



The science of social media



Social media is about...

- Interaction
- Sharing information
- Consuming information

Digital identity credibility



Be consistent

Be connected

Your history

Your proof

The social media landscape

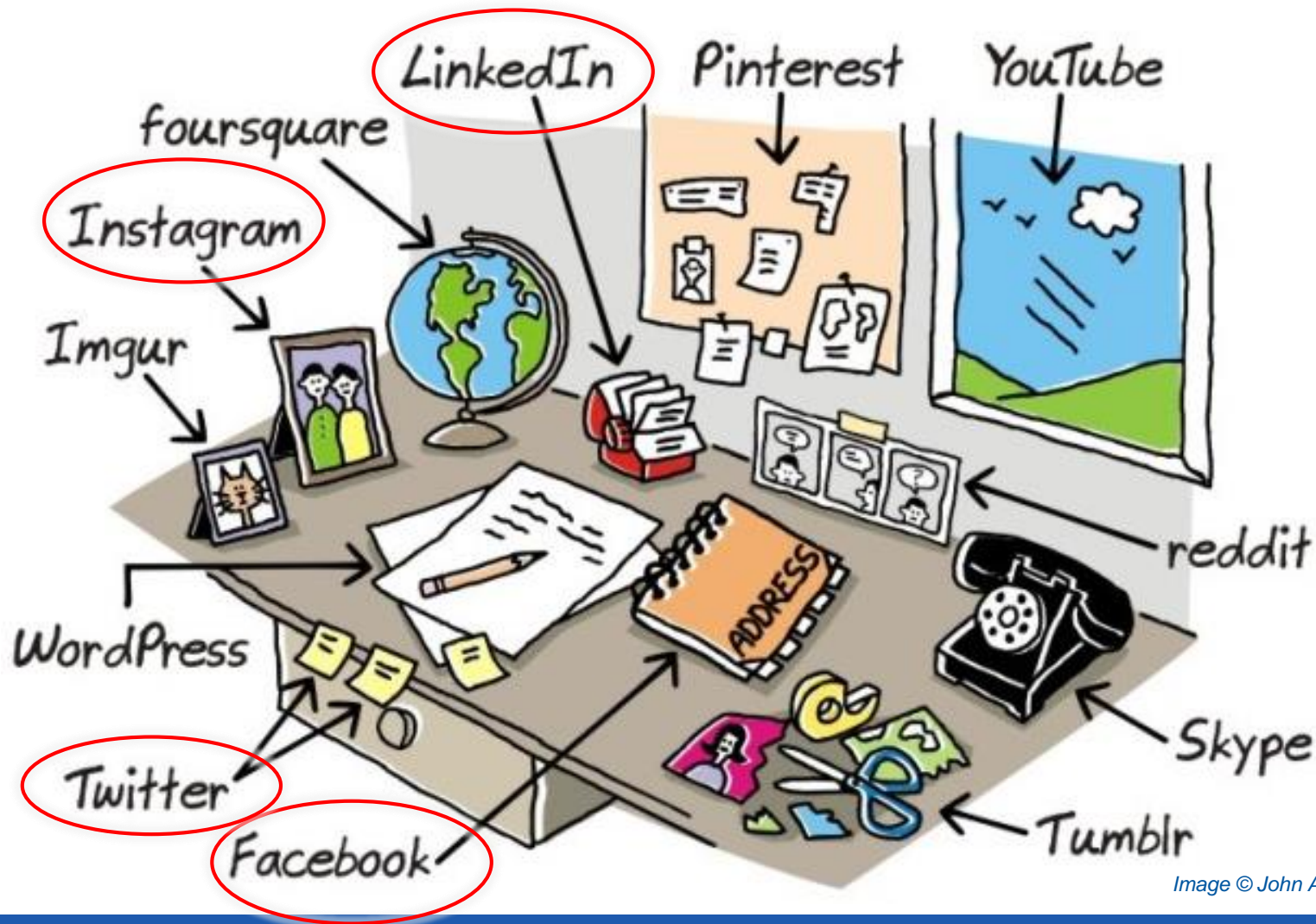
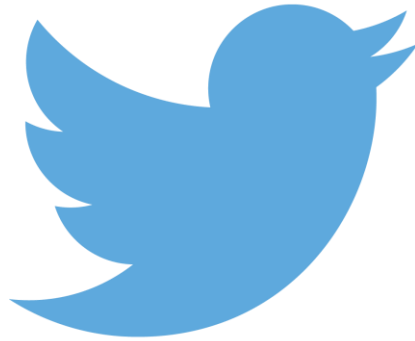


Image © John Atkinson, Wrong Hands

Multiple choices...

News



Professional

Images



Community

What can you do with social media?

- Explain
- Share
- Connect
- Engage
- Be creative



Explain and teach science



CERN ✓

Published by Julie Cern [?] · 20 October 2017 · ©

On Monday, we were live from the ISOLDE control room celebrating the 50th anniversary of ISOLDE's physics program.

Erwin Siesling, Magdalena Kowalska and Liam Gaffney, our three guests from ISOLDE, were guided by Sarah Charley, our host. They told us everything about ISOLDE and what it is like to work there.

Check out the video below and find out more about ISOLDE in our recent documentary series:
<http://cern.ch/go/isoldeFB>

#MeetISOLDE



Anirudha Jain · 11:12 Is it true that graviton which is not detected yet moves to other dimensions on collision of particles



1

Like · Reply · Message · 51w



Freya Blekman · Hi Anirudha, that is one of the many predictions of what a graviton could do. Some of the predictions even contradict each other. Until we discover the graviton, it would be very difficult to know if it indeed can move between dimensions 😞



1

Like · Reply · Message · 51w

Share a slice of your life



Claire Lee @Claire_Lee · 19 janv.

Had an absolutely amazing day with @ZacharyQuinto and his team visiting @CERN and the @ATLASexperiment today!!

À l'origine en anglais



6 21 74



Claire Lee @Claire_Lee · 17 janv.

When your day is chockers full of running around for your kid, one-on-one meetings, and co-chairing a workshop (in which you're also giving two talks) and you wake up full of your kid's cold and with no voice #academicmama #actuallylivingscientist #teaplease #ugh

À l'origine en anglais

4 1



Claire Lee @Claire_Lee · 16 janv.

Walking across @CERN muttering a strange combination of letters and numbers to yourself so you can remember which meeting room you're supposed to be going to #lifeasaphysicist #actuallylivingscientist

À l'origine en anglais

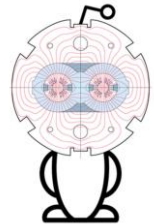
1 1 14



Provide updates and news



Form connections and engage in dialogue



Clara Nellist
@claranellist

Abonné

#Iamaphysicist working on the @ATLASexperiment, researching the top quark and how it interacts with massive bosons, such as the #Higgs. Here I am at @CERN with the virtual version of my #scicomm self.
#InternationalDayofWomenandGirlsinScience #WomenScienceDay #WomenInScience

À l'origine en anglais



13:41 - 6 févr. 2018

We are scientists working at CERN, home of the Large Hadron Collider and birthplace of the World Wide Web! Ask Us (Almost) Anything!

SCIENCE submitted 3 years ago * by askCERN CERN 🍌 x2

Hi reddit! Very excited to be here today. We are:

- **Tiziano Camporesi**, experimental physicist and Spokesperson of the CMS Collaboration (tc)
- **Nazila Mahmoudi**, theoretical physicist (nm)
- **Giulia Papotti**, accelerator engineer (gp)
- **Stefan Lüders**, Head of Computer Security (sl)

We'll sign our posts with our initials so you know who said what. Just to be clear, we are speaking with you in our personal capacities and CERN does not necessarily support the views expressed during the AMA. Joining us are a few of our friends from CERN:

- **Seth Zenz** (/u/SethZenz), experimental physicist on CMS
- **Steve Goldfarb** (/u/StevenGoldfarb), experimental physicist on ATLAS
- **Kate Kahle** (/u/kate_kahle), CERN science communicator
- **Achintya Rao** (/u/RaoOfPhysics), CMS science communicator

We'll answer your questions **from 16:00 until 17:30 CEST (GMT+02)**.

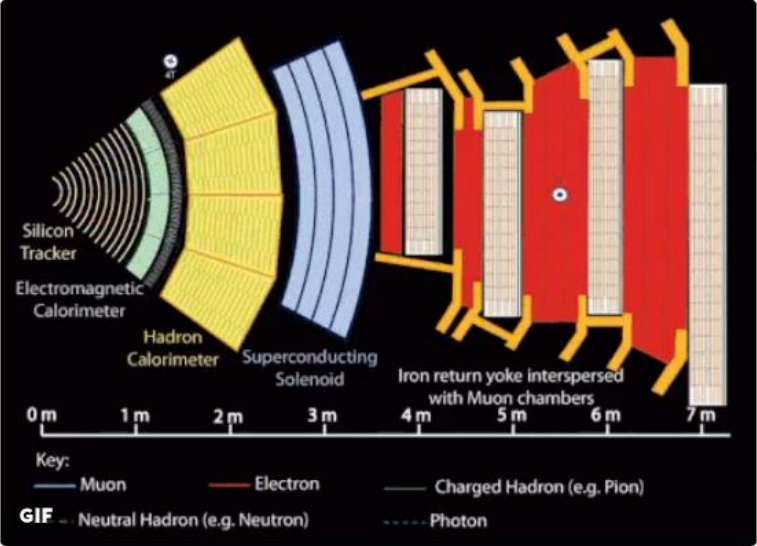
Help make science more accessible

Tweet épinglé

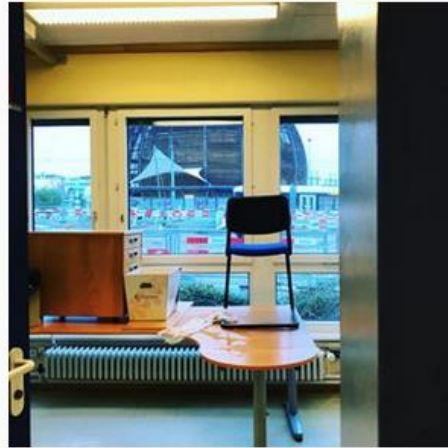


André David @DrAndreDavid · 16 déc. 2017
ICYMI: this is how @CMSexperiment teases out information from each of the thousands of particles produced in #LHC collisions. The detectors measure where, when, and how much energy. #Physics #SaturdayScience

À l'origine en anglais



Be fun and creative



<http://lonelychairsatcern.tumblr.com/> - @1cRebeca



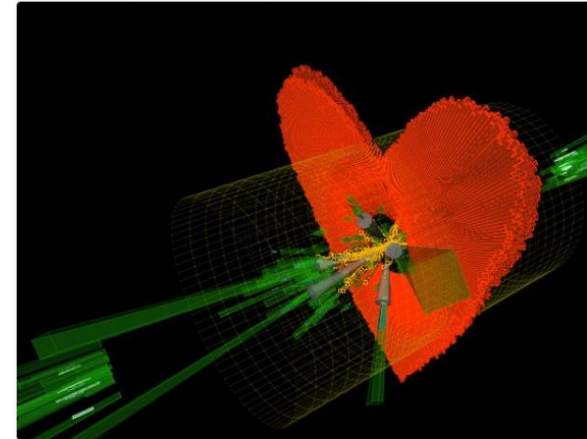
Freya Blekman
@freyablekman

Abonné

For all your #ValentinesDay needs: a #heart shaped @CMSexperiment simulated collision! ❤️❤️❤️❤️❤️

(btw originally created by @twhyntie)

À l'origine en anglais



09:10 - 14 févr. 2018

Exercise #1

Who do you want to reach?

- Science-interested public
- Science disinterested public
- Children, high-school students, seniors...
- Policy makers, government
- Other scientists
- ...

What are your goals?

- Teach and explain
- Share your life as a scientist
- Show the process of science
- Share updates
- Form connections
- Engage
- Help make science accessible
- ...

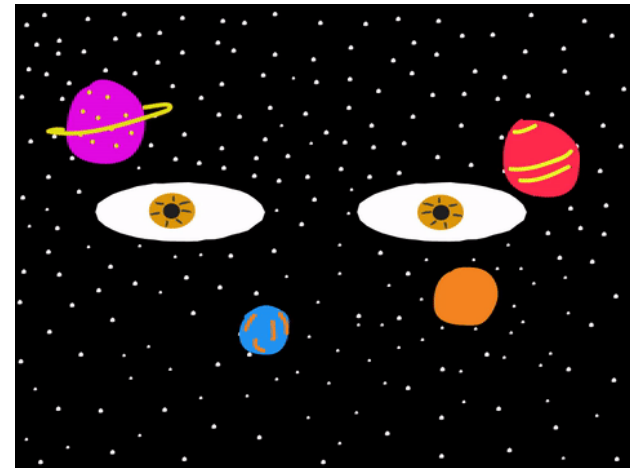
Social media and you



Be realistic

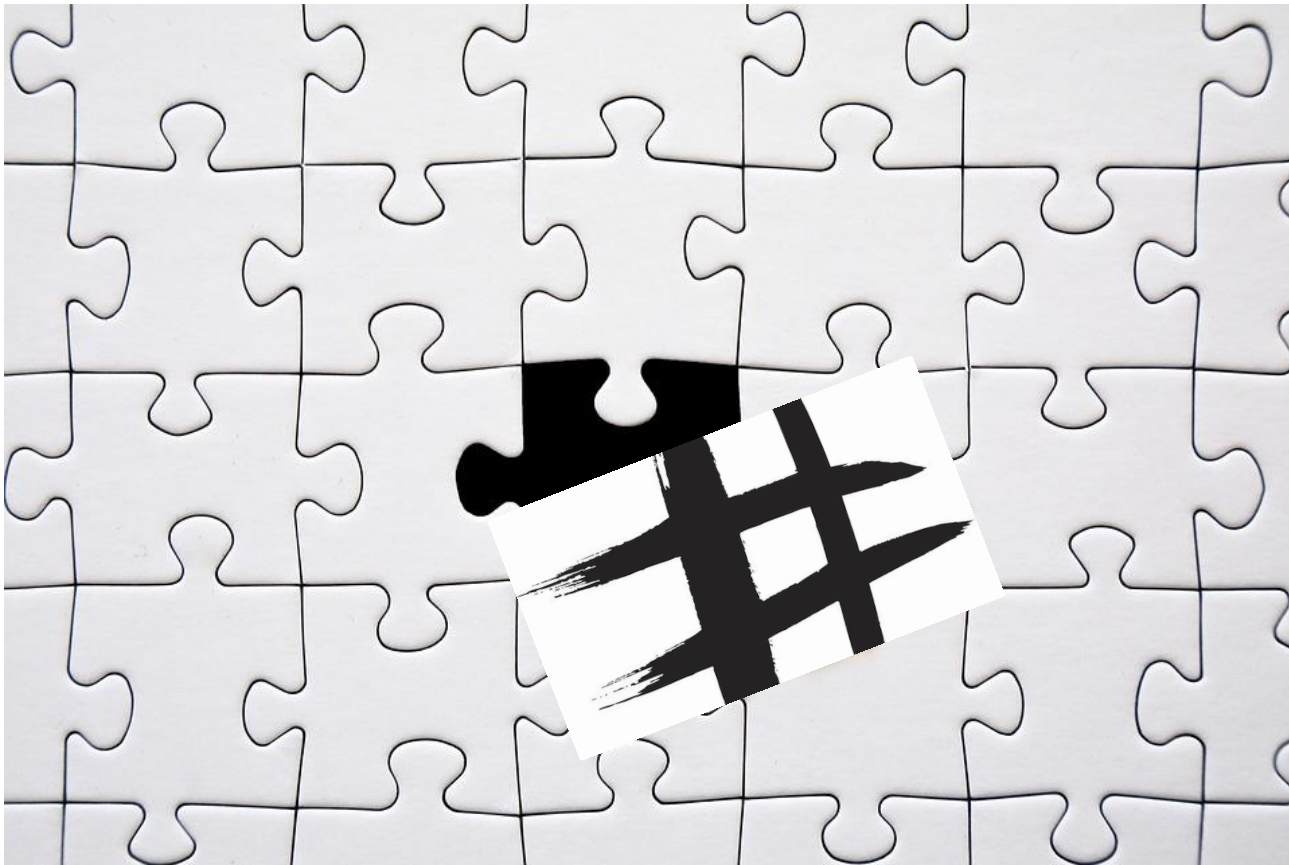


Be yourself



Be an observer

What is your added value?



The great pyramid of audiences



Exercise #2

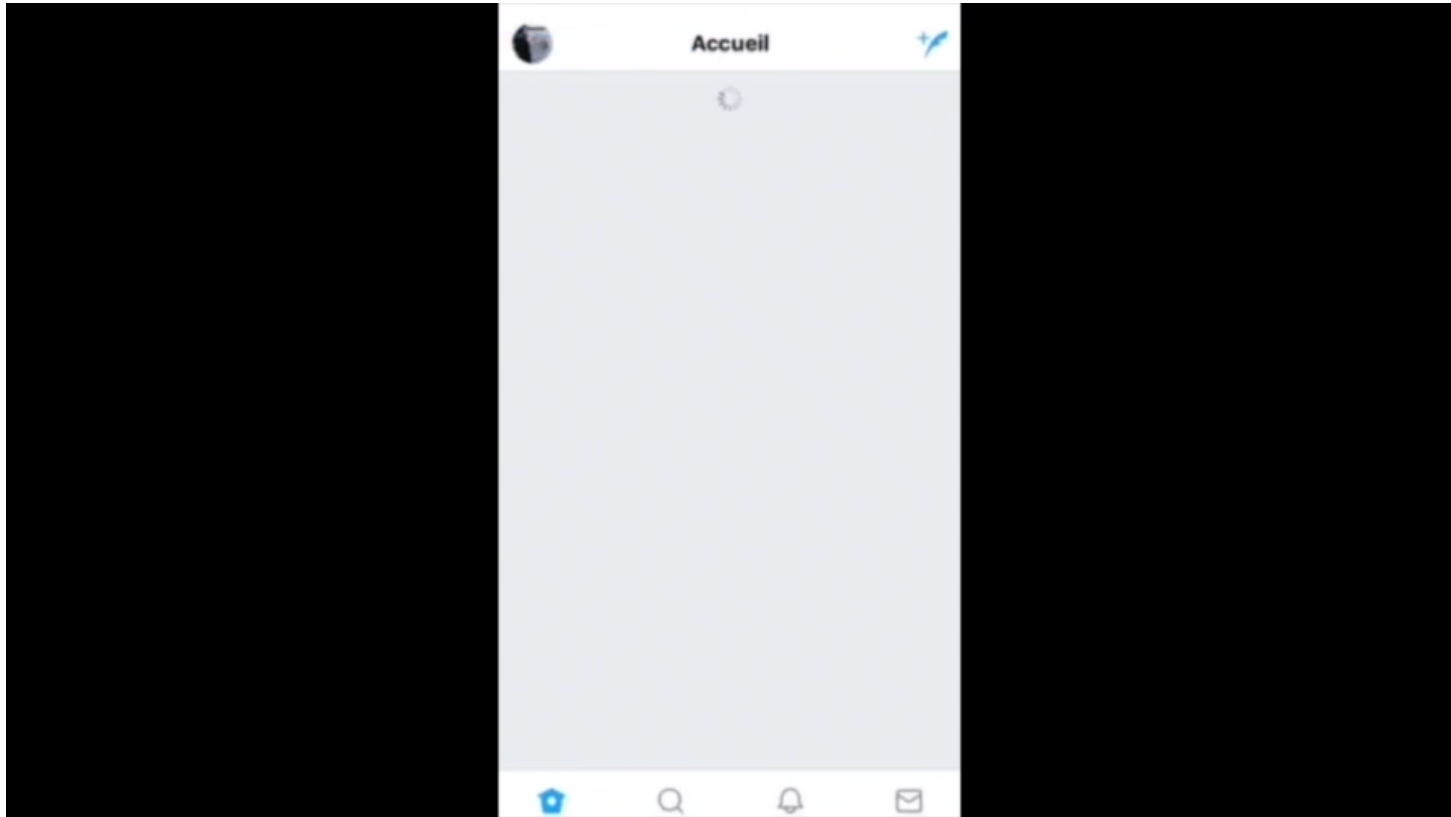
Take two minutes and write down all of the things you could do on social media to describe your job.



Public # Private



Would you tweet this?

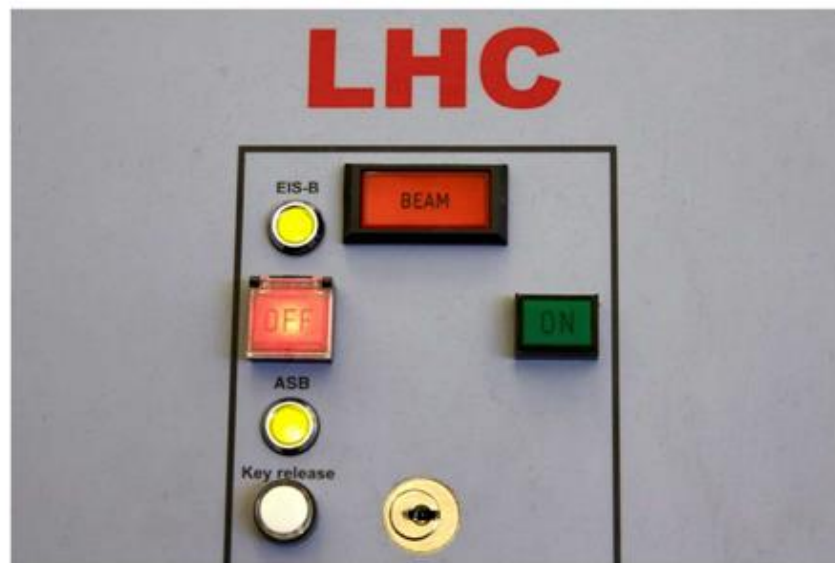


The CERN weasel



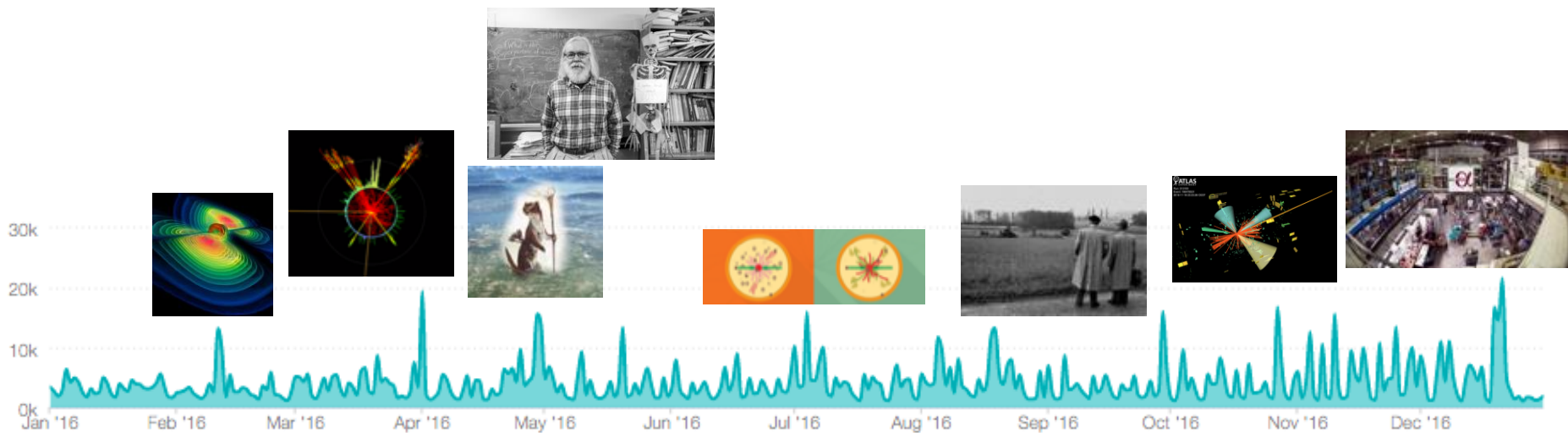
DAILY NEWS 29 April 2016

Beech marten halts LHC after chewing on a power cable



The weasel came off worse
Denis Balibouse / Reuters

2016 CERN Social Media Mentions



Scientists are the best ambassadors

- Legitimacy
- Knowledge
- Experience
- Connections
- Love for science



The scientific community



- Individuals VS large community
- Mutual trust and mutual understanding
- Know your institution's social media policy
(<http://cern.ch/go/SoMeCERN>)

Experiment with social media



- Social media is a **great tool** to take your research around the world.
- Be **realistic** and **aware** of your environment
- **Keep trying!** Apply the same methods as for your research: observe, test, **try**, evaluate, tweak, **try again**.

**Got a question?
Email social-media@cern.ch**

Thank you!

