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Institut national de physique nucléaire  
et de physique des particules



# A social media subgroup for EPPCN

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[@particlefan](#) and [@IN2P3\\_CNRS](#)



# The subgroup

- **Julie Haffner** (@Julie\_Haffner): CERN's social media manager
- **Hilde Lynnebakken** (@hildelyn): EPPCN member for Norway  
[@Fysikk\\_UniOslo](#)
- **Arnaud Marsollier** (@amarsollier): Head of press office, CERN
- **Melissa van der Sande**: communications officer [@\\_nikhef](#),  
The Netherlands
- **Stefanie Silson** (@StefDoesCopy): communications officer  
[@STFC\\_Matters](#), UK
- **Perrine Royole-Degieux** (@particlefan): EPPCN member for  
France [@IN2P3\\_CNRS](#)

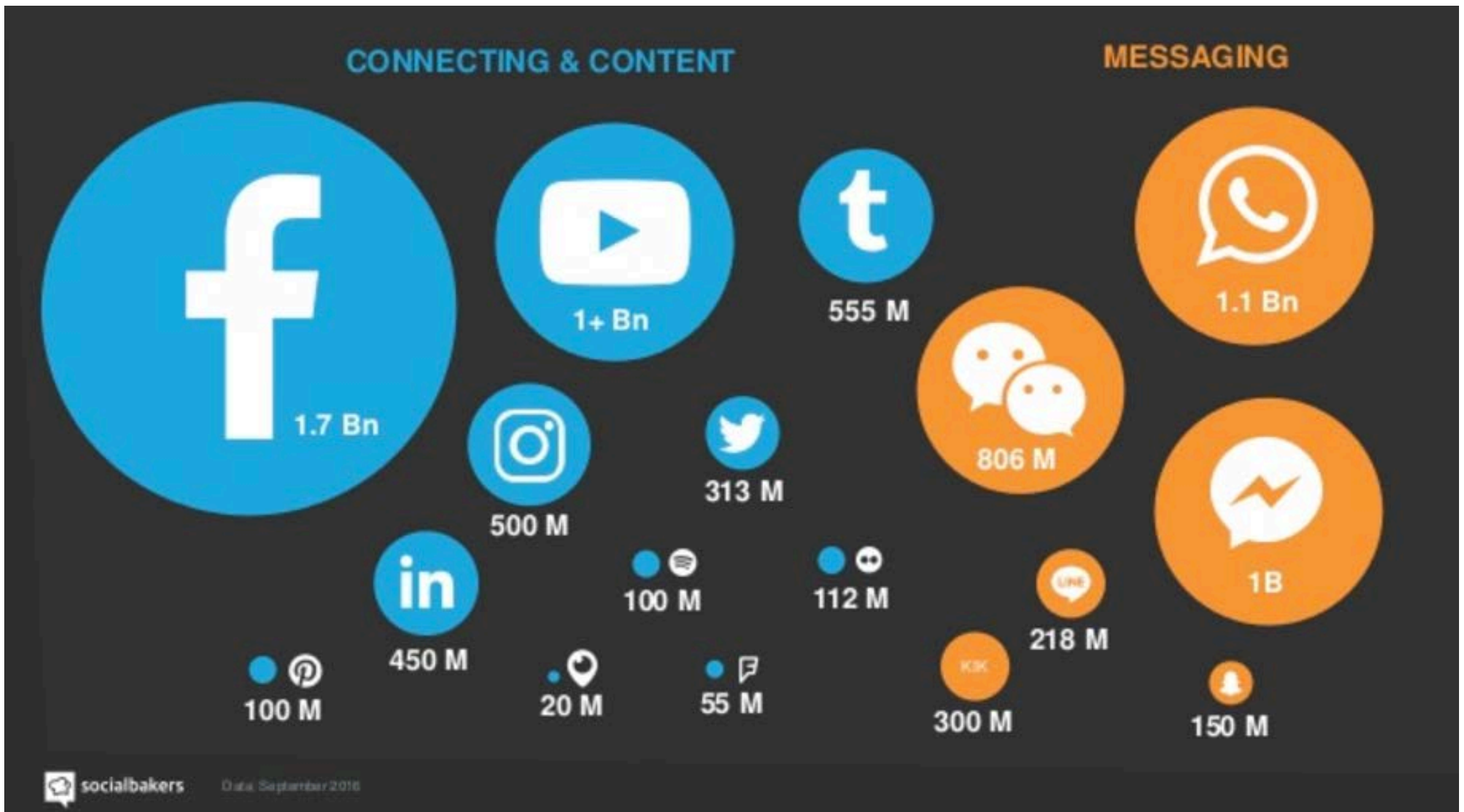


# Why a subgroup now?



- Why not before?
- Social media can't be overlooked
- They are a professional and efficient tools to:
  - share stories about science (live)
  - join a public or private conversation
  - monitor science news and audience
  - monitor the sentiment towards your organisation/lab
  - talk to journalists
  - evaluate the impact of your actions
  - engage new type of audiences





Source: @Socialbakers v/@janrezab



# What we'd like to achieve... with you

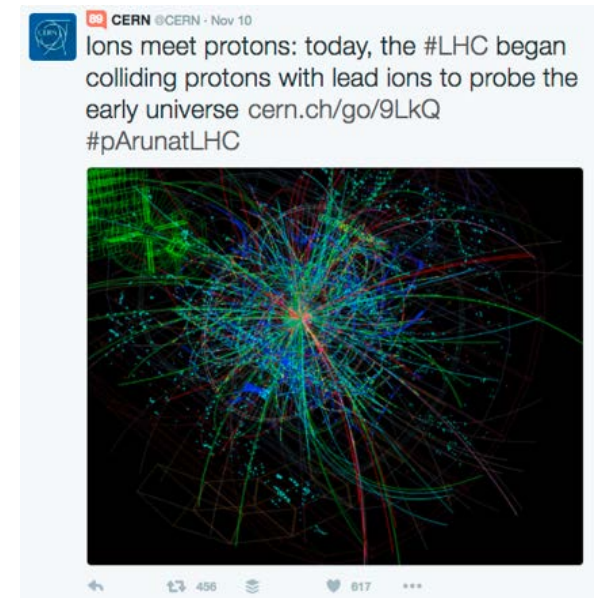
- Learn more about CERN's social media plan and guidelines
- Better coordinate with CERN, especially for special events or breaking news announcements
- Strengthen links between MS's community managers (CMs)
- Share best practice
- etc.





# Findings and thoughts

- CERN runs VERY popular accounts
- Main content is about: science, the experiments and 'CERN as a lab', less is about Member States.
- Few retweets/repost and mentions
- Member states' and CERN's CMs would certainly benefit from getting to know (more) each other



**CERN**  
4 novembre, 12:09 · €

Guess what it is?  
Image © CERN - for terms of use see <http://cern.ch/copyright>  
(Answer will be posted on Monday.)





# What we learned from CERN's team

- CERN is ok to drive more traffic to MS' accounts
- You mustn't disappoint 1,7 M subscribers!
- Tweeting a lot is not that effective for them
- It's not only Facebook and Twitter!
- More ambassadors of CERN would be welcome (could we provide them?)



## CERN answers queries from social media

### Is the Large Hadron Collider dangerous?

No. Although powerful for an accelerator, the energy reached in the **Large Hadron Collider** (LHC) is modest by nature's standards. Cosmic rays – particles produced by events in outer space – collide with particles in the Earth's atmosphere at much greater energies than those of the LHC. These cosmic rays have been bombarding the Earth's atmosphere as well as other astronomical bodies since these bodies were formed, with no harmful consequences. These planets and stars have stayed intact despite these higher energy collisions over billions of years.

Read more about the safety of the LHC [here](#)



# A few ideas...

- Integrate MS content in existing categories (Guess what it is?, Wow, #TBT...)
- Submit weekly content about Member States
- Create specials # for Member States stories
- Encourage CERN to share a few English tweets from MS per week

For the longer term:

- Consider creating collaborative MS account(s)
- Investigate language issue







# Proposed actions

- Interact more with CERN's team (and CERN experiment's CMs) and start testing ideas with them
- Explore what other worldwide or European organisations do
- EPPCN Survey
- Put social media on the agenda of every EPPCN meeting :-)



# In summary



- It's only the beginning of a long journey
- Coordination is key
- Your input will be essential

# Q&A and discussion time

- What is your experience with social media?
- Do you know (potential) CERN ambassadors from your country?
- Which social media are you using?
- What are your concerns or wishes as MS representative?
- What do you expect from our subgroup?





# Links and backup

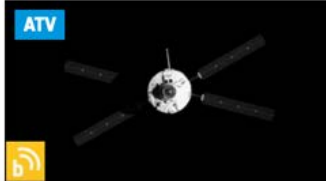
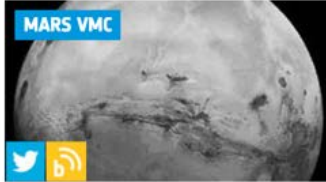
- CERN social media strategy and guidelines  
<http://communications.web.cern.ch/social-media>
- Published paper about CERN's social media  
<http://journals.plos.org/plosone/article?id=10.1371%2Fjournal.pone.0156409>
- “The academic benefits of Twitter” <http://fr.slideshare.net/cristinarigutto/the-academic-benefits-of-twitter>
- Published paper: Building Buzz - (Scientists) Communicating Science in New Media Environments <http://jmq.sagepub.com/content/91/4/772>
- How to use social media for science : 3 views from 2014 AAS meeting  
<https://www.elsevier.com/connect/how-to-use-social-media-for-science>



[http://www.esa.int/ESA/Connect\\_with\\_us](http://www.esa.int/ESA/Connect_with_us)



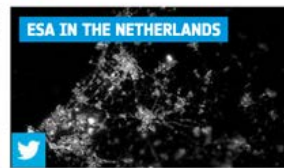
## CONNECT WITH OUR ACTIVITIES



## CONNECT WITH OUR MASCOT PAXI



## CONNECT WITH US IN YOUR COUNTRY



## CONNECT WITH OUR ASTRONAUTS







# CERN member states and EPPCN member accounts on Twitter (NB: not exhaustive!)

[https://twitter.com/IN2P3\\_CNRS/lists/cern-member-states/members](https://twitter.com/IN2P3_CNRS/lists/cern-member-states/members)

[https://twitter.com/IN2P3\\_CNRS/lists/eppcn-members/members](https://twitter.com/IN2P3_CNRS/lists/eppcn-members/members)

**UZH** **University of Zurich** @uzh\_news\_en  
News of the University of Zurich. Deutsche Tweets auf [twitter.com/uzh\\_news](https://twitter.com/uzh_news)

**Research Inst Nikhef** @\_nikhef  
The Dutch National Institute for Subatomic Physics' research focuses on (astro-)particle physics.

**DESY** @desynews  
Deutsches Elektronen-Synchrotron DESY, one of the world's leading accelerator centres and a member of the Helmholtz Association. German feed at @desy.

**Helsinki University** @helsinkiuni  
The official University of Helsinki - Helsingin yliopisto Twitter feed. Headlines and updates on research and studying from Finland's largest university.

**INFN Comunicazione** @UffComINFN  
Ufficio Comunicazione dell'Istituto Nazionale di Fisica Nucleare

**STFC** @STFC\_Matters  
Science and Technology Facilities Council: Pioneering science for a better future. See @STFC\_B2B for business news.

**Charles University** @CharlesUniPRG  
Charles University, founded in 1348, is one of the oldest universities in the world. Now it has 17 faculties (14 in Prague, 2 in Hradec Králové and 1 in Pilsen)

**LIP** @lipwebapps  
Is a scientific and technical association of public utility that has for goal the research in the fields of Experimental High Energy Physics, Instrumentation.

**Fysikk UniOslo** @Fysikk\_UniOslo  
Fysisk institutt, UiO/ Department of Physics, Uni Oslo  
[facebook.com/fysikk](https://facebook.com/fysikk) | [instagram.com/fysikkunioslo](https://instagram.com/fysikkunioslo) |  
Snapchat: fysikkunioslo

**IN2P3 Les 2 infinis** @IN2P3\_CNRS  
Institut national de physique #nucléaire et de physique des #particules du @CNRS #astroparticules #accélérateurs

**Inst.Fis.Corporcular** @IFICorpuscular  
El IFIC es un centro mixto de @UV\_EG y @CSIC especializado en física de partículas, física nuclear y cosmología. Síguenos para saber más sobre estos temas!

**CEA Sciences** @CEA\_Sciences  
Recherche fondamentale du CEA. Les tweets du Directeur sont signés -VB, Version En : @CEA\_Research

**STFC** @STFC\_Matters  
Science and Technology Facilities Council: Pioneering science for a better future. See @STFC\_B2B for business news.

**OeAW** @oeaw  
The Austrian Academy of Sciences (OeAW) is Austria's leading non-university research institution. Follow us & stay informed about research, jobs, events & more

**MMeriläinen-Tenhu** @MinnaMeriTenhu  
Communicating science @Helsinkiuni, Finland. Since it does matter, doesn't it. And there is a meaning, as well. Right?

**Ana Godinho** @apmfgodinho

**Eleni Chatzichristou** @elthchatz  
BS Physics, MSc&PhD Astronomy. Researcher at NASA GSFC, Yale University, National Observatory Athens. Academic Dean City Unity College, Greece.

**Hilde Lynnebakken** @HildeLyn  
Formidler fysikk, UiO. Communicating physics, UniOslo @Fysikk\_UniOslo. Norwegian representative in CERN's communicators network (EPPCN)

**Terry O'Connor** @rebelandwolf  
Interested in many things

**Perrine R.** @particlefan  
Communicante scientifique @CNRS, #particle #physics fan (#LHC #Higgs #particules...) Je tweete pour @IN2P3\_CNRS et @LCNewsLine

**astroparticle** @astroparticle  
Find here exciting astroparticle physics news!  
#DarkMatter #CosmicRays #Neutrinos #GammaRays #GWaves

**Ruth McAvinia** @ruthie147  
Science communicator & faculty @ISUnet Past: EJR-Quartz for ESA, journalist, snooker reporter, ISU SSP10 #NASATweetup #STS135 Always: reader, weather nerd, Irish

**Arnaud Marsollier** @amarsollier  
Head of Press & Media Spokesperson @CERN - Love nature, science and travels. Geeky Dad & photographer in spare time. #13TeV #LHC @CERNpress

**Stefanie Silson** @StefDoesCopy  
Digital marketer & communicator. Surprise #STEM ambassador. Follow me for social media, #scicomms, fitness & health tid bits.



### Twitter Usage Among Key Demographics



2015



<http://sproutsocial.com/insights/new-social-media-demographics/>



### Facebook Usage Among Key Demographics



2015

<http://sproutsocial.com/insights/new-social-media-demographics/>