



# Beyond KPIs: how does CERN measure success on Social Media?



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Social-Media Manager, CERN

# CERN On Social Media

Followers

100k



660k



100k



375k



2007  
YouTube

2008/2009  
Twitter (EN & FR)

2011  
Facebook

2012  
LinkedIn

2014  
Instagram

Videos

News  
Connections

News  
Dialogue  
Community

Professional  
Business

Images  
Behind-the-  
scenes



2012–2016



# CERN Social-Media Audiences

CERN gains a **new** social-media follower **every 2 minutes!**

Communicating science through social media → reach **many different audiences in different countries.**



The general public



The local community



The scientific community



Teachers and students



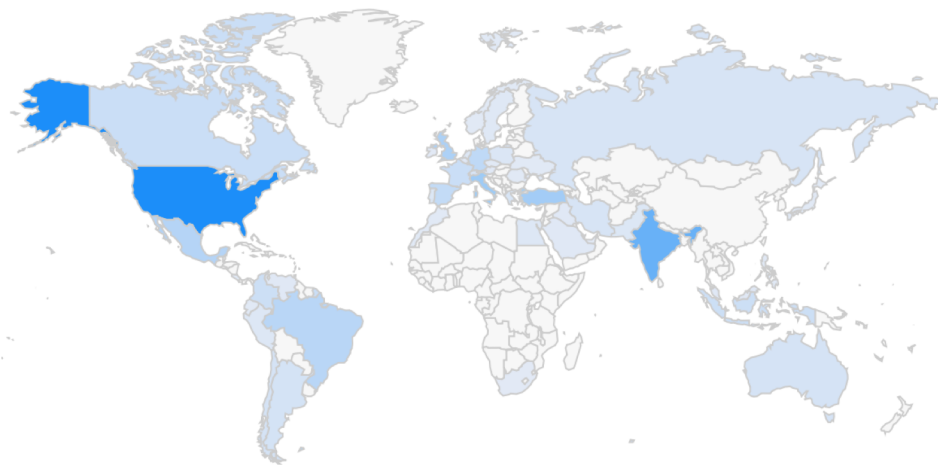
The CERN community



Governments and policy-makers



Media and influencers







# Explain science and provide updates

- The latest advancements in **particle physics** and in **accelerator physics**
- The **engineering** success stories
- The **computing** involved
- CERN in the society: **knowledge transfer**
- Weekly “*rendez-vous*” !

**CERN** @CERN

At last week's #SC18 supercomputing conference, both @Google & @MicronTech announced joining @CERNopenlab: [home.cern/news/news/comp ...](https://home.cern/news/news/comp...)

Through this partnership, CERN works with #IT companies to accelerate the development of #cor research.

**CERN** @CERN · 20 nov.  
Using CERN magnet technology in innovative cancer treatment [home.cern/news/news/know...](https://home.cern/news/news/know...) #CERNKT

**CERN** Published by Loic Bomca  
What is the effect of gravity ( ... )  
Two new experiments at CERN ... their journey towards answering ... ALPHA spokespersons

Get more likes, comments and shares  
This post is performing better than 90% of other posts on your Page. Boost it to get more great results. [Boost Post](#)

186,575 People reached  
33,651 Engagements  
1.3K comments 126 shares

0:45 13,4 k vues

16:34 - 23 nov. 2018

# Use The Infinite Possibilities, new features

 CERN added a new photo to the album 360° Photos. Like Page

Published by Cris Garcia · 28 February 2017 ·

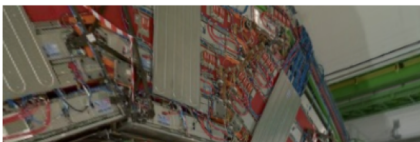
In a few days, we will take you 100 metres underground to one of the LHC experiments, Compact Muon Solenoid - CMS for CERN's first Facebook live.

In the meantime, catch a glimpse of the grandeur of science and technology at the CMS experiment.

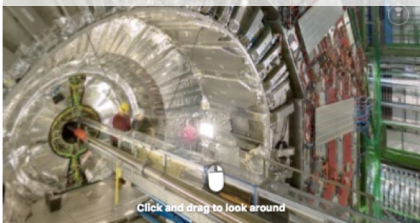
We will be live on Thursday 2 March at 12h15 CET.

More information: <http://cern.ch/go/r6NQ>  
#WhatsUpLHC

Image credit Maximilien Brice/CERN © CERN - for terms of use see: <http://cern.ch/copyright>



360 photos & videos




1,120,381 People reached 104,240 Engagements Boost Post

6.7K 248 Comments 4,819 shares

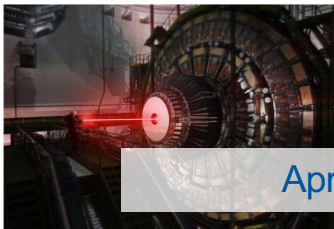
Like Comment Share




Instagram grids, or carousels

 CERN @CERN Following

Breaking news: CERN researchers confirm existence of the Force [cern.ch/go/c7dB](http://cern.ch/go/c7dB)




April fool's day and humour

 CERN @CERN Abonné

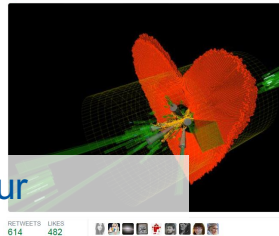
1962: "I wonder what he'd say if I pushed a button?" [cern.ch/go/N7ix](http://cern.ch/go/N7ix) #TBT #ThrowbackThursday



 CERN @CERN Following

Happy Valentine's Day from CERN!

Find out more about this image: [cern.ch/go/7XSJ](http://cern.ch/go/7XSJ)



18 h

## BREAKING NEWS

HOME.CERN GOES RETRO TO CELEBRATE 30 YEARS OF THE WEB

Latest News

- 01 Apr '19 home.cern goes retro to commemorate 30 years of the Web
- 29 Mar '19 Highlights from the 2019 National conference (Education & Research)
- 21 Mar '19 Home.cern: CERN's on 30th birthday
- 22 Mar '19 "A message" with CMS

Explore CERN

- Take a virtual tour of CERN
- Visit CERN's permanent exhibitions
- Knowledge from CERN to society

Upcoming Events

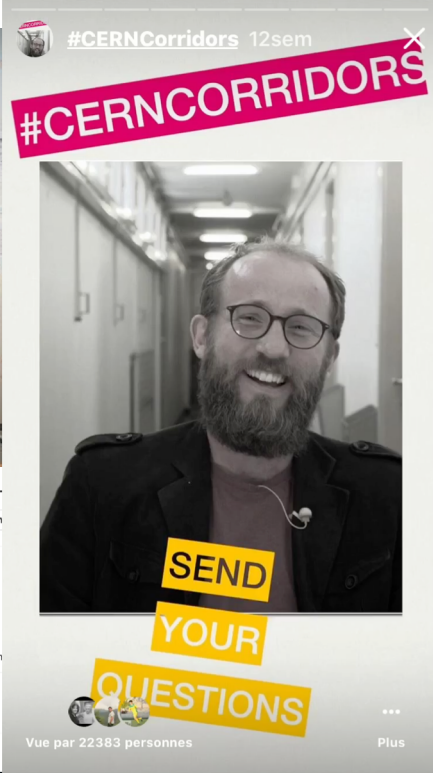
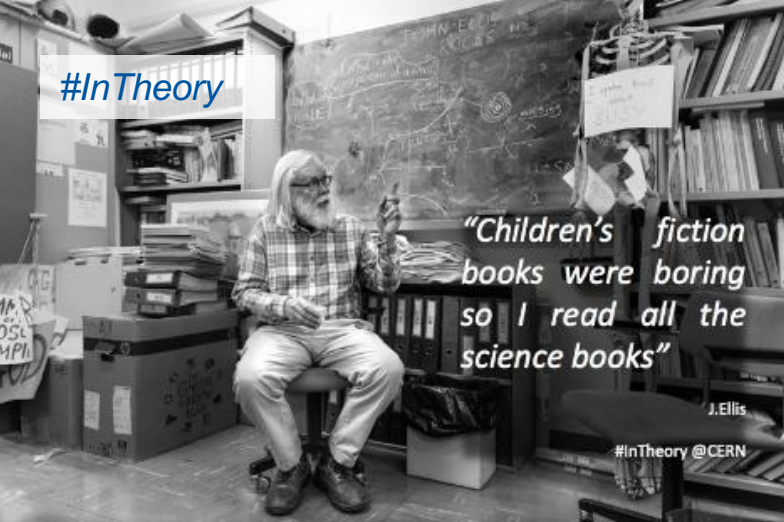
- Open Days 2019 on 14-15 Sep '19
- News from the Experiments at CERN on 02 Apr '19
- 80 years SP5 NA Physics Celebration on 03 Apr '19
- Participating Tomorrow with Big Data on 04 Apr '19

Key Achievements

Vue par 20751 personnes Voir plus >



# Meet The People Behind The Science





# Connect With Our Audiences, lives



**Live from the LHC tunnel**

CERN was live — at CERN about 9 months ago · Meyrin · G Follow ...

For the first time, we are live from the Large Hadron Collider (LHC) tunnel, 100 metres underground. This is the last chance to go to the LHC tunnel before the CERN accelerators complex restarts soon. Our scientists will be answering your questions as well as explaining how CERN's accelerators work and why they stop in winter, and what physicists are up to when there's no beams and no collisions.

Ask your questions below and enjoy!

1,701,547 People reached 113,053 Engagements Boost Post

3.6K 2,398 shares 561K views

Like Comment Share

Comments Up next

New

Like Reply Message · 38w

Peter Sengers 7:22 Great video!! Thank you CERN. 🙌

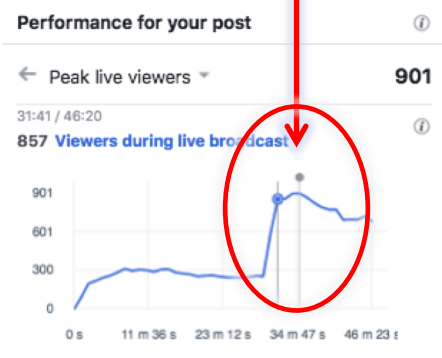
Like Reply Message · 36w

**Take the poll:** What do you want to visit next?

ALICE	26%
ATLAS	37%
LHCb	10%
LHC tunnel	27%

## Use media partnership for lives

Shared on the **NASA** Facebook page: from 280 viewers to **900!**



# Collaborate With Influencers

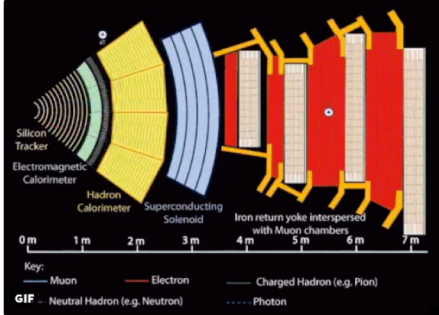
Scientists are the best **ambassadors** for science!

- Legitimacy
- Knowledge
- Experience
- Connections



CERN scientists

Tweet épinglé  
André David @DrAndreDavid · 16 déc. 2017  
ICYMI: this is how @CMSexperiment teases out information from each of the thousands of particles produced in #LHC collisions. The detectors measure where, when, and how much energy. #Physics #SaturdayScience  
À l'origine en anglais



Katie Mack @AstroKatie  
Abonné  
Super grateful to @DrAndreDavid for showing me around @CMSexperiment today (with @markckruse & non-tweeting postdoc Kate Pachal). Incredible to get down into the cavern and see the detector opened up!



rogerwaters · S'abonner  
CERN  
rogerwaters Today we made a day trip to @cern, weirdly surreal and even a bit meta-physical. To be a hundred meters underground in the presence of lots of serious work about what might have happened and what might be happening now, all that extraordinary work being undertaken in a collective spirit of international collaboration and co-  
Aimé par julienordan et 50 824 autres personnes  
14 MARS



Do not forget the micro-influencers!



# Measuring success

Channel	KPIs
Twitter CERN CERN_FR	<ul style="list-style-type: none"> <li>• Posts: reach, likes, retweets, replies, link clicks, engagement rate</li> <li>• Community: new followers</li> </ul>
Facebook	<ul style="list-style-type: none"> <li>• Posts: reach, likes, comments, shares, link clicks, engagement rate</li> <li>• Community: fans recruitment</li> </ul>
Instagram	<ul style="list-style-type: none"> <li>• Posts: likes, comments</li> <li>• Stories: replies, swipe-ups</li> <li>• Community: new followers</li> </ul>
LinkedIn	<ul style="list-style-type: none"> <li>• Posts: impressions, likes, comments, shares, link clicks, engagement rate</li> <li>• Community: follower recruitment</li> </ul>
YouTube	<ul style="list-style-type: none"> <li>• Views, likes, comments,</li> <li>• Community: subscriber recruitment</li> </ul>

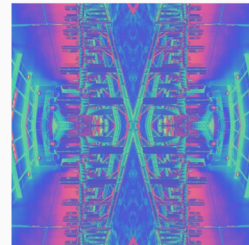
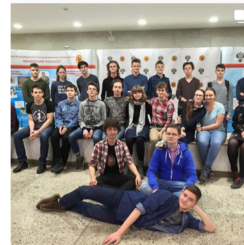
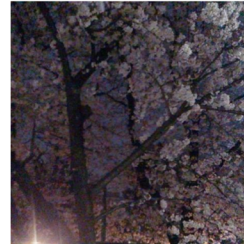
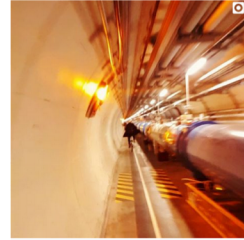
	One hour to go! Get ready for our Facebook Live from the heart of the			73.8K		4K 1.5K	 
	During the long shutdown of CERN's accelerators, the ALICE experiment			44.5K		567 398	 
	The LHCb Experiment at CERN collaboration has observed a			84.4K		3.2K 1.8K	 
	Our #PhotoOfTheWeek shows the Compact Muon Solenoid - CMS			45.6K		1.3K 881	 
	Extend your knowledge on accelerator physics and			58.5K		1.4K 445	 
	The ATLAS Experiment at CERN Collaboration has reported the			84K		3.8K 1.5K	 

# What really matters on social media?

It's more than the numbers:

- Creating different types of content: news, facts, campaigns, human stories
- Using social-media features: lives, stories, photos, videos
- Adapting the tone: humour when it fits, professional when needed
- Collaborating with the scientific community
- Collaborating with influencers to reach new audiences
- Going deeper into the analytics to find out what people are saying about you

Social media provides a valuable contact with real people - it is an extension of real life.







[home.cern](https://home.cern)