

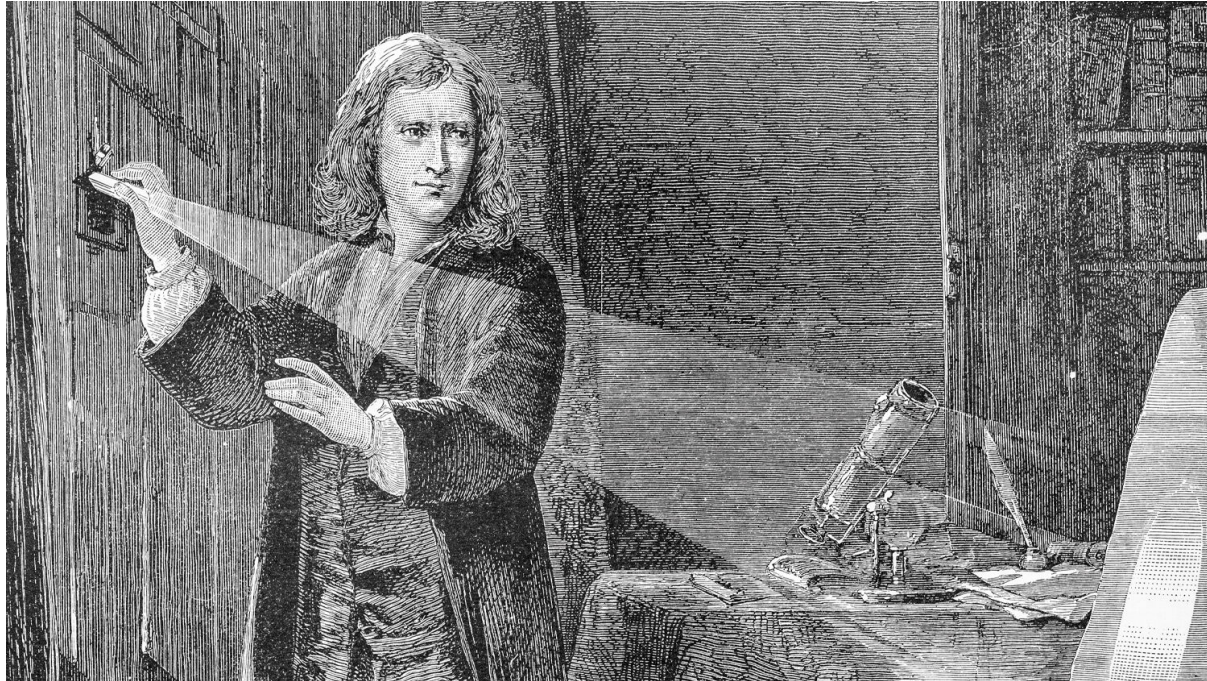
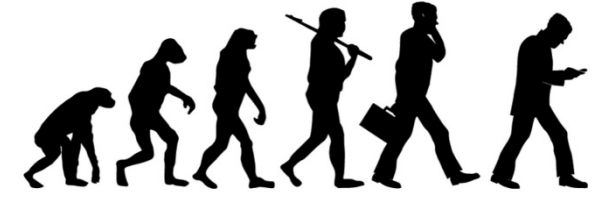


# Communication and Outreach: Social Media *Group discussion*

*QUASAR Group Away Day, 23 May 2022*



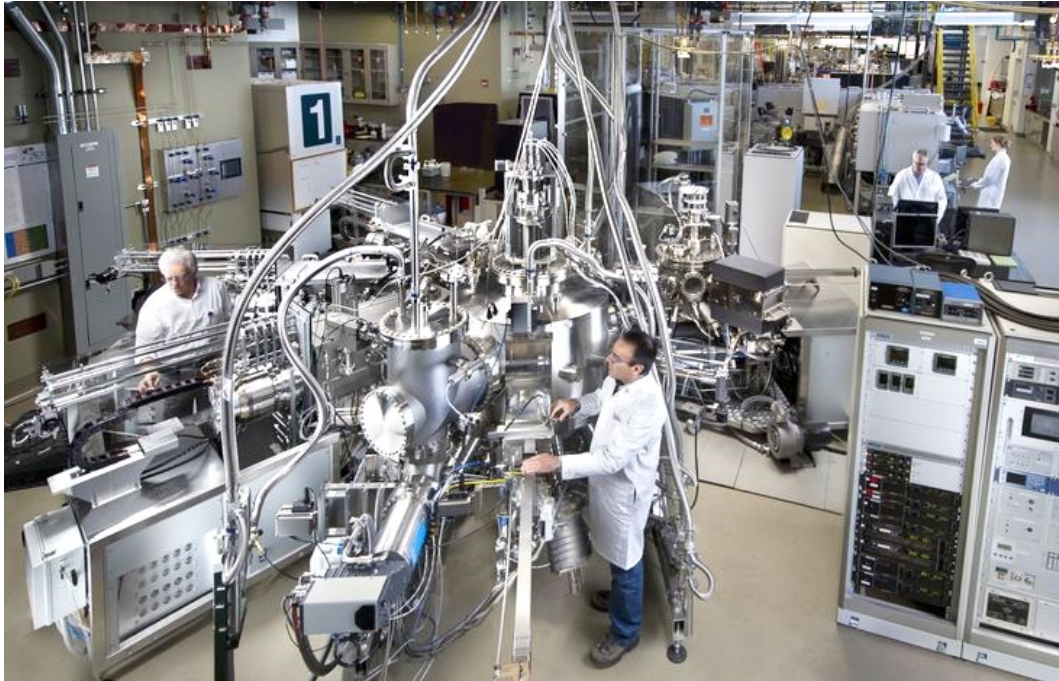
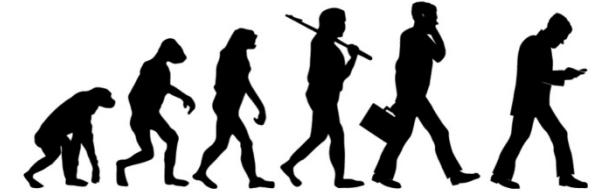
# The evolution of science



“Plato is my friend, Aristotle is my friend, but my greatest friend is truth.” — *Isaac Newton*



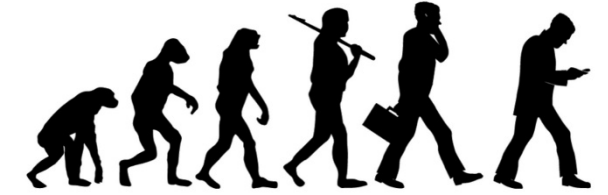
# The evolution of science



“Publish or perish” – *Anonymous*



# The evolution of science

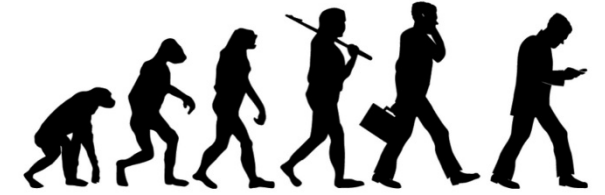


2 million papers  
per year  
50% of them are  
only read by the  
authors

“Publish or perish” – *Anonymous*



# The evolution of science



“Please press the ‘subscribe’ button” – *Anonymous*



# The case for social media

- Contractual requirement from funding agencies.
- Inform the public of what is done with their taxes.
- Educate the public and especially the younger generation.
- Attract more funding and collaborations.

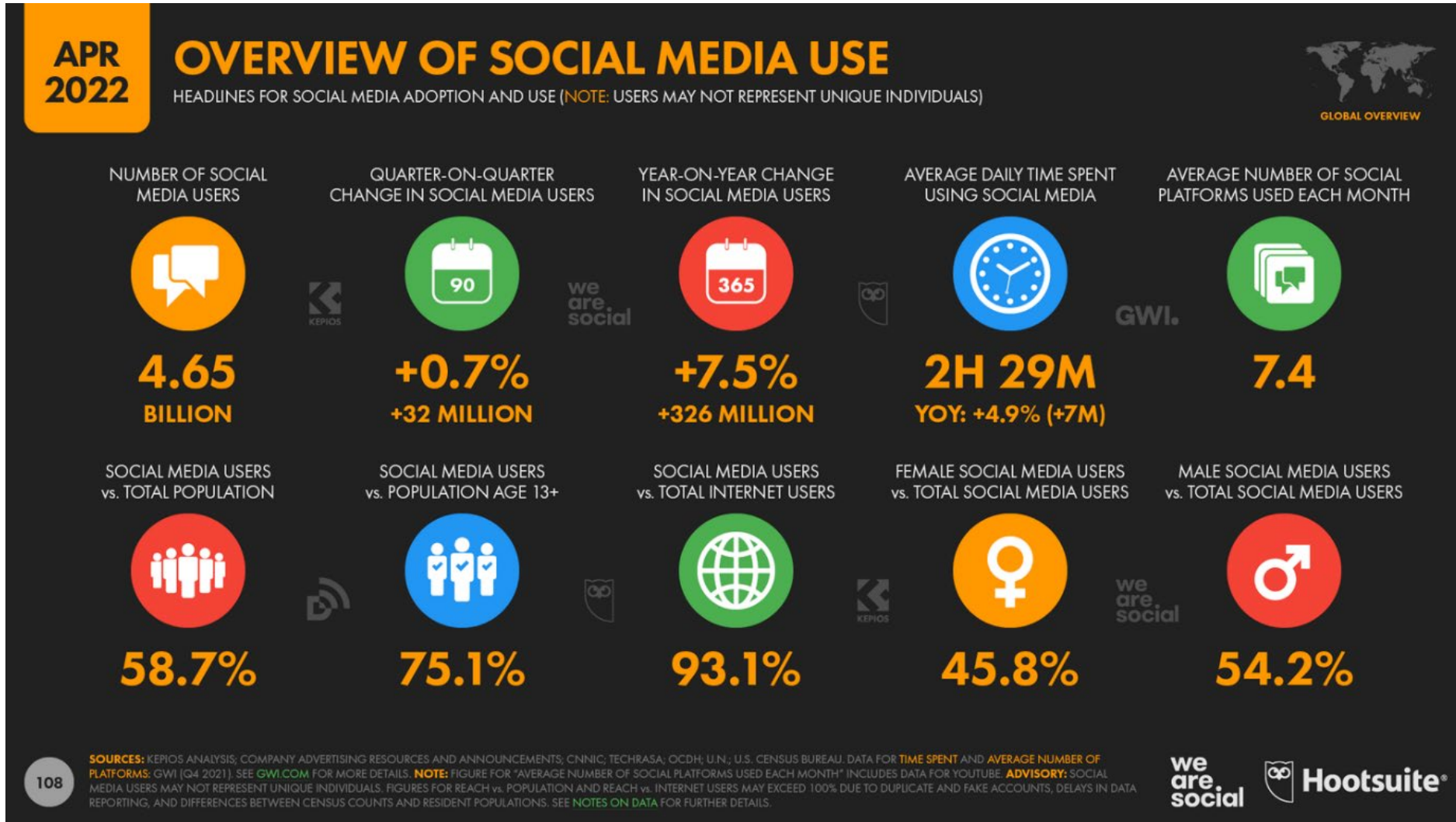




# How to stand out from the noise



# The social media landscape





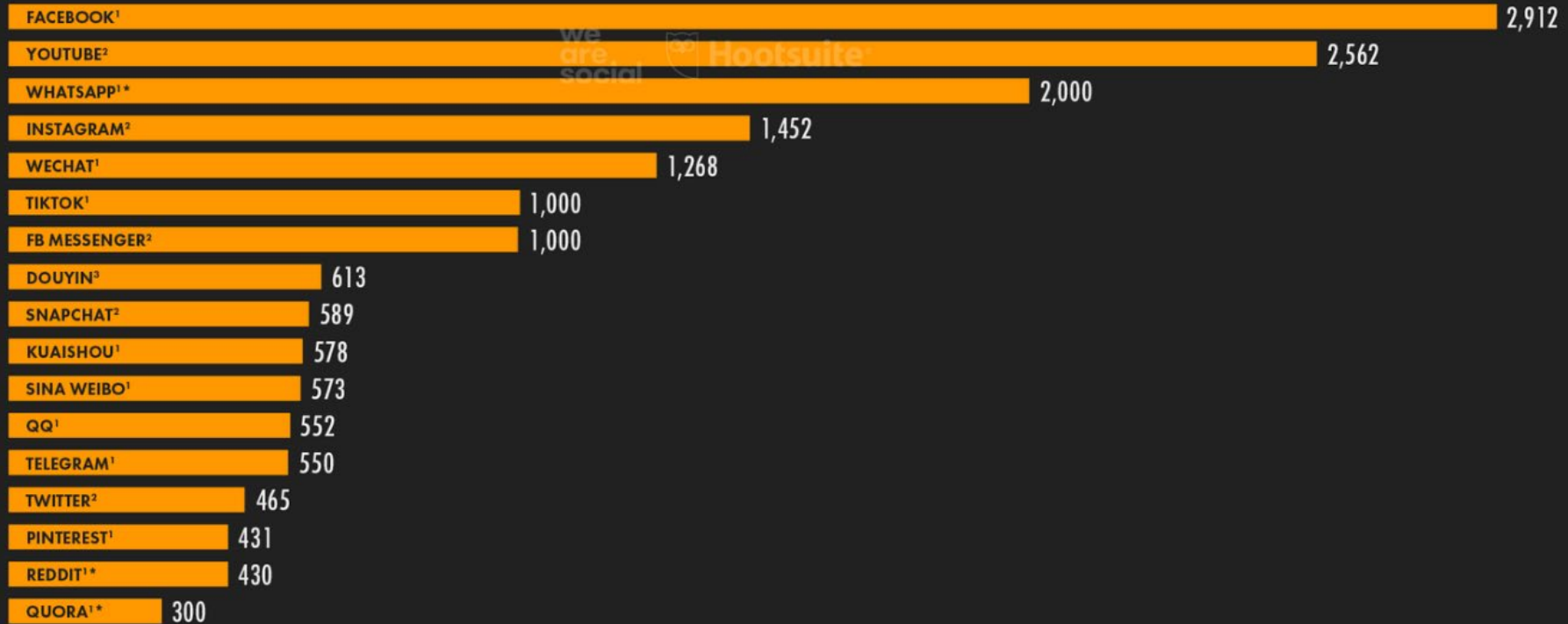


# The social media landscape

APR  
2022

## THE WORLD'S MOST-USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)





# The social media landscape

APR 2022

## LINKEDIN: GLOBAL ADVERTISING AUDIENCE

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN



TOTAL POTENTIAL REACH OF ADS ON LINKEDIN



828.1 MILLION

LINKEDIN AD REACH vs. TOTAL POPULATION



10.4%

QUARTER-ON-QUARTER CHANGE IN LINKEDIN AD REACH



+2.4%  
+20 MILLION

YEAR-ON-YEAR CHANGE IN LINKEDIN AD REACH



+11.1%  
+82 MILLION

LINKEDIN AD REACH vs. TOTAL INTERNET USERS



16.6%

LINKEDIN AD REACH vs. POPULATION AGED 18+



14.9%

FEMALE LINKEDIN AD REACH vs. TOTAL LINKEDIN AD REACH



43.2%

MALE LINKEDIN AD REACH vs. TOTAL LINKEDIN AD REACH



56.8%

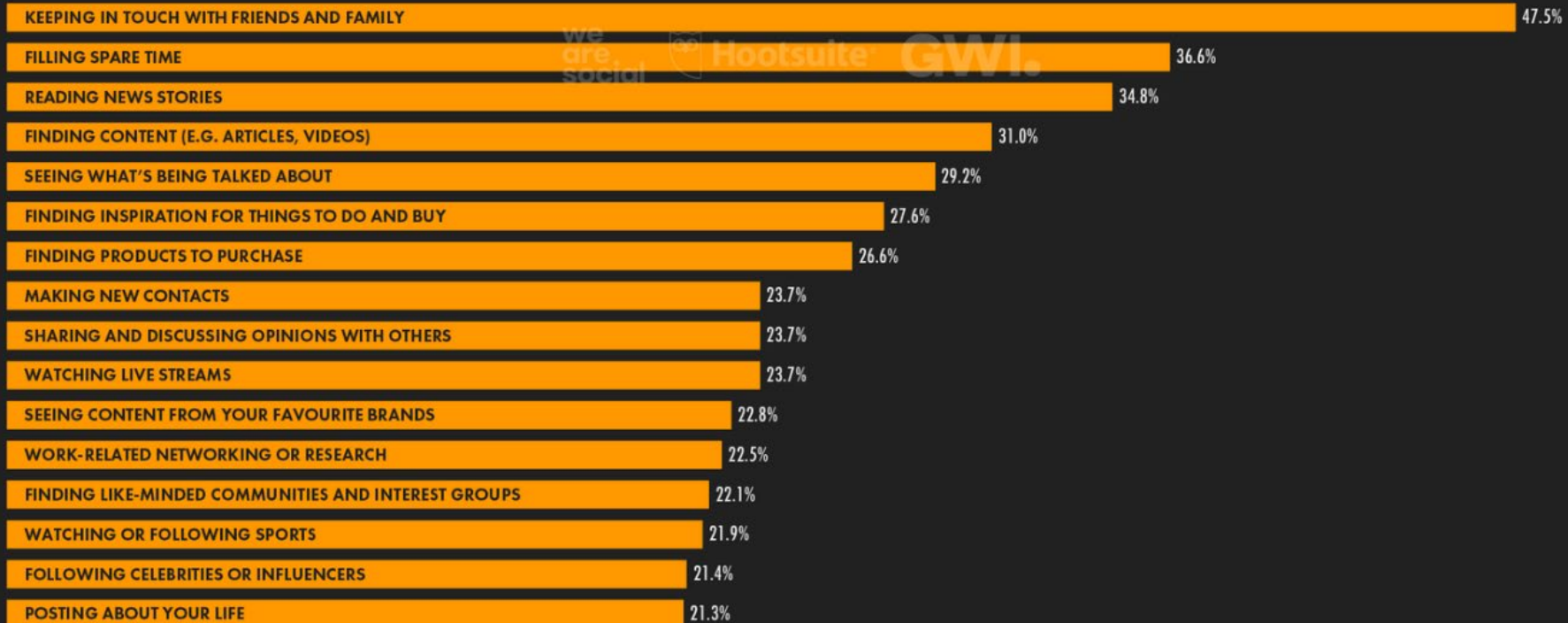


# The social media landscape

APR  
2022

## MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS





# The social media landscape

APR  
2022

## SOCIAL MEDIA ACTIVITIES BY PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH SOCIAL MEDIA PLATFORM AGED 16 TO 64 WHO SAY THEY USE THAT PLATFORM FOR EACH KIND OF ACTIVITY



SOCIAL MEDIA PLATFORM	LOOK FOR FUNNY OR ENTERTAINING CONTENT	FOLLOW OR RESEARCH BRANDS AND PRODUCTS	KEEP UP TO DATE WITH NEWS AND CURRENT EVENTS	MESSAGE FRIENDS AND FAMILY	POST OR SHARE PHOTOS OR VIDEOS
FACEBOOK <sup>1</sup>	55.8%	55.6%	59.8%	<b>71.1%</b>	64.3%
INSTAGRAM	61.3%	62.2%	51.2%	49.9%	<b>69.9%</b>
LINKEDIN	12.5%	26.2%	<b>28.8%</b>	14.2%	16.9%
PINTEREST	24.2%	<b>37.9%</b>	15.3%	7.7%	16.0%
REDDIT	<b>37.8%</b>	30.0%	33.9%	11.1%	17.4%
SNAPCHAT	34.6%	21.0%	20.2%	34.3%	<b>40.3%</b>
TIKTOK	<b>77.4%</b>	31.3%	29.1%	15.1%	33.9%
TWITTER	36.5%	35.8%	<b>59.7%</b>	20.9%	29.6%



# The social media landscape



- Founded in 2004
- 2.912 billion users (April 2022)
- 4.75 billion items shared per day

Rank	Page name	Followers (millions)	Description	Country
1	Facebook App	178 <sup>[8]</sup>	Social media platform	United States
2	Samsung	161 <sup>[9]</sup>	Product and services	South Korea
3	Cristiano Ronaldo	151 <sup>[10]</sup>	Football player	Portugal
4	Mr. Bean	129 <sup>[11]</sup>	Fictional character	United Kingdom
5	CGTN	117 <sup>[12]</sup>	State media	China
6	5-Minute Crafts	117 <sup>[13]</sup>	Internet media	Cyprus
7	Shakira	114 <sup>[14]</sup>	Musician	Colombia
8	Real Madrid C.F.	112 <sup>[15]</sup>	Football club	Spain
9	Will Smith	111 <sup>[16]</sup>	Actor	United States
10	Coca-Cola	110 <sup>[17]</sup>	Product and services	United States
11	Vin Diesel	108 <sup>[18]</sup>	Actor	United States
12	Tasty	107 <sup>[19]</sup>	Internet media	United States
13	FC Barcelona	107 <sup>[20]</sup>	Football club	Spain
14	Lionel Messi	105	Football player	Argentina
15	China Daily	104 <sup>[21]</sup>	State media	China
16	YouTube	104 <sup>[22]</sup>	Product and services	United States
17	Rihanna	102 <sup>[23]</sup>	Musician	Barbados
18	Eminem	94 <sup>[24]</sup>	Musician	United States
19	Xinhua News Agency	92 <sup>[25]</sup>	State media	China
20	Justin Bieber	91 <sup>[26]</sup>	Musician	Canada
21	Neymar	89 <sup>[27]</sup>	Football player	Brazil
22	Selena Gomez	86 <sup>[28]</sup>	Musician and actress	United States



# The social media landscape











- Founded in 2006
- 465 million users (April 2022)
- 500 million tweets / day

Rank ↕	Change	Account name ↕	Owner ↕	Followers (millions) ↕
1	—	@BarackObama	Barack Obama	131.9
2	—	@justinbieber	Justin Bieber	114.2
3	—	@katyperry	Katy Perry	108.8
4	—	@rihanna	Rihanna	106.5
5	—	@Cristiano	Cristiano Ronaldo	100.2
6	▲	@elonmusk	Elon Musk	93.4
7	▼	@taylorswift13	Taylor Swift	90.3
—	—	@realDonaldTrump <sup>[3]</sup>	Donald Trump	88.8
—	—	@ArianaGrande <sup>[4]</sup>	Ariana Grande	85.3
8	—	@ladygaga	Lady Gaga	84.7
9	▲	@narendramodi	Narendra Modi	78.8
10	▼	@TheEllenShow	Ellen DeGeneres	77.5
11	—	@YouTube	YouTube	75.1
12	—	@KimKardashian	Kim Kardashian	72.4
13	—	@selenagomez	Selena Gomez	65.8
14	—	@jtimberlake	Justin Timberlake	63.1
15	—	@cnnbrk	CNN Breaking News	63.0
16	—	@Twitter <sup>[a]</sup>	Twitter	61.8
17	—	@BillGates	Bill Gates	58.9
18	—	@CNN	CNN	58.1
19	▲	@NASA	NASA	57.0




# Context

	facebook 	twitter 	Linked 	 YouTube
	748,874	2.5 M	261 K	158 K
	520	1086	269	13
	131,268	75.1 K	212 K	6.38 K
	234	563	25	334 K views



# QUASAR Group Campaigns

	Year	facebook 	twitter 
Star Wars Day	2018	165 K	62 K
Marie Curie Day	2018	2 K	58 K
Women in Science	2018	1 K (QG only)	35 K
EuPRAXIA Symposium	2019	11 K	102 K
Star Wars Day	2019		63 K (*)
World Cancer Day	2020	3.6 K	96 K
Women in Science	2020		47 K
CI Women in Science	2022	8.2 K	8 K

(\*) 115 K via CERN





# Group Discussion

- What do we want – Objectives
- Where do we stand – Evaluation
- What should we do – Plan