



# **Methods and tools of scientific communication at CERN openlab**

*Greek High-School Students Internship Programme 2021*

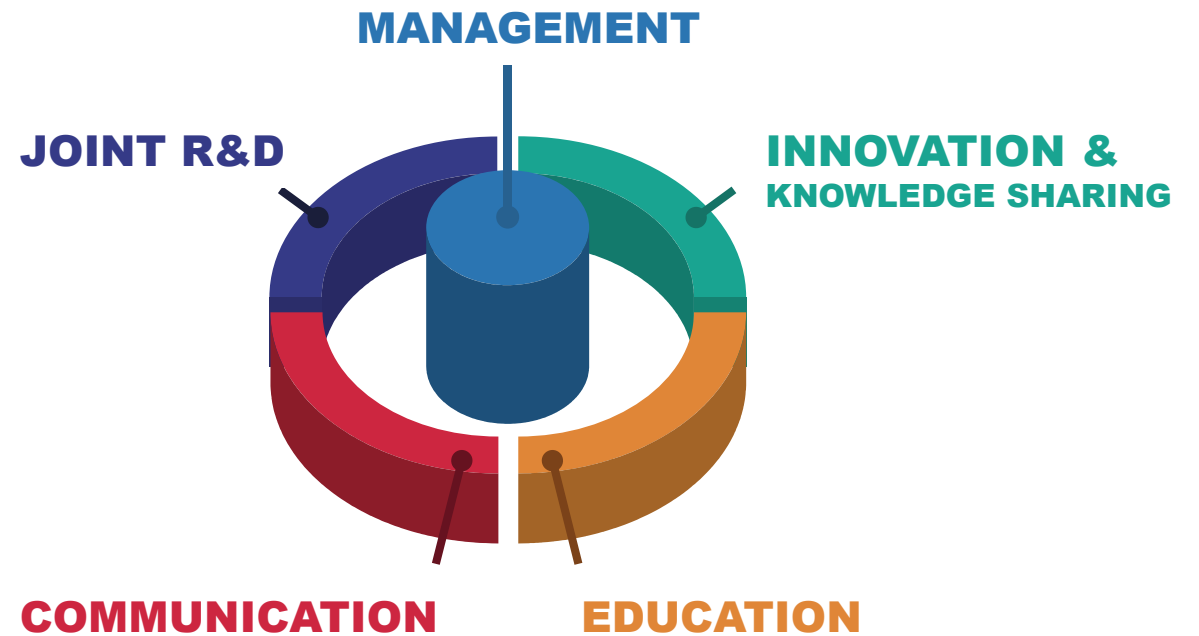
Tereza - Foteini Savvopoulou

24/09/2021

# CERN OPENLAB'S MISSION

*Our recipe for success*

- **Evaluate** state-of-the-art technologies in a challenging environment and improve them.
- **Test** in a research environment today technologies that will be used in many business sectors tomorrow.
- **Train** the next generation of engineers/researchers.
- **Promote** education and cultural exchanges.
- **Communicate** results and reach new audiences.
- **Collaborate** and exchange ideas to create knowledge and innovation.



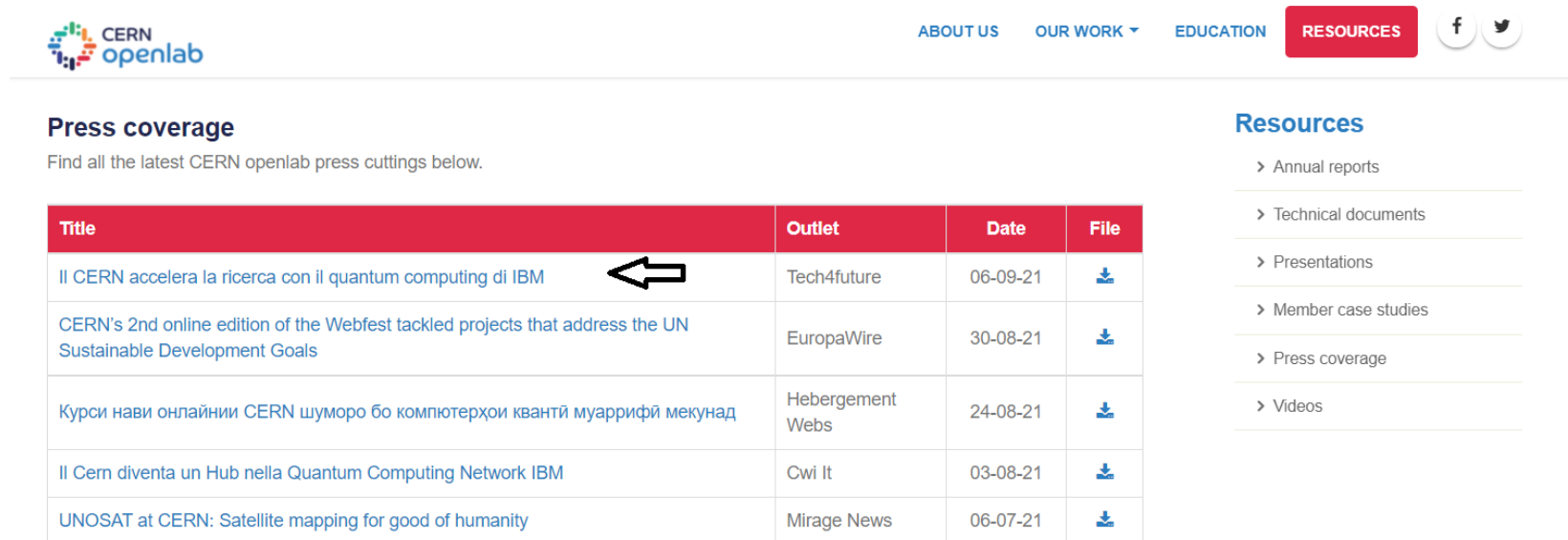
# Project

I worked in a cutting-edge environment, meeting the standards of many leading partner companies of the CERN openlab such as Google, Intel, Oracle, Siemens and Micron. I obtained hands-on experience in a variety of administrative tasks and I was introduced to one of the most widely known platforms for web content management (Drupal 8), learning the basics of managing the content of a website and maintaining the CERN openlab website. In this period, I had the opportunity to get acquainted with some basics of the Google Analytics and I took part in creating a social media content plan for the CERN openlab accounts (Facebook, Twitter, LinkedIn, Alumni).

# Drupal 8

*Open source web content management system*

- Maintaining and creating back up for the CERN openlab official website
- Cloning the website to our back up and test websites
- Uploading and updating content (press coverage, team member, project)



The screenshot shows the CERN openlab website. The header includes the CERN openlab logo, navigation links for ABOUT US, OUR WORK, EDUCATION, and RESOURCES (highlighted in red), and social media icons for Facebook and Twitter. The main content area is divided into two sections: 'Press coverage' and 'Resources'.

**Press coverage**  
Find all the latest CERN openlab press cuttings below.

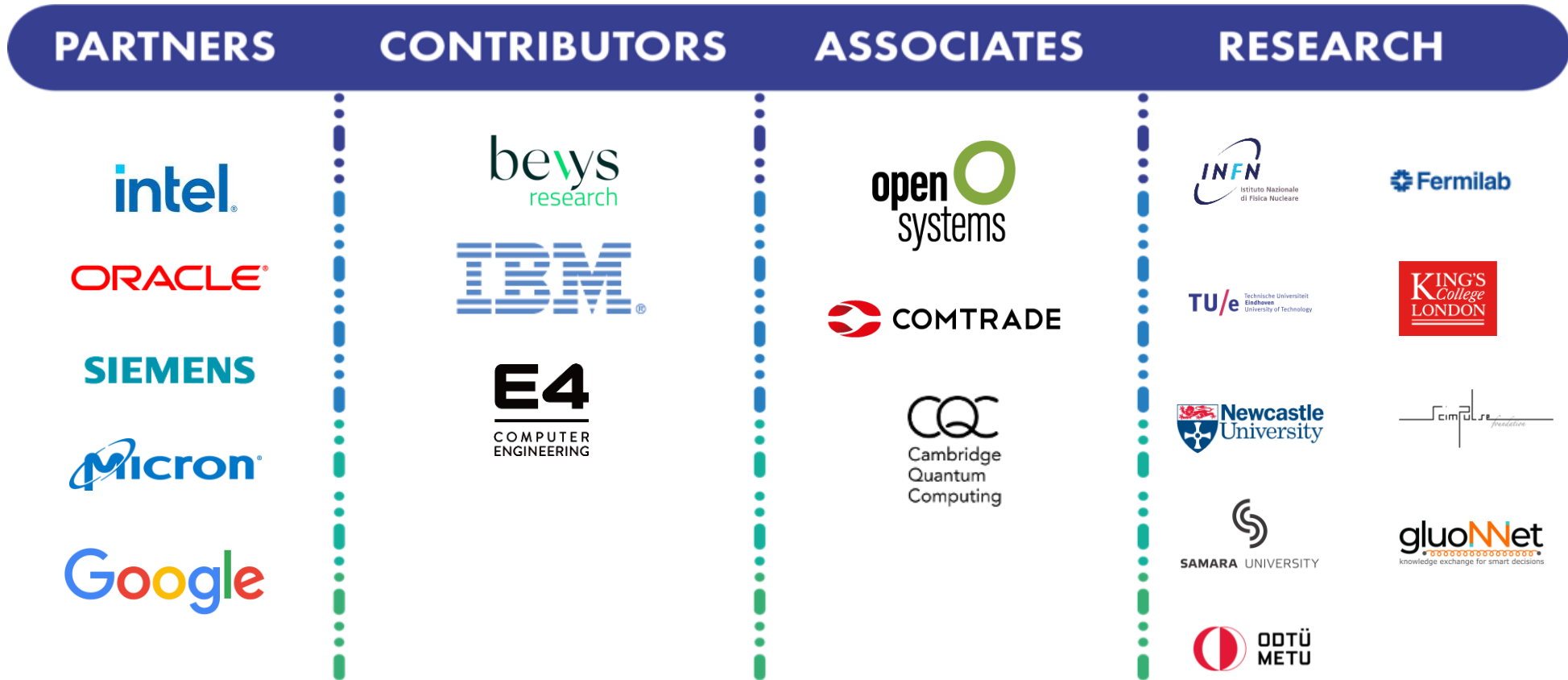
Title	Outlet	Date	File
Il CERN accelera la ricerca con il quantum computing di IBM	Tech4future	06-09-21	<a href="#">↓</a>
CERN's 2nd online edition of the Webfest tackled projects that address the UN Sustainable Development Goals	EuropaWire	30-08-21	<a href="#">↓</a>
Курси нави онлайнӣ CERN шуморо бо компютерҳои квантӣ муаррифӣ мекунад	Hebergement Webs	24-08-21	<a href="#">↓</a>
Il Cern diventa un Hub nella Quantum Computing Network IBM	Cwi It	03-08-21	<a href="#">↓</a>
UNOSAT at CERN: Satellite mapping for good of humanity	Mirage News	06-07-21	<a href="#">↓</a>

**Resources**

- > Annual reports
- > Technical documents
- > Presentations
- > Member case studies
- > Press coverage
- > Videos

# COLLABORATION MEMBERS

*A public-private partnership between the research community and industry*



# Social Media

- Read and comprehend some of the CERN openlab projects
- Match the tone of voice of CERN openlab social media posts
- Draft different social media posts for our social media accounts / different target audience ( Alumini, LinkedIn VS Facebook, Twitter)
- Publishing a post with one of CERN openlab partners (Micron)

Tweet

Tweet και απαντήσεις

Πολυμέσα

"Μου αρέσει"



CERN openlab @CERNopenlab · 48 δ

We're working with @MicronTech to accelerate #MachineLearning approaches to #DataAnalytics. Find out all about our project here: [cern.ch/go/Dc86](https://cern.ch/go/Dc86)



# Social Media Campaign

*Create a weekly social media plan*

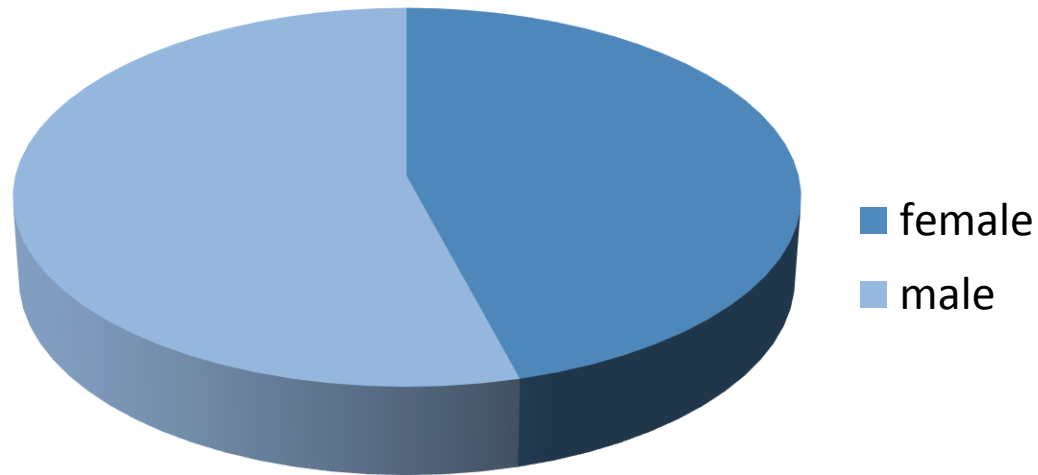
## Socia media campaign for CERN openlab R&D projects

Project	Wording (Twitter, Facebook)	Wording (LinkedIn, Alumni)
<b>Exploring accelerated machine learning for experiment data analytics</b>	We're working with Micron to accelerate #MachineLearning approaches to #DataAnalytics. Find out all about our project here: <a href="http://cern.ch/go/Dc86">http://cern.ch/go/Dc86</a>	CERN openlab is collaborating with Micron to accelerate #MachineLearning approaches to #DataAnalytics at the CMS and ProtoDUNE experiments. <a href="http://cern.ch/go/Dc86">http://cern.ch/go/Dc86</a>
<b>Humanitarian AI applications for satellite imagery</b>	AI approaches can be used to improve the satellite imagery used by emergency responders in humanitarian crises. Read all about our collaboration with UNOSAT here: <a href="http://cern.ch/go/89pP">http://cern.ch/go/89pP</a>	Satellite imagery plays a vital role in helping humanitarian organisations plan and coordinate responses to natural disasters, population migrations, and conflicts. AI approaches can be used to improve such imagery. Read all about our collaboration with UNOSAT here: <a href="http://cern.ch/go/89pP">http://cern.ch/go/89pP</a>
<b>Smart platforms for science</b>	Interested in the technologies and techniques that can be used to improve interaction between humans and machines? Find out more about the way we work together with SCImPULSE and King's College London to explore the potentials of Smart Plaforms for science here: <a href="http://cern.ch/go/pqN8">http://cern.ch/go/pqN8</a>	Data-analysis systems can play a major role in providing information and insights that lead to improved performance and relevance of user searches or learning objectives. Find out more about the way we work together with SCImPULSE and King's College London to explore the potentials of Smart Plaforms for science here: <a href="http://cern.ch/go/pqN8">http://cern.ch/go/pqN8</a>
<b>TPUs for deep learning</b>	We're collaborating with Google to investigate potential hardware accelerators. Find out more about our project here : <a href="https://openlab.cern/project/tpus-deep-learning">https://openlab.cern/project/tpus-deep-learning</a>	Cern openlab is working with Google on potential hardware accelerators by improving machine-learning and deep-learning algorithms. Read all about our project here : <a href="https://openlab.cern/project/tpus-deep-learning">https://openlab.cern/project/tpus-deep-learning</a>
<b>Next Generation Archiver for WinCC OA</b>	We are workingk with Siemens to enhance the control systems used for LHC. Read all about our project here : <a href="https://openlab.cern/project/next-generation-archiver-wincc-oa">https://openlab.cern/project/next-generation-archiver-wincc-oa</a>	Cern openlab is working with Siemens to improve the control systems used for LHC by enhancing WinCC OA and data-analytics techniques. Learn more about our project here : <a href="https://openlab.cern/project/next-generation-archiver-wincc-oa">https://openlab.cern/project/next-generation-archiver-wincc-oa</a>

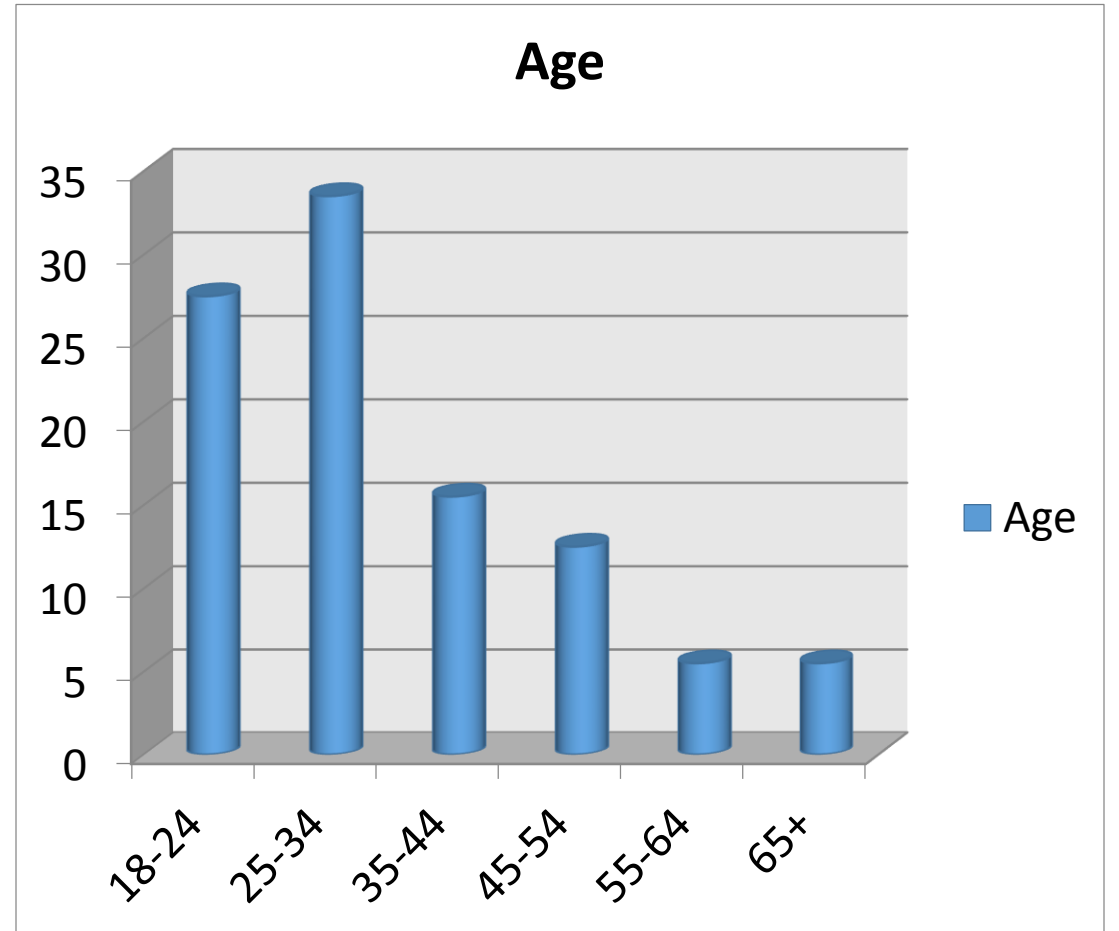
# Google Analytics

## Audiences

### Gender



### Age

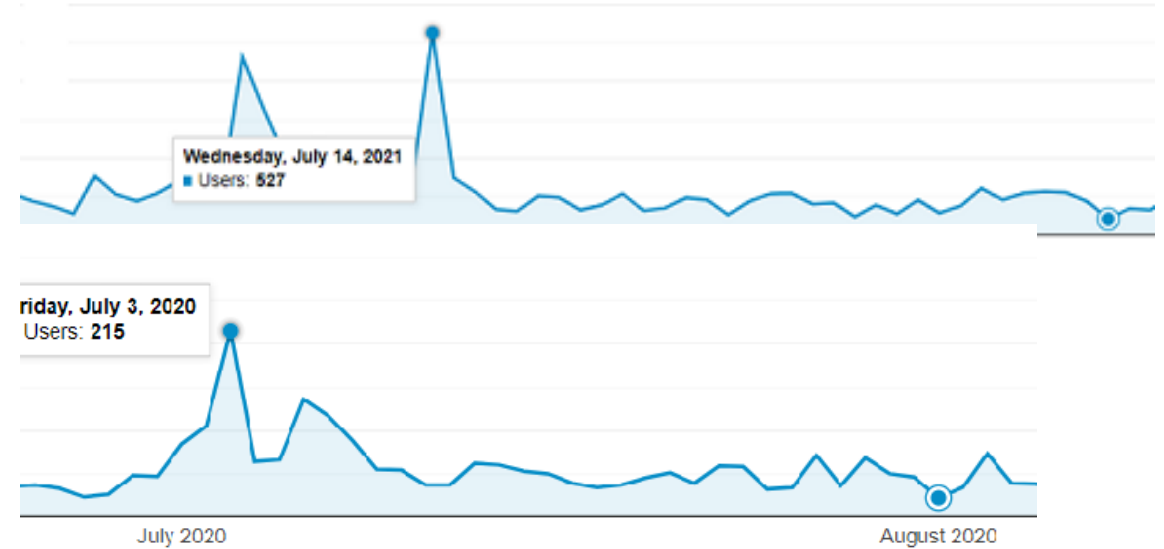
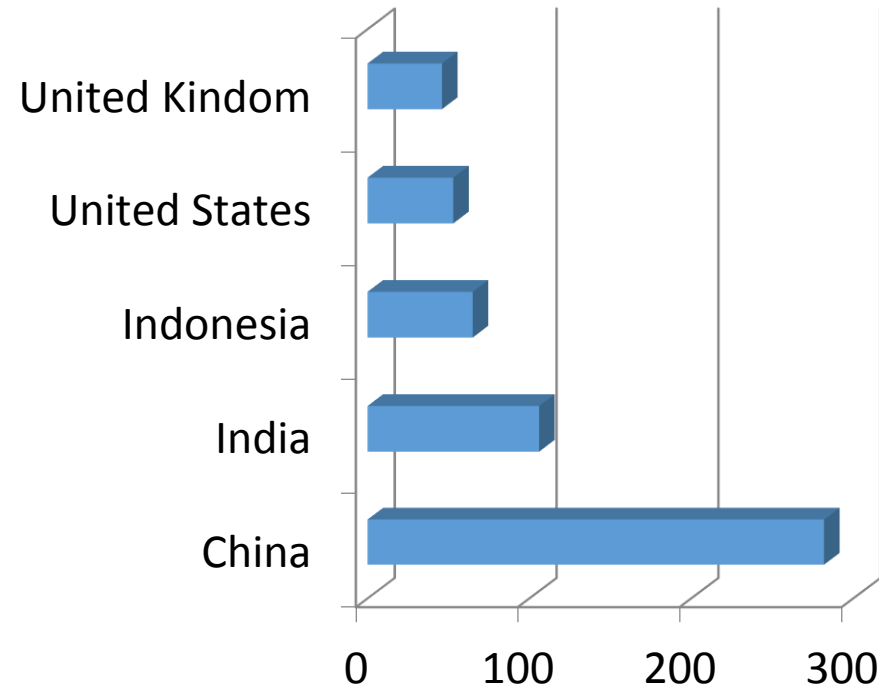




# Google Analytics

## Audiences

### Last week's Users



In 2021 the Summer Student Programme took place again leading to an increased audience (more than double)

# Administrative tasks

*Learn the basics of the CERN openlab tools and platforms*

- Basics of admin tasks
- Basics of outlook and scheduling assistant
- CERN tools and platforms (CDS, DFS, CERNbox)
- Issuing and uploading certificates of attendance to CERNbox
- Allocating the gift packages for the CERN Webfest winning team



# QUESTIONS?

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