



How to Engage Public in Science Through Instagram?

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EPS-HEP conference

CERN on Instagram



cern

1'247 Posts 724 k Followers 103 Following

CERN
#CERN, the European Organization for Nuclear Research, is the world's largest particle physics laboratory.

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home.cern/
1 Esplanade des Particules, Meyrin, Switzerland

Global Audience

Major Age Group: 18 – 44

Gender: 76.78% Men, 23.22% Women



Liked by nevtiaricha and 17'212 others
cern Festive vibes from CERN! ✨

Tell us how would you decorate this #Christmas under the small wheels at @atlasexperiment? 🎄

We will pin our top 3 favourite ideas from the comments!

the_5quatch You could use strings of lights that look like tiny Van De Graaff generators. The commercial ones with the evacuated bulb that look like snow globes full of lightning. I think that would be awesome to use as Christmas lights!
12w Pinned 3 likes Reply

matteoinfantino @cern a Christmas tree decorated with a series of lenses that rotate around the tree (reflecting white light) in an almost circular way where a prism of light is placed in place of the star which eventually divides the light into all its components. instead of using the classic lights
12w Pinned 6 likes Reply

nevtiaricha We could have all the Scientists as Christmas baubles on the tree! 🎄🌟🎁
12w Pinned 2 likes Reply

Pin Comments

Boost positive comments and ideas

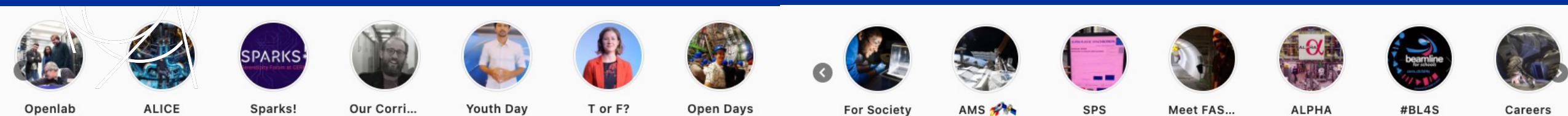


Instagram Feed

Images, Videos, Gifs, Carrousel

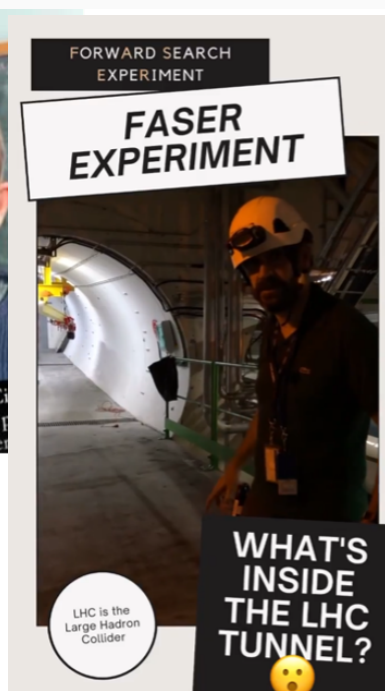


Stories and Highlights



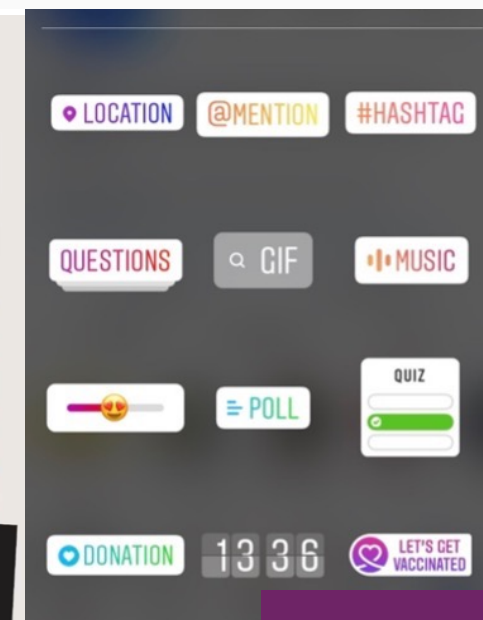
Dark Matter Day 2020

Let audience ask a question in video format
And scientists answer in videos too!



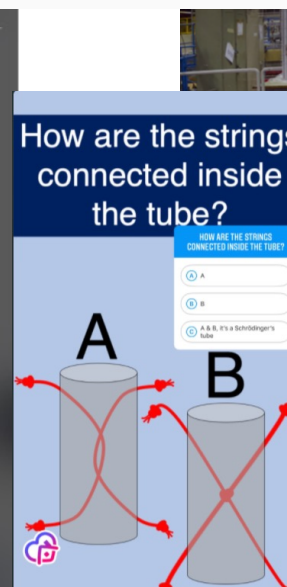
Tell a Story

Think of a Narrative and a Narrator



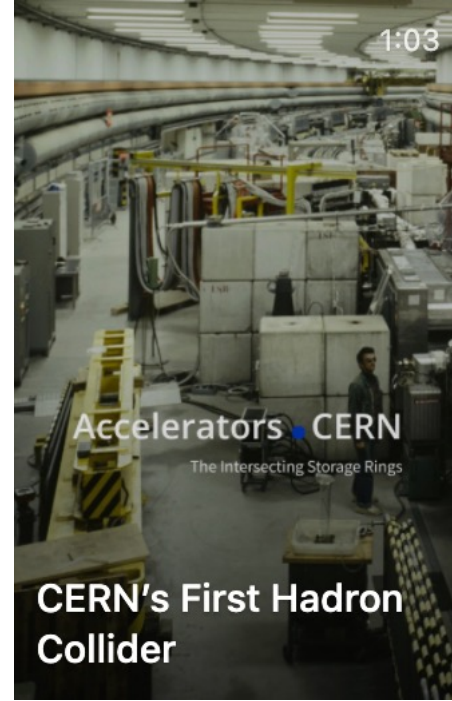
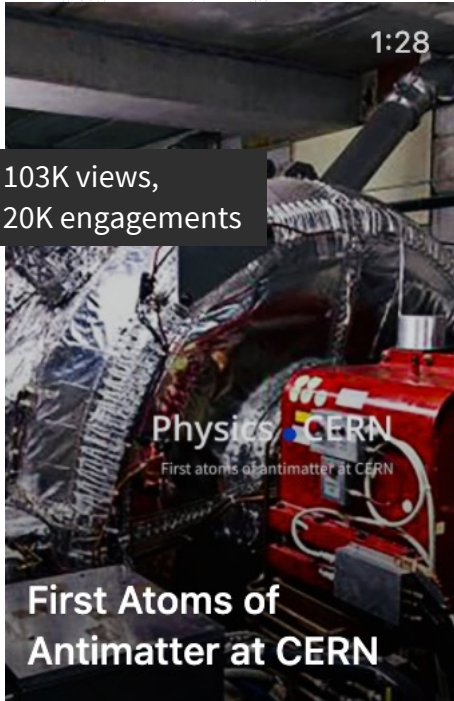
Instagram Elements

Use quiz feature



Stories most completed

IGTVs



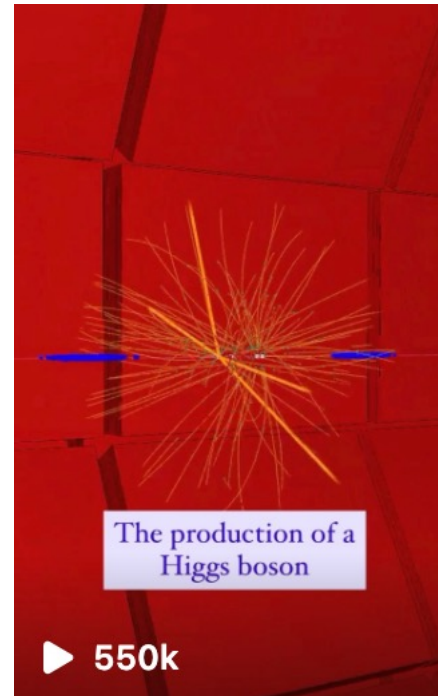
Experiments and Physics results
Stories covered in press releases, media updates



Throwback Thursday edition
Sharing CERN's history



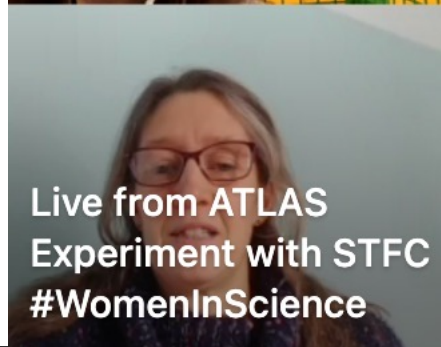
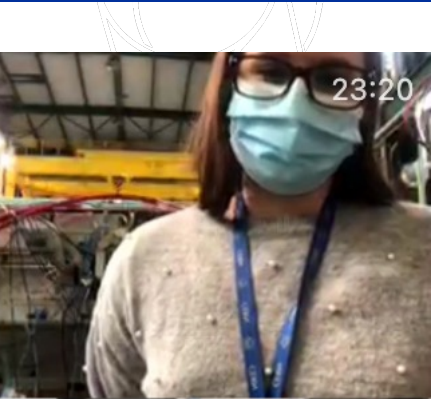
Reels



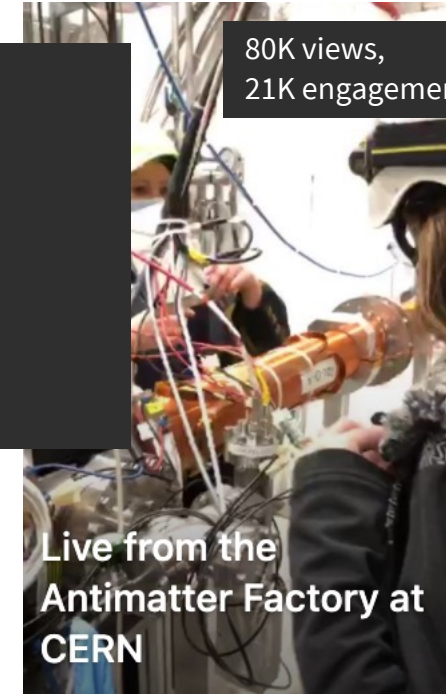
Short Video Content

A 30-second chance to inspire audience from non-science backgrounds as well

Lives and Q&As



Live from the Antimatter Factory and CCC at CERN
Showing CERN and the faces of science



80K views,
21K engagements



Women in Science Campaign
Cross-channel Live between various collaboration

What next?



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