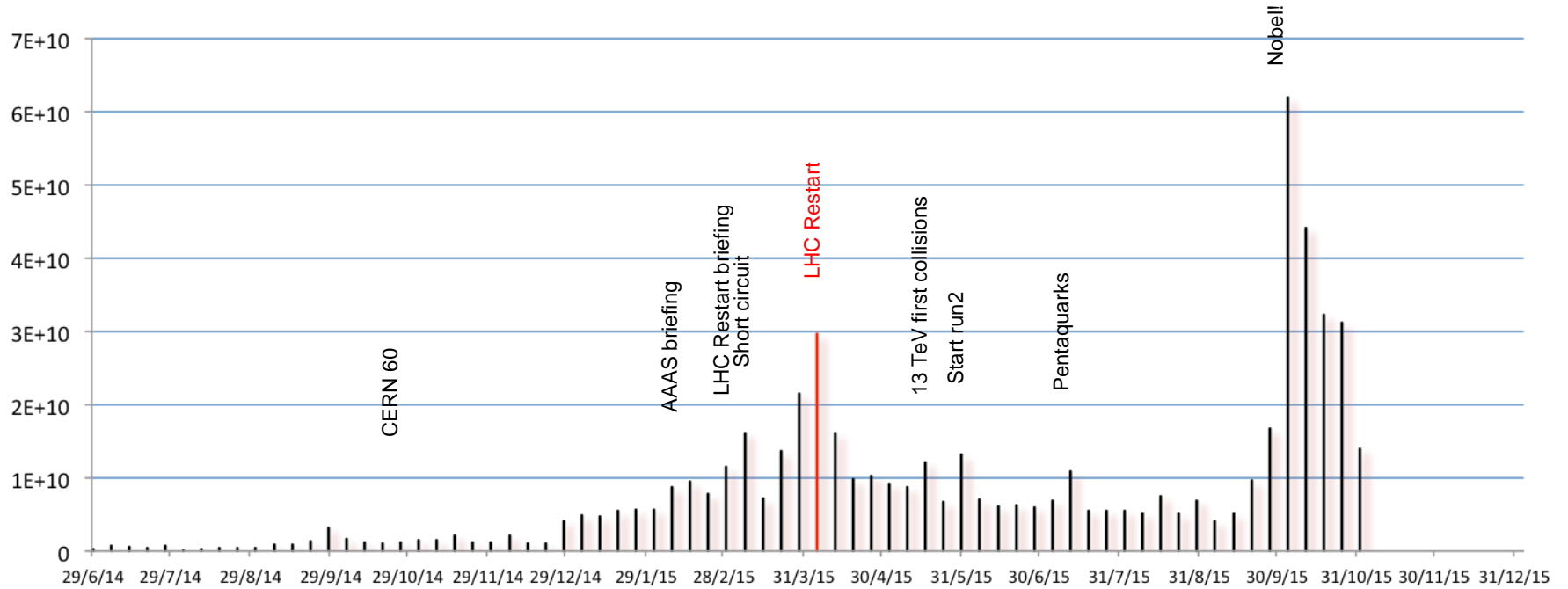
# Media report...

## Cuttings



# Media report...

## Reach



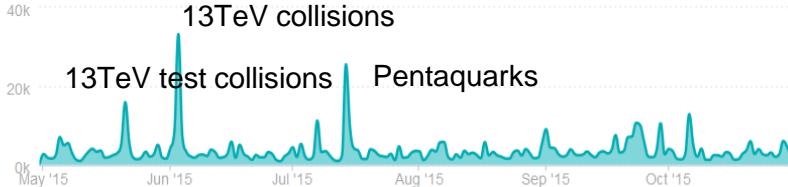
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# Social media

Topic ▾ CERN Compare ▾ 🔍 📅 01 May 2015 - 31 Oct 2015 📁

Total Mentions

**676.6K**  
mentions



Engagement ? **261.8K**

Brand Activity ? **1.1K**

Top Sources ?

Show All ▾


Source	Mentions
Twitter	359.1K
Facebook	136.6K
News	48.8K
Google+	39.7K
Blogs	34.4K
Instagram	31.4K
Forums	21.8K
YouTube	2.3K
Wikis	1.1K



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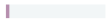
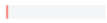


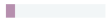



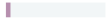


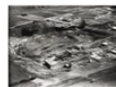
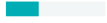
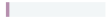
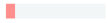

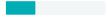
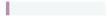
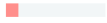

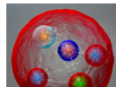
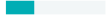
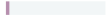
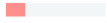
# Social media

- Likes
- Comments
- Shares

Topic ▾ CERN
  Compare ▾

01 Mar 2015 - 31 Oct 2015

## Top Posts ? ▾

Profile	Published	Post	Engagement	
 Cern	2015-10-06 11:58:00	 <p>Congratulations to Takaaki Kajita and Arthur B. McDonald for their #NobelPrize in Physics from everyone at <b>CERN!</b>  <b>Nobel Prize</b>                      BREAKING NEWS The 2015 #NobelPrize in Physics is awarded to Takaaki Kajita @ The University of Tokyo and Arthur B. McDonald @Queen's University "for the discovery of neutrino oscillations, which shows that neutrinos have</p>	9.7K	9.5K  181  3 
 Cern	2015-07-14 09:26:31	<p>Pentaquarks! The LHCb Experiment at <b>CERN</b> discovers a new type of particle made up of 5 quarks <a href="http://cern.ch/go/7nds">cern.ch/go/7nds</a>                      This illustration shows a possible configuration of a pentaquark, formed of 2 up quarks, 1 down quark, 1 charm quark and 1 anti-charm quark. Image credit Daniel Dominguez/<b>CERN</b> © <b>CERN</b> - for terms of use see <a href="http://copyright.web.cern.ch/">copyright.web.cern.ch/</a></p>	12.8K	7.5K  666  4.6K 
 Cern	2015-06-03 08:38:46	<span style="background-color: black; color: white; padding: 2px;">VIDEO</span> <p>This animation shows how the Large Hadron Collider (LHC) works.                      Follow <a href="http://cern.ch/go/13TeV">cern.ch/go/13TeV</a> today for a live blog of today's physics at a new energy frontier of #13TeV.                      The film begins with an aerial view of <b>CERN</b> near Geneva, with outlines of the accelerator complex, including the</p>	9.4K	4.1K  290  5K 
 Cern	2015-09-29 11:17:51	 <p><b>HAPPY BIRTHDAY CERN!</b>                      The lab is 61 years old today: <a href="http://cern.ch/go/f8KW">cern.ch/go/f8KW</a>                      Image shows <b>CERN</b> in 1955 #babyphotos #CERN61 © <b>CERN</b> - for terms of use see <a href="http://copyright.web.cern.ch/">copyright.web.cern.ch/</a></p>	3.9K	3K  153  693 
 Cern	2015-06-18 13:14:19	<p>Visit <b>CERN</b> sites new to Google Street View                      Google Street Views of many <b>CERN</b> sites are now available directly from Google Maps  <a href="http://home.web.cern.ch/about/upd...">home.web.cern.ch/about/upd...</a></p>	3.8K	2.7K  125  1K 
 Cern	2015-07-14 09:25:22	 <p>Pentaquarks! The @LHCbExperiment at <b>CERN</b> discovers a new type of particle made up of 5 quarks <a href="http://cern.ch/go/7nds">http://cern.ch/go/7nds</a>  <a href="http://twitter.com/CERNpre...">http://twitter.com/CERNpre...</a></p>	4.4K	2.6K  86  1.7K 



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# TEDxCERN



## TEDxCERN 2015

- 3rd edition
- Live audience: 600
- Viewing parties: 23
- Views of TED Ed: 285k

## Lasting legacy?

- Research in schools
- Rainforest
- Gian Giudice: 1.25M views, 30 languages



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# Beamline for Schools



Winning teams: Italy & South Africa.  
Last years winners submitting paper.  
BL4S 2016 fully funded.



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# Photowalk



September 25-26

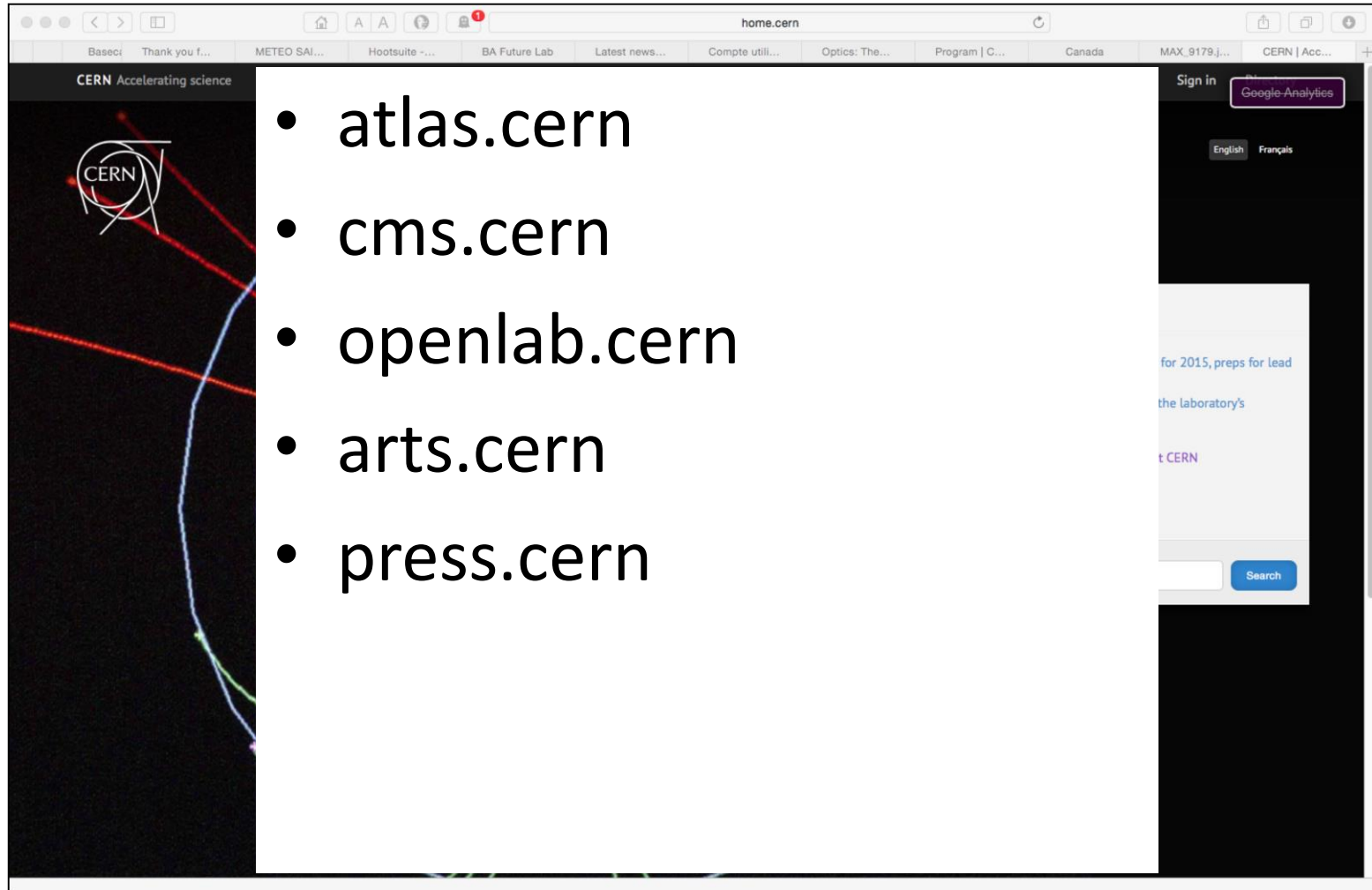
CERN  
DESY  
Fermilab  
INFN Frascati  
KEK  
SLAC  
SUPL  
TRIUMF

#PhysPics15



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# .cern



The image shows a screenshot of a web browser displaying the CERN website. The browser's address bar shows "home.cern". The page header includes the CERN logo and the tagline "CERN Accelerating science". A list of .cern domains is overlaid on the page:

- atlas.cern
- cms.cern
- openlab.cern
- arts.cern
- press.cern

The background of the website features a dark blue and black design with a white CERN logo and a stylized particle detector structure. The right side of the page has a "Sign in" button and a search bar.



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# High Luminosity LHC

## LHC/ High-Luminosity LHC timeline



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61 institutes, 23 countries

A conceptual design report will be delivered before the end of 2018, in time for the next update of the European Strategy for Particle Physics.



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# Strategic planning...

A communications strategy for 2016-2020

- Where does this organization wish to be in 2020?
- How do we get there?
- Strategy derived from MTP

Position CERN with respect to China, ILC, neutrinos...

Demonstrate a clear long-term strategy for CERN (HiLumi, FCC, CLIC, Awake...)

- Global integration (ICARUS, LBNF/DUNE...)

Work about to begin with communications agency to draw up five year communications strategy with 2016 implementation plan for delivery in January.



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[www.cern.ch](http://www.cern.ch)