



Education, Communication et Sensibilisation au CERN

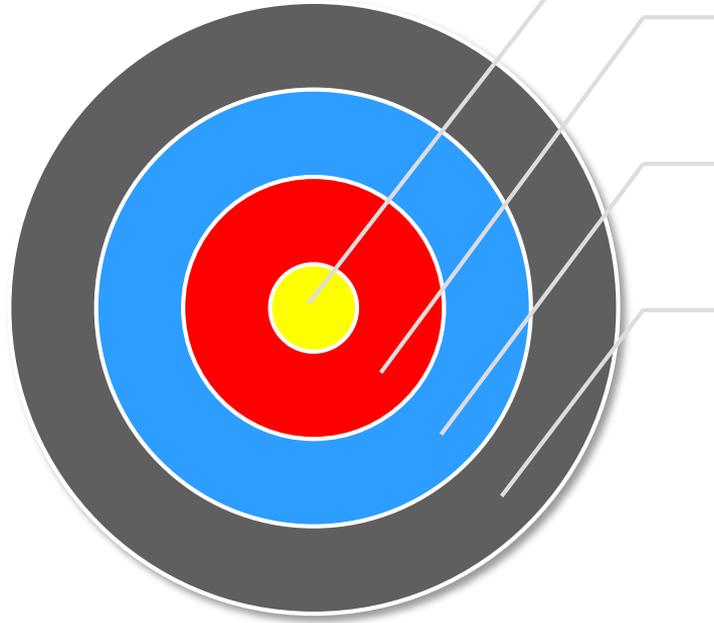
François Briard
Groupe IR-ECO

Pourquoi ?

- **Conscientisation**
à propos du CERN et de ses activités
- **Soutien**
pour les décideurs du CERN
- **Engagement**
auprès du grand public
- **Education**
et inspiration pour les écoles
et les enseignants
- **S'engager**
pour expliquer au grand public ce que nous faisons et pourquoi nous le faisons



Publics



Média,
Gouvernements

Enseignants

Ecoles

Grand public
(local et global)

Service de presse, Publications,
Web, Média sociaux, Visites VIP

Programmes pour enseignants
Ressources pour enseignants

Programmes pour étudiants
S'Cool LAB
Visites virtuelles

Visites guidées
Expositions au CERN
Expositions itinérantes
Événements spéciaux
(foires, musées des sciences,
art, événements locaux etc.)

Photographies et vidéo
Identité graphique

Communication pour les scientifiques

- Communauté CERN
- Communauté scientifique
- Etats membres



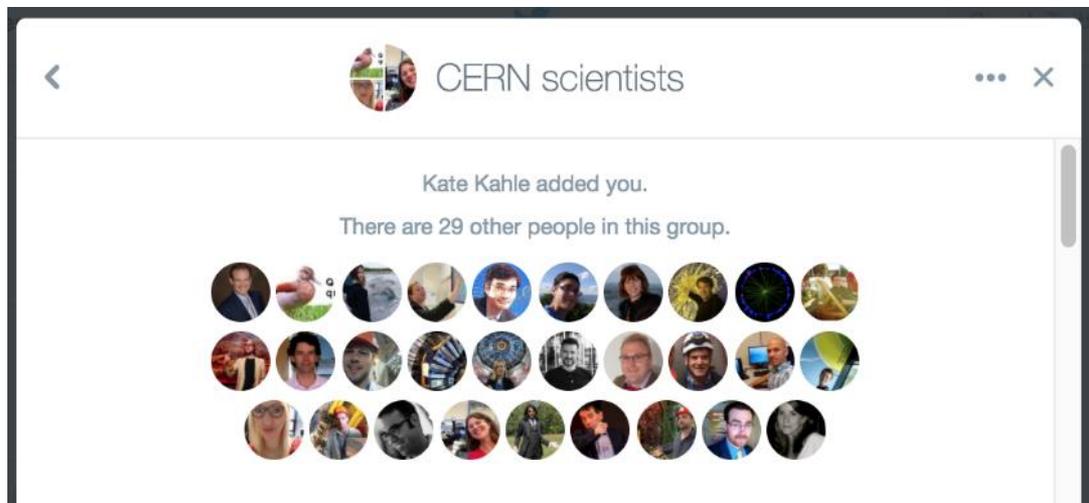
Communication via les médias sociaux

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

The image shows a screenshot of the CERN LinkedIn page. At the top, the CERN logo is displayed next to the company name 'CERN' and its location 'Études/recherche · Meyrin, Genève' with 91,899 followers. A blue button labeled 'Voir les offres d'emploi' is visible. Below this, there are three main sections: 'Descriptif' with a video thumbnail of the Earth from space, 'Emplois' with the text 'Envie de travailler chez CERN ?' and a button to 'Consultez les offres d'emploi de CERN', and 'Vie de l'organisation' with a photo of people working at computers. A large blue banner encourages following CERN's news, with buttons for 'S'inscrire sur LinkedIn' and 'S'identifier'. On the right, there is a LinkedIn language selector set to 'English (English)'. Below the banner, there is a video post titled 'À propos' and 'Nouvelle récente' with the text 'Videos about CERN's flagship project, the LHC, the largest and most powerful particle accelerator in the World. Videos include updates on the status of the LHC and the experiments, focussing on...'. The video thumbnail shows a group of people and a woman speaking. The video title is 'THE HIGH-LUMINOSITY LHC WILL DELIVER TEN TIMES MORE COLLISIONS!'. The video is from June 2008.



Ambassadeurs réseaux sociaux



<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 Conduct¹ 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...

- Responsibility: 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;
- Clarity: try to avoid scientific jargon or slang when addressing a wide audience;
- Reasonably: show your passion, but avoid oversteering;
- 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 if you have Social Media queries.

3. Respect...

- CERN's rules, i.e. the CERN Code of Conduct¹, CERN Computing Rules² and, for CERN personnel, the Staff Rules and Regulations³;
- 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 protected⁴. 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 médias classiques

- Journaux
- Télévisions, Radios
- Films
- Documentaires
- Emissions TV

+500 journalistes / an
~150.000 coupure de presse

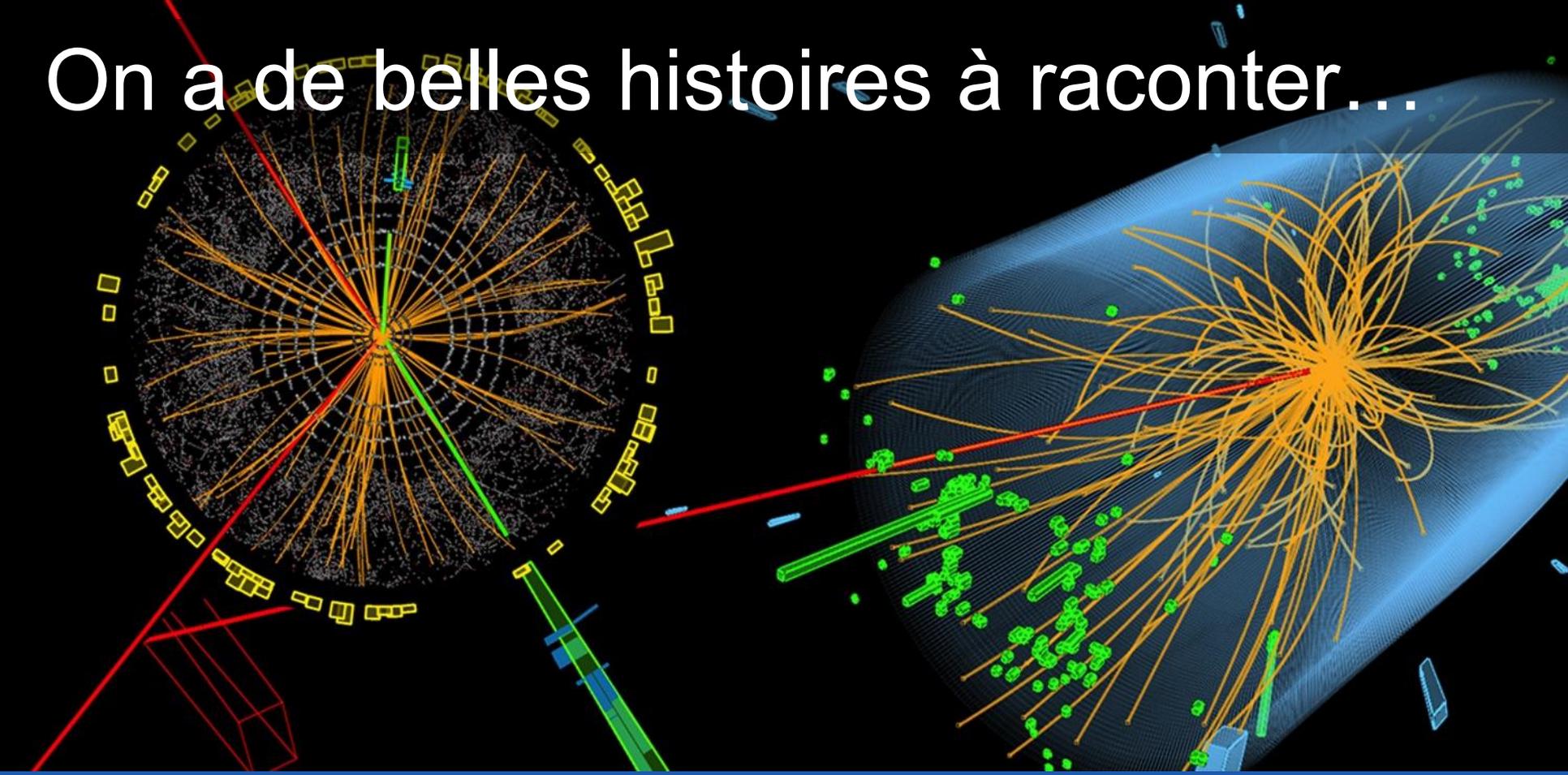


Communication avec les décideurs et les influenceurs

- Protocole
- Visites VIP
- Stars



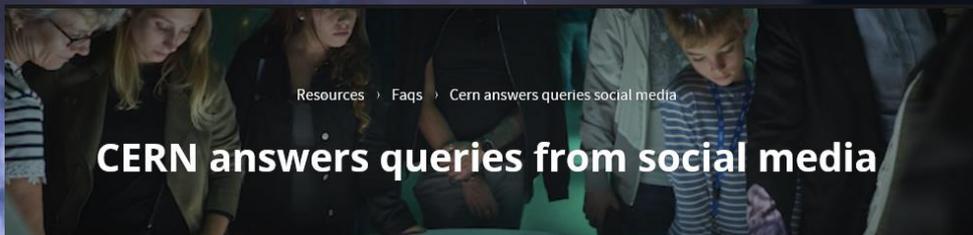
On a de belles histoires à raconter...



Parfois d'autres ont aussi de bonnes histoires sur nous

Nous répondons à ces histoires

<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?



Production AV

Audio

Vidéo

Photos

3D

Réalité virtuelle / Réalité augmentée

Interactivité

Capture de mouvement



Identité graphique

Clear space

Clear space is the required clear space of the logo.



- Logos
- Posters
- Papier à en-tête
- Modèles
- Schémas
- Etc...
- Vérifiez les règles
cern.ch/design-guidelines



Enseignants et écoles

- Programmes profs
906 profs; 55 pays en 2018
- S'Cool LAB
7.000 étudiants en 2018
- Masterclasses
~10.000 étudiants en 2018
- Programme étudiants
>1.500 étudiants en 2017



Expositions

- Itinérantes

- Tunnel LHC interactif
 - Accélérateur de science
 - > 500.000 visiteurs
 - 16 pays

- Permanentes

- Microcosm
 - Univers de particules
 - > 100.000 visiteurs/an



Visites guidées

- Demande énorme
 - ~135.000 visiteurs/an
 - 2 x plus de demandes
 - >80 pays
 - 30 langues
- 46% écoles
 - 70% viennent de > 600km
- Guides volontaires
 - Titulaires, boursiers,
 - utilisateurs... formés par nous



Evénements

Locaux

Conférences publiques

Nuit des chercheurs

TEDxCERN

CineGlobe

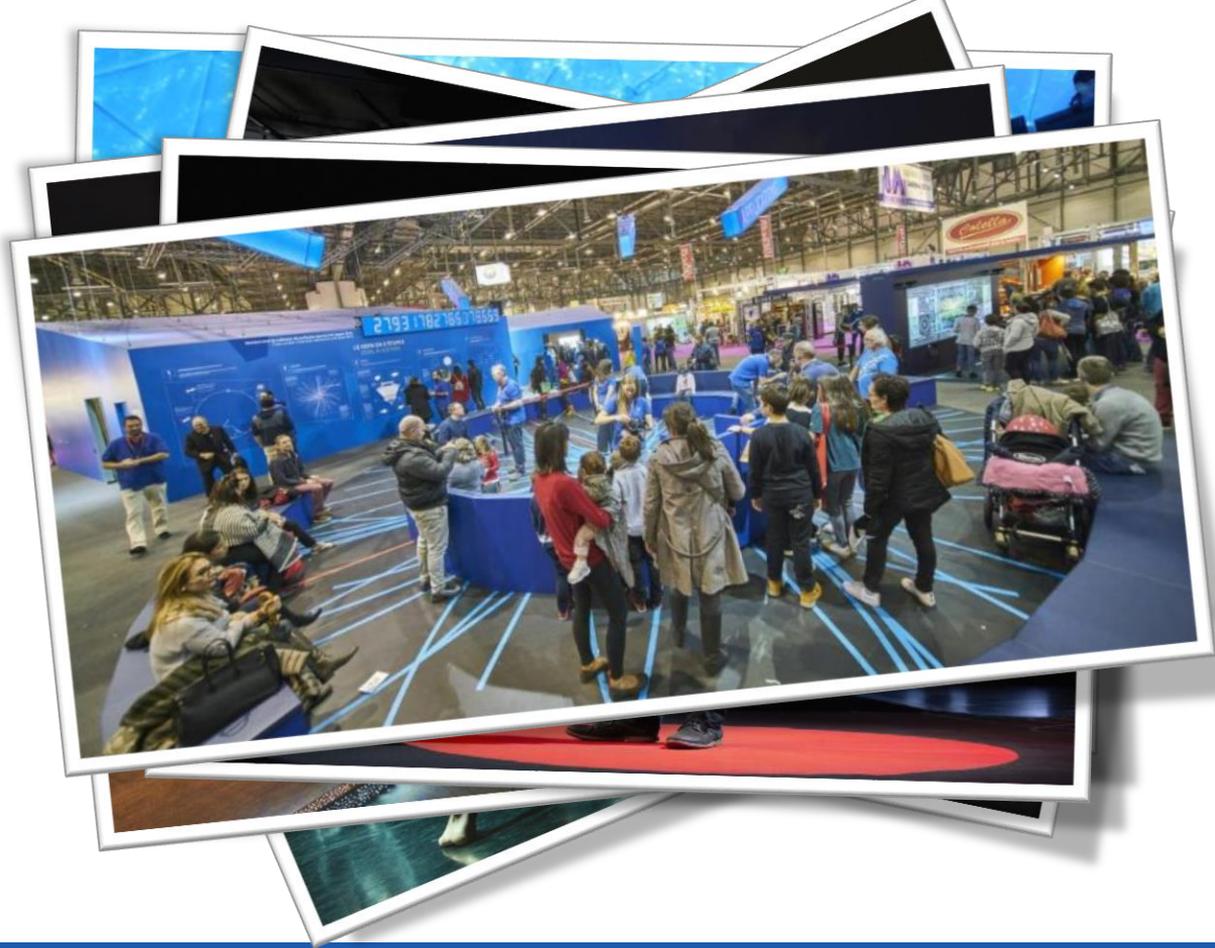
Distants

Arts@CERN

Fêtes de la science

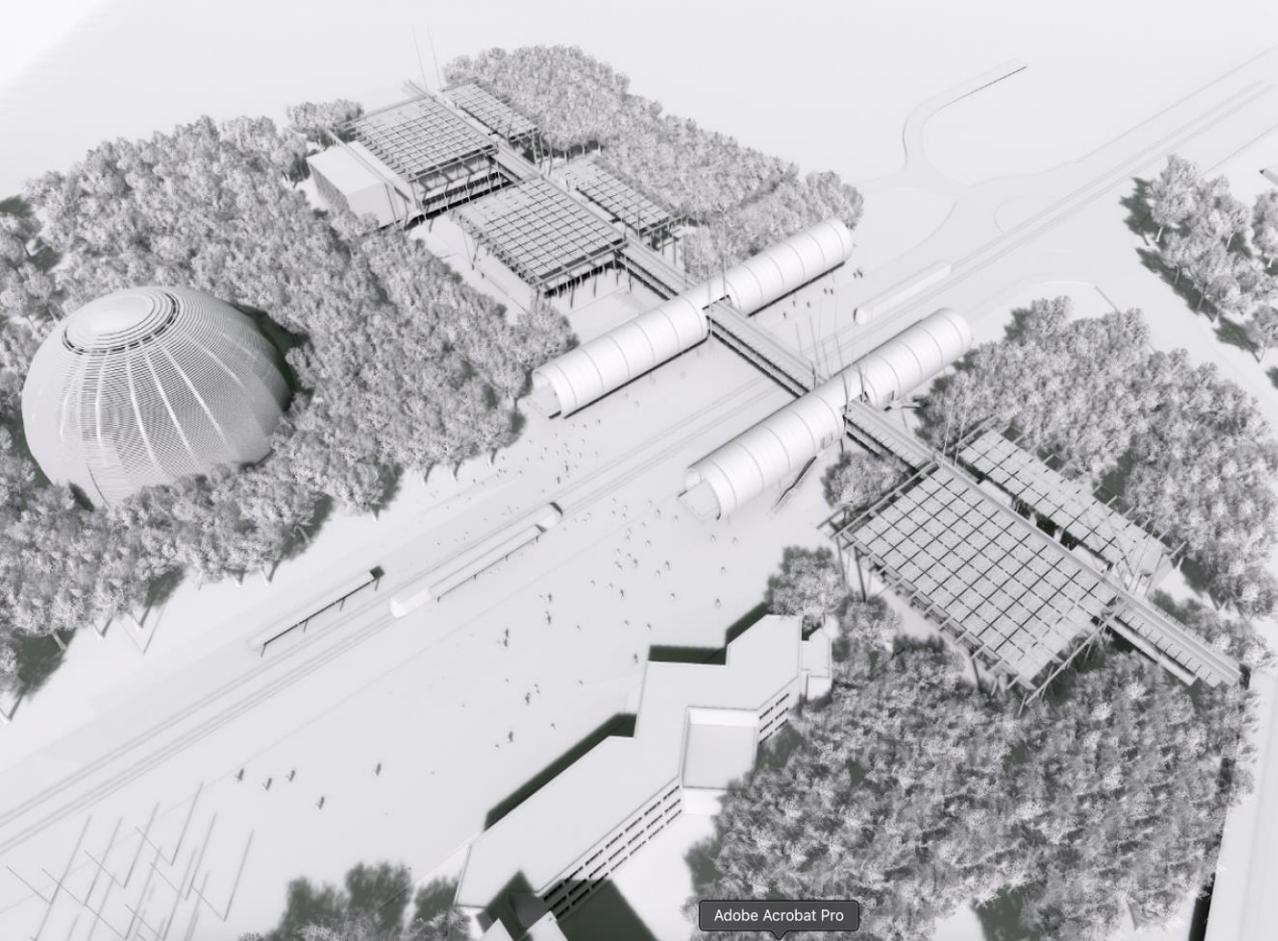
Dans les Etats membres

Festivals de musique





19-Nov-19



Le Portail de la Science

Un nouveau centre
d'éducation et de divulgation
...à partir de 2022

Inspirer

Éduquer

Engager

Chérir

Collaborer

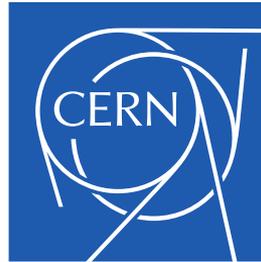
Nous avons besoin de vous !



cern.ch/guides

cern.ch/volunteers

[CERN Outreach Events Volunteers](#)



www.cern.ch

<https://cern.ch/communications>