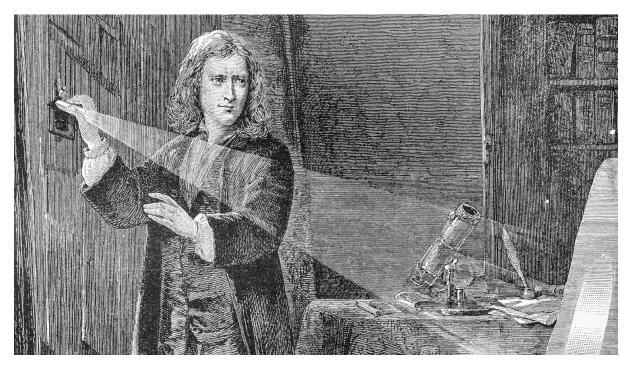


# Communication and Outreach: Social Media *Group discussion*









"Plato is my friend, Aristotle is my friend, but my greatest friend is truth."— Isaac Newton









"Publish or perish" – *Anonymous* 







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

"Publish or perish" – *Anonymous* 









"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







**APR** 2022

#### OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL MEDIA USERS



4.65

BILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USERS



+0.7%

+32 MILLION

SOCIAL MEDIA USERS

vs. POPULATION AGE 13+

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS



+7.5% +326 MILLION 2H 29M

AVERAGE DAILY TIME SPENT

**USING SOCIAL MEDIA** 

YOY: +4.9% (+7M)



GWI.

we are social

AVERAGE NUMBER OF SOCIAL

PLATFORMS USED EACH MONTH

SOCIAL MEDIA USERS vs. TOTAL POPULATION



58.7%

75.1%



SOCIAL MEDIA USERS

93.1%





45.8%





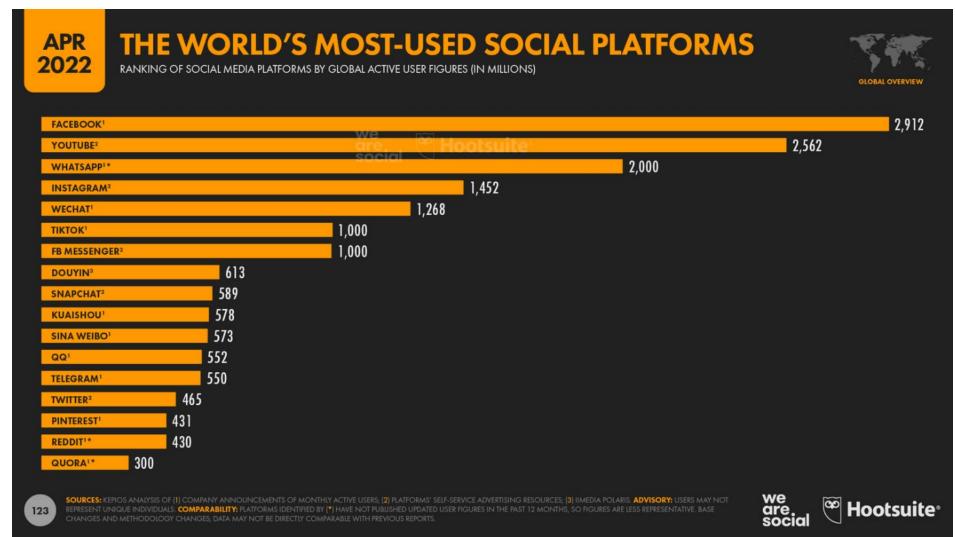
54.2%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH; U.N.; U.S. CENSUS BUREAU. DATA FOR TIME SPENT AND AVERAGE NUMBER OF PLATFORMS: GWI (Q4 2021). SEE GWI.COM FOR MORE DETAILS. NOTE: FIGURE FOR "AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH" INCLUDES DATA FOR YOUTUBE. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH VS. POPULATION AND REACH VS. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA











**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%

LINKEDIN AD REACH

vs. POPULATION AGED 18+

QUARTER-ON-QUARTER CHANGE IN LINKEDIN AD REACH



+2.4%

+20 MILLION





43.2%

+11.1% +82 MILLION

YEAR-ON-YEAR CHANGE

IN LINKEDIN AD REACH

365

MALE LINKEDIN AD REACH vs. TOTAL LINKEDIN AD REACH



56.8%

LINKEDIN AD REACH vs. TOTAL INTERNET USERS



16.6%



14.9%





SOURCES: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; KEPIOS ANALYSIS. ADVISORY: AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR REGISTERED MEMBER BASE, FIGURES FOR REACH VS. POPULATION AND REACH VS. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTE:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** THE FIGURES PUBLISHED IN LINKEDIN'S ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT ACTIVE USERS), SO FIGURES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH OTHER PLATFORMS.

**KEPIOS** 



MAIN REASONS FOR USING SOCIAL MEDIA **APR** PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS 47.5% **KEEPING IN TOUCH WITH FRIENDS AND FAMILY** 36.6% FILLING SPARE TIME **READING NEWS STORIES** 31.0% FINDING CONTENT (E.G. ARTICLES, VIDEOS) 29.2% SEEING WHAT'S BEING TALKED ABOUT 27.6% FINDING INSPIRATION FOR THINGS TO DO AND BUY FINDING PRODUCTS TO PURCHASE 26.6% 23.7% MAKING NEW CONTACTS 23.7% SHARING AND DISCUSSING OPINIONS WITH OTHERS WATCHING LIVE STREAMS 23.7% 22.8% SEEING CONTENT FROM YOUR FAVOURITE BRANDS 22.5% **WORK-RELATED NETWORKING OR RESEARCH** 22.1% FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS 21.9% WATCHING OR FOLLOWING SPORTS 21.4% **FOLLOWING CELEBRITIES OR INFLUENCERS** POSTING ABOUT YOUR LIFE 21.3% Hootsuite SOURCE: GWI (Q4 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.



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%	71.1%	64.3%
INSTAGRAM	61.3%	62.2%	51.2% GWI	49.9%	69.9%
LINKEDIN	12.5%	26.2%	28.8%	14.2%	16.9%
PINTEREST	24.2%	37.9%	15.3%	7.7%	16.0%
REDDIT	37.8%	30.0%	33.9%	11.1%	17.4%
SNAPCHAT	34.6%	21.0%	20.2%	34.3%	40.3%
TIKTOK	77.4%	31.3%	29.1%	15.1%	33.9%
TWITTER	36.5%	35.8%	59.7%	20.9%	29.6%



SOURCE: GWI (Q4 2021). SEE GWLCOM FOR FUIL DETAILS. NOTES: DOES NOT INCLUDE DATA FOR USERS IN CHINA, FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY MAYE USED THE SOCIAL MEDIA PLATFORM DETAILED IN THE LEFTMOST COLUMN OF EACH ROW AT LEAST ONCE IN THE PAST MONTH, AND WHO ALSO SAY THAT THEY USE THAT PLATFORM FOR THE ACTIVITY DETAILED IN THE ROW AT THE POP OF EACH COLUMN. TABLE VALUES IN BOLD OR ANGE TEXT IDENTIFY THE TOP VALUE IN EACH ROW, AND DENOTE THE MOST POPULAR ACTIVITY AMONGST USERS OF EACH PLATFORM. (1) FIGURES FOR FACEBOOK INCLUDE FACEBOOK MESSENGER.







## facebook (7)

- 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	
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	<b>■</b> 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	<b>■◆■</b> Canada
21	Neymar	89 <sup>[27]</sup>	Football player	Brazil
22	Selena Gomez	86 <sup>[28]</sup>	Musician and actress	United States





- 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	<b>A</b>	@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	<b>A</b>	@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	<b>A</b>	@NASA	NASA	57.0



## Context

	facebook (f)	twitter <b>y</b>	Linkedin	<b>YouTube</b>
CERN	748,874	2.5 M	261 K	158 K
The Cockcroft Institute of Accelerator Science and Technology	520	1086	269	13
UNIVERSITY OF LIVERPOOL	131,268	75.1 K	212 K	6.38 K
OUASAR GROUP	234	563	25	334 K views



## **QUASAR Group Campaigns**

	Year	facebook (f)	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