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

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?
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: SOCIAL**

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**Most popular social networks worldwide as of April 2018, ranked by number of active users (in millions)**

- **Facebook**: 2,234
- **YouTube**: 1,500
- **WhatsApp**: 1,500
- **Facebook Messenger**: 1,300
- **WeChat**: 980
- **Instagram**: 813
- **Tencent**: 794
- **QQ**: 783
- **QZone**: 563
- **Sina Weibo**: 392
- **Reddit**: 330
- **Twitter**: 330
- **Baidu Tieba**: 300
- **Skype**: 300
- **LinkedIn**: 260
- **Viber**: 260
- **Snapchat**: 255
- **LINE**: 203
- **Pinterest**: 200
- **Telegram**: 200

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**Sources**

- We Are Social, KPIs, SimilarWeb, TechCrunch, Apptopia, Fortune
- © Statista 2018

**Additional Information**

- Worldwide: We Are Social, SimilarWeb, TechCrunch, Apptopia, Fortune, Fortune as of April 12, 2018; social network app/vip included
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.
“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.”

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.**
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

Physics Briefing: Quarks observed to interact via minuscule “weak lightsabers”

Two among the rarest processes probed so far at the LHC, the scattering between W and Z bosons emitted by quarks in proton-proton collisions, have been established by the ATLAS experiment at CERN.

W and Z bosons play the same mediating role for the weak nuclear interaction as photons do for electromagnetism. As light beams of photons from telescopes or lasers mysteriously penetrate each other, they... See more

Physics Briefing: Beyond any doubt - the Higgs boson couples to the heaviest lepton

A decisive property of the Higgs boson is its affinity to mass. The heavier a particle is, the stronger the Higgs boost will quell it. While physicists have firmly established this property for heavy W and Z bosons (force carriers), more data are needed to measure the Higgs boson coupling to the heavy fermions (matter particles). These interactions, known as Yukawa couplings, are very interest... See more

Physics Briefing: Catching hadronic vector boson decays with a finer net

ATLAS has been collecting increasing amounts of data at a centre-of-mass energy of 13 TeV to

Press Statement: ATLAS observes direct interaction of Higgs boson with top quark

ATLAS and Bologna, Italy, 4 June 2018. The ATLAS Collaboration at CERN has announced the

Using 2016 data, ATLAS has now doubtfully observed ZW and WZ electromagnetic production, with the dominant part of it being the weak vector boson scattering: WZ → W+W-, and WZ → W-Z. This continues the experiment’s long journey to scrutinise the VBF process using 8 TeV data from 2012. ATLAS had established the first evidence for the W+W- production with 5 candidate events. Such a yield would occur with a probability of less than 5 x 10^-5 as a pure statistical fluctuation. Now, at a higher centre-of-mass energy of 13 TeV, ATLAS has identified no W+W- → W+W- events, which would happen less than once in 100 billion cases as a fluctuation from pure background processes. This corresponds to a
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.
ANY QUESTIONS?

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