



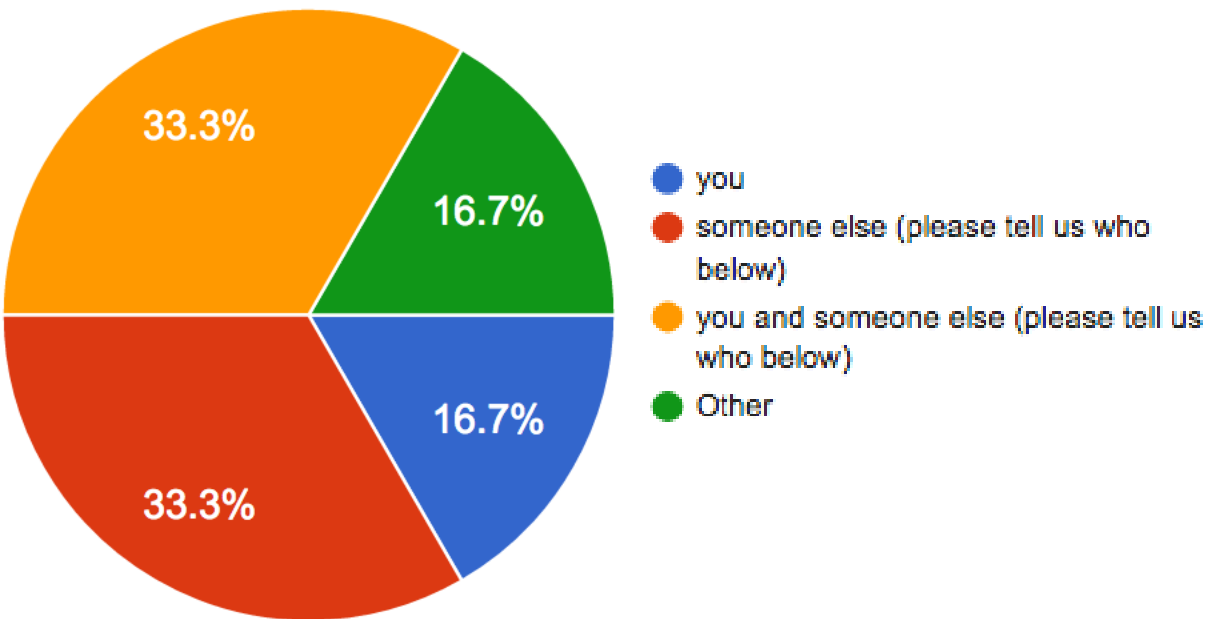
The group

- **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
- **Perrine Royole-Degieux** (@particlefan): EPPCN member for France
@IN2P3_CNRS

Survey results: MS and social media

Who is posting social media content for your institute or country?

(12 responses)

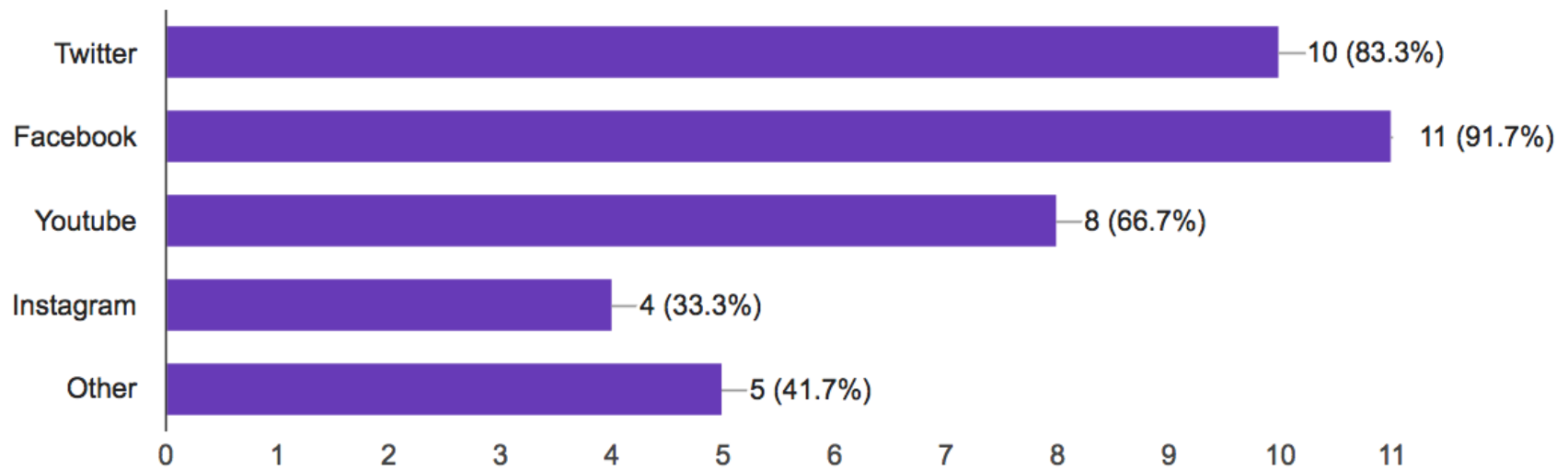


50% of EPPCN members are very familiar with social media

67% post regularly, for professional purpose

Survey results: MS accounts

Which social media networks is your institute/lab part of ? (12 responses)



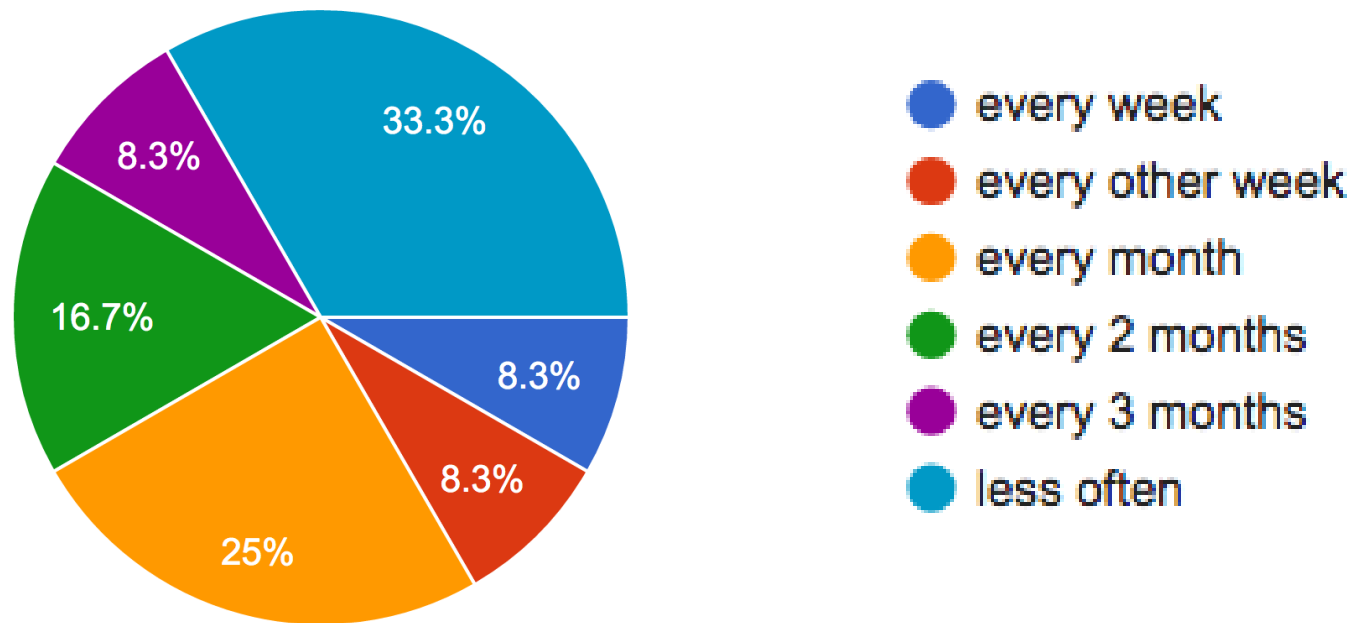
Nearly all of us are on Twitter and Facebook.

We're less familiar with Instagram or Youtube.

Survey results: MS and CERN

In an ideal world, how often would you be ready to propose content to the CERN social media team?

(12 responses)



Survey results: what are our goals?

Gain followers/subscribers

Twitter: 60% - Facebook: 40% - Instagram: 60% - YouTube: 71%

Reach out to new types of followers/subscribers

Twitter: **80%** - Facebook: **80%** - Instagram: **80%** - YouTube: 29%

Increase engagement rate (RT, shares, mentions, likes, comments...)

Twitter: **80%** - Facebook: 40% - Instagram: 60% - YouTube: 43%

Increase website traffic

Twitter: **70%** - Facebook: 60% - Instagram: 20% - YouTube: 20%

Survey results: *in an ideal world...* (1/2)

We'd like to see:

- more CERN stories in MS languages
- highlights of MS' involvement in CERN projects and experiments
- highlights of MS collaboration (mixing our different cultures)
- national profiles
- pro-active sharing of strategic social media plan
- more mentions of our #CountryatCERN hashtags
- more coordinated actions between MS and CERN (special events, #)

We'd try to:

- find more ambassadors in our countries willing to communicate on social media
- share more content with CERN (photos, stories, profiles, milestones...)

Survey results: *in an ideal world... (2/2)*

But also

- Some said that CERN did a great job so far 😊
- Some raised funding issues to sustain a solid social media plan in the MS
- Some were not that convinced of the impact that social media could have on their communication

#FollowFriday campaign

- Our first step into a real collaboration with social media!
- So far, 8 countries were featured: France, The Netherlands, Portugal, the UK, Germany, Finland, Italy and Spain. Norway to come!
- Who's next?



CERN  @CERN · 17 févr.

Check out research council [@STFC_Matters](#) to get the latest news from the [#UKatCERN](#) [#FollowFriday](#)

🌐 À l'origine en anglais



#FollowFriday – Engagement



Country	Engagement
#ITatCERN	3.3K
#DEatCERN	3.3K
#NLatCERN	2.2K

Country	Engagement
#PTatCERN	613
#ITatCERN	338
#UKatCERN	265
#DEatCERN	245
#NLatCERN	240
#ESatCERN	186
#FINatCERN	120



Country	Engagement
#FINatCERN	165
#DEatCERN	157
#NLatCERN	149
#FRatCERN	142
#ITatCERN	141
#ESatCERN	128
#PTatCERN	126
#UKatCERN	113



Country	Engagement
#UKatCERN	7

#FollowFriday – Feedback

- Some feedback from the labs:
 - Great impact on the number of followers for Nikhef, STFC, DESY/Weltmaschine and LIP
 - IN2P3/CNRS didn't see any real impact but the #FollowFriday is their best mention so far this year
- Need to do more in order to really be able to measure the impact of such a campaign
- Please send me your statistics!

#MycountryAtCERN – Mentions

1 January – 27 April

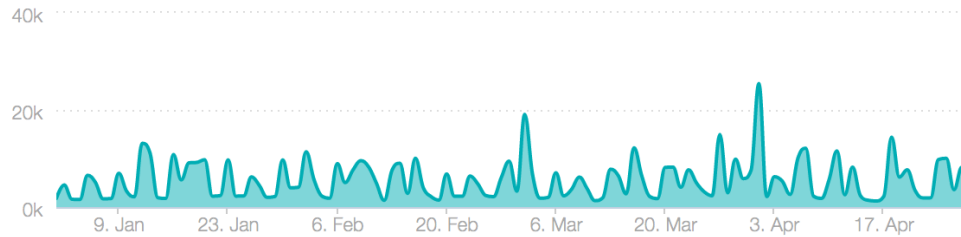
- #FranceAtCERN: 53 mentions
- #NLatCERN: 2.4K mentions
- #PTatCERN: 586 mentions
- #UKatCERN: 625 mentions
- #DEatCERN: 3.6K mentions
- #FINatCERN: 220 mentions
- #ITatCERN: 3.6K mentions
- #ESatCERN: 188 mentions



About CERN social media

Total Mentions

657.6K
mentions



Engagement ?

421.2K

Brand Activity ?

660



240.5K
mentions



212.3K
mentions



142.8K
mentions



2K
mentions



1.1K
mentions

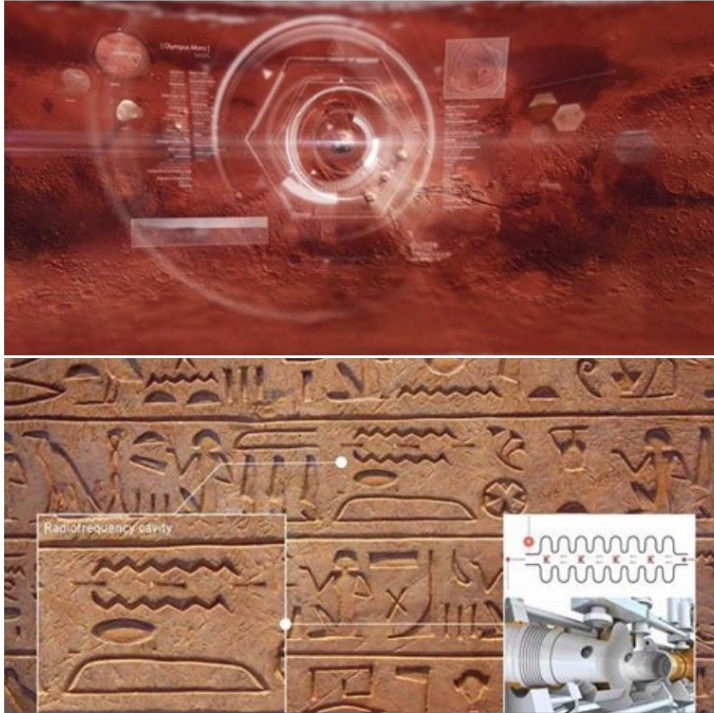


1.1K
mentions

About CERN social media

CERN added 2 new photos.
Published by Julie Cern [?] · 1 April at 09:19 ·

Breaking news! #CERN and #NASA announce the discovery of an ancient particle accelerator on Mars <http://cern.ch/go/Mw6Q>



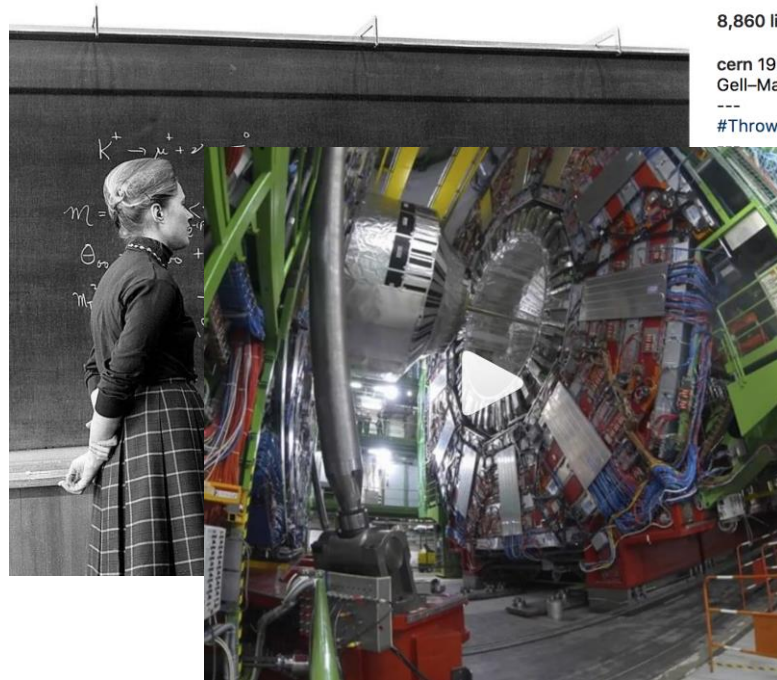
852,501 people reached

Boost post

Like Comment Share

Yvan Sorgo, Taslavan Mihaela and 8.8k others

Top comments



8,860 likes

15w

cern 1972: Mary K Gaillard and Murray Gell-Mann

#ThrowbackThursday #TBT

138,743 views

2w

cern Since the beginning of December, hundreds of people have been busy underground at CERN while the LHC was sleeping. Want to know what happened? #WhatsUpLHC

Find out here: <http://cern.ch/go/t6VF>

Video credit @ CERN

load more comments

arxybonkers @shanebieda your not apart of everybody?

arxybonkers @willtitz recreate big bang

shanebieda @a_deel_drugs Haha

skylerrgoodman @Bryced.goodman

lamarblackman Humans have come a long way this is beautiful

Add a comment...

TOP POSTS IN 2017 (engagement)

April Fools: 9.4K

Throwback Thursday: 9K

#WhatsUpLHC winter shutdown: 8.3K

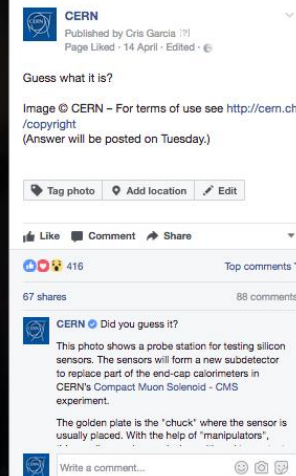
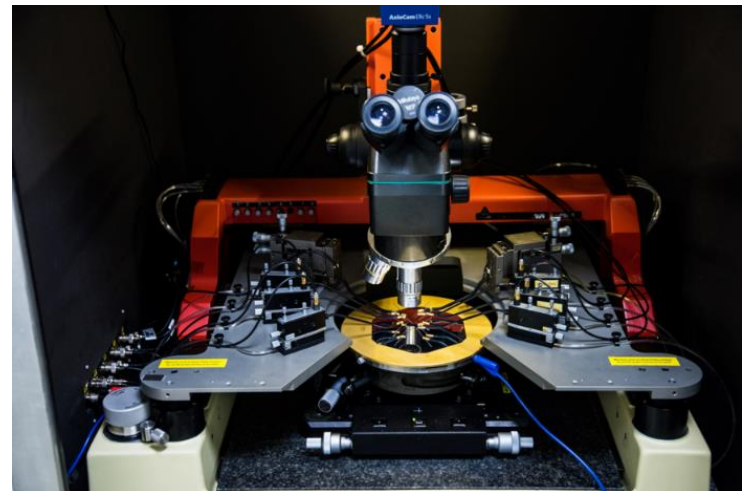


What's next?

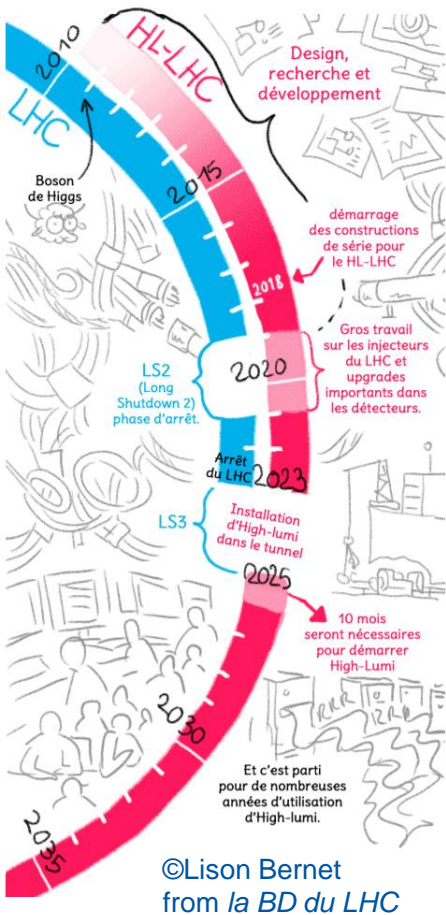


- Twitter group!

- Guess What It Is?
- Throwback Thursday
- The engaging Instagram
- Youtube and subtitles



What kind of content to share with CERN?



- HL-LHC detectors (and some accelerator parts) will be prototyped and constructed in your labs! We'll have many stories to tell, videos and photos to shoot.
- We could promote local profiles
- Do you have other ideas? -> let's share them together!

Ideas for the future



- Create Storifies / Tweet collections / Twitter Moments to promote MS states posts through one special event
- Create trending topics for special occasions (e.g. women science day, European Researchers' Night...).
- Ideas welcome! Use your ambassadors!



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