Leveraging the past to prepare the future of particle physics

A successful case of science communication

Anaïs Gerard

22 May 2023

A reminder:
the CERN digital comms team

Media and Digital communications

Press Office Social Media Team Web Team

2022, a year of celebration and excitement for CERN

Restart of the LHC

→ Challenges :

- Uncertainties on the date
- Explain the difference with the beginning of the Run

10th anniversary of experimental discovery of the Higgs boson

→ Challenge :

- Difficult questions might arise

Beginning of the LHC Run 3

→ Challenges :

- Uncertainties on the date
- Dealing with conspiracy theories

What we wanted to achieve

CERN

Engage relevant parties with CERN's world-class research

What we wanted to achieve

CERN

Engage relevant parties with CERN's world-class research

Digital comms

Engage our audience(s) in positive conversations

What we wanted to achieve

CERN

Engage relevant parties with CERN's world-class research

Digital comms

Engage our audience(s) in positive conversations

Higgs + Run 3

Promote the three milestones

Our strategy to achieve it

Objectives

1. Generate positive attitudes around the decade of research since the discovery of the Higgs boson and the future of the field of particle physics, amongst citizens, decision-makers and in the media (considered a vector to reach other audiences)

2. Foster excitement for the future of the field within the particle physics community, in particular among young researchers

3. Develop a concerted implementation strategy across CERN Member States, with shared objectives, messaging, branding and products, in order to more successfully achieve the first two objectives.

Our strategy to achieve it

Objectives	Themes
1. Generate positive attitudes around the decade of research since the discovery of the Higgs boson and the future of the field of particle physics, amongst citizens, decision-makers and in the media (considered a vector to reach other audiences)	Celebration
2. Foster excitement for the future of the field within the particle physics community, in particular among young researchers	10 years on
3. Develop a concerted implementation strategy across CERN Member States, with shared objectives, messaging, branding and products, in order to more successfully achieve the first two objectives.	Preparing the future

Our strategy to achieve it

Objectives	Themes	Messages
1. Generate positive attitudes around the decade of research since the discovery of the Higgs boson and the future of the field of particle physics, amongst citizens, decision-makers and in the media (considered a vector to reach other audiences)	Celebration	The discovery of the Higgs boson **changed the field of particle physics and its future perspective**
2. Foster excitement for the future of the field within the particle physics community, in particular among young researchers	10 years on	We **know much more today** about the building blocks of the Universe and their interactions than we did 10 years ago and are **following interesting leads** via the full exploitation of the LHC and its high luminosity upgrade (HL-LHC)
3. Develop a concerted implementation strategy across CERN Member States, with shared objectives, messaging, branding and products, in order to more successfully achieve the first two objectives.	Preparing the future	The upcoming physics season will be focused on the study of the **properties of the Higgs** and the **search for physics beyond the Standard Model** of particle physics. After the Run 3, the **HL-LHC** will further these studies.

Ecosystem of the campaign(s)

Target audiences*

CERN community

Particle physics community

Decision-makers

Local communities

General public

Teachers and students

Media (as a vector)

Partners

Directorate (Governance)

LHC experiments

Machine OP team

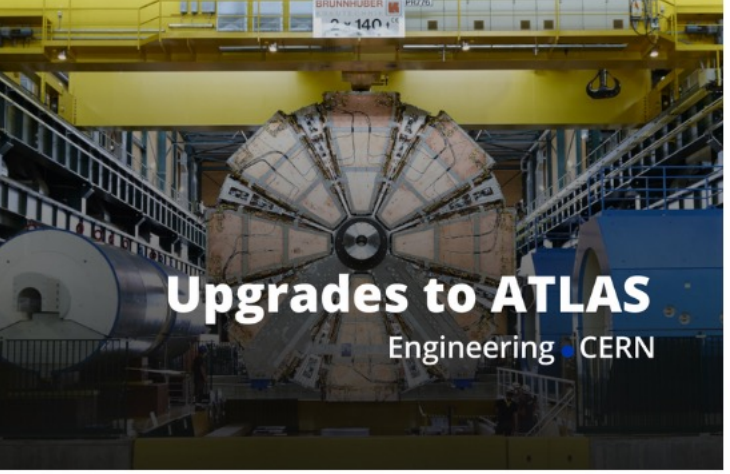
European Particle Physics Communications Network

International Particle Physics Outreach Group

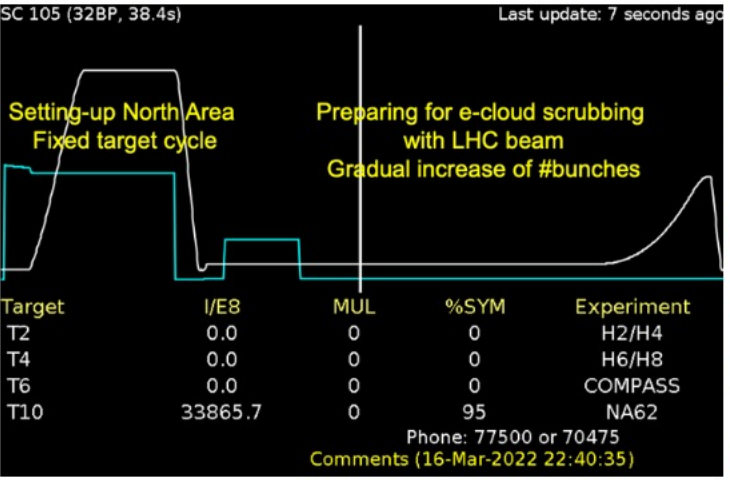
Interactions (communications network)

*Not listed in order of priority

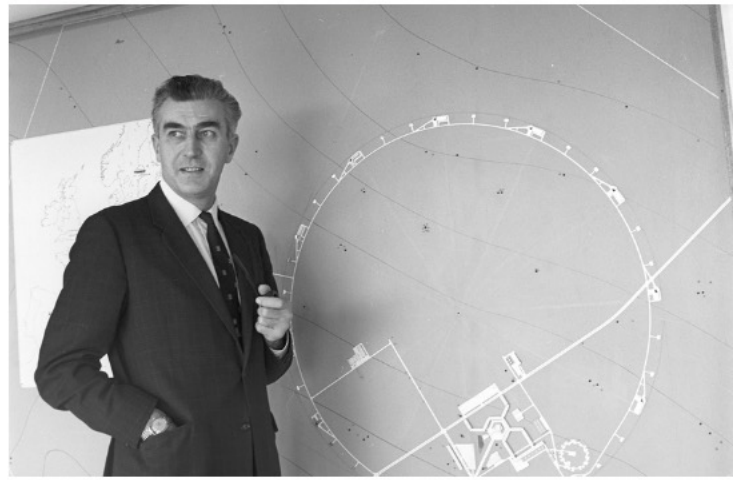
#restartingLHC 9 February – 22 April 2022


Upgrades to ATLAS
Engineering • CERN


Upgrades to CMS
Engineering • CERN


SC 105 (32BP, 38.4s)
Last update: 7 seconds ago
Setting-up North Area
Fixed target cycle
Preparing for e-cloud scrubbing
with LHC beam
Gradual increase of #bunches
Target I/E8 MUL %SYM Experiment
T2 0.0 0 0 H2/H4
T4 0.0 0 0 H6/H8
T6 0.0 0 0 COMPASS
T10 33865.7 0 95 NA62
Phone: 77500 or 70475
Comments (16-Mar-2022 22:40:35)


Large Hadron Collider
Restarts
Accelerators • CERN

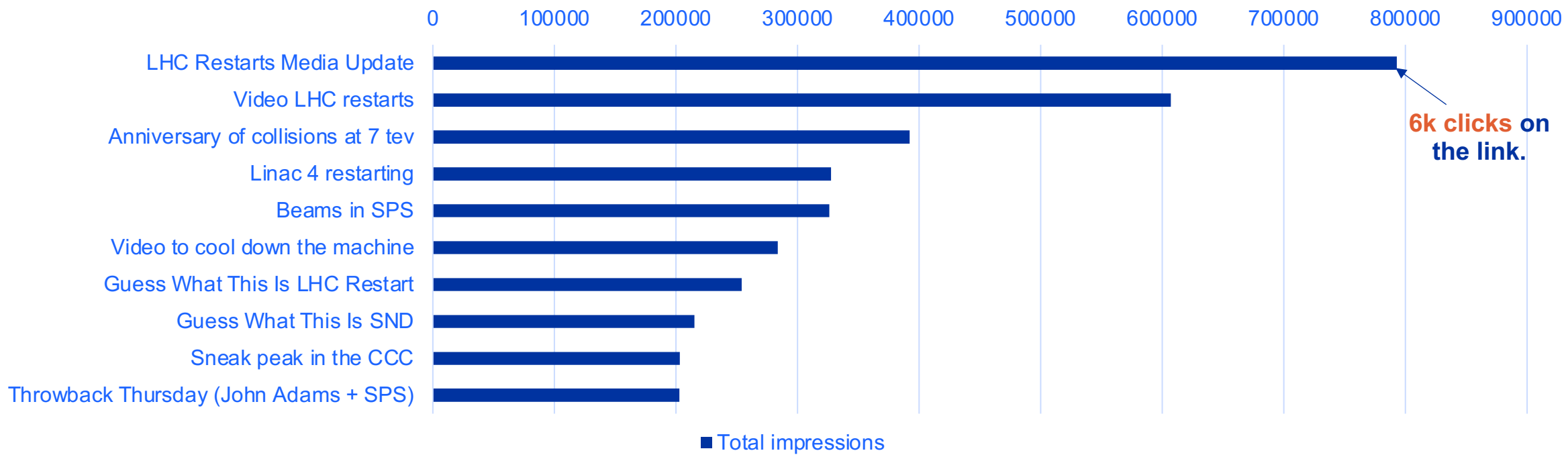



Upgrades to ALICE
Engineering • CERN


How to cool down the LHC
a simple recipe


Upgrades to LHCb
Engineering • CERN

#restartingLHC 9 February – 22 April 2022



Featuring impressive content

Videos
State-of-the-art technologies

Making the most of our communications opportunities

Media update
regular content

Building on the excitement

Communicating on milestones within the milestone.

Alan Boyle @bOyle · Apr 26

Large Hadron Collider has restarted, shooting protons at record energy levels: universetoday.com/155591/large-h... H/T @CERN #LHC #LHCRun3 #RestartingLHC

Jaleel Warren

Cheers to finding new physics!

Like Reply Hide 2 w

IN2P3 Les 2 infinis
@IN2P3_CNRS

#restartingLHC 💥 | 22 avril : redémarrage du #LHC après 3 ans de maintenance.

Le soir même, Gaëlle Boudoul, physicienne @CNRS dans @CMSExperiment et directrice de l'antenne IN2P3 au @CERN raconte cette journée particulière au @Forum_RTS.

rts.ch/play/tv/-/vide...

Translate Tweet

Kieran Denahy

When does CERN restart?

Like Reply 7 w

Reuters
@Reuters

Scientists prepare CERN collider restart in hunt for "dark matter" reut.rs/3L3n4cq

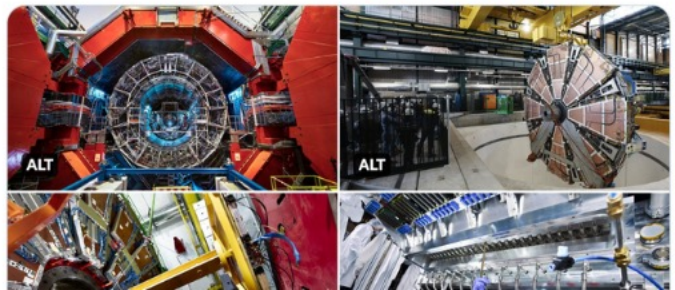
Carmen MacDonald

Does anyone know the date when the LHC comes back online ?

Like Reply 7 w

symmetry magazine
@symmetrymag

A sampling of upgrade photos: #restartingLHC



Dory Kodeih

Good luck LHC on the restart and revamping the energy to 13.6 Tev

Like Reply Hide 2 w 3

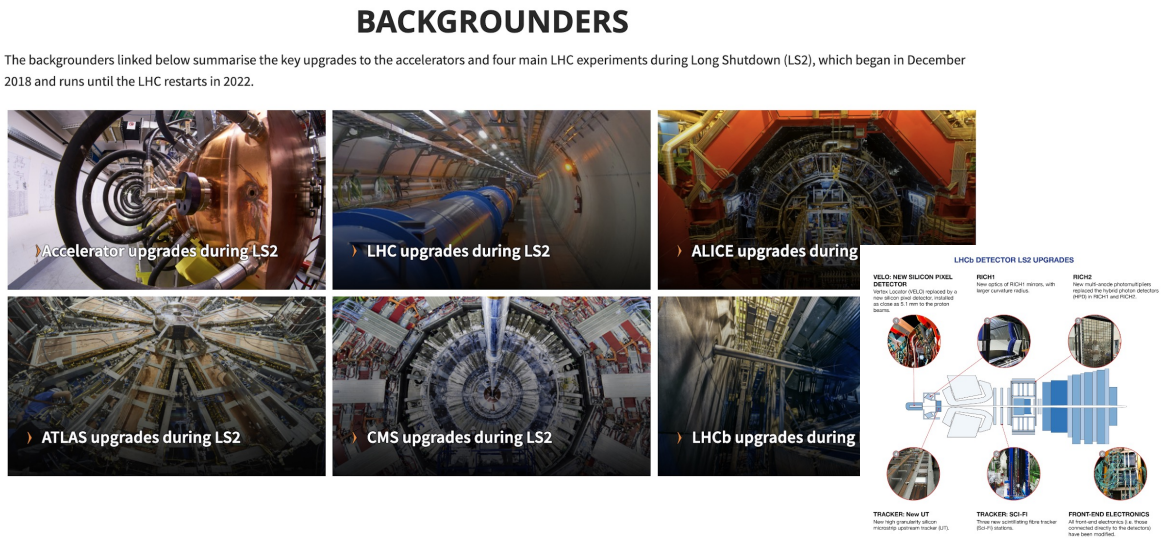
Erika @_AstroErika · Apr 25

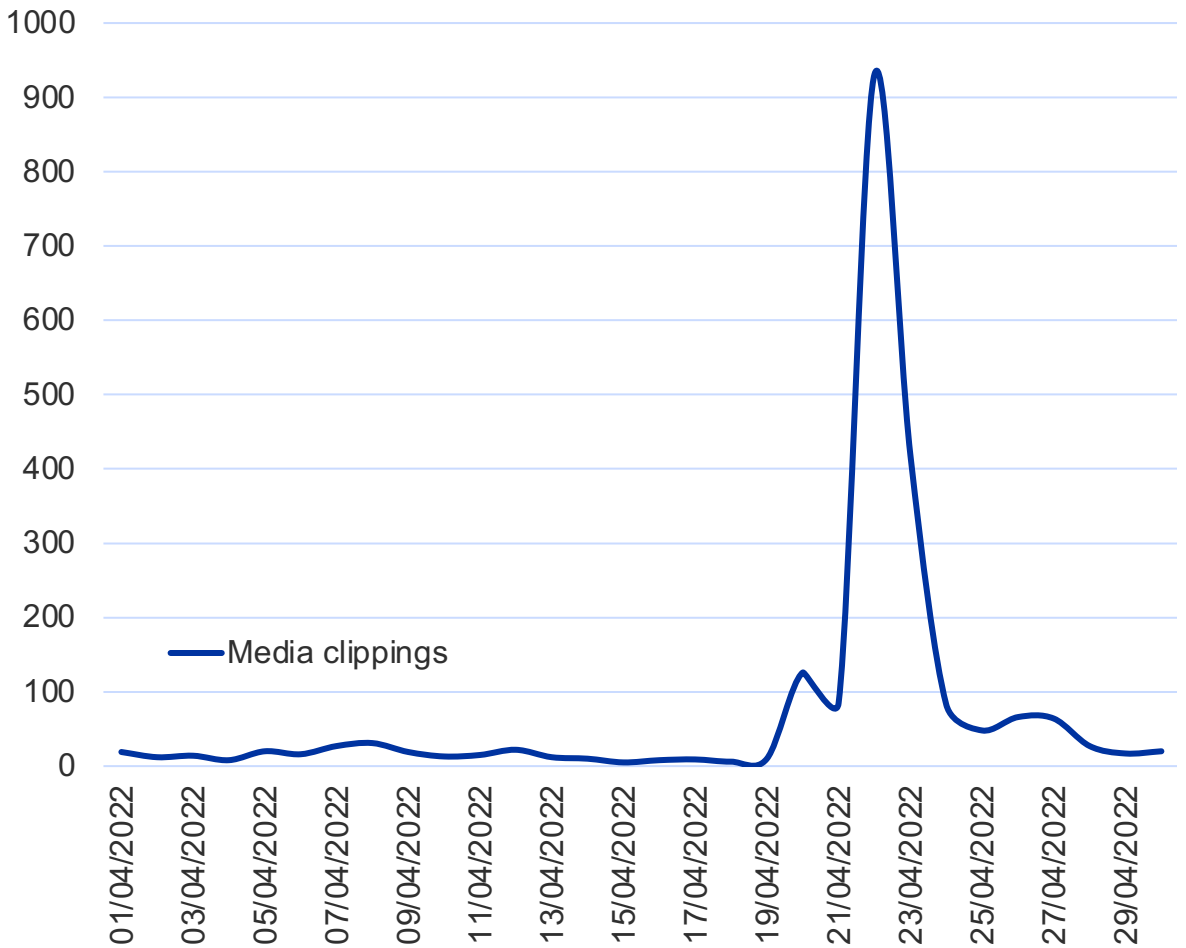
With the upgrades implemented, the energy of the LHC's proton beams was set to increase from 6.5 teraelectronvolts (TeV) to 6.8 TeV. 👏👏

#RestartingLHC

Restart of the LHC 22 April 2022

- **Media update on the 22nd of April**
  home.cern – CISION – alpha galileo
- **VNR (video news release) made on the day and sent with the media update**
- **Digital media kit focused on LS2**
- **Follow-up interviews and requests**





#Higgs10 17 June – 04 July 2022

CERN @CERN · 4 Jul 2022

Joe Incandela, the @cmsexperiment spokesperson in 2012, and Fabiola Gianotti, the @atlasexperiment spokesperson in 2012 and now #CERN Director-General, recreate their photo from 4 July 2012 during the announcement of the #Higgsboson discovery 10 years on😍🎞️

#Higgs10 #Thenandnow

CERN
339 348 abonnés
11 mois ·

❓ What is the Higgs boson?
❓ How do particles get mass?
❓ How did we discover the Higgs boson?
❓ How did the physicists know it was the Higgs boson?
❓ What have we learned since?
❓ How does the Higgs boson impact everyday life?

Stars, planets and life could only emerge because particles gained their mass from a fundamental field associated with the **#Higgsboson**. The existence of this mass-giving field was confirmed in 2012, when the famed particle was discovered at CERN by the **ATLAS Collaboration** & **CMS Collaboration**.

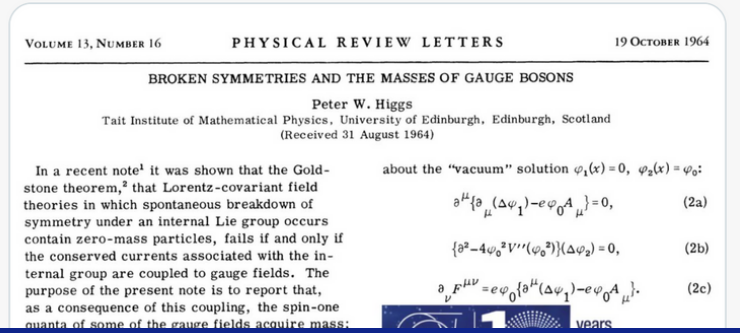
CERN @CERN · 15 Jul 2022

Still excited about the **#Higgs10** anniversary? Relive the Higgs discovery announcement on 4 July 2012 through the memories of CERN Alumni Award winner Octavio Dominguez:alumni.cern/news/787179

> **CERN Alumni** @cernalumni · 22 Jun 2022
> Octavio Dominguez, CERN Alumni Award Winner, shares his memories from the Higgs discovery announcement in our special Higgs@10 campaign:
> alumni.cern/news/787179
>
> 
>

CERN @CERN · 18 Jun 2022

To celebrate the 10 years since @ATLASexperiment & @CMSExperiment announced the discovery of the #Higgsboson, the #Higgs10 series covers its **#Higgstory**



VOLUME 13, NUMBER 16 PHYSICAL REVIEW LETTERS 19 OCTOBER 1964

BROKEN SYMMETRIES AND THE MASSES OF GAUGE BOSONS

Peter W. Higgs
Tait Institute of Mathematical Physics, University of Edinburgh, Edinburgh, Scotland
(Received 31 August 1964)

In a recent note[1] it was shown that the Goldstone theorem,[2] that Lorentz-covariant field theories in which spontaneous breakdown of symmetry under an internal Lie group occurs contain zero-mass particles, fails if and only if the conserved currents associated with the internal group are coupled to gauge fields. The purpose of the present note is to report that, as a consequence of this coupling, the spin-one quanta of some of the gauge fields acquire mass:

about the "vacuum" solution $\varphi_1(x)=0$, $\varphi_2(x)=\varphi_0$:

$$\partial^\mu\{\partial_\mu(\Delta\varphi_1)-e\varphi_0 A_\mu\}=0, \quad (2a)$$

$$\{\partial^2-4\varphi_0^2V''(\varphi_0^2)\}(\Delta\varphi_2)=0, \quad (2b)$$

$$\partial_\nu F^{\mu\nu}=e\varphi_0\{\partial^\mu(\Delta\varphi_1)-e\varphi_0 A_\mu\}. \quad (2c)$$

years

cern · Suivi(e)

cern Happy #Higgs10 anniversary!

#OnThisDay in 2012, a few short years after beam first circulated in the #LHC, the @atlasexperiment and @cmsexperiment announced the discovery of the Higgs boson. Its existence confirms the existence of the Higgs field, which gives mass to all elementary particles.

10 122 J'aime
JUILLET 4, 2022

Ajouter un commentaire... Publier

CERN @CERN · 4 Jul 2022

And we're off! **#Higgs10**

The Scientific Symposium to celebrate the 10th anniversary of the #Higgsboson discovery is about to start. Join the webcast live: indico.cern.ch/event/1135177

sergiomartinsbraga Braga Portugal
44 sem 1 J'aime Répondre Voir la traduction

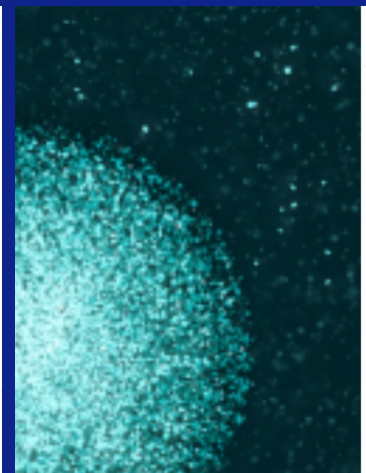
m_a_t19930101 Wooow 😍😍😍😍
44 sem 1 J'aime Répondre

samuelj645 Hellow, congratulations from México ❤️
44 sem 1 J'aime Répondre Voir la traduction

cristinaadrada Me encantaría poder estar allí, 😅
44 sem Répondre Voir la traduction

prernamadan_25 Now came home to have lunch, but have to go back to clg.. So after coming back from college in evening, will watch this😍😍💥
44 sem 1 J'aime Répondre Voir la traduction

44 097 vues
JUILLET 4, 2022



cern

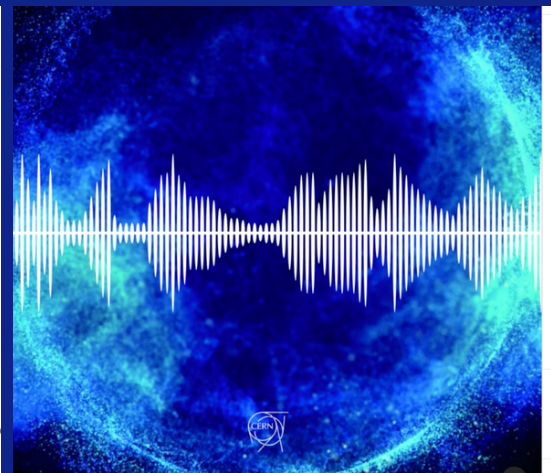
cern Guess what this is 🔵

On 4 July 2012, the @atlasexperiment and the @cmsexperiment at CERN's Large Hadron Collider (LHC) announced they had each observed a new particle in the mass region around 126 GeV - the #Higgsboson, a cornerstone of the #StandardModel of particle physics! #Higgs10

On 8 October 2013, the Nobel Prize in Physics was awarded jointly to François Englert and Peter Higgs "for the theoretical discovery of a mechanism that contributes to our understanding of the origin of mass of subatomic particles, and the discovery of the predicted fundamental particle".

📸 by Dominguez, Daniel
Modifié · 44 sem Voir la traduction

gloominescent Looks like a dandelion under a full moon
39 sem Répondre Voir la traduction



cern Happy #Higgs10 anniversary!

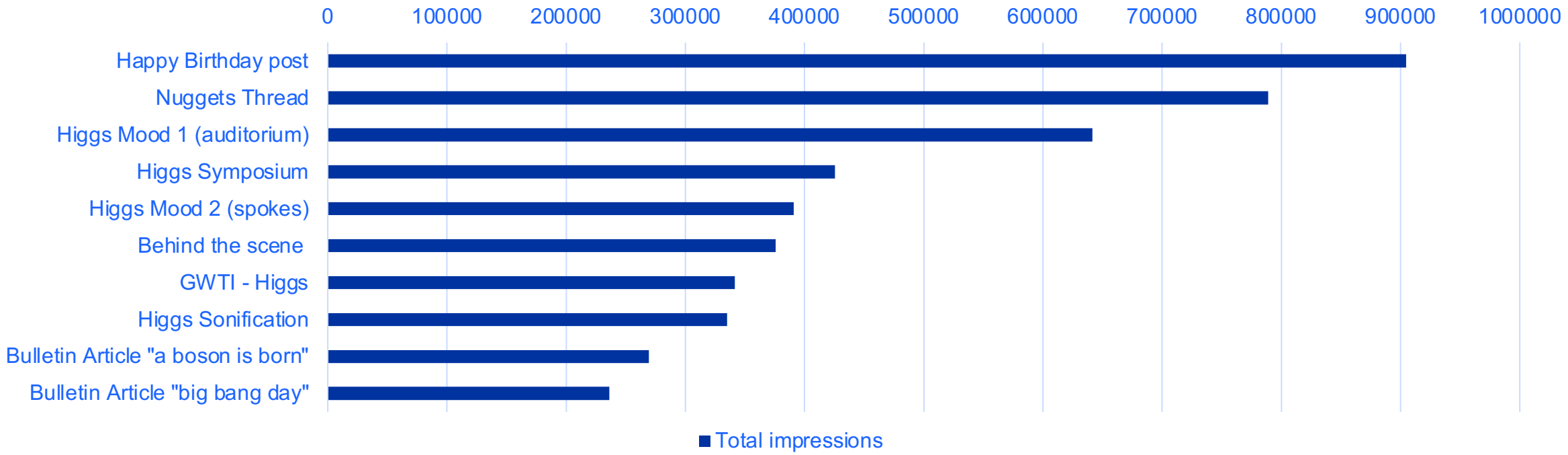
To continue to celebrate the #Higgsboson discovery, we're sharing an artistic view of the Brout-Englert-Higgs field, with the sonification of the two discovery plots from 2012, and the "sound" of the beam passing by in the #LHC

📷: Daniel Dominguez, CERN
🔊: Piotr Traczyk, CERN
44 sem

davidben.1612 Can we make better music?
32 sem Répondre
Voir la traduction

37 434 vues
JUILLET 4, 2022

#Higgs10 17 June – 04 July 2022



Leveraging #Higgstory

Home.cern articles with vintage pictures

Iconic moments

Finding ”something” to show

Never seen before content from audiovisual team

Focus on the human faces

Going live

Making our audience feel the CERN “atmosphere”

Sharable content for celebration

The Nobel Prize @NobelPrize · 4 Jul 2022

Discover more about the Higgs boson, discovered ten years ago today, and which led to the 2013 #NobelPrize in Physics.

#Higgs10

> **CERN** @CERN · 3 Jul 2022
>
> Stars, planets and life could only emerge because particles gained their mass from the "Higgs field". Its existence was confirmed in 2012, when two #LHC experiments announced the discovery of the #Higgsboson.
>
> But what do you know about this particle?
>
> Here are the quick facts 👇
>
> Show this thread

CPPM @CPPMLuminy · 6 juil. 2022

Et après l'observation du #Higgs10 ?
Une foison de sujets de recherche prometteurs !
C'est ce que nous exposent Elisabeth Petit @CPPMLuminy @CNRS_dr12 @Univamu
et Nicolas Morange @IJCLab @UnivParisSaclay @Univ_Paris @IN2P3_CNRS @ATLASexperiment @lhcphysics

> **IN2P3 Les 2 infinis** @IN2P3_CNRS · 6 juil. 2022
>
> L'#IN2P3 fête #Higgs10 🎂 | De nombreuses questions ❓ fondamentales restent en suspens. Le #LHCRun3, la phase #HiLumiLHC et les accélérateurs du futur permettront de nouvelles découvertes.
> Elisabeth Petit et Nicolas Morange nous promettent "Un avenir lumineux" !

Dr Clara Nellist @claranellist · 5 Jul 2022

What is the #HiggsBoson? Well, I made a little video to help explain it for #Higgs10

rocky_pierre_scifi CERN, keep making discoveries. What's so good about getting answers to questions in physics, is that they lead to more questions that need to be answered.

44 sem 1 J'aime Répondre Voir la traduction

Masquer les réponses

rocky_pierre_scifi @rocky_pierre_scifi As a physics enthusiast, for CERN to 'like' my Instagram comment, means a lot to me! It made my day! 👏

44 sem Répondre Voir la traduction

javier.oa2511 Happy birthday from chihuahua mexico🇲🇽🇲🇽

44 sem 2 J'aime Répondre Voir la traduction

Bernardo Nava and 2.3K others 101 comments 672 shares

Like Comment Share

Most relevant

Pile Shareno
I remember this day, I watched the live broadcast. It was better than the Oscars.
Like Reply 44 w Edited 10

3 replies

Kate Kahle @katekahle · 4 Jul 2022

Hilarious bit in today's #Higgs10 symposium @CERN when our Director-General, Fabiola Gianotti, reluctantly agrees to stop using Comic Sans to announce physics results 😂

#higgs10

People are posting about this

ATLAS Experiment at CERN
20 July 2022 ·

How does the Higgs boson interact with itself? This special prop the formation of the early Universe! #Higgs10

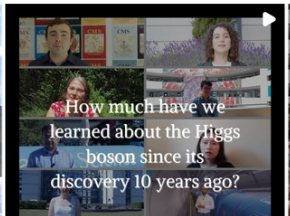
In this video, members of the ATLAS analysis team explain their interaction. Read the physics briefing to learn more: https://atlas Interaction

cmsexperiment Suivre Contacter

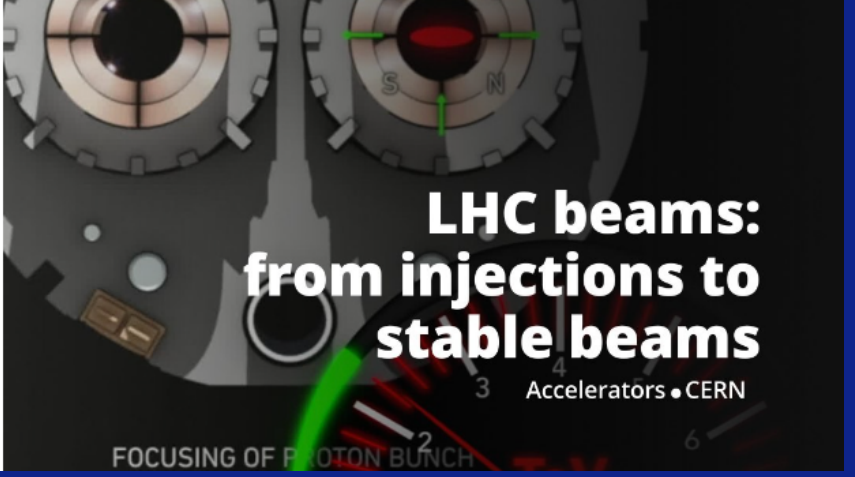
241 publications 25,7 k followers 186 suivi(e)s

Compact Muon Solenoid at CERN
Science, technologie et génie civil
CMS is a particle detector on the #LHC @CERN
Sitting peacefully 100m underground, investigating secrets of the Universe while watching protons collide
linktr.ee/cmsexperiment

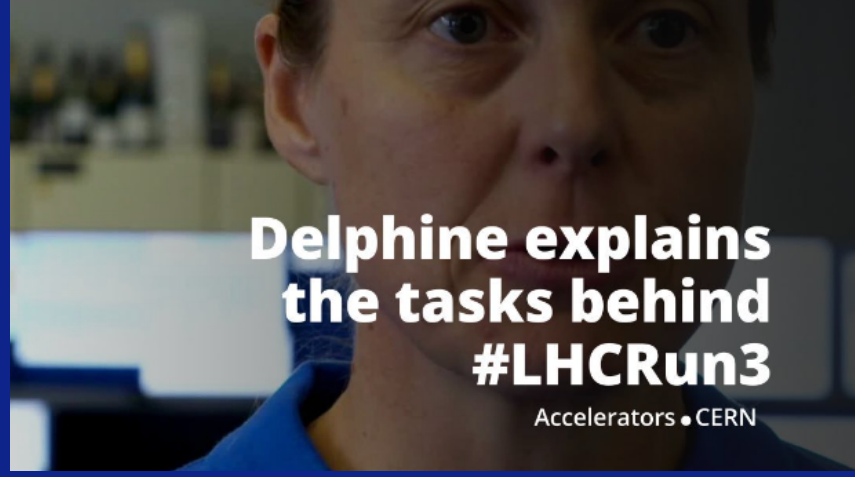
Suivi(e) par dm.csantonio, claranellist, wit.cern et 20 autres personnes



#LHCRun3 25 April – 05 July 2022

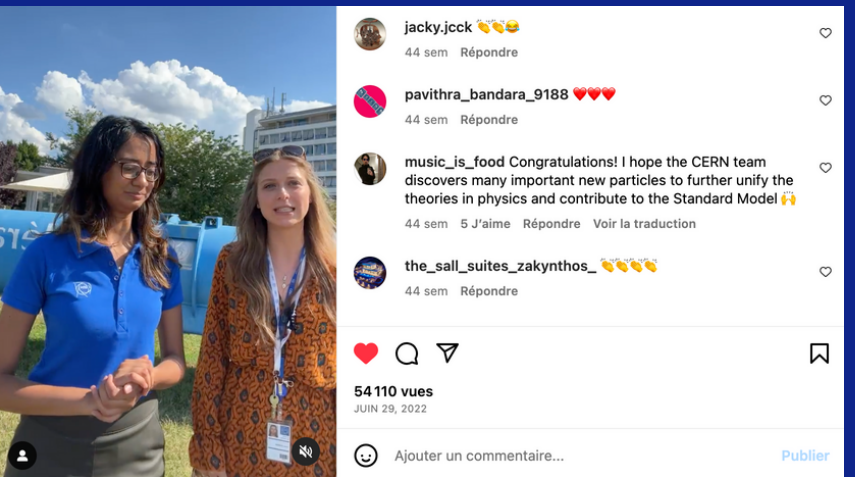

LHC beams:
from injections to
stable beams
Accelerators • CERN


TOP TRUMPS DETECTORS
CMS
ALICE
ATLAS
LHCb
bigscience_stfc et cern
bigscience_stfc Today we start #LHCRun3 live 16.00 CEST on @cern
But what do you know about the four biggest experiments at the #LHC?
Find out more about @ATLASexperiment @CMSexperiment @alice_experiment and @LHCbExperiment from these #TopTrumps "Top Detectors" cards from @bigscience_stfc !
#science #education #engineering #learning #stem #research #physics #scientist #math #learn #laboratory #teaching #growing #studying #knowledge #study #students #engineer #planet #Higgs #HiggsBoson #Higgs10 #Higgsversary
Modifié · 44 sem Voir la traduction
gloominescent PokéMach (Pocket Machines)
39 sem Répondre Voir la traduction
azwellzain ZAIN
Aimé par naomizdinmore et 2 642 autres personnes
JUILLET 5, 2022
Ajouter un commentaire...
Publier

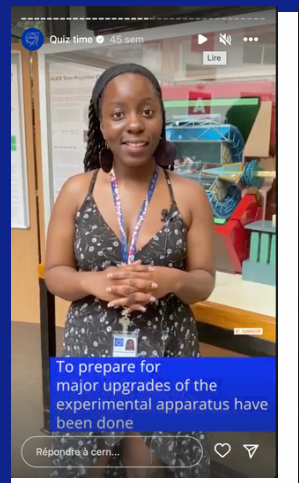

Delphine explains
the tasks behind
#LHCRun3
Accelerators • CERN

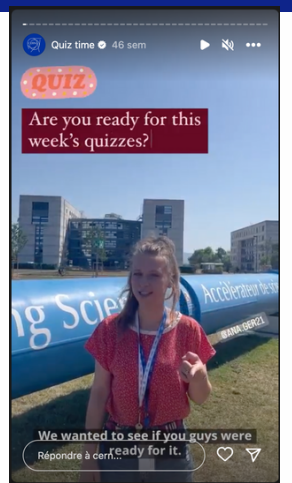

Live from CERN: Join us for the first
collisions for physics at 13.6 TeV!
5 July 2022, 16.00 CEST

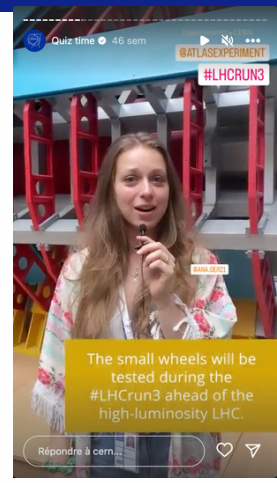

Live from CERN:
teaser
Accelerators • CERN


jacky.jcck
44 sem Répondre
pavithra_bandara_9188
44 sem Répondre
music_is_food Congratulations! I hope the CERN team discovers many important new particles to further unify the theories in physics and contribute to the Standard Model!
44 sem 5 J'aime Répondre Voir la traduction
the_sall_suites_zakynthos_
44 sem Répondre
54 110 vues
JUIN 29, 2022
Ajouter un commentaire...
Publier

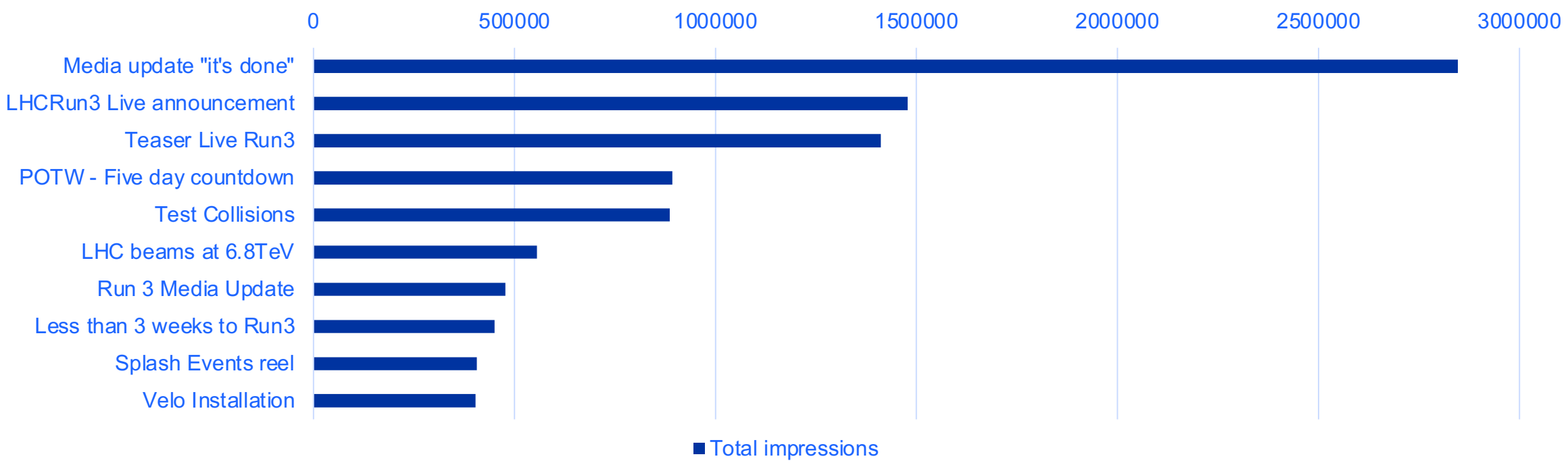

Ready to win a prize from CERN?
We're having a contest on #LHCRun3!


Quiz time 45 sem
Lire
To prepare for major upgrades of the experimental apparatus have been done
Répondre à cern...


Quiz time 46 sem
QUIZ
Are you ready for this week's quizzes?
We wanted to see if you guys were ready for it.
Répondre à cern...


Quiz time 46 sem
@ATLASEXPERIMENT
#LHCRUN3
The small wheels will be tested during the #LHCrun3 ahead of the high-luminosity LHC.
Répondre à cern...

#LHCRun3 25 April – 05 July 2022



Building on the excitement

Countdowns to an exciting day

With pedagogical content

Top priority: talk about physics

To finish with a big "splash"

Taking our audience with us on the day
Making people feel heard

#LHCRun3 LIVE – 5 July 2022

Duration: 1H50

Moderation: 4 social media managers + 20 experts

Channels: Facebook (CERN + 4 experiments),

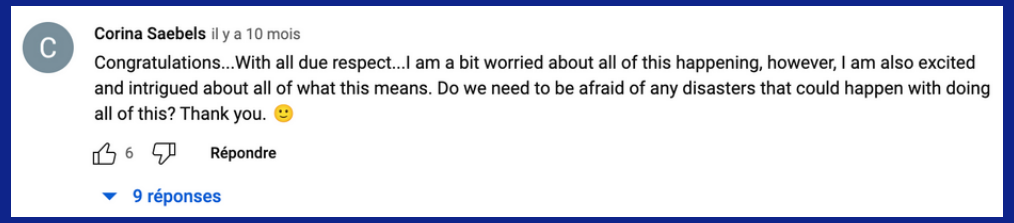
LinkedIn, Twitter, YouTube (EN, FR, IT, DE, ES + INFN)

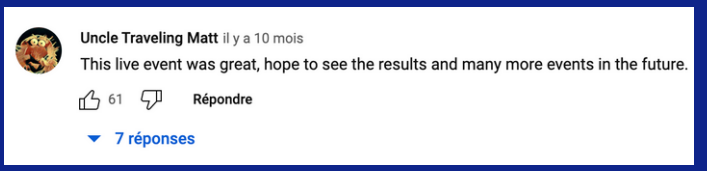
Total of 13 platforms + 5 languages

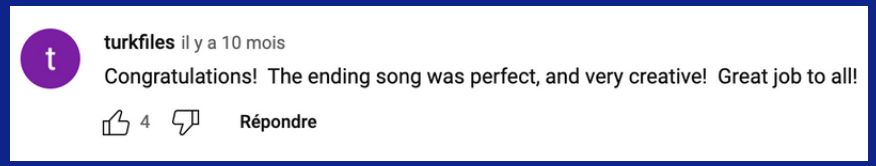
Overview

- **11,557,580** impressions (reach)
- **4,732,869** views of the LIVE, inc. Reuters
- **59,626** engagements
- **75,737** concurrent viewers
- Hashtags caught **trending** in CH, FR, UK, US


Ryan Cole il y a 10 mois
Love how they make it sound like we need this 🤣 😅
35
Répondre
9 réponses


Corina Saebels il y a 10 mois
Congratulations...With all due respect...I am a bit worried about all of this happening, however, I am also excited and intrigued about all of what this means. Do we need to be afraid of any disasters that could happen with doing all of this? Thank you. 🙂
6
Répondre
9 réponses

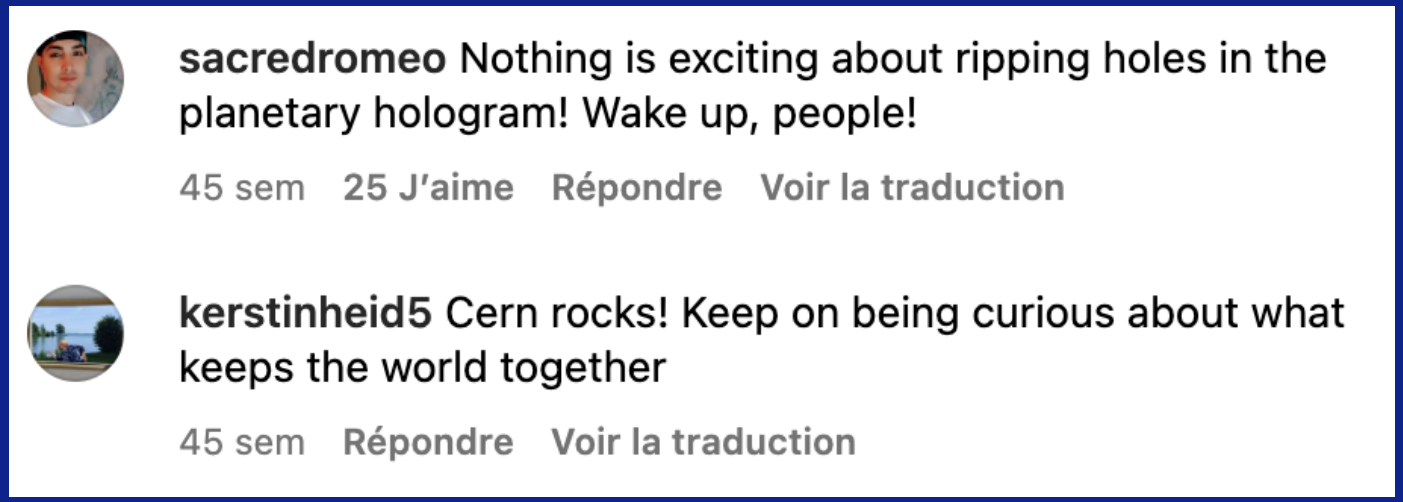

Uncle Traveling Matt il y a 10 mois
This live event was great, hope to see the results and many more events in the future.
61
Répondre
7 réponses


turkfiles il y a 10 mois
Congratulations! The ending song was perfect, and very creative! Great job to all!
4
Répondre


8honeyb CERN is Dangerous and should be shut down. Not excited or looking forward to this demonic activity
45 sem 30 J'aime Répondre Voir la traduction


Stephanie @bowskeyes · 6 juil. 2022
I was definitely beaming over here in the US. To operate the accelerators myself would be a dream come true 😍
4


William Scott il y a 10 mois
11,000 laps per second? OH MY GOSH!
I didn't know humanity was even capable of making something go so fast.
494
Répondre
102 réponses


sacredromeo Nothing is exciting about ripping holes in the planetary hologram! Wake up, people!
45 sem 25 J'aime Répondre Voir la traduction
kerstinheid5 Cern rocks! Keep on being curious about what keeps the world together
45 sem Répondre Voir la traduction


liamcoxisnot They're trying to change the world line, don't fall for their lies!
46 sem 18 J'aime Répondre Voir la traduction
Afficher les réponses (2)

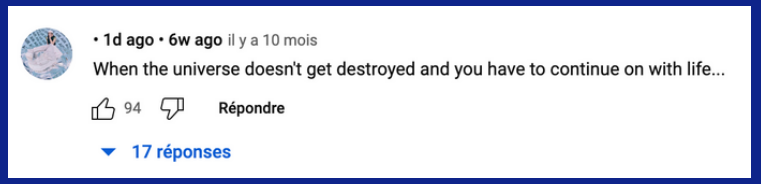

DrKevGuitar @DrKevGuitar · 6 juil. 2022
We'll done everyone! 👏👏👏👏👏
4


wAke the SL @slayerofsheepV2 · 6 juil. 2022
When do the demons show up?
1

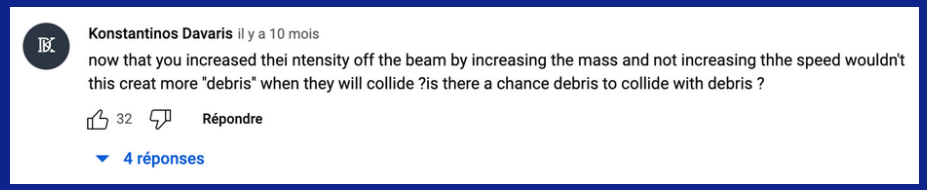

Subhra Shankar Banerjee · 3e et + 1:14:44
Solution Architect
What can be the practical application of these discovery
Répondre


Mary Slipper @sliippr · 5 juil. 2022
We have 13.6 TeV at the LHC! I'm an LHCb PhD student - what do I want to find out with #LHCRun3? A thread 🧵!
9
52
343
Afficher cette discussion


Carl @bigboycarl07 · 7 juil. 2022
stop playing God before you upset the Creator and create more problems for people
1
8


• 1d ago • 6w ago il y a 10 mois
When the universe doesn't get destroyed and you have to continue on with life...
94
Répondre
17 réponses


Shimaa AbuZeid @ShimaaAbuZeid1 · 5 juil. 2022
Ready 💪and Excited 😻for the Start of #LHCRun3 ..
From @CMSExperiment @CERN control room 😍


Konstantinos Davaris il y a 10 mois
now that you increased thei ntensity off the beam by increasing the mass and not increasing thhe speed wouldn't this creat more "debris" when they will collide ?is there a chance debris to collide with debris ?
32
Répondre
4 réponses

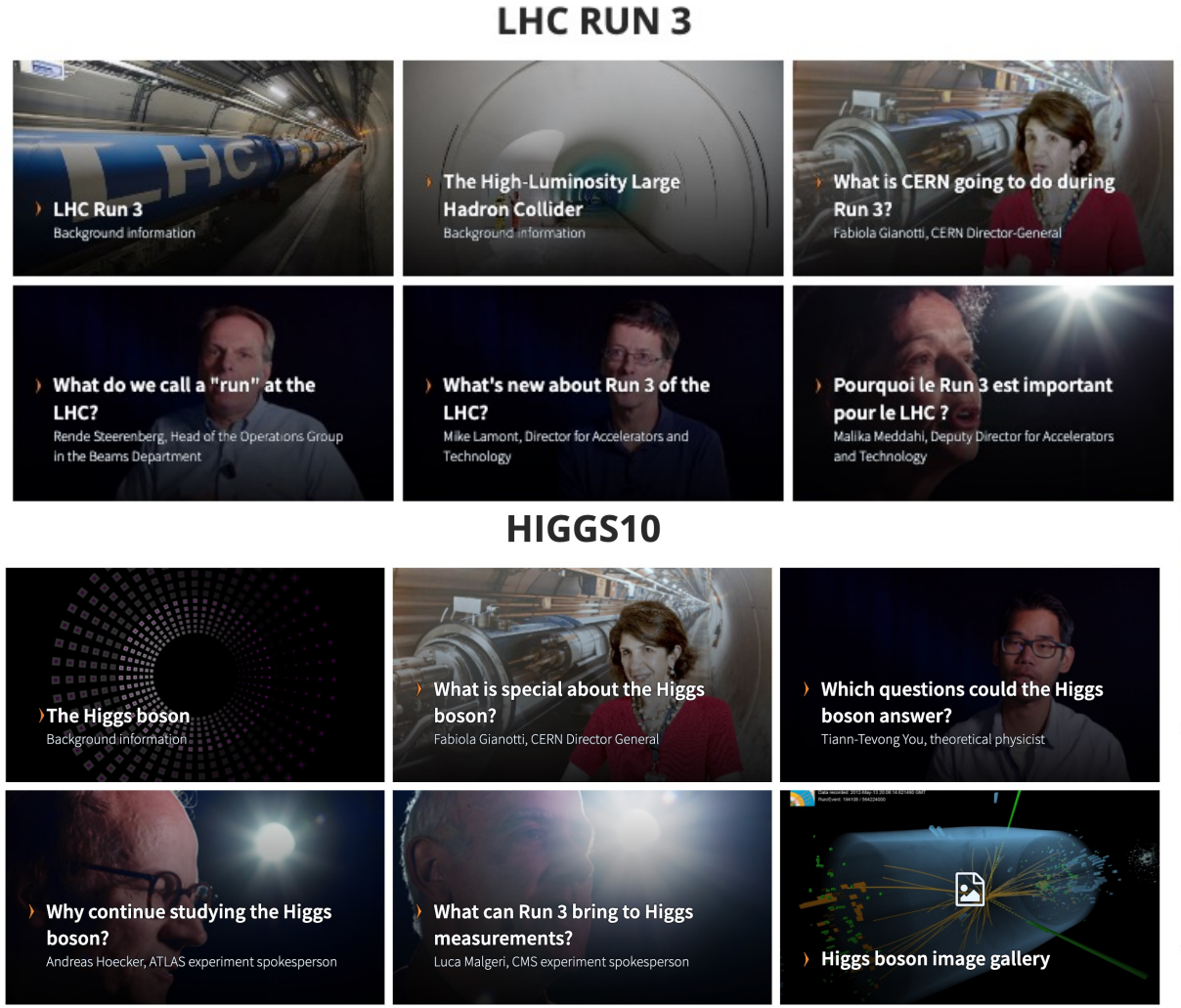

nicolov.a Can't wait to see it not discover supersymmetry 😍😍😍
46 sem Répondre Voir la traduction


CMS Collaboration 48:50
2 950 abonnés
Lauren Taylor We are using protons! We take them from a bottle of Hydrogen, which is the simplest element formed by one proton and one electron.
- Erica Brondolin
· 7 J'aime
Répondre

Higgs10 and Run3 30 June – 05 July 2022

- **Tailored home.cern content:**

  Backgrounders + Higgs nuggets



Higgs10 and Run3 30 June – 05 July 2022

- **Tailored home.cern content:**

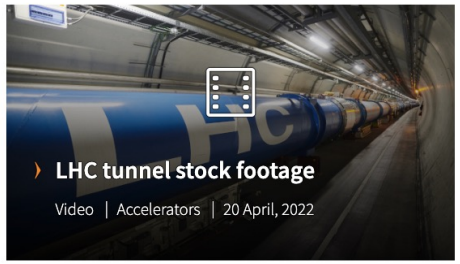
  Backgrounders + Higgs nuggets

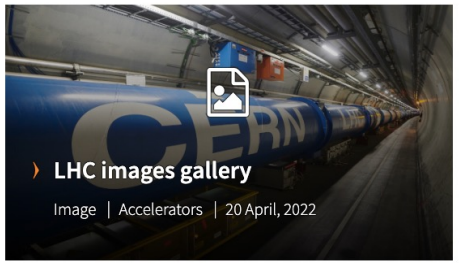
- **Supporting products shared with partners in advance:**

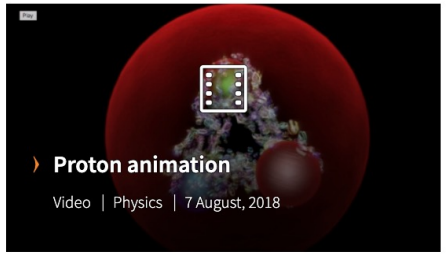
  Illustrations and animations

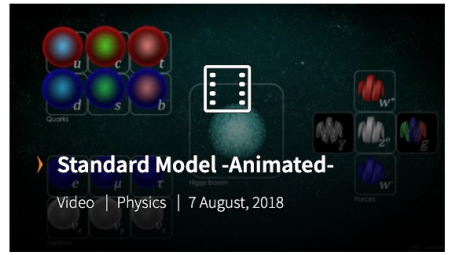
  Pre-recorded interviews with LHC experiment spokes, deputy-spokes, theorists, the DG, Director for Accelerators and Technologies and his deputy

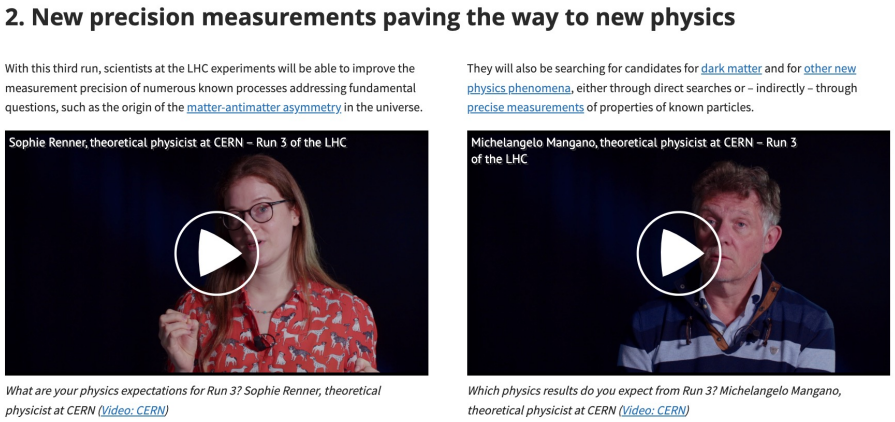
- **Media trainings**











2. New precision measurements paving the way to new physics

With this third run, scientists at the LHC experiments will be able to improve the measurement precision of numerous known processes addressing fundamental questions, such as the origin of the matter-antimatter asymmetry in the universe.

They will also be searching for candidates for dark matter and for other new physics phenomena, either through direct searches or – indirectly – through precise measurements of properties of known particles.

What are your physics expectations for Run 3? Sophie Renner, theoretical physicist at CERN (Video: CERN)

Which physics results do you expect from Run 3? Michelangelo Mangano, theoretical physicist at CERN (Video: CERN)

Higgs10 and Run3 30 June – 05 July 2022

- **Tailored home.cern content:**

  Backgrounders + Higgs nuggets

- **Supporting products shared with partners in advance:**

  Illustrations and animations

  Pre-recorded interviews with LHC experiment spokes, deputy-spokes, theorists, the DG, Director for Accelerators and Technologies and his deputy

- **Media trainings**

- **Hybrid press conference on the 30 June with Directorate and Spokes**

17 journalists on site, 40 online

- **Embargoed material + press releases**

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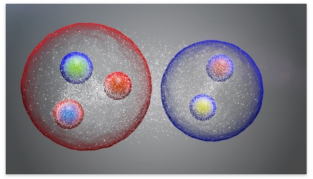
17 journalists on site, 40 online

- **Embargoed material + press releases**
- **5 communications, and 2 VNR including 1 aired by the European Broadcasting Union**
- **Follow-up requests**

The third run of the Large Hadron Collider has successfully started

A round of applause broke out in the CERN Control Centre on 5 July at 4.47 p.m. CEST when the Large Hadron Collider (LHC) detectors started recording high-energy collisions at the unprecedented energy of 13.6 TeV

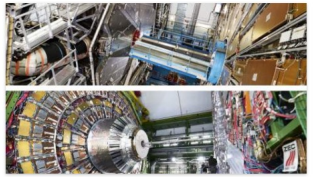
News | At CERN | 05 July, 2022



LHCb discovers three new exotic particles

The collaboration has observed a new kind of "pentaquark" and the first-ever pair of "tetraquarks"

News | Physics | 05 July, 2022



ATLAS and CMS release results of most comprehensive studies yet of Higgs boson's properties

The collaborations have used the largest samples of proton–proton collision data recorded so far by the experiments to study the unique particle in unprecedented detail

News | Physics | 04 July, 2022

LHC Run 3: physics at record energy starts tomorrow

The Large Hadron Collider is ready to once again start delivering proton collisions to experiments, this time at an unprecedented energy of 13.6 TeV, marking the start of the accelerator's third run of data taking for physics

News | Physics | 04 July, 2022

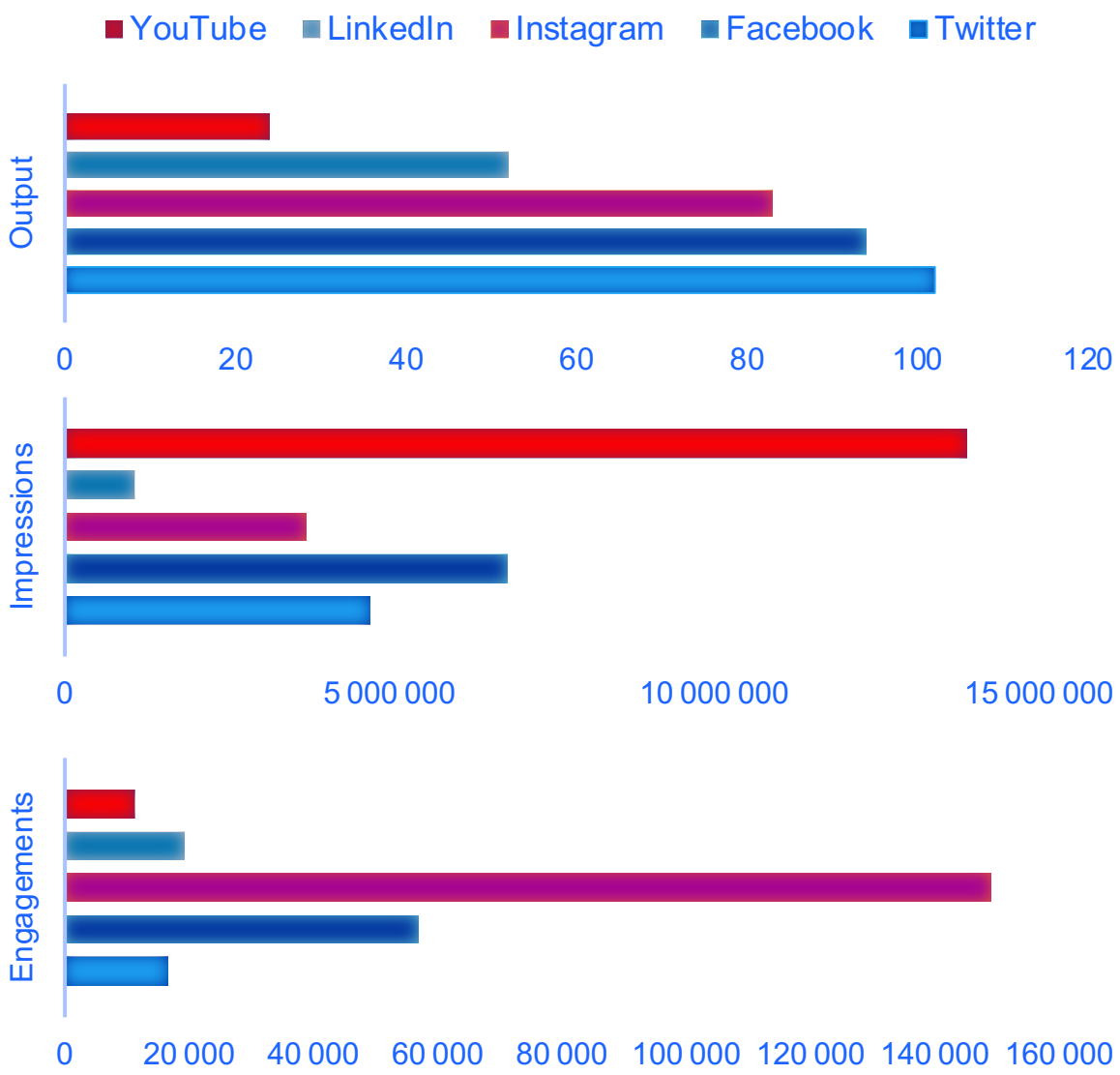
The Higgs boson, ten years after its discovery

The discovery of the Higgs boson at the Large Hadron Collider and the progress made since then, have allowed physicists to make tremendous steps forward in our understanding of the universe

Press release | Physics | 04 July, 2022

Outcomes

Three campaigns “at a glance”



355 posts *

30,159,710 impressions

252,899 likes

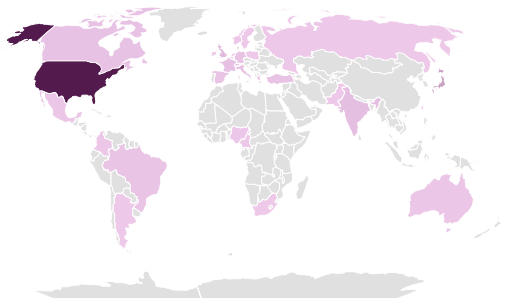
17,885 mentions

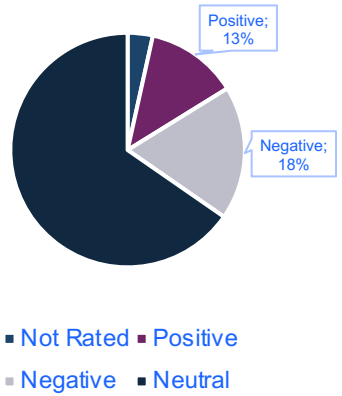
Impact on CERN channels

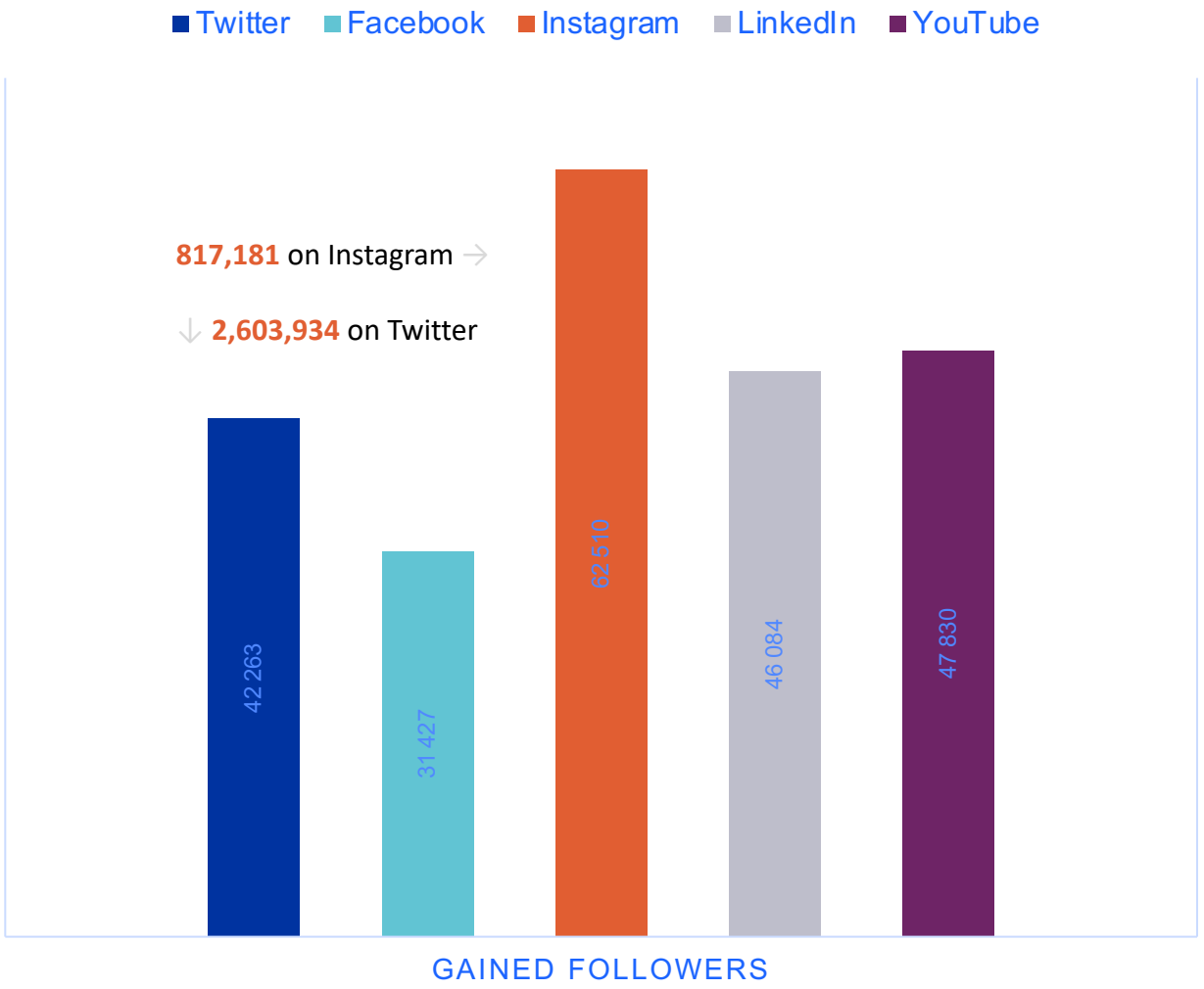
81,008,536 impressions

3,056,091 likes

727,119 mentions



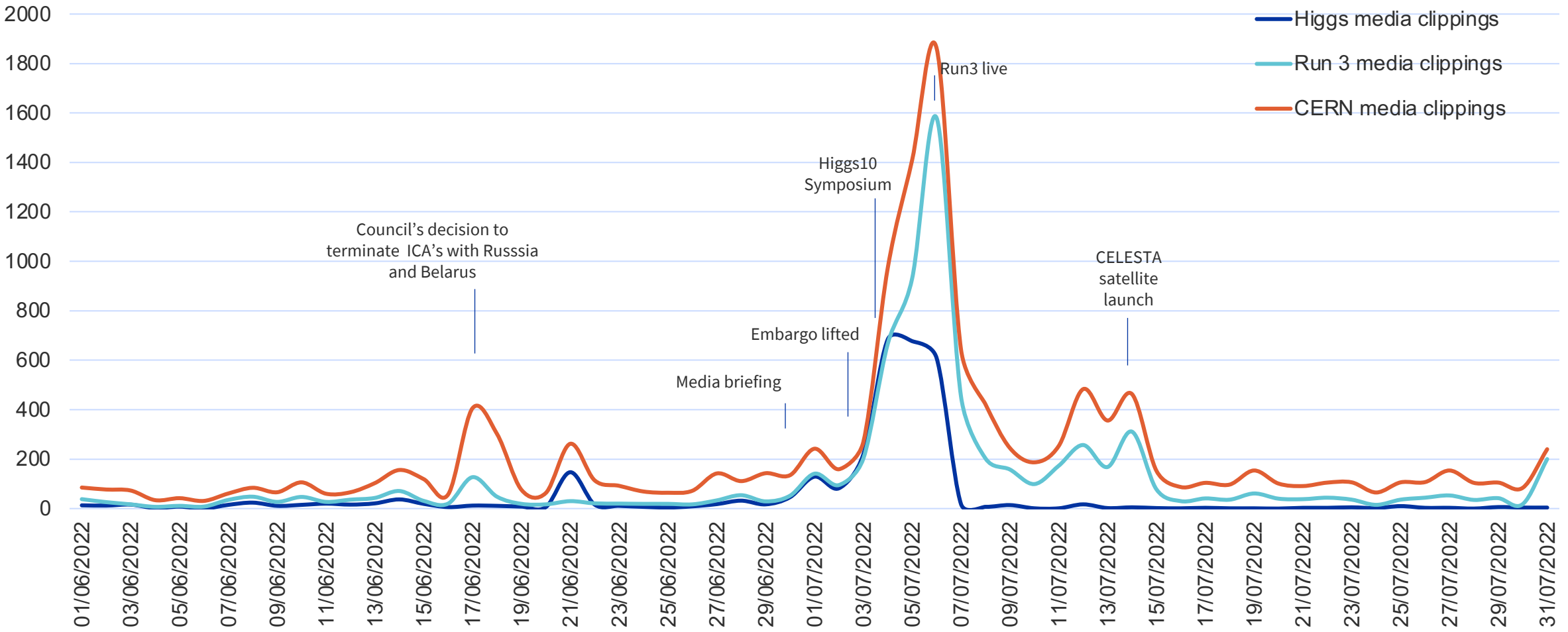




Total 230,114 new followers

Peaks in media clippings

6 897 articles: Higgs@10 and Run 3 clippings from 1 June to 31 July



A variety of outlets

Specialized

SPACE.com
TECHNISCHE UNIVERSITÄT DRESDEN
FUTURA
TECH TIMES
forskning.no
SCIENCES AVENIR La Recherche
physics world

National and international

BBC MUNDO
rfi
Libération
Le Parisien
la Repubblica
CBC Radio-Canada
RTS Radio Télévision Suisse
euronews.
DIE WELT
FT FINANCIAL TIMES
BBC WORLD SERVICE
EL ESPAÑOL
REUTERS
DIE ZEIT
Le Point
stern
The Economist
EL PAÍS
ANSA
Rai News
Deutsche Welle
The New York Times
SRF Schweizer Radio und Fernsehen
rtve

Local

LE MATIN
LE TEMPS
24heures
RADIO LAC
20 minutes
le dauphiné libéré
HEIDI.NEWS
lémanbleu

Peak on home.cern

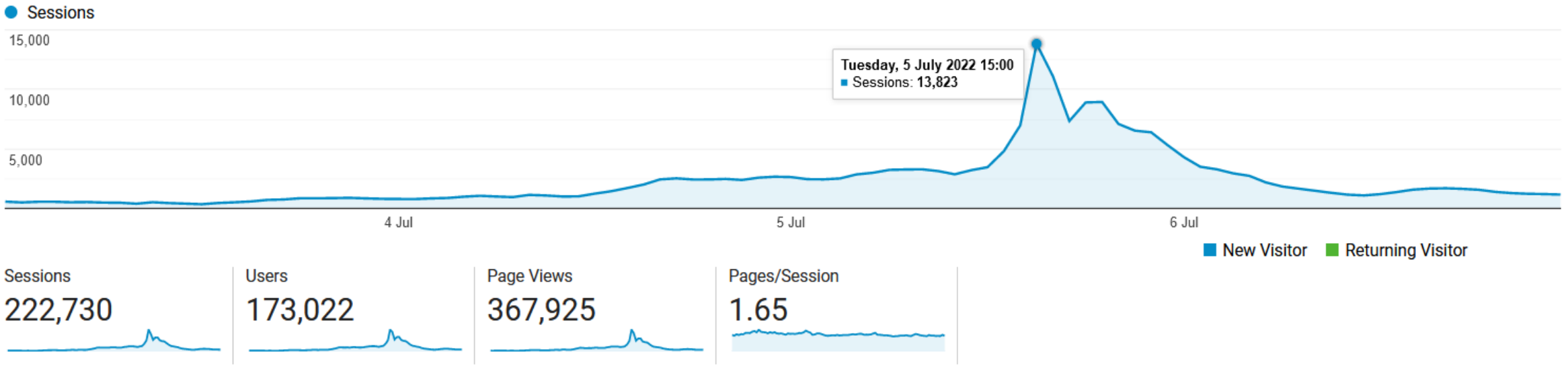
4 and 5 July

Home.cern experienced a rise in the number of visitors, peaking on 5 July afternoon

75% of traffic were new visitors

70% of traffic from the United States

Google Analytics show trends *not* real numbers due to cookie policy (real numbers may be 10-15% higher)



Learnings

Rely on the community

→ Institutes
→ Social media team
→ Press Office

Keep the conversation going

→ A “common thread”: thematic weeks, hashtags…
→ Channels’ own strengths

Be accessible

→ Layered content
→ Accessible form

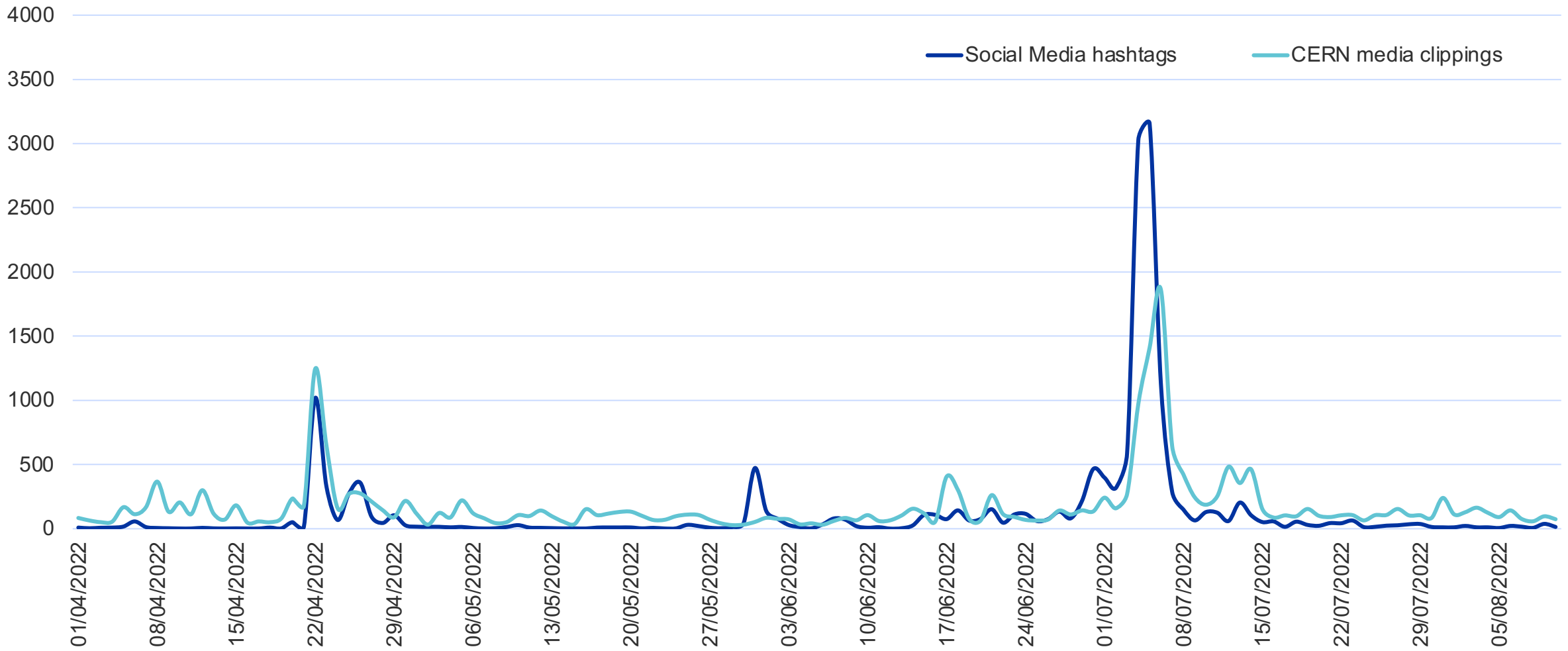
Mind the formats

→ Variety
→ Right format for right audience

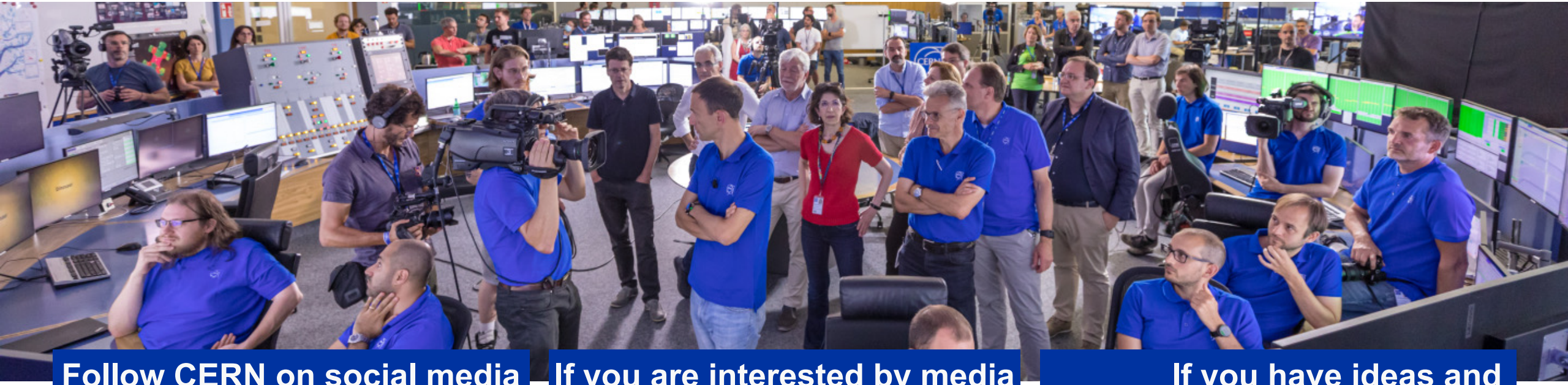
Make the most of the timeline

→ Restart vs. Higgs + run3

Conclusion


4000
3500
3000
2500
2000
1500
1000
500
0
Social Media hashtags
CERN media clippings
01/04/2022
08/04/2022
15/04/2022
22/04/2022
29/04/2022
06/05/2022
13/05/2022
20/05/2022
27/05/2022
03/06/2022
10/06/2022
17/06/2022
24/06/2022
01/07/2022
08/07/2022
15/07/2022
22/07/2022
29/07/2022
05/08/2022

Conclusion



Follow CERN on social media

(if you don't already do)

Facebook LinkedIn
Instagram Twitter

If you are interested by media and how we welcome them, feel free to reach out:

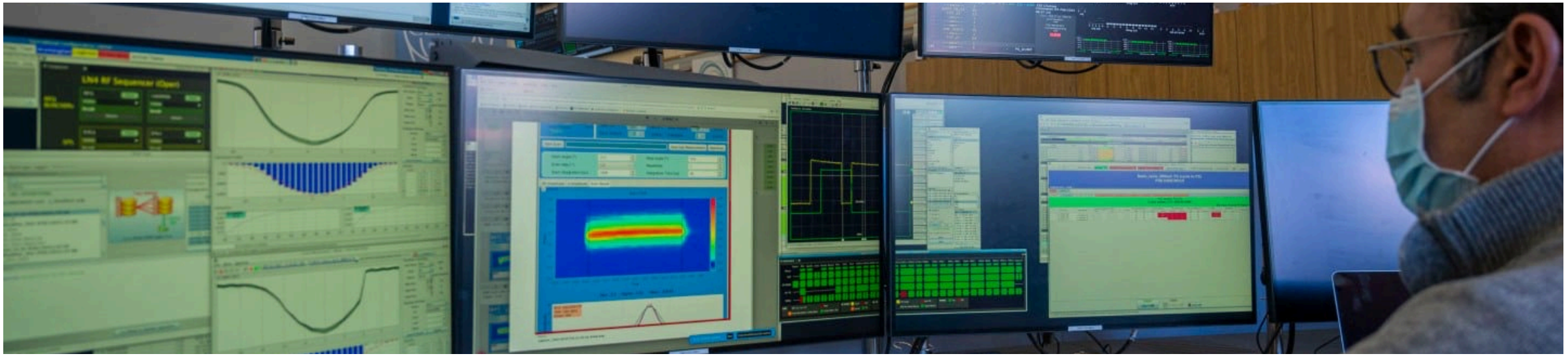
press@cern.ch

If you have ideas and want to collaborate,

feel free to reach out:

social.media@cern.ch

About social media data



Why impressions?
Impressions allow to evaluate how our posts spread on all social media. They are a common metric for all channels (whereas reach is not available on Twitter for instance). Beside, impressions can be used for all formats, from stories to posts in the timeline.

How do we find it?
Iconosquare for Facebook and Instagram, native plateforms for LinkedIn and Twitter.

Why reactions?
Reactions allow to measure the engagement. Again, they are common to all social media (even though they are only likes on Twitter and Instagram). Reactions can be added up, whereas engagement rate can't. Beside, engagement rate is calculated differently on all social media.

How do we find it?
Iconosquare for Facebook and Instagram, native plateforms for LinkedIn and Twitter.

Hashtag uses are found by Meltwater – it searches for mentions on social media – numbers presented are from 8th of February to 10th of May

Mentions = same as hashtags but with more keywords (restart, restarting, upgrade, upgrades, engineer, engineering, engineers, restarting LHC, restartingLHC).

About the media coverage data

- **Data about LHC restart clippings has been extracted from the Press Office's media monitoring system, Cision.**
- **Following keywords have been used to identify articles for this media coverage report:**
  - **Higgs@10**
    - Higgs and CERN OR LHC
  - **Run 3**
    - Run 3 OR first physics OR collisions OR third run OR high energy collisions OR 5 July OR July 5 OR 5th of July OR record OR record energy OR TeV OR trillion electronvolts
  - **Restarting LHC**
    - restart OR restarts OR starts OR relit OR resumption OR resume OR return OR Ignites OR started OR reinizializar
    - CERN OR LHC

home.cern