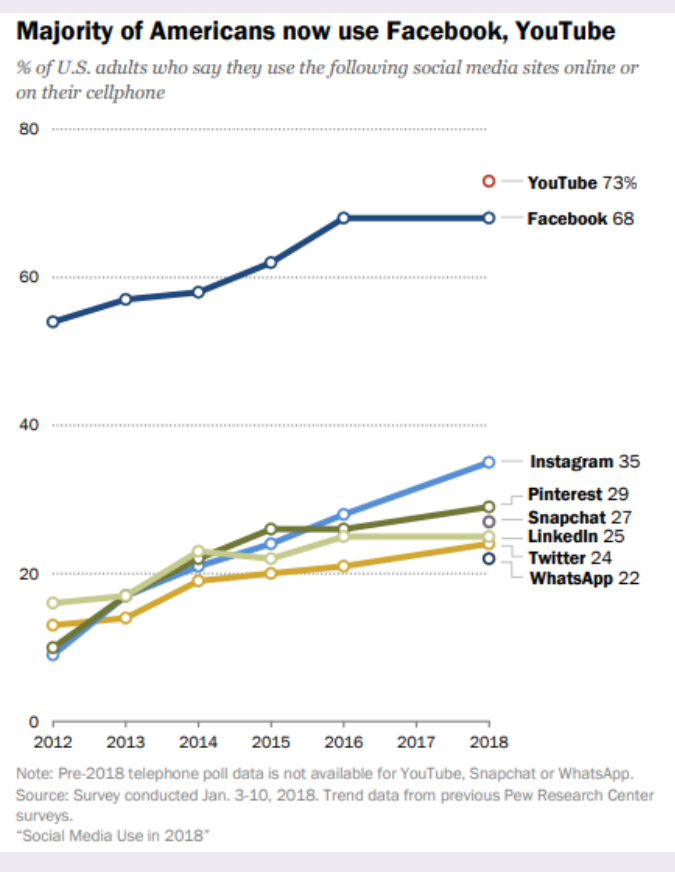# The Social Content Strategy of the ATLAS Collaboration

YOU CAN LEAD A USER TO CONTENT, BUT YOU CAN'T MAKE THEM CLICK.

ATLAS
EXPERIMENT

ATLAS Experiment at CERN

@ATLASexperiment

Majority of Americans now use Facebook, YouTube
% of U.S. adults who say they use the following social media sites online or on their cellphone

YouTube 73%
Facebook 68
Instagram 35
Pinterest 29
Snapchat 27
LinkedIn 25
Twitter 24
WhatsApp 22

Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.
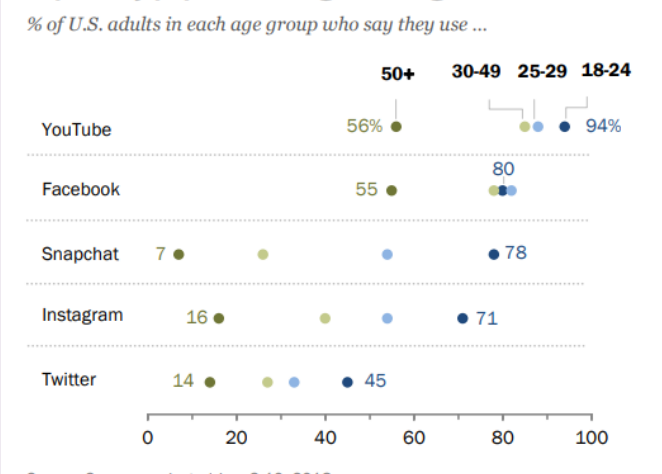"Social Media Use in 2018"

Why ATLAS Collaboration goes *Social*?

The ATLAS collaboration uses various social media platforms primarily to communicate the research and achievements of the collaboration to a wider public audience.
Audience includes **students** (potential future scientists), the **general public**, and **policy makers**. Each group has different reasons to **engage**, which can include:
- be **informed** and **learn**,
- feel the "wow factor" of big science and **fundamental** research,
- justify public **funding**.

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24
% of U.S. adults in each age group who say they use …

	50+	30-49	25-29	18-24
YouTube	56%			94%
Facebook	55		80	
Snapchat	7		78	
Instagram	16		71	
Twitter	14	45		

Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"
PEW RESEARCH CENTER

ATLAS Collaboration active on different social media to cover **different** age categories.

Rise of Mobile Users

Since 2015, mobile devices (including both smartphones and tablets) are now the primary means of accessing the internet for most users, accounting for **73%** of internet consumption in 2018. This is up from 70% in 2017 and 65% in 2016.
Mobile users are less likely to open webpages, preferring to remain in-app when viewing new content.
Ratio of mobile internet access higher in developing countries than in developed ones → Unique opportunity to **close** the developed vs developing countries **gap**

Adapting to this new means of consumption is vital for ensuring that ATLAS content reaches its target audiences.

Videos

Goal: Creating video content tailored to Facebook/Instagram/Twitter.

Considerations:
- Square videos take up 78% more real estate in the News Feed on mobile than on desktop → **create videos with 1x1 dimensions**
- Twitter/Instagram have 2min/1min length limit → **create videos ±1min**
- 85% of Facebook videos are watched without sound → **ensure video content has subtitles or captions**
- Social media videos tend to be more direct, quick to capture attention → adapt to this style by avoiding traditional "movie" narrative

Facebook Notes

Strategy: bring content directly to Facebook users using the note function.

Considerations:
- Facebook users prefer to remain on the facebook platform → **use Facebook notes to publish briefings/press statements**. Entire content is available without clicking away from Facebook.
- Notes require attractive banners → opportunity to **highlight e.g. related event displays**

Physics Briefing: ATLAS illuminates the Higgs boson at 13 TeV

Adapting to the *New Normal*

ATLAS content is being **tailored** to each social media platform, addressing the benefits and limitations of each. Focus on making ATLAS content more **accessible** to mobile users, thus improving its visibility and shareability.

Strategy:

Creating video content tailored to Facebook/Instagram/Twitter. Videos are 1x1 aspect ratio and under **1** minute.
Using Facebook note feature to bring ATLAS content directly to Facebook interface. Users no longer need to leave the app to access content.

Size 1x1
Duration: ~1 minute
Can be watched without audio
Optimized for mobiles

Facebook
Twitter
Instagram

Size 16x9
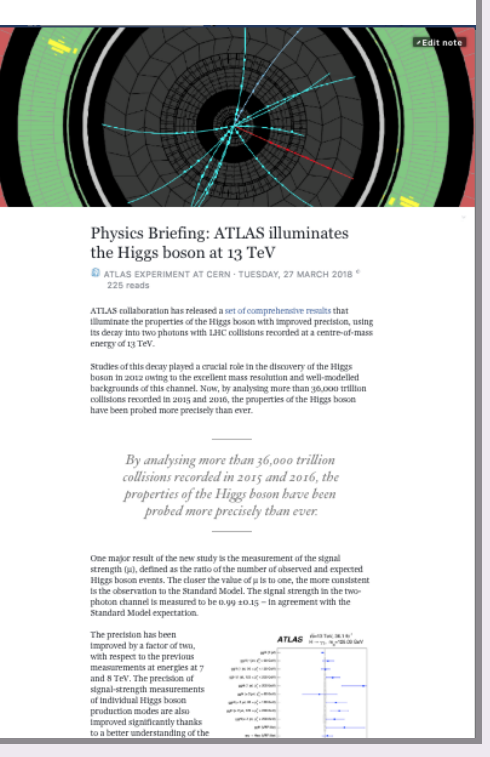Duration: ~4 minutes
Audio
Ideal for larger devices

Facebook
Youtube
CDS

Statistics
- Published a "Women in Physics" Social Media video for IWD2018. Video has gained **49,000** views on Facebook, **13,800** views on Twitter & **1,300** views on Instagram (May 2018), making it the most popular ATLAS video published since the start-up of the LHC.
- In average, video sharing more than **doubled**; despite shorter length, more minutes are watched.
- Facebook notes perform consistently better than links to ATLAS website, with an average of **145** readers compared to **90** link clicks.

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