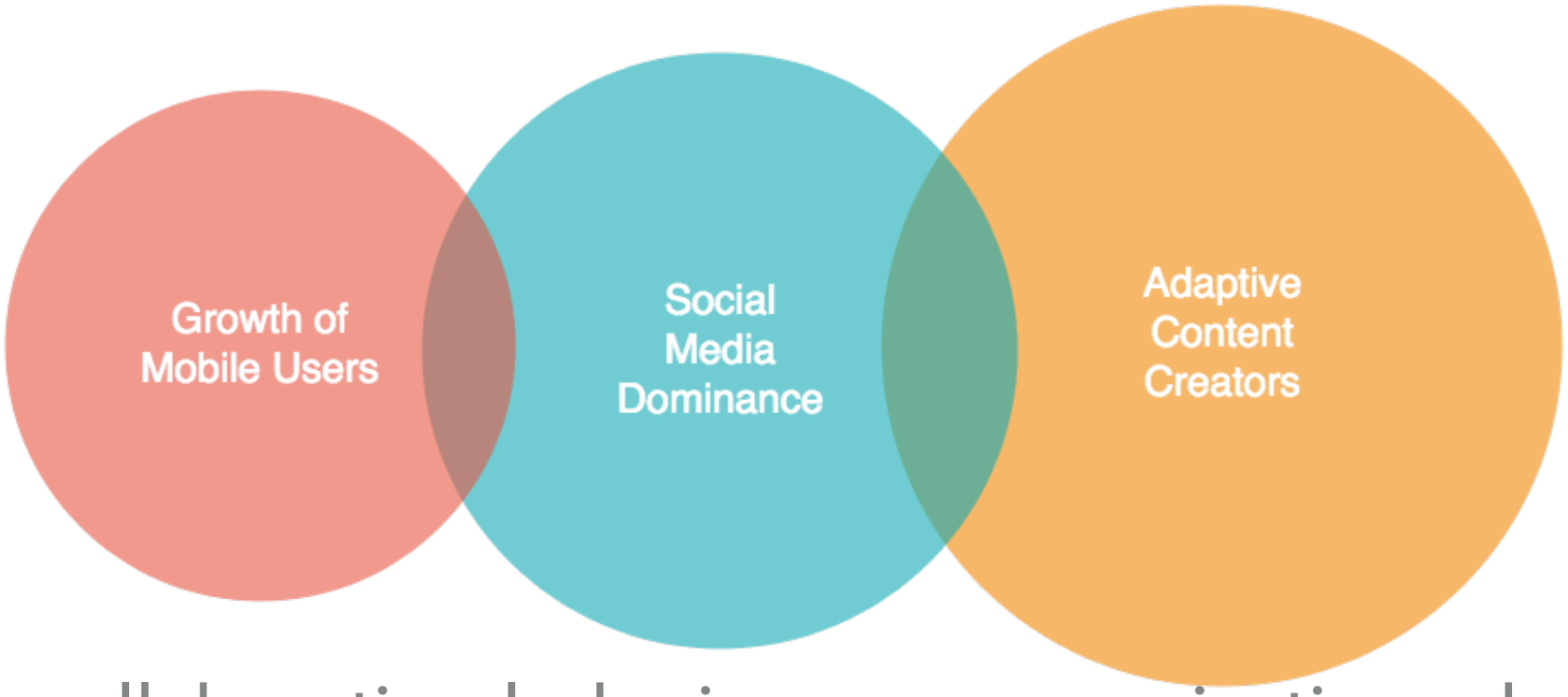
K. Anthony (University of Udine) on
behalf of ATLAS Outreach Team

THE "SOCIAL CONTENT" STRATEGY OF THE ATLAS EXPERIMENT

SHIFTING PERSPECTIVES

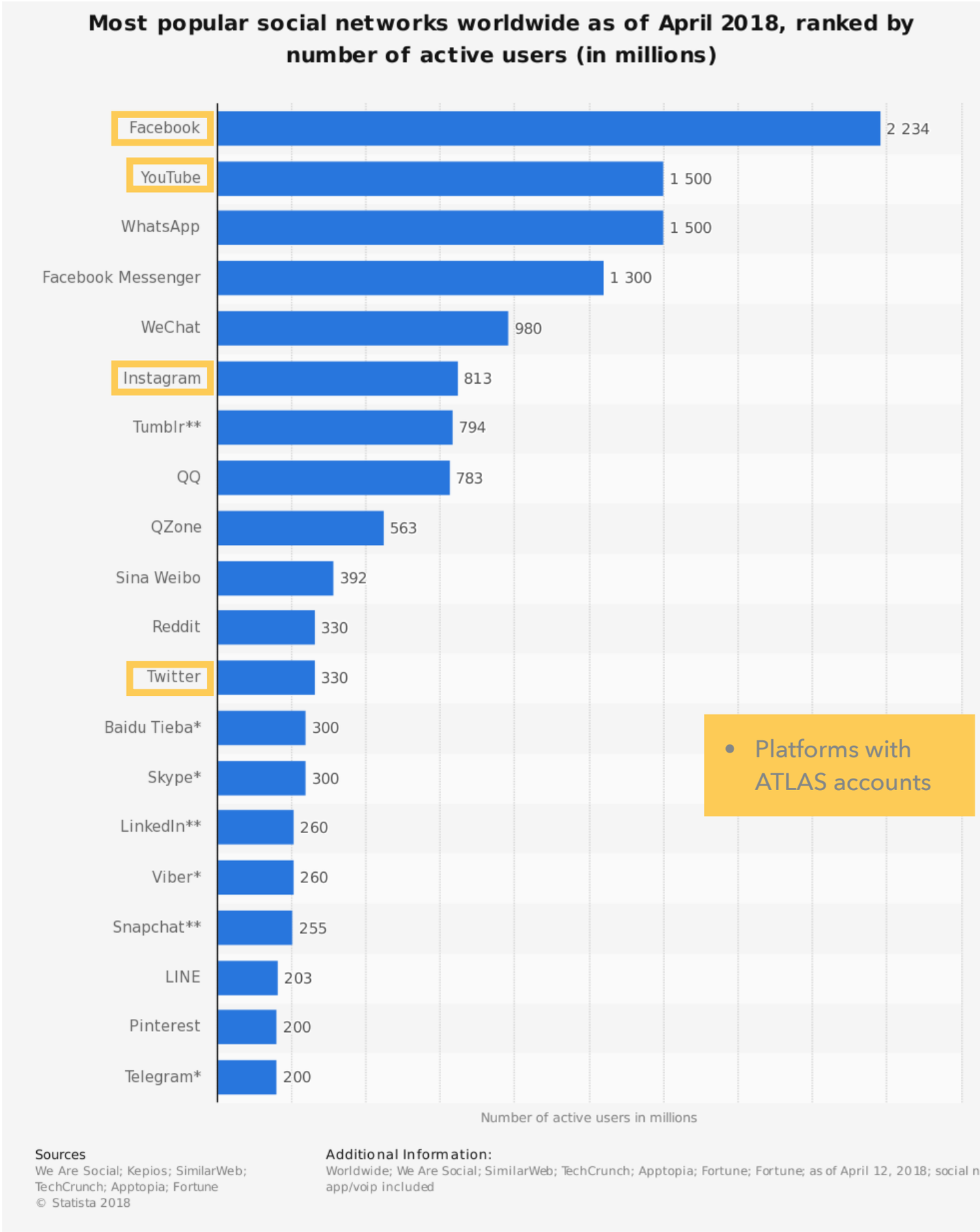
- Traditional web-content strategies no longer effective as content tailored to social media has become common place.



- How can collaboration-led science communication adapt without losing the integrity of their messages?

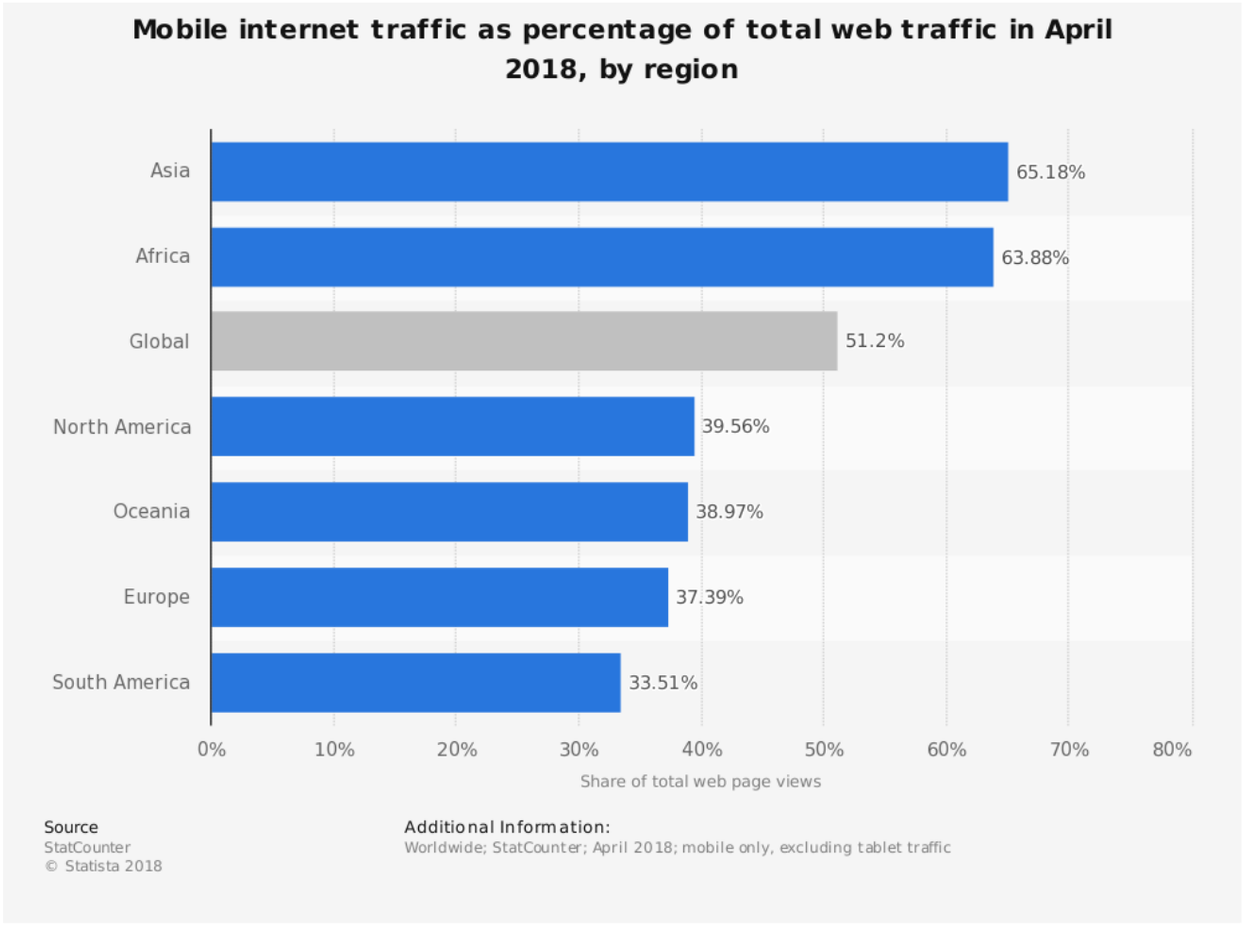
THE NEW NORMAL: SOCIAL

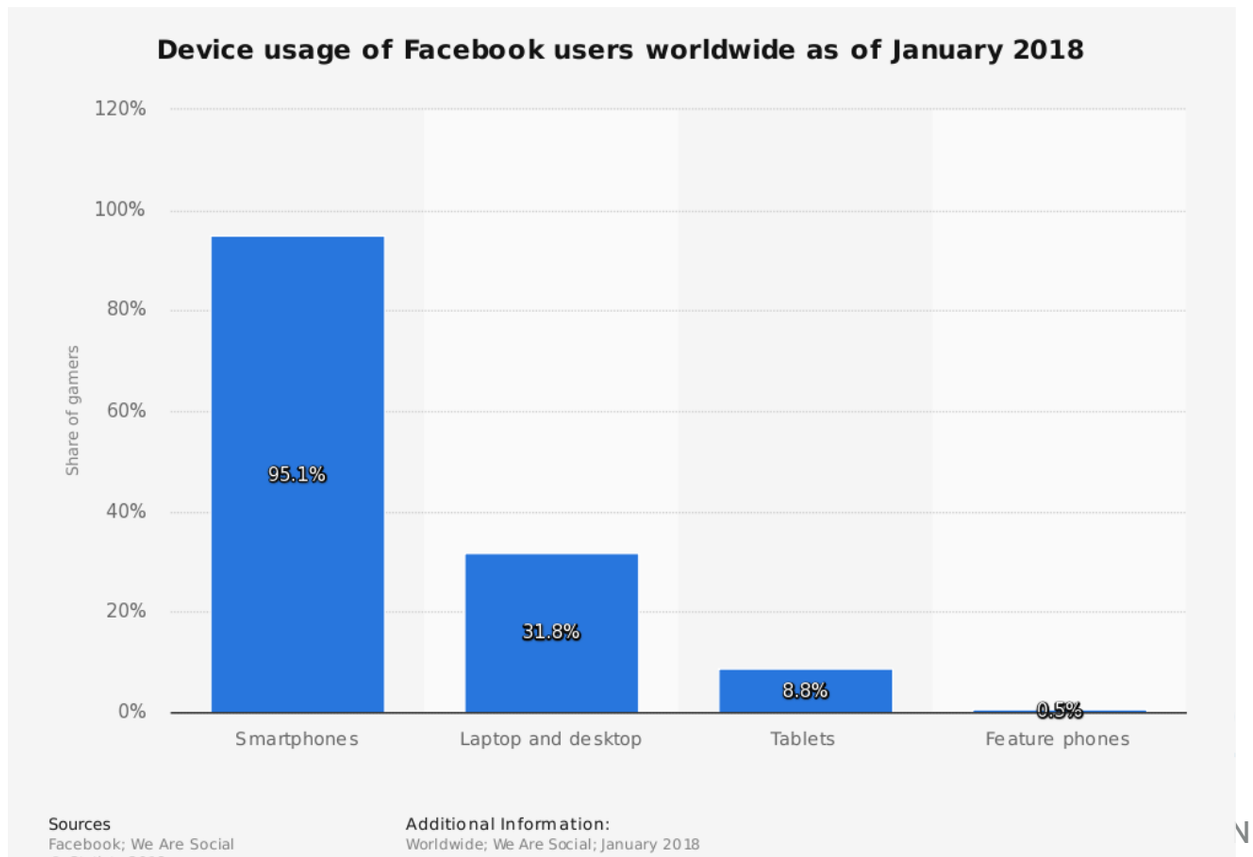
- No longer any doubt about the longevity of social media:
  - Of the 4 billion people active global internet users, **3.3 billion** use social media *(April 2018, We Are Social/Statista)*
  - 2.2 billion of these users are on Facebook
  - Instagram's size is worthy of note - as its user base is unique from traditional social media accounts, and has had a staggering growth rate.



THE NEW NORMAL: MOBILE

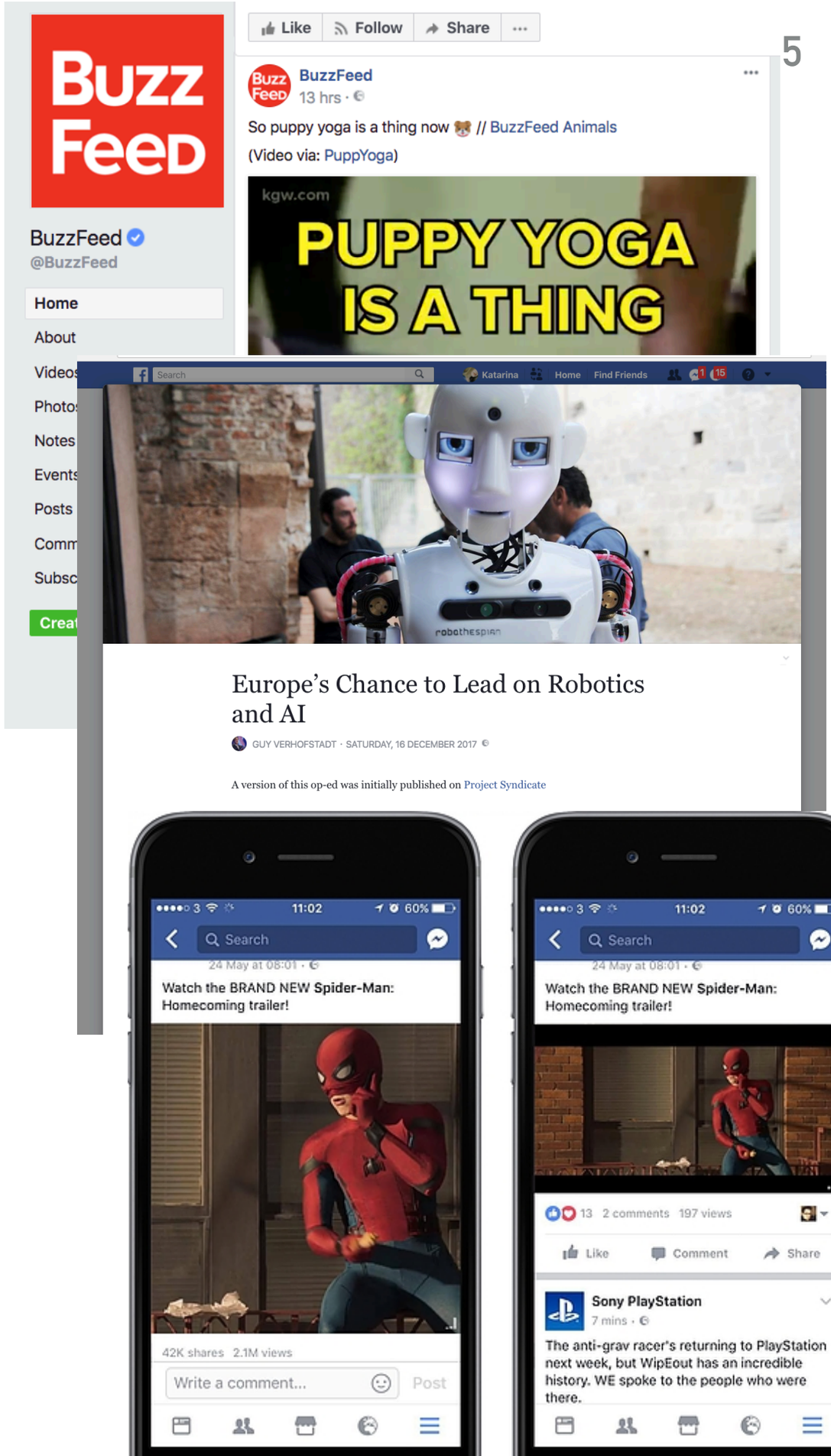
- Mobile devices are now the main means of accessing the internet for global users
- The markets where mobile devices have the highest shares of internet use are geographically diverse. For example:
  - Spain is top, with an estimated 81% of internet use coming from mobile devices in 2017, followed by Italy (78%), China and the US (each at 77%) and India (73%). (*Zenith's Mobile Advertising*)
- Social media is app-based:
  - More than 95% of Facebook users use Facebook on their mobile
  - Instagram is developed for mobile, i.e. new IGTV only allows portrait mode



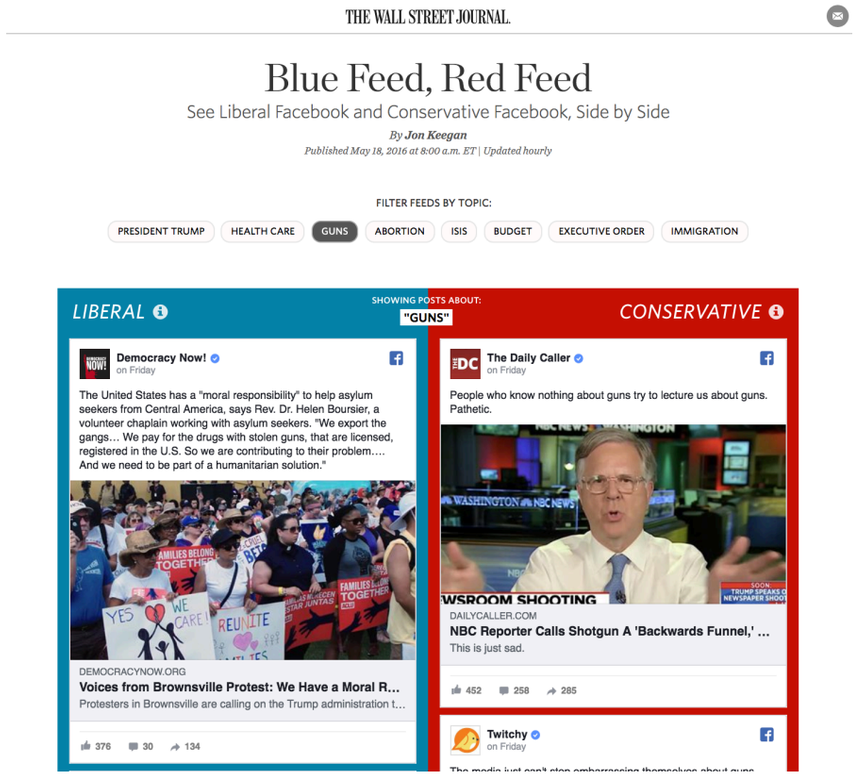


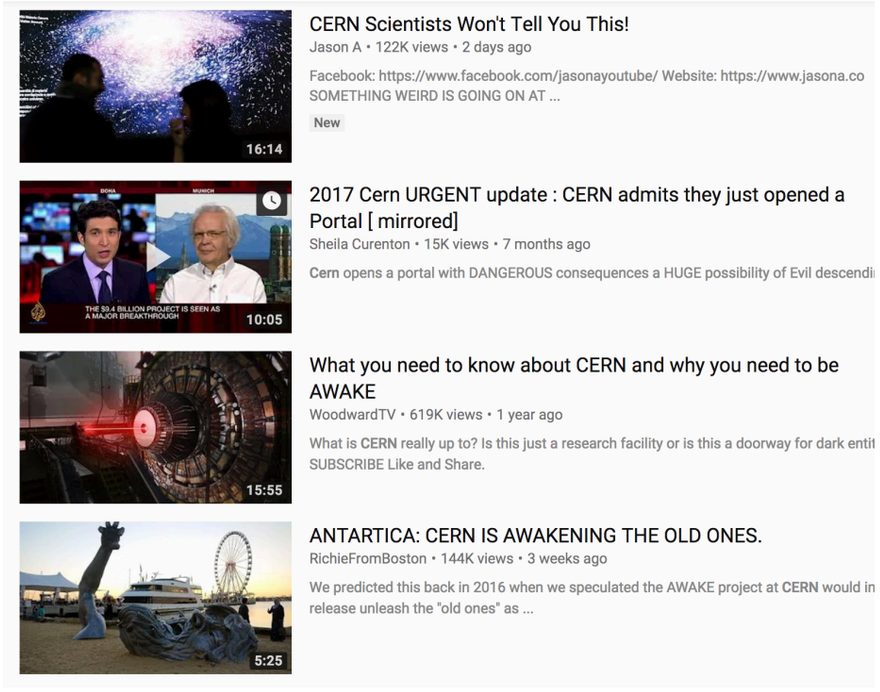
THE SOCIAL CONTENT LANDSCAPE

- Tailored to low-attention spans:
  - Everyone is suffering from low click-through - Users primarily read headlines and scroll past
  - Facebook advertises anything over 2% as “high”, with typical rates between 0.5-1.6%
- Video content is king:
  - Facebook algorithm boosts videos over images
  - Forbes estimates that over 80% of user traffic will be video by 2019
- Content is being tailored to mobile users:
  - Video consumption on mobile has increased 233% since 2013, and more than half of video views take place on mobile
  - 1:1 ratio videos are now the standard, as they take up 78% more real estate in the News Feed on mobile than on desktop
  - Content producers are staying on the platform, lowering the threshold for engagement by removing the need to click-through
- **Content is being made to share - in other words, it is evoking an emotional reaction.**



OTHER USES OF THIS TREND . . .





"Using actual fake news headlines presented as they were seen on Facebook, we show that even a single exposure increases subsequent perceptions of accuracy, both within the same session and after a week. Moreover, this "**illusory truth effect**" for fake news headlines occurs despite a low level of overall believability"

- *Pennycook, Gordon and Cannon, Tyrone and Rand, David G. (Yale University) Prior Exposure Increases Perceived Accuracy of Fake News (May 3, 2018). Forthcoming in Journal of Experimental Psychology: General*

ATLAS EXPERIMENT

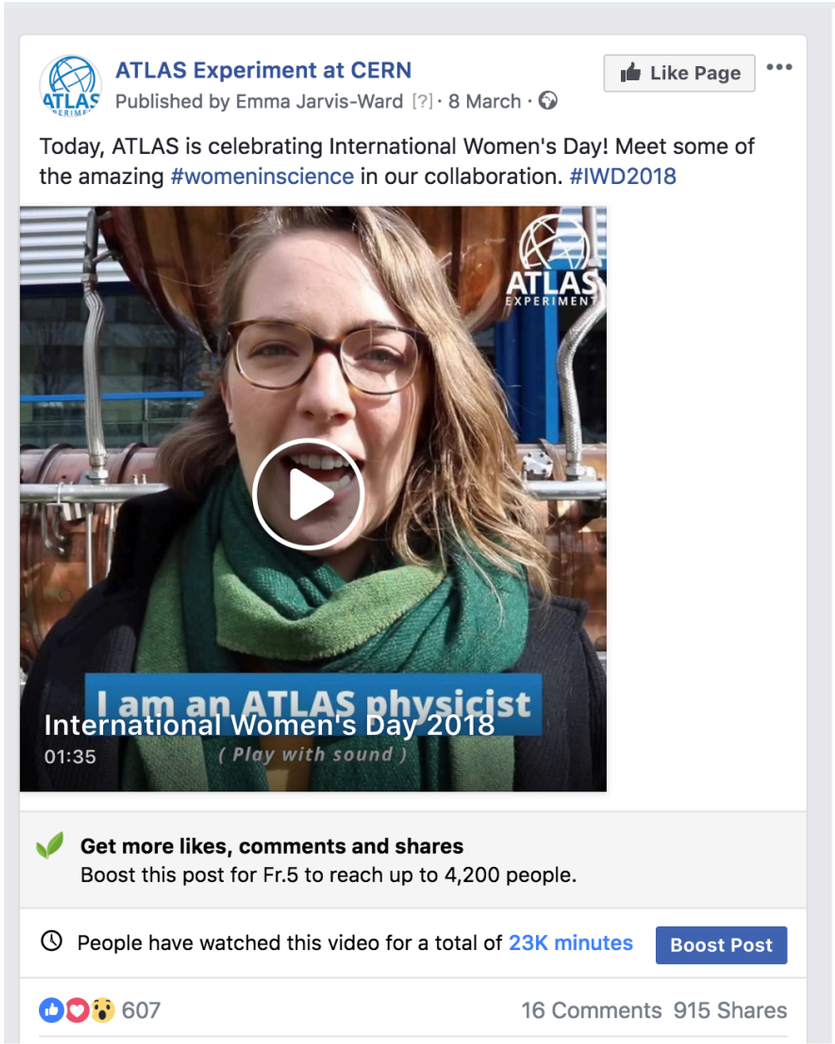
HOW HAVE WE ADAPTED?

ATLAS has expanded its social-media only content

- New videos between 1-2 min with concise content & main messages delivered in 3 seconds.
- Videos feature captions to facilitate the viewing experience.
- Social media videos are 1:1 ratio - also creating Instagram video content in portrait ratio.
- On Facebook, we are making complete content available directly on platform through Facebook Notes.
- Continue creating unique content for Instagram, but expanding to unique facebook & twitter content.

Social content: Keeps users on the platform, grabs their attention quickly and **caters to the algorithm**.

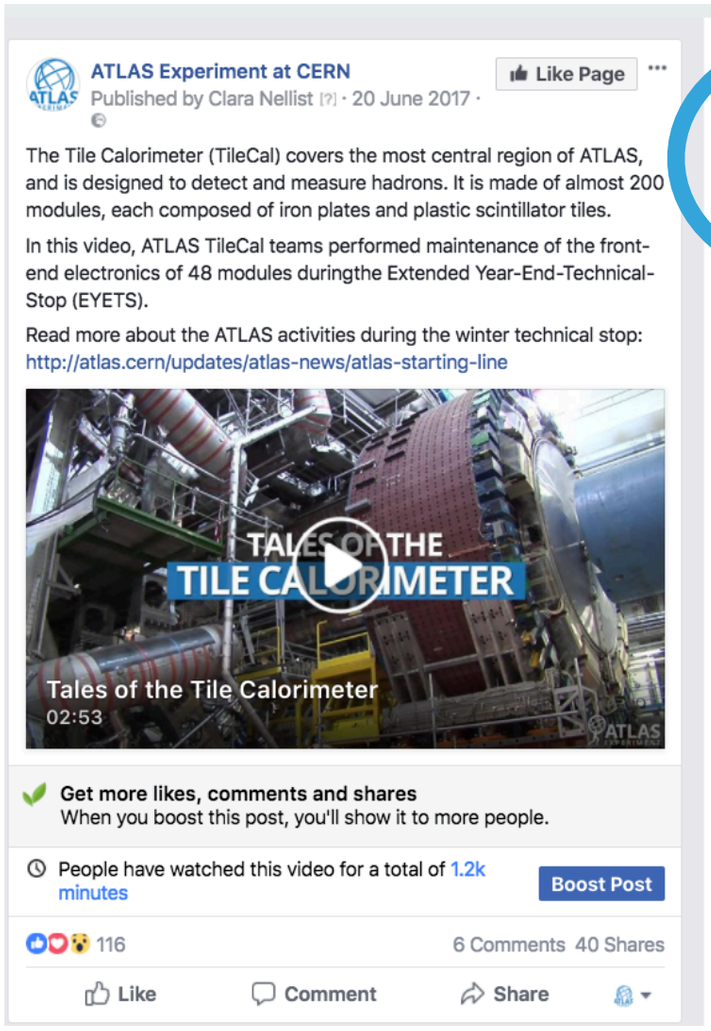
EXAMPLE CONTENT: OUR MOST SUCCESSFUL VIDEO OF THE 2010S

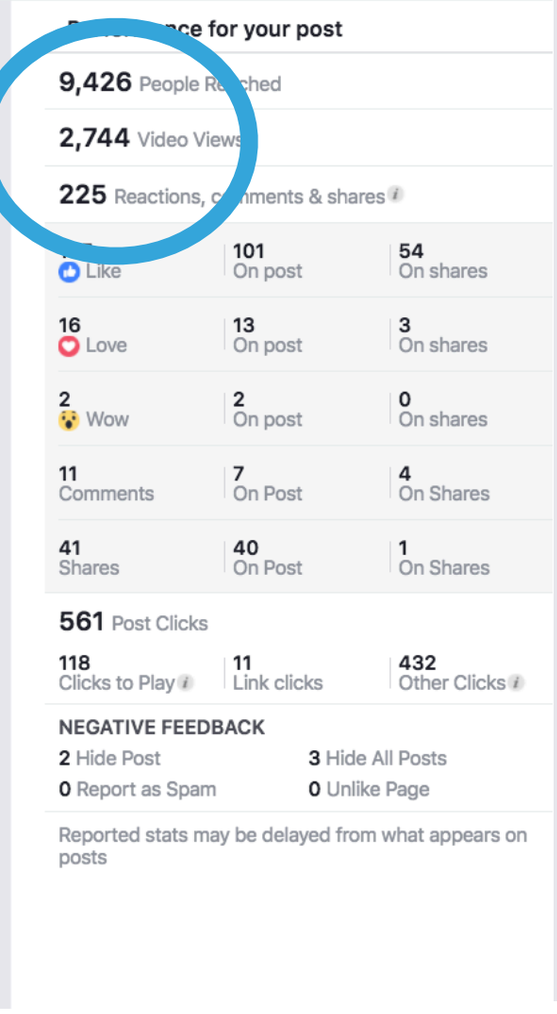


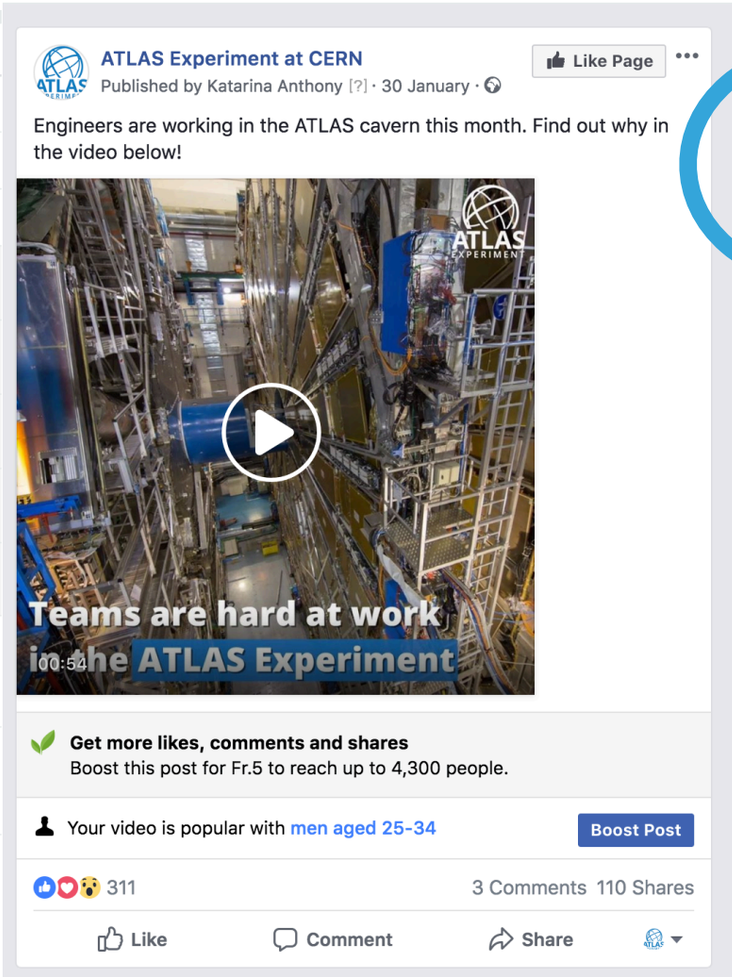
- 1min video for International Women's Day 2018 was our most successful video since 2008 startup
- Over 65k views across Facebook, Twitter & Instagram

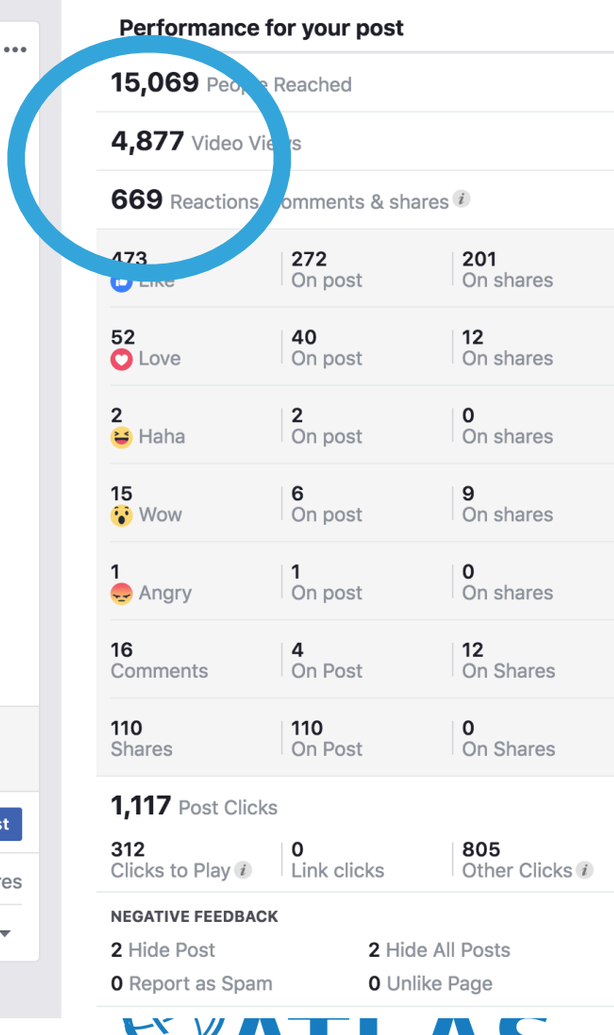
- In 2018, video content is not destined to be shared across all social platforms in one format and length.

- Comparison between two similar ATLAS videos:
  - Almost x3 reactions (225 vs 669)
  - More than x2 shares (41 vs 110)
  - Despite shorter length, more minutes were watched (1.2k vs 1.7k) of social video

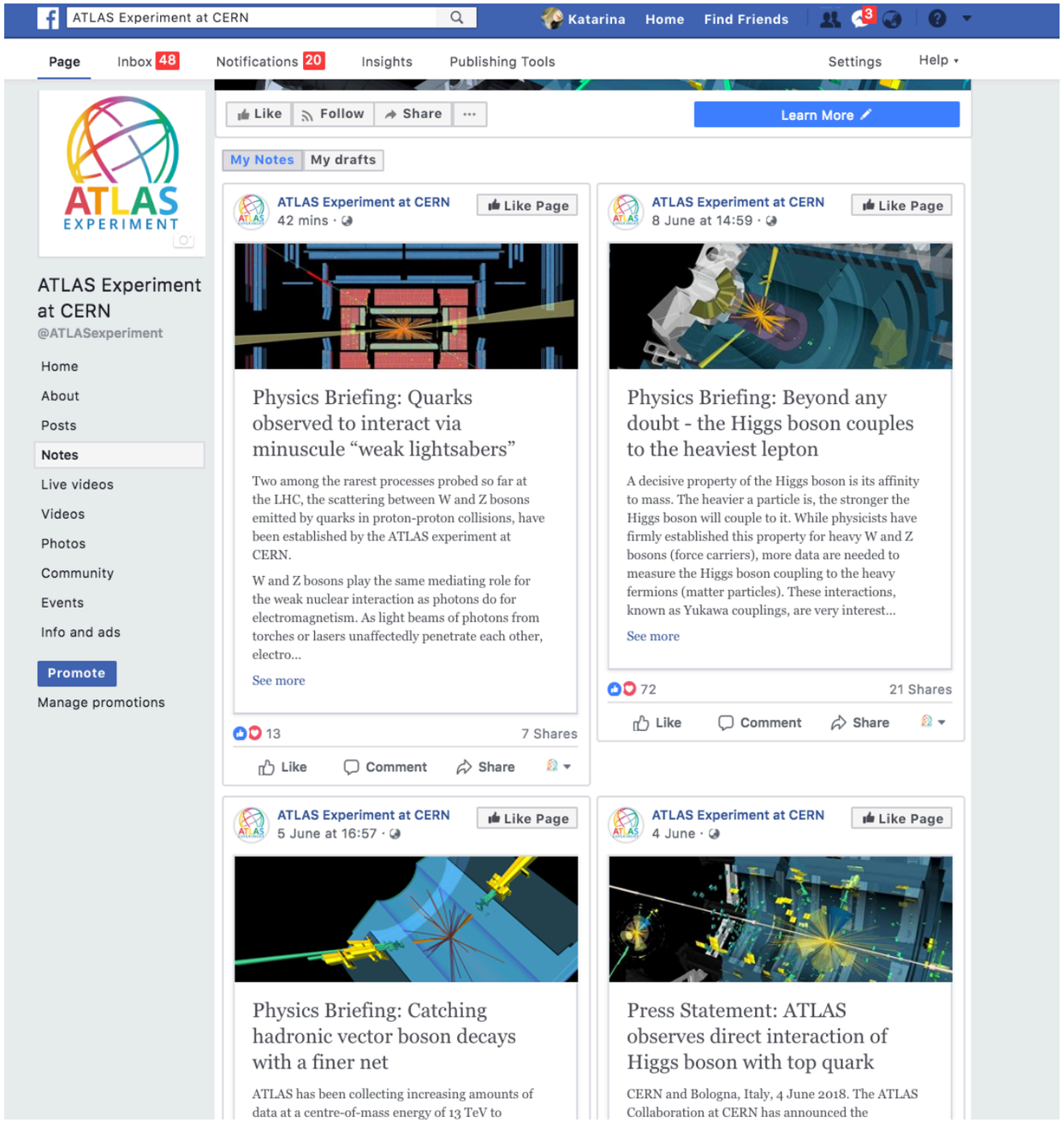






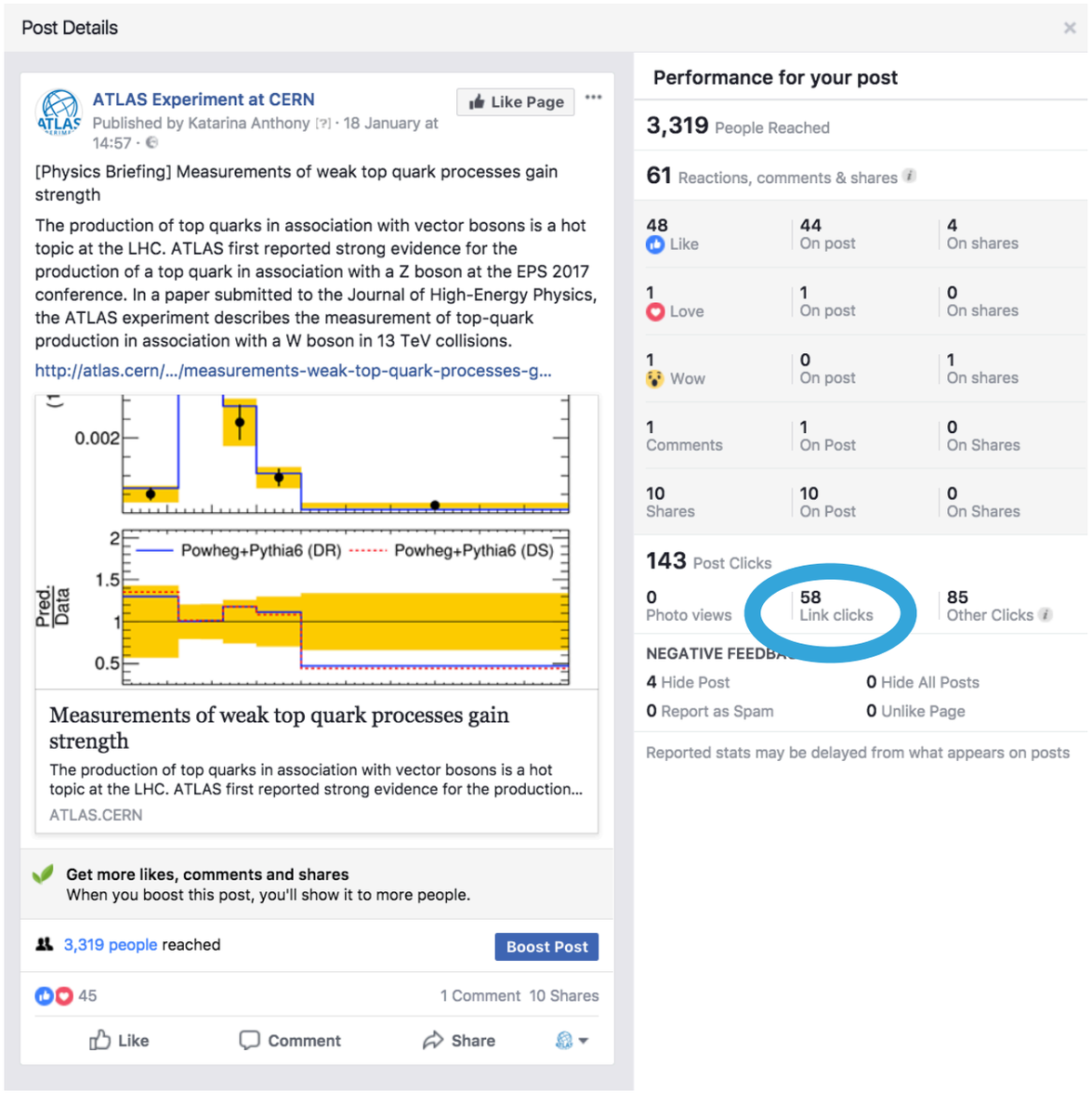


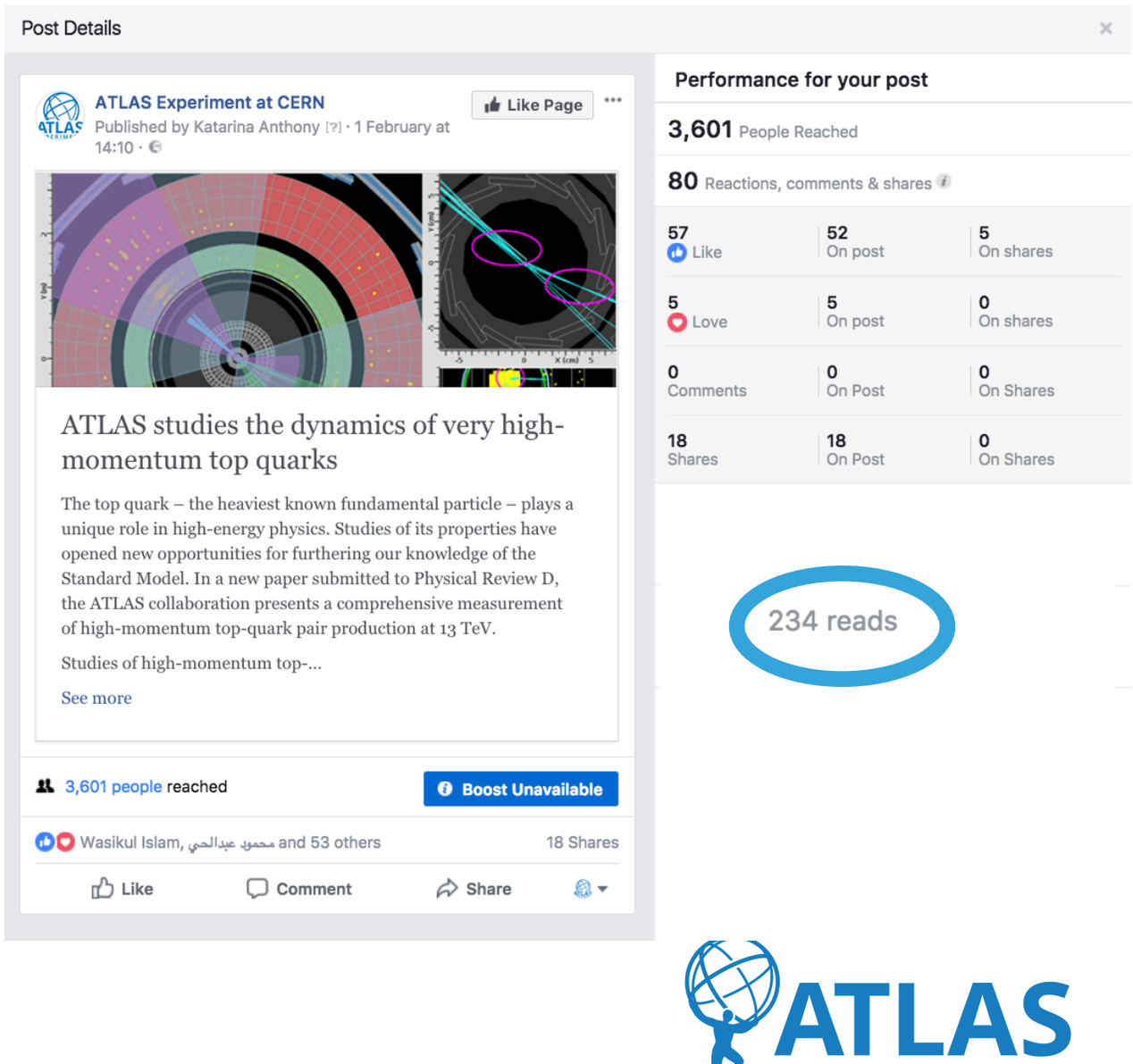
EXAMPLE CONTENT: FACEBOOK NOTES



REACH OF FACEBOOK NOTES

- Comparison between two physics briefings published this year with ± the same level of reach:
  - "Link" physics briefing had 58 clicks to read the text on webpage vs "Note" physics briefing had 121 reads directly on Facebook (plus 11 webpage visits)
  - Format gives users the ability to comment - something to take advantage of in future?





SUMMARY

- New strategy has proved very effective so far.
- Every platform has different suggested uses and creative limitations:
  - Continue to create Social Media videos and publish Facebook notes, in addition to our in-depth videos and website link sharing.
  - For archival (CDS) purposes: a compilation of social media video content in single video.
- Still exploring best strategies and content types. Future content plans include:
  - Reworking older videos into Social-style videos
  - Exploring possibilities of image-text video compilations, exploiting the algorithm boost for better reach for content with no video material.

ATLAS EXPERIMENT

ANY QUESTIONS?

Contact: katarina.anthony@cern.ch