



# Education, Communication and Outreach at CERN

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*IR-ECO group*



12-Jun-19

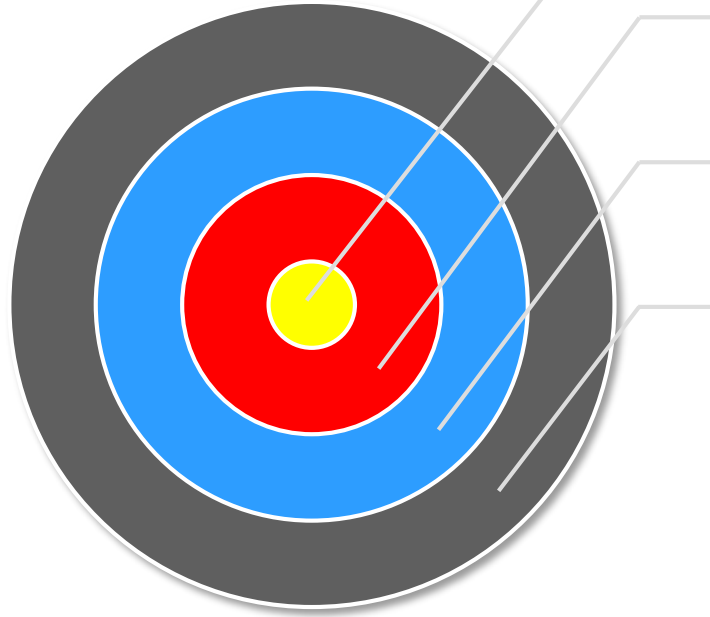
Onboarding Quarterly Session

# Why ?

- **Awareness**  
about CERN and its activities
- **Support**  
for CERN decision makers
- **Engagement**  
with the general public
- **Education**  
and inspiration for schools and teachers
- **Commitment**  
to explain general public what we do and why



# Audiences



Media,  
Governments

Teachers

Schools

General Public  
(local and global)

Press Office, Publications,  
Web, Social Media, VIP Visits

Teachers Programmes  
Teachers Resources

Student Programmes  
S'Cool LAB  
Virtual Visits

Guided Tours  
Exhibitions at CERN  
Travelling exhibitions  
Outreach events  
(fairs, science museums,  
arts, local events etc.)

Photography and Video  
Graphic Design

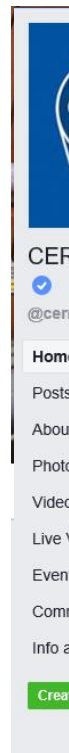
# Communication with scientific community

- CERN community
- Scientific community
- Member States



# Communication via social media

- Twitter 2.5m
- Facebook 700k
- Instagram 400k
- YouTube 100k
- LinkedIn 100k



**CERN**  
Études/recherche · Meyrin, Genève · 91.899 abonnés

[Voir les offres d'emploi](#)

**Descriptif**

**Emplois**  
Envie de travailler chez CERN ?  
[Consulter les offres d'emploi de CERN](#)

**Suivez l'actualité de CERN**  
Découvrez plus d'informations sur CERN, trouvez des offres d'emploi, postulez à des postes qui correspondent à vos compétences et connectez-vous avec d'autres personnes pour faire avancer votre carrière.

[S'inscrire sur LinkedIn](#) [S'identifier](#)

**À propos** **Nouvelle récente** [Voir l'ensemble des](#)



# Social media ambassadors



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

## Social media guidelines

Applicable to: Members of the personnel

### General

"Social media" are widely used today to share information and stay in contact with audiences around the world. While Members of the personnel can make use of social media for many different purposes, the lines between private and public, personal and professional are often blurred. Guidelines are provided below on how best to use social media, personally and professionally.

CERN's values and [CERN Code of Conduct](#) underpin these guidelines, which apply to all CERN contributors (i.e. staff members, fellows, apprentices, associates, users or students), who comment professionally or privately about their activities at CERN using social media.

### Procedure

As a member of personnel, please:

#### 1. Post...

- **Responsibly:** your online content stays public and can be republished by others. Make sure you are comfortable with what you are posting before you put it online;
- **Correctly:** posts claiming to be news or information should be based on facts. Fact check the statements before posting and don't be fooled by the abundance of opinion-based "facts" on the web, when sharing or reposting;
- **Clearly:** try to avoid scientific jargon or slang when addressing a wide audience;
- **Reasonably:** show your passion, but avoid overposting;
- **As yourself:** be honest about your identity, expertise and role at CERN. Always point out that you post in your personal capacity, and your statements will remain personal and cannot be regarded as representing CERN's official position. If necessary, add an appropriate disclaimer.

#### 2. Refer...

- To content with links rather than copy-pasting content directly into a post. Information can then stay updated on the source website;
- To external sources, products or services with caution as you may imply CERN endorsement;
- To [social-media@cern.ch](mailto:social-media@cern.ch) if you have Social Media queries.

#### 3. Respect...

- CERN's rules, i.e. the [CERN Code of Conduct](#), [CERN Computing Rules](#) and, for CERN personnel, the [Staff Rules and Regulations](#);
- CERN's reputation: be aware that your actions can affect how CERN is perceived;
- CERN's logo: the use of the [CERN logo is legally protected](#). It should not appear in any of your postings and/or any personal social media site;
- **Privacy:** check privacy settings, limit personal details, respect off-line conversations. Posting personal identifiable information may raise safety and security concerns;
- **Confidential information:** include only public information. Do not share information that is confidential and/or internal to CERN or that could have security or commercial implications;
- **Intellectual property:** copyrights, trademarks, NDAs, financial disclosure and false advertising. If you upload material, including

<http://admin-eguide.web.cern.ch/en/procedure/social-media-guidelines>

# Communication via media, TV, movies

- Newspapers
- Televisions, Radios
- Movies
- Documentaries
- TV Shows

*+500 journalists / year*  
*~ 150 000 clippings/year*



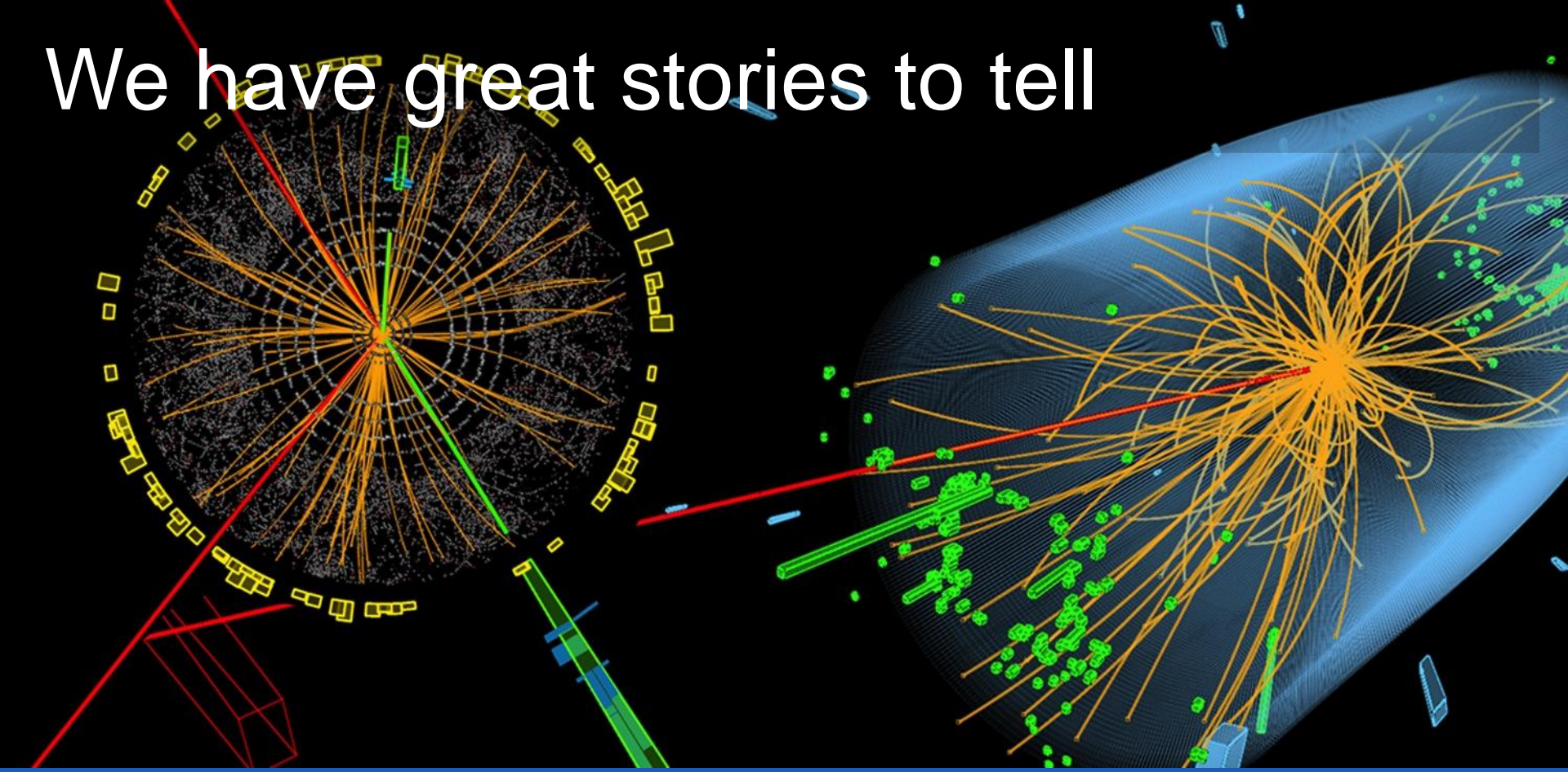


# Communication with decision-makers and influencers

- Protocol
- VIP Visits
- Popular culture



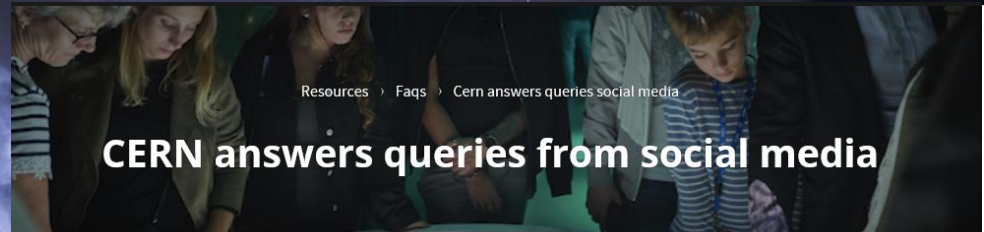
# We have great stories to tell



# Sometimes others have great stories about us too...

## We engage with those stories

<https://home.cern/resources/faqs/cern-answers-queries-social-media>



### Is the Large Hadron Collider dangerous?

No. Although powerful for an accelerator, the energy reached in the [Large Hadron Collider](#) (LHC) is modest by nature's standards. Cosmic rays – particles produced by events in outer space – collide with particles in the Earth's atmosphere at much greater energies than those of the LHC. These cosmic rays have been bombarding the Earth's atmosphere as well as other astronomical bodies since these bodies were formed, with no harmful consequences. These planets and stars have stayed intact despite these higher energy collisions over billions of years.

Read more about the safety of the LHC [here](#)

### What happened with the LHC in 2015 and what does CERN plan to do in the future?

The Large Hadron Collider (LHC) restarted at a collision energy of 13 teraelectronvolts (TeV) in June 2015. Throughout September and October 2015, CERN gradually increased the [number of collisions](#), while remaining at the same energy. In November, as with previous LHC runs, the machine run with [lead ions](#) instead of protons until mid-December when it had its winter technical stop.

After a successful run in 2016, the most powerful collider in the world was switched back on in spring 2017, followed by a period of tests. After a period of commissioning, the LHC experiments began taking physics data for 2017. Over the coming years, the LHC operators plan to increase the intensity of the beams so that the machine produces a larger number of collisions. This will enable physicists to have a better understanding of fundamental physics.

### Why is the Higgs boson referred to as the God particle?



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# Media production

Audio

Video

Photos

3D

Virtual Reality / Augmented Reality

Interactivity

Movement capture



# Graphic Design

- Logos
- Posters
- Letterheads
- Templates
- Schemas
- Etc...
- Check guidelines  
[cern.ch/design-guidelines](http://cern.ch/design-guidelines)

## Clear space

Clear space is the required clear space of the logo.



# Teachers and schools

- Teachers programmes  
906 teachers; 55 countries in 2018
- S'Cool LAB  
7 000 students in 2018
- Masterclasses  
~10 000 students in 2018
- Student programmes  
>1 500 students in 2018



# Exhibitions

- Travelling
  - LHC Interactive Tunnel
  - Accelerating Science
  - > 500 000 visitors
  - 16 countries
- Permanent
  - Microcosm
  - Universe of Particles
- > 100 000 visitors/year



# Guided Tours

- Huge demand
  - ~135 000 visitors/year
  - 2 x more requests...
  - >80 countries
  - 30 languages
- 46% schools
  - 70% come from > 600km
- Volunteer guides
  - Staff, fellows, users...
  - We provide training





# Events

Local events

Public conferences

Researchers Night

TEDxCERN

CineGlobe

Around the world

Arts@CERN

Science fairs

Member States celebrations

Music Festivals



# CERN OPENDAYS

14-15 / 09 / 2019

- ▶ Explore the future with us
- ▶ Explorez le futur avec nous

Sign up to become  
a volunteer at the Open Days

## SHARE YOUR PASSION

Grab the opportunity to say  
"I was there". Engage our visitors in the  
discovery of the CERN Community  
and join a great team! #IworkatCERN



Register now on  
[cern.ch/OD2019/Volunteers](http://cern.ch/OD2019/Volunteers)

# CERN OPENDAYS

14-15 / 09 / 2019

- ▶ Explore the future with us
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Deviens volontaire pour  
les journées portes ouvertes

## PARTAGE TA PASSION

Saisis l'opportunité de pouvoir dire  
« J'y étais ! ». Embarque nos visiteurs dans la  
découverte de la communauté du CERN  
et rejoins l'équipe ! #IworkatCERN



Inscris-toi dès maintenant sur  
[cern.ch/OD2019/Volunteers](http://cern.ch/OD2019/Volunteers)

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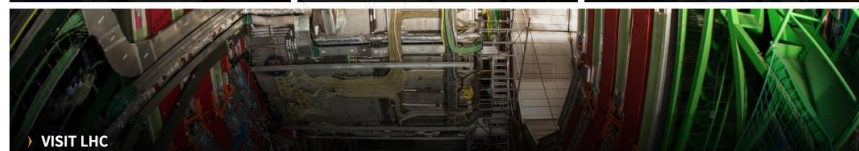
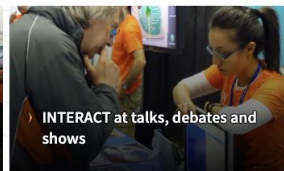
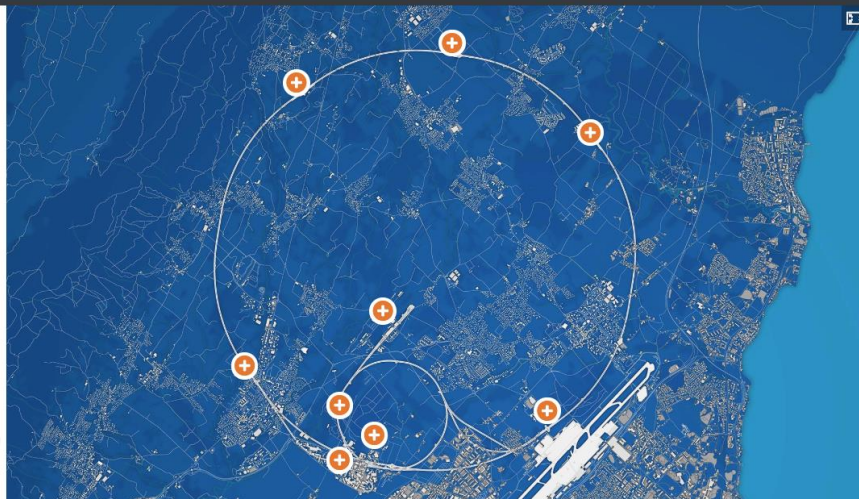
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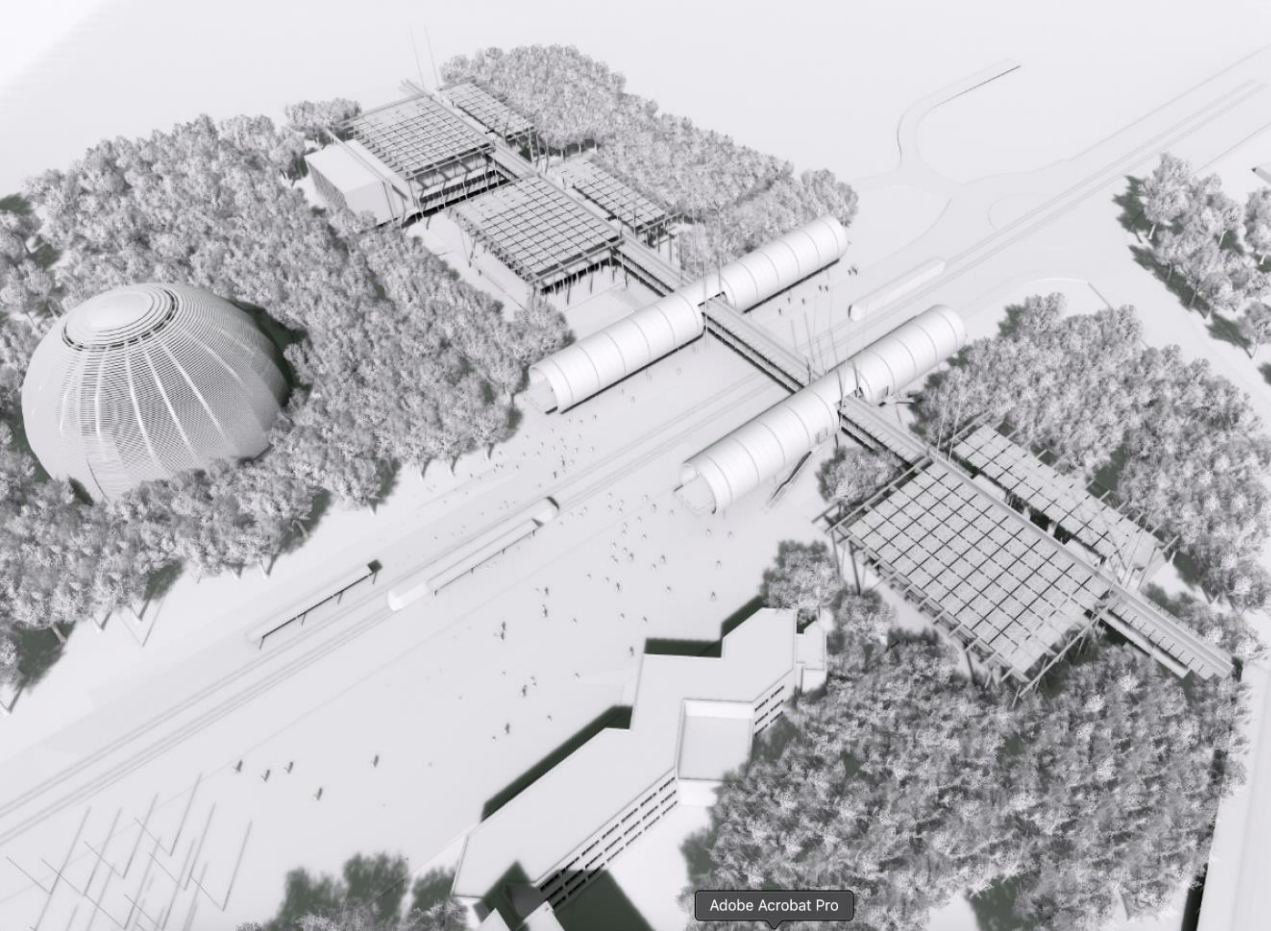
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12-Jun-19



<https://opendays.cern>



# Science Gateway

A new centre for  
education and outreach  
...as of 2022

Inspire

Educate

Engage

Treasure

Collaborate

# We need you !



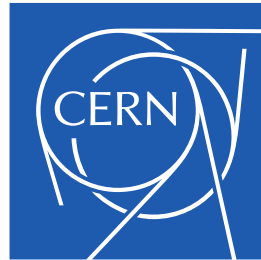
[cern.ch/guides](https://cern.ch/guides)

[cern.ch/volunteers](https://cern.ch/volunteers)

[CERN Outreach Events Volunteers](#)



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[www.cern.ch](http://www.cern.ch)

<https://communications.web.cern.ch/>