



Instagram lessons learnt

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Defining a strategy

- What is the goal of your Instagram channel?
- What are the key messages?
- Who is your audience?
- How much time and resources do you want to commit to the channel?
- What will be the frequency of posts?

Building an audience

- Look at relevant hashtags already on Instagram and like the posts so people see that you exist
- CERN uses #CERNalumni for our throwback Thursday posts

Calendar and frequency of posts

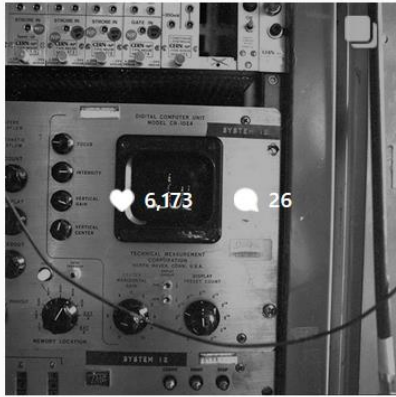
Date	Topic	Media	Link	Facebook	Twitter	Instagram
23-Jun	International Women in Engineering Day	Photo	cern.ch/go/ABtL		<p>Happy International Women in Engineering Day!</p> <p>Meet some of CERN's #WomenInEngineering http://cern.ch/go/GRhH</p> <p>#INWED18 #WomenInSTEM</p> <p>Renowned astrophysicist Robert Rees will speak about the physics of #antimatter in 15 minutes. The webcast from #CERN will be in French with simultaneous translation to English. Tune in!</p> <p>#astrophysics</p> <p>https://webcast.web.cern.ch/ev/en/1729611</p>	
26-Jun	Physics of antimatter					
27-Jun	Photo of the Week	Photo	http://cern.ch/aj/rm9	<p>This image looks into the copper substrate of the HIE-ISOLDE superconducting radio-frequency cavities. The surface treatment of copper is one of the most important competences needed to achieve the required performance in attaining very low vacuum.</p> <p>The High Intensity and Energy (HIE) upgrade of the ISOLDE linear accelerator will allow to collide beams of isotopes into targets at higher energies, in order to explore fundamental questions concerning different elements on the planet.</p> <p>Meet ISOLDE: http://cern.ch/go/rm9</p> <p>● CERN</p> <p>#PhotoOfTheWeek #SciencePhotography</p>	<p>This image looks into the copper substrate of the HIE-ISOLDE superconducting radio-frequency cavities. The surface treatment of copper is one of the most important competences needed to achieve the required performance in attaining very low vacuum.</p> <p>The High Intensity and Energy (HIE) upgrade of the #ISOLDE linear accelerator will allow to collide beams of isotopes into targets at higher energies, in order to explore fundamental questions concerning different elements on the planet.</p> <p>Meet ISOLDE: http://cern.ch/go/rm9 (link in profile)</p> <p>● CERN</p> <p>#PhotoOfTheWeek #SciencePhotography #macrophotography #picoftheday #science #physics #particlephysics #scienceisawesome #bigbang #universe #planet #frominfinitelysmalltoinfinitelylarge</p>	
28-Jun	TBT	Photo		<p>1962: (Main) Building CERN http://cern.ch/go/rm8</p> <p>#ThrowbackThursday #TBT</p> <p>At the sixth session of the CERN Council, which took place in Paris from 29 June to 1 July 1953, the convention establishing the organisation was signed. After being gradually ratified by the 12 founding Member States, the European Organisation for Nuclear Research (CERN) officially came into being.</p> <p>From 1954 on, various buildings and facilities flourished all over the organisation's sites, creating a convivial environment for particle physicists around the world.</p> <p>The photo was taken in 1962 and is looking at CERN's main building through a massive concrete cylinder.</p> <p>● CERN</p>	<p>1962: (Main) Building CERN http://cern.ch/go/rm8</p> <p>#ThrowbackThursday #TBT</p> <p>At the sixth session of the CERN Council, which took place in Paris from 29 June to 1 July 1953, the convention establishing the organisation was signed. After being gradually ratified by the 12 founding Member States, the European Organisation for Nuclear Research (CERN) officially came into being.</p> <p>From 1954 on, various buildings and facilities flourished all over the organisation's sites, creating a convivial environment for particle physicists around the world.</p> <p>The photo was taken in 1962 and is looking at CERN's main building through a massive concrete cylinder. ● CERN</p> <p>#CERN #lumi #blackandwhite #vintage #w #w #wphoto #wphotography #architecture #geometry #building #science #experiment #particlephysics #lifeofscientist #geneve #switzerland #f #photography #film #road</p>	

Excel calendar

The screenshot shows the Later.com interface for CERN. At the top, there are social media icons for Instagram, Facebook, and Twitter, along with a '+30 Instagram Posts Left' indicator. The main area displays a calendar for the week of July 8-14, 2018, with columns for each day from Sunday to Friday. The posts are arranged in a grid, showing various images related to CERN, such as particle detectors, laboratory equipment, and scientific data visualizations. The interface also includes a 'Show Filters' button and a 'Clear All' button for the post selection.

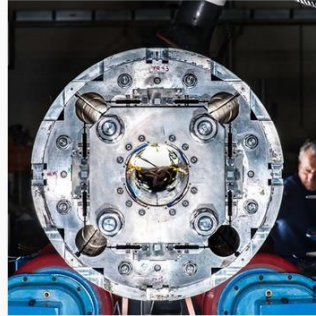
Later.com

Choosing images

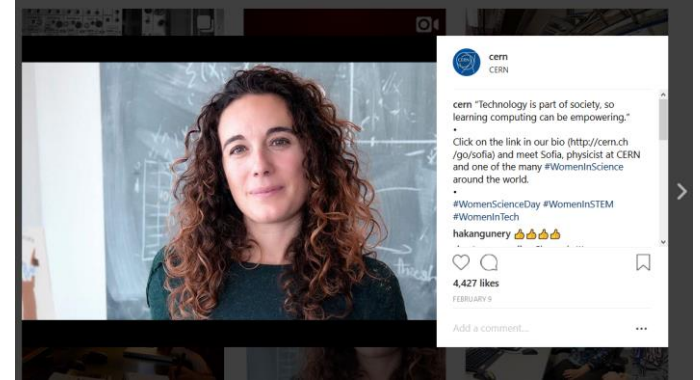


Retro images

Albums

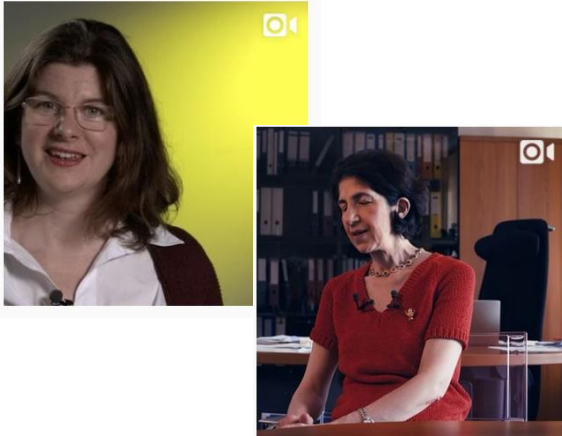


Artistic techy images



Portraits

Choosing images: our mistakes



Videos in the feed
(better to use stories)



“normal photos”, low
res, strangely cropped



Photos
taken with
a phone,
badly lit



Accompanying text

- Bio
- Link in bio
- Use of hashtags
- Using short links

<https://webservices.web.cern.ch/webservices/Services/ShortenUrl/>

Conclusions

Running a social media account takes time and resources, here's the advice we generally give:

<https://communications.web.cern.ch/social-media>

Wily Editori... CERN (CERN) on Twitter cern on Instagram CERN CERN - YouTube CERN Courier Photos - CERN Docu... CERN go shortener Engagor | CERN » Home Internal screens

Want to go social?

If you would like to create an official social media account dedicated to your experiment, project or event, here is what you should consider beforehand.

- What experiment / project / event do you work for?
- What social media platform do you want to use?
- What audience are you trying to reach?
- Is there an existing channel already reaching that audience that you could feed into?
- What communications do you plan to send out?
- How regularly do you plan to communicate?
- What human resources do you have allocated to maintaining this?
- Are you a project or event? If so, what is foreseen for the social media accounts when the project / event ends?
- Would a hashtag suit your needs instead of an account?
- Would a closed Facebook group suit your needs?

Queries

If you have a query about CERN social media, please send it to social-media@cern.ch



home.cern