



# Education, Communications and Outreach (IR-ECO)

Quarterly Onboarding 23.02.2021



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*Relations internationales*



## Four pillars underpin CERN's mission

- Research
- Technological innovation
- International collaboration
- Education and training

The pillars are the platforms for CERN communications and outreach.  
We have great stories to tell about all four pillars! Take part!



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# WHY DO WE COMMUNICATE?

- Support for CERN
- Awareness and engagement with CERN's activities and their impact on society
- Attract future generation of physicists and engineers
- Be a voice for the value of fundamental research
- Community-building



# HOW DO WE COMMUNICATE?

## Digital channels

- home.cern & other .cern websites
- CERN Bulletin
- CERN Courier
- Twitter
- Facebook
- Instagram
- YouTube
- LinkedIn

## Take part!

- Follow CERN
- Be a digital ambassador
- Share your stories with us

**CERN**

**@CERN** FOLLOWS @APMFGODINHO

**#CERN**, the European Organization for Nuclear Research, is the world's largest particle physics lab, home of the #LHC. French: @CERN\_FR

Geneva · home.cern

Joined Jun 2008

TWEETS <b>5,090</b>	FOLLOWING <b>445</b>	FOLLOWERS <b>2,578,829</b>	LISTED <b>23,038</b>	<b>Following</b>
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TWEETS    MENTIONS    LIST    COLLECTION    LIKES

<http://cern.ch/go/social-media-guidelines>



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# HOW DO WE COMMUNICATE?

## Via the media

- Media relations
- Press releases/updates on physics results and more
- On-site media visits
- Media training
- Identifying media ambassadors

## Take part!

- Share stories with news value with us
- Do media training
- Become a media ambassador

<https://press.cern>



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# HOW DO WE COMMUNICATE?

## The power of face-to-face

- Guided tours (150K visitors/year)
- Public events @CERN (Open Days, Researchers' Night, Sparks!)
- Going out into the local community (schools, local events)
- S'Cool LAB workshops for high-schools
- Teacher programmes

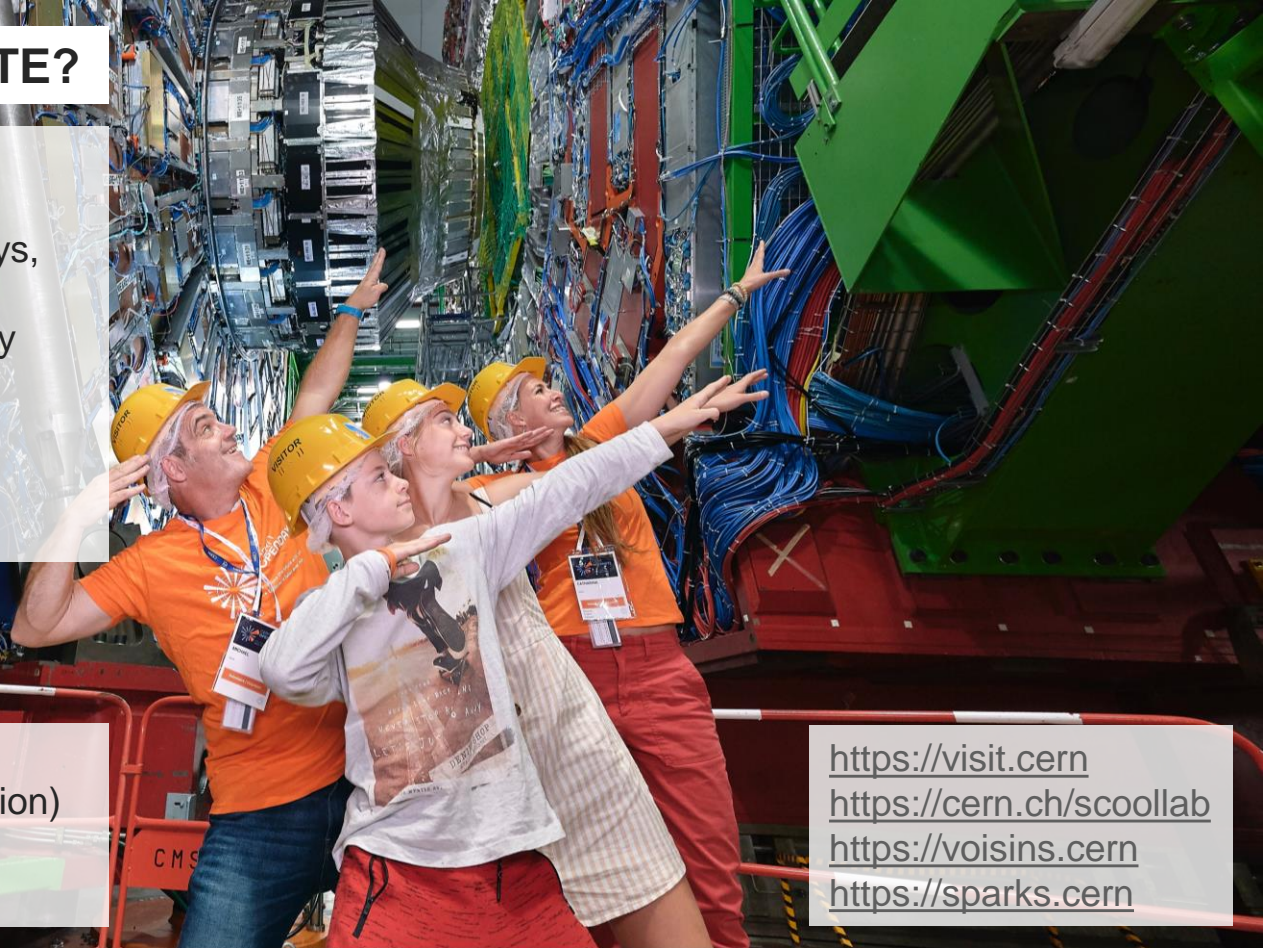
## Take part!

- Be a CERN guide (tours & exhibition)
- Volunteer for events
- Be a S'Cool LAB tutor

<https://visit.cern>  
<https://cern.ch/scoollab>  
<https://voisins.cern>  
<https://sparks.cern>



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# HOW DO WE COMMUNICATE?

## CERN Science Gateway

- CERN's new education and outreach centre
- For audiences aged 5+
- Immersive exhibitions, education labs, events and science shows
- Opening 2022/2023

## Take part!

- Contribute ideas for exhibitions, education programmes, science shows
- As volunteer guides, tutors, exhibition floor staff

<https://sciencegateway.cern>



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Ana Godiho & James Gillin



## HOW TO CONTACT ECO?

Submit a story for the CERN website or social media: <http://cern.ch/go/submit-a-story>

CERN guides: [cern.ch/guides](http://cern.ch/guides)  
Outreach volunteers (check Bulletin announcements)

S'Cool LAB tutors:  
<https://cern.ch/scoollab/cernies>

<https://cern.ch/communications>



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