CROWD-SOURCED PARTICLE PHYSICS STORIES FROM

DESY-CMS

LUCIA COLL SARAVIA, ANDREA CARDINI AND FREYA BLEKMAN

MEYRIN, SWITZERLAND

WHO WE ARE?

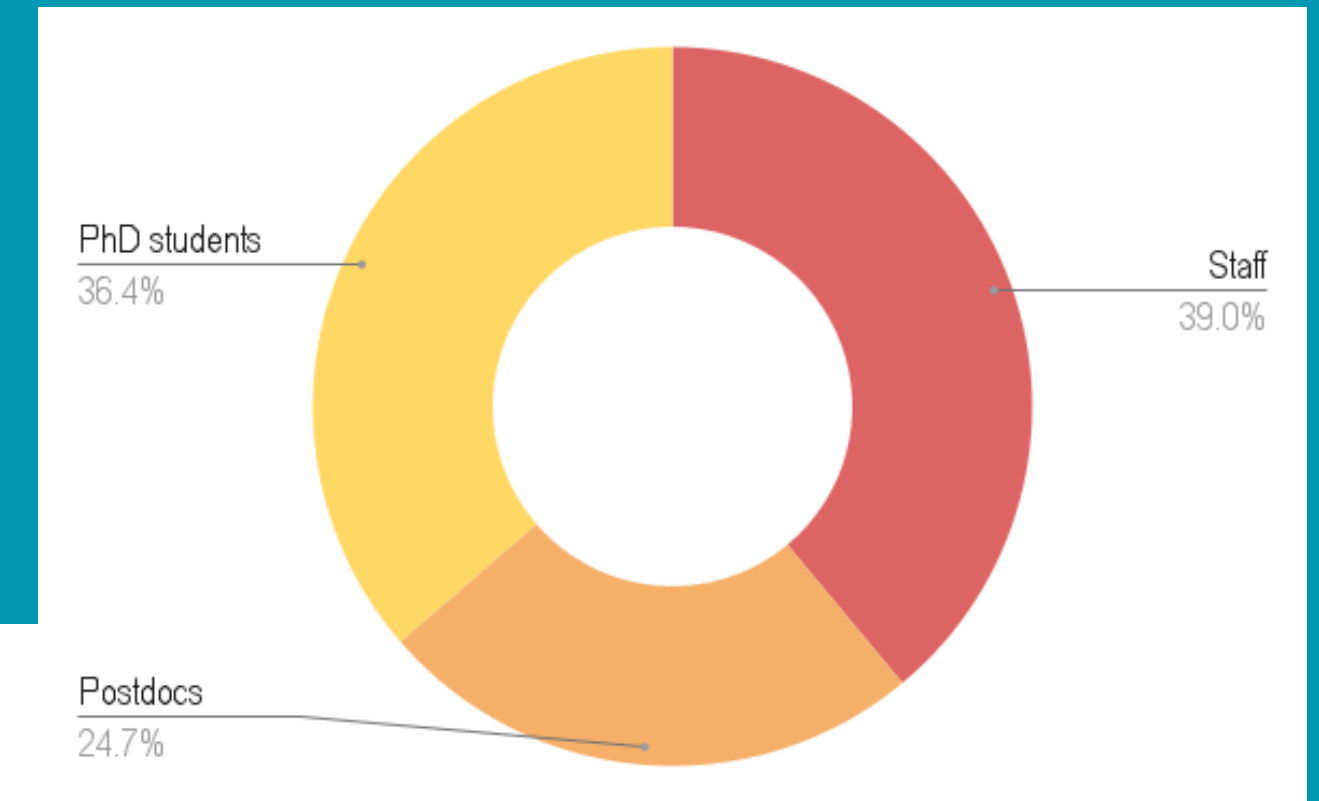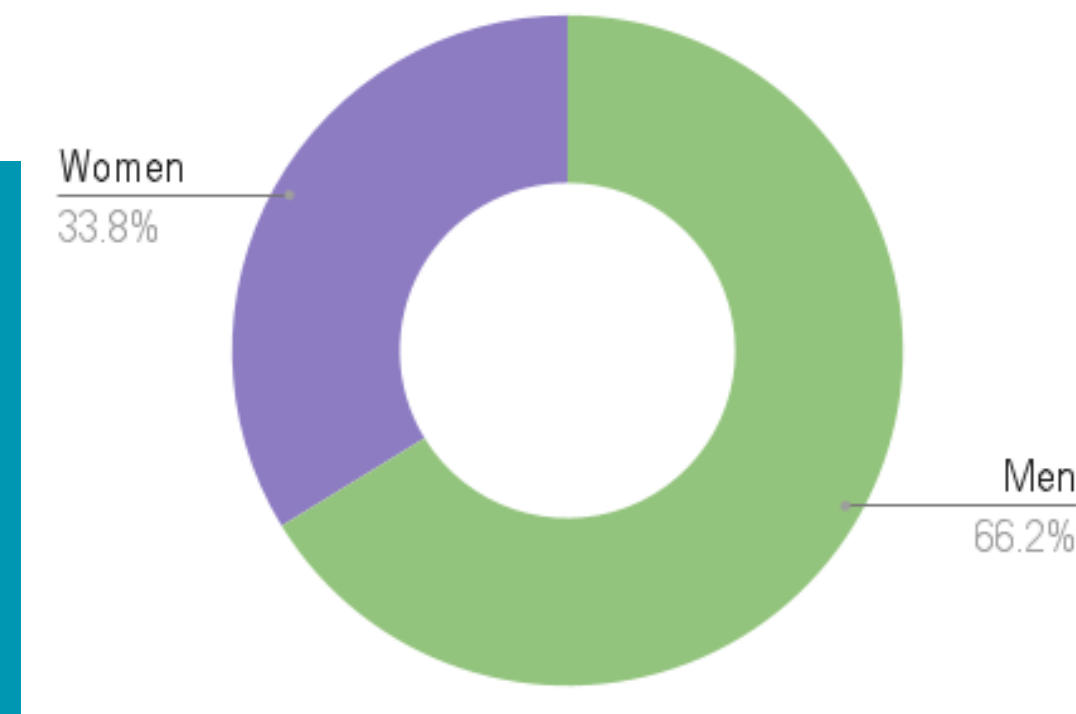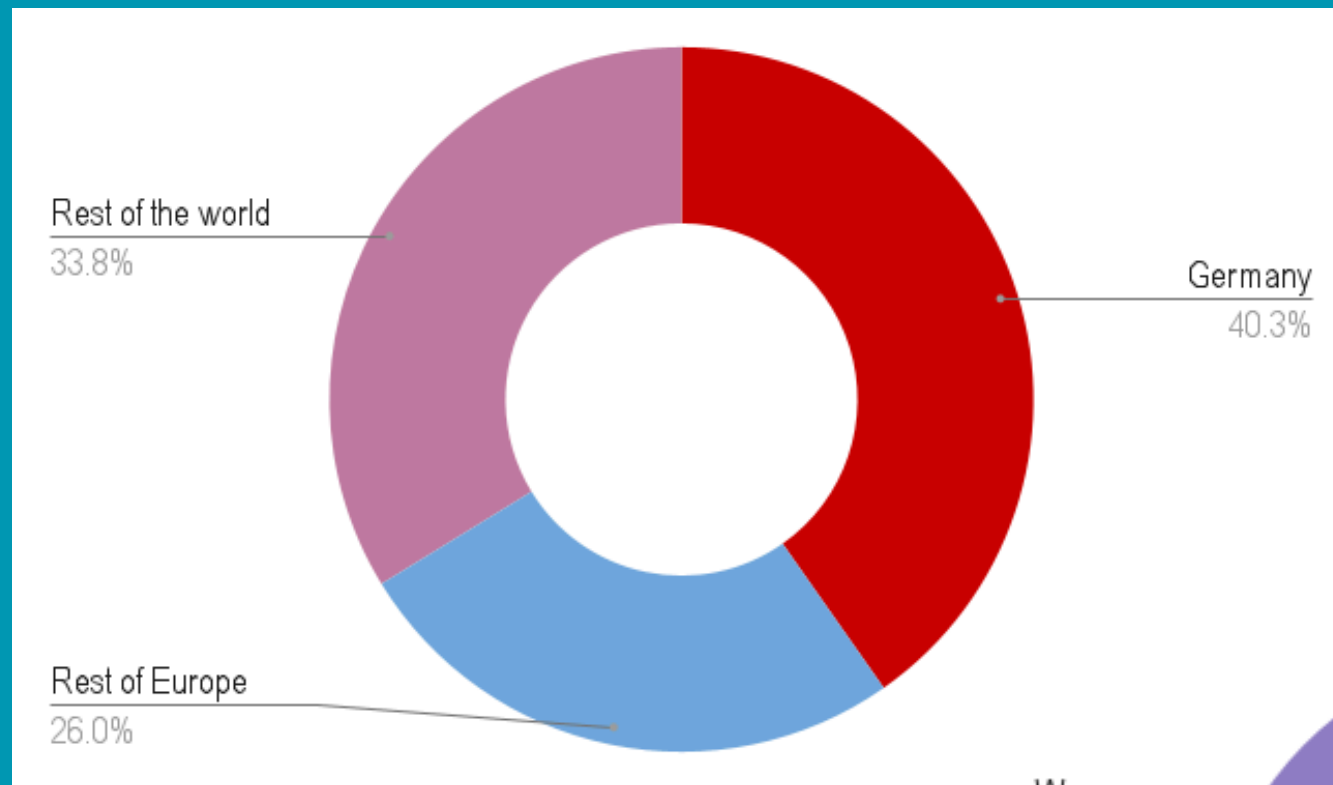HAMBURG, GERMANY

CMS
CERN

📍 MEYRIN, SWITZERLAND

WHO WE ARE?

DESY.

📍 HAMBURG, GERMANY

2

WHO WE ARE?

Rest of the world
33.8%

Germany
40.3%

Rest of Europe
26.0%

PhD students
36.4%

Staff
39.0%

Postdocs
24.7%

Women
33.8%

Men
66.2%

We want to create a space that represents ALL of us, showing the science we develop but also our team as a human group.
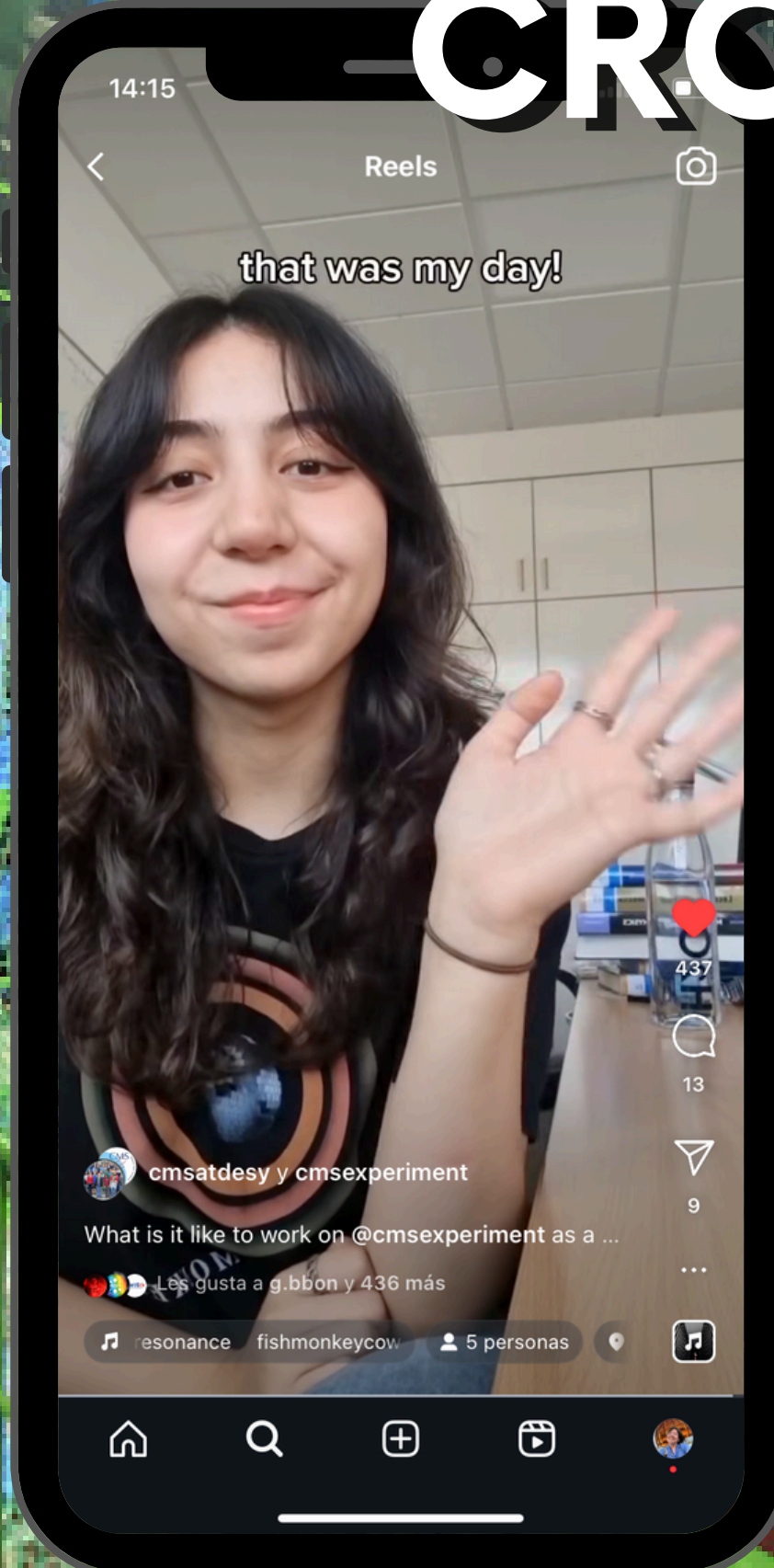
4

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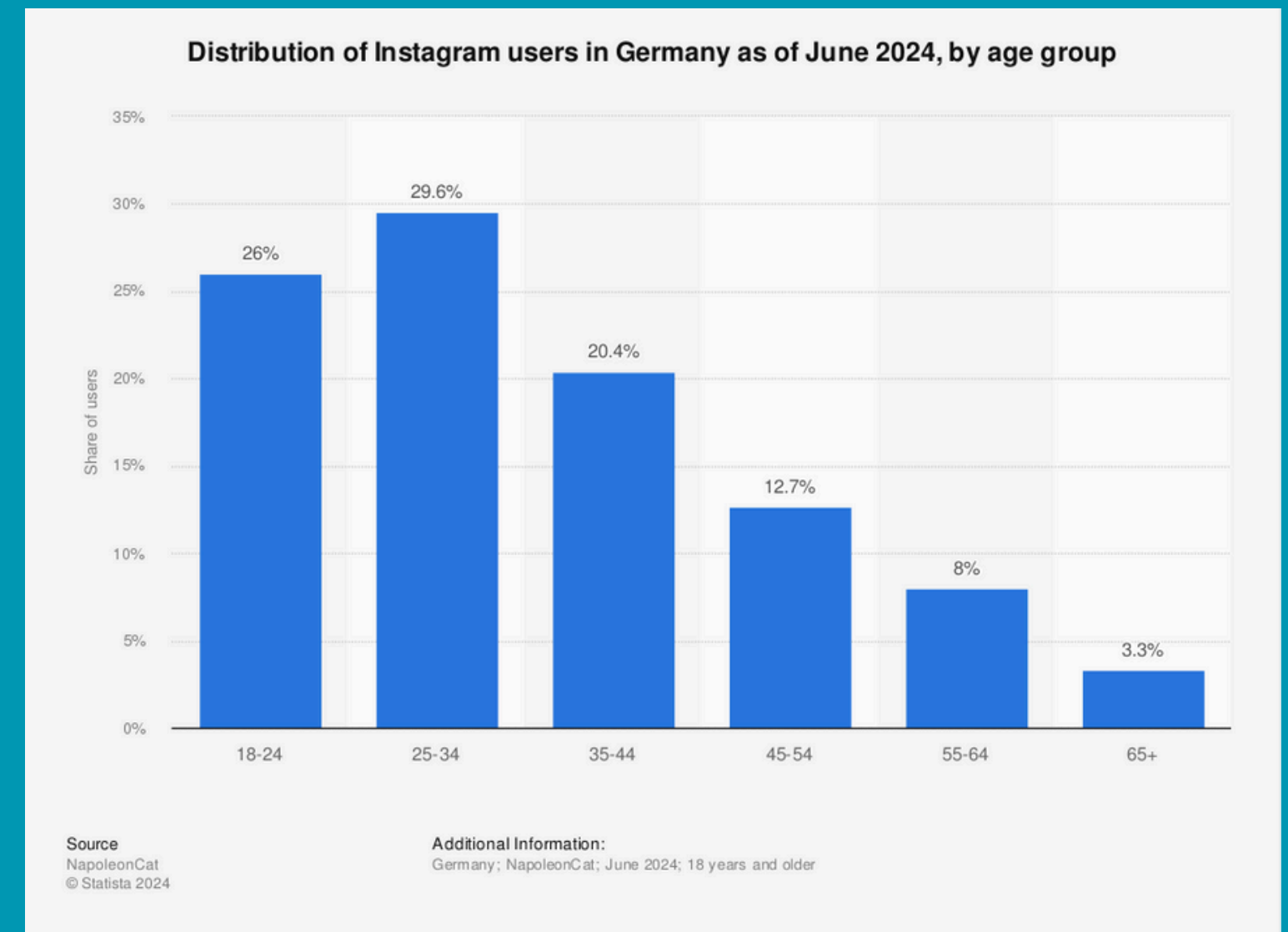
WHAT TO DO?
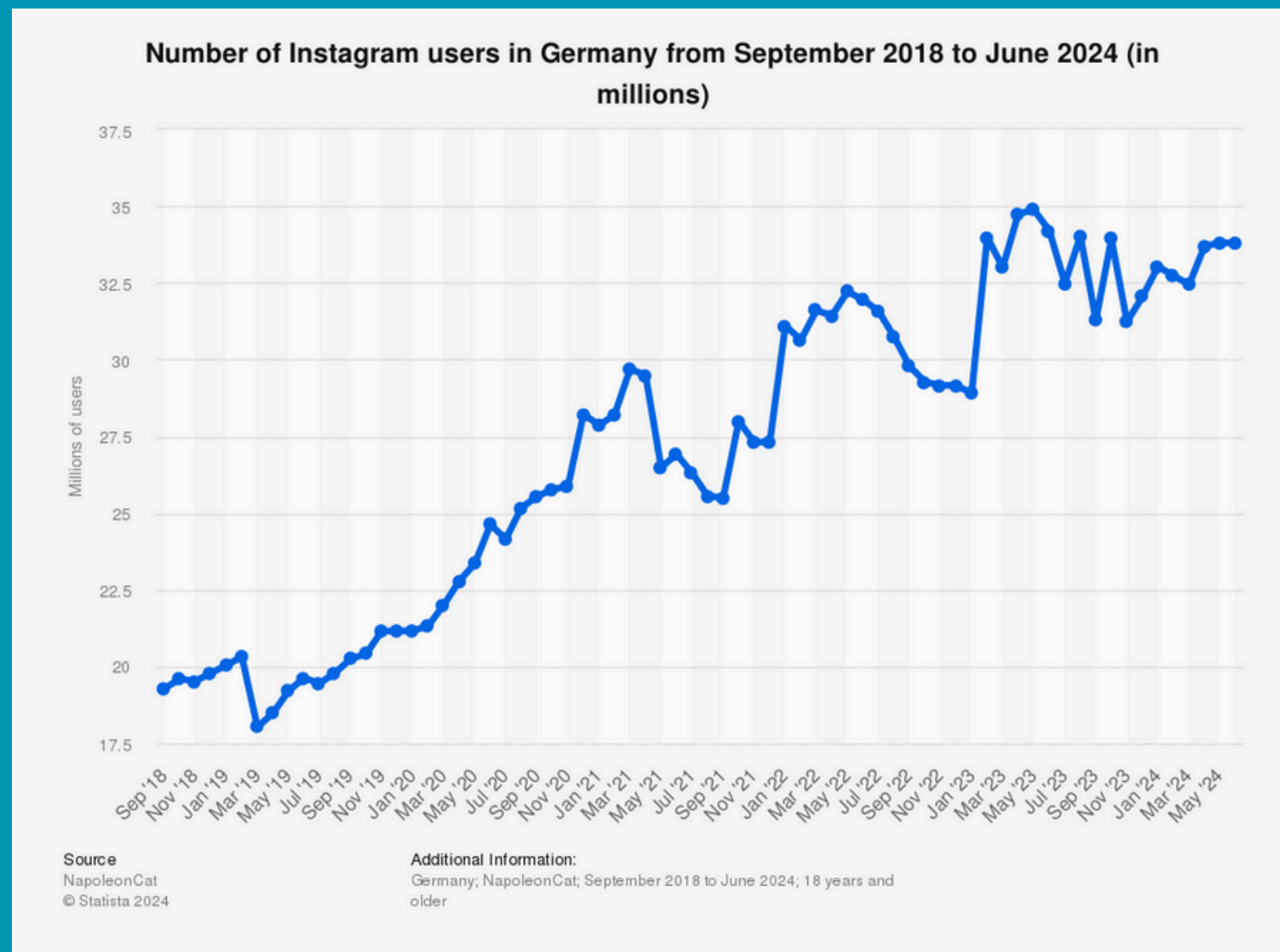
CROWD-SOURCED PARTICLE PHYSICS STORIES

We have decided to create an IG account with all our stories, shared by each of us.

WHY INSTAGRAM?

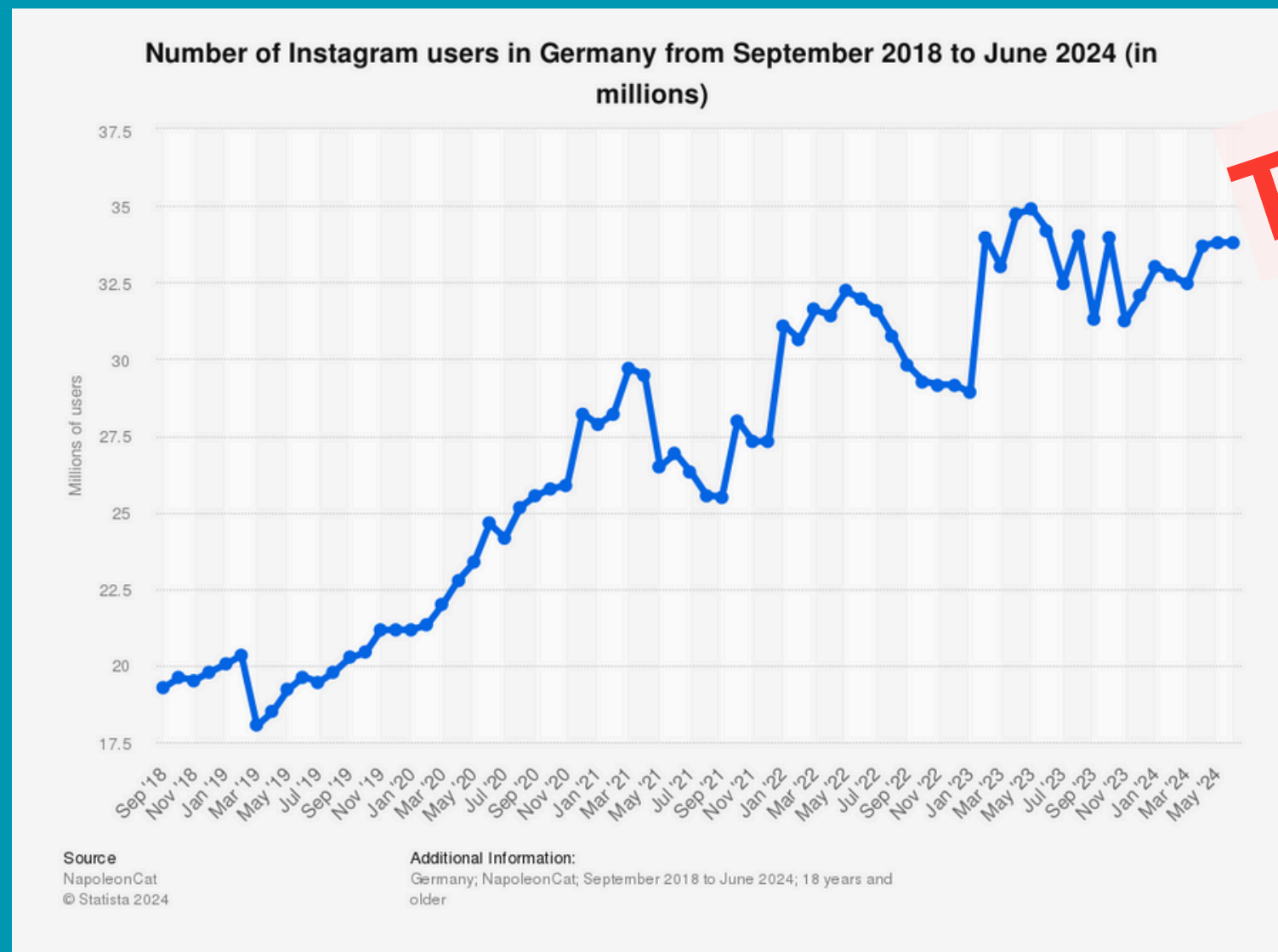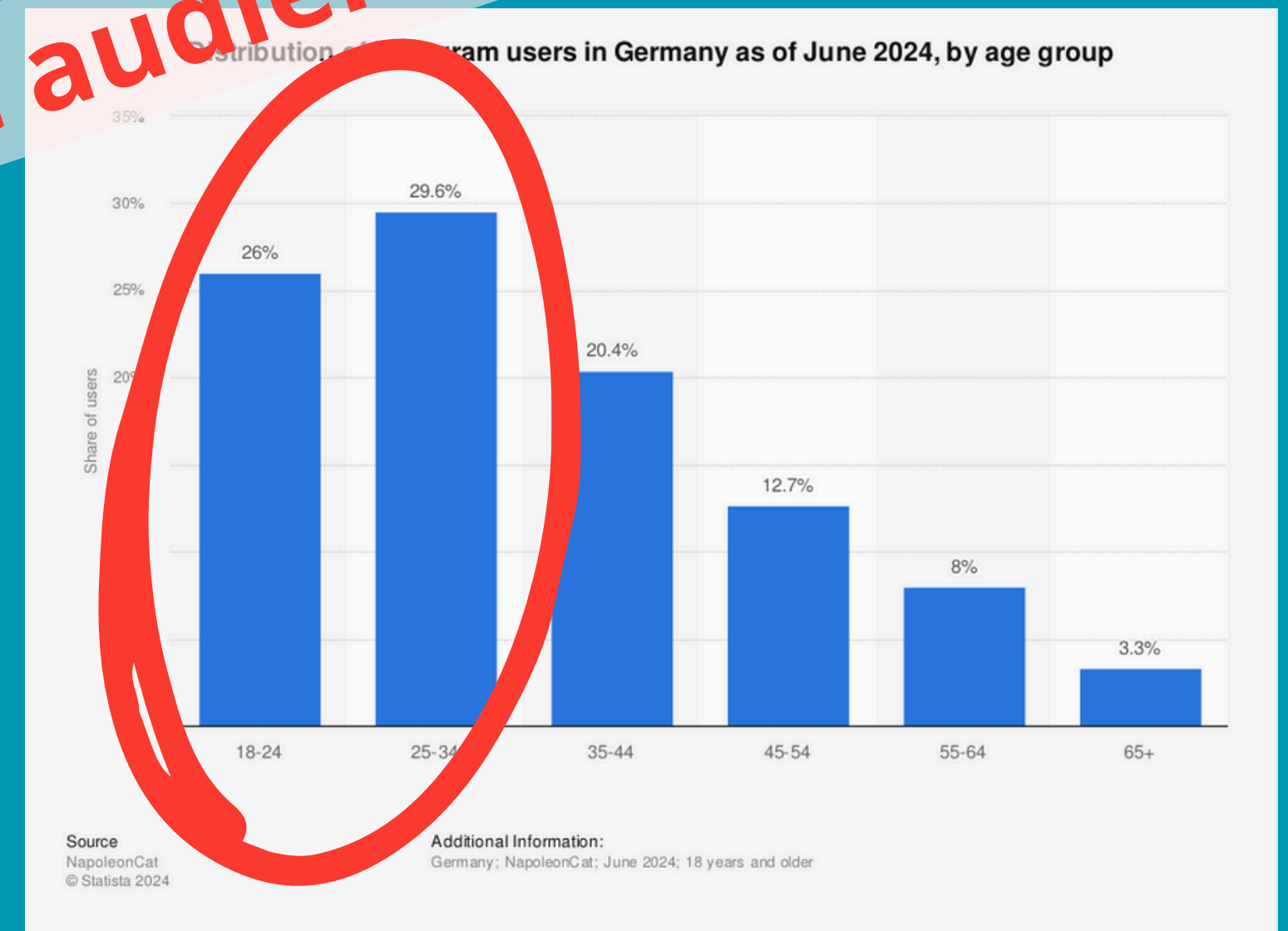
Number of Instagram users in Germany from September 2018 to June 2024 (in millions)

Distribution of Instagram users in Germany as of June 2024, by age group

+30 millions of users in Germany the last year, +50% of them in our target age group.

WHY INSTAGRAM?

Target audience

Number of Instagram users in Germany from September 2018 to June 2024 (in millions)

Distribution of Instagram users in Germany as of June 2024, by age group

26% (18-24), 29.6% (25-34), 20.4% (35-44), 12.7% (45-54), 8% (55-64), 3.3% (65+)

+30 millions of users in Germany the last year, +50% of them in our target age group.

STRATEGIES

1
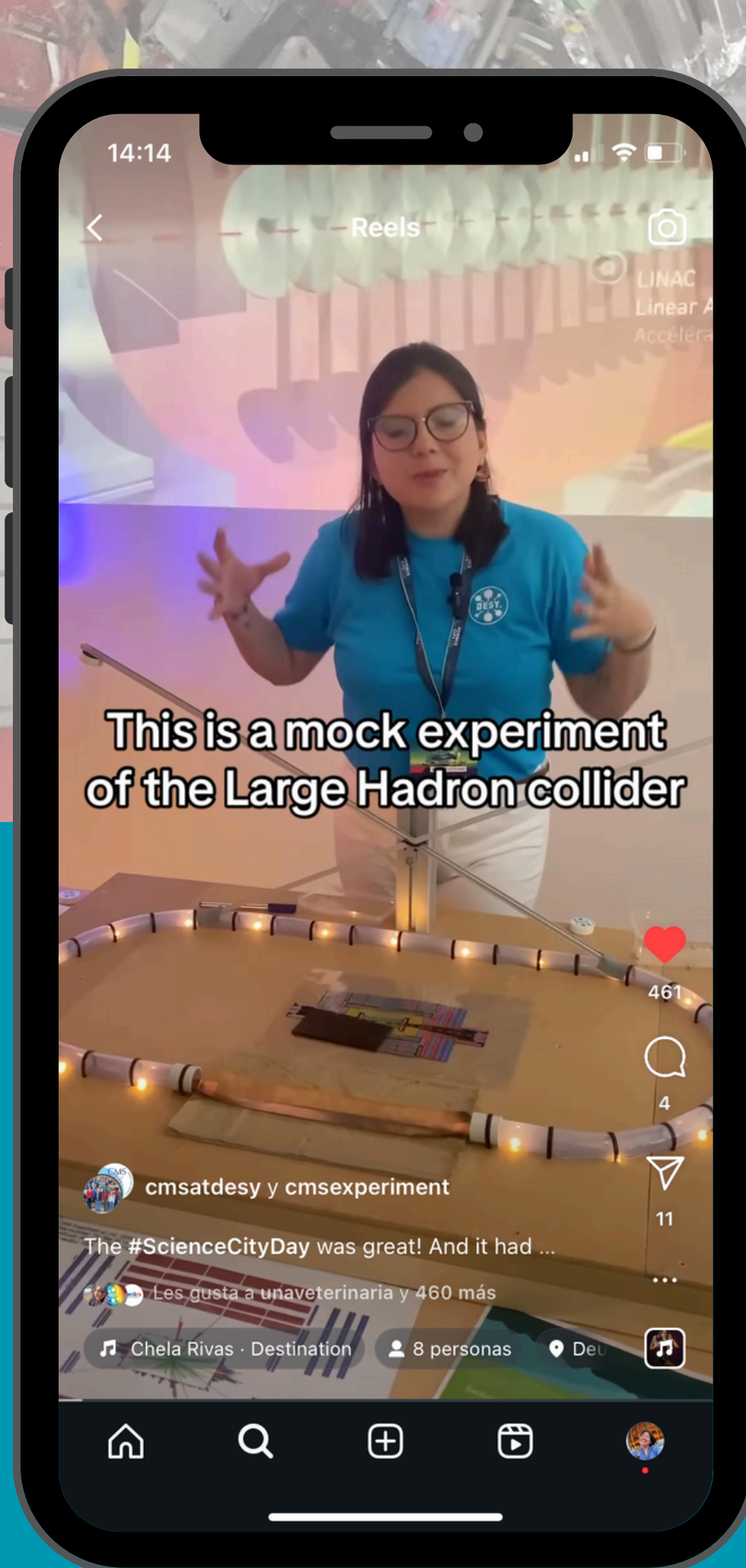OUTREACH

2
SCICOMM

3
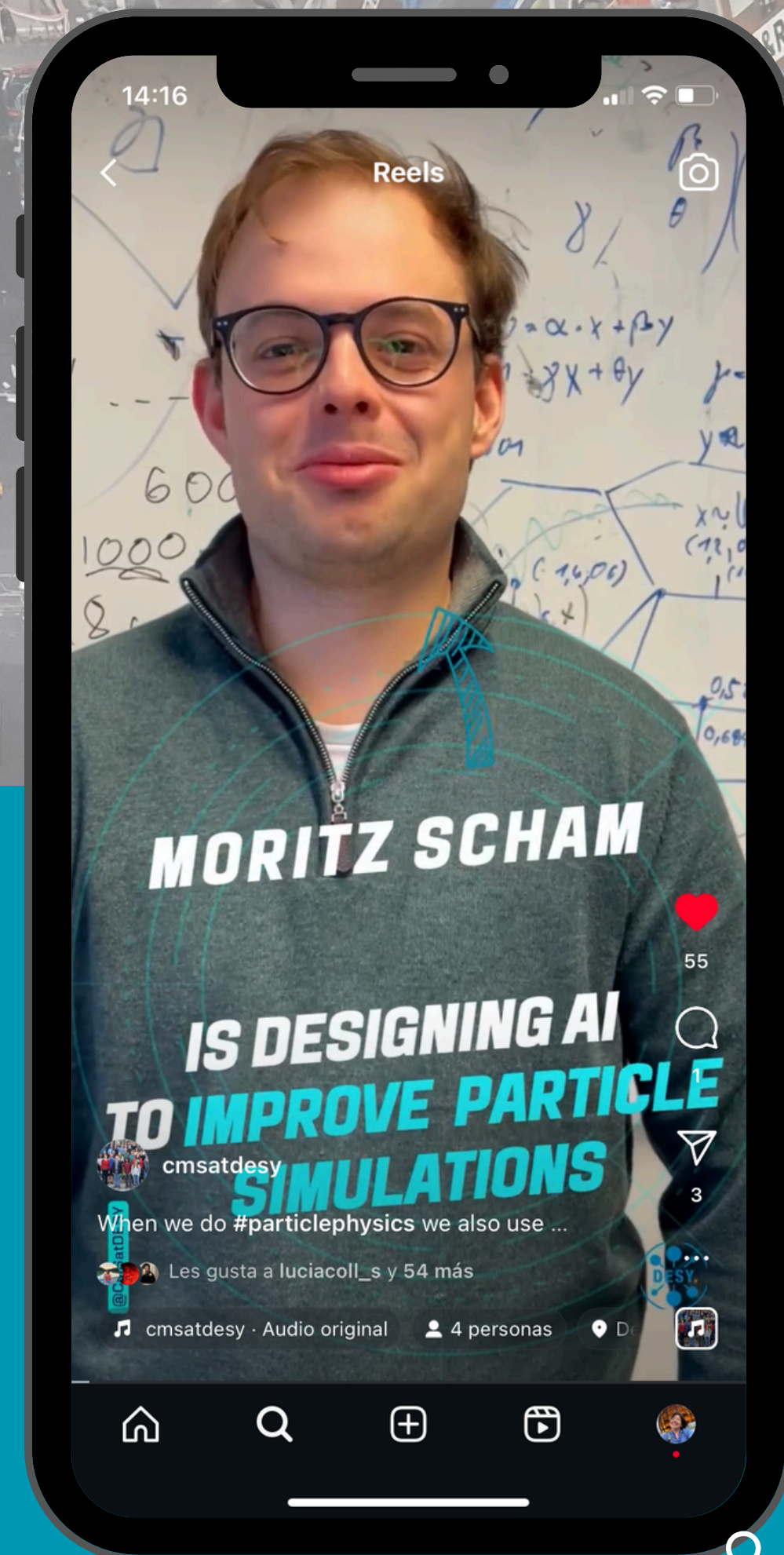TRAINING LOCAL PEOPLE

4
RECRUITMENT

OUTREACH

1

For catching attention of general public. Our target audience does not necessarily has a particle physics background. We want to generate a genuine interest in it.
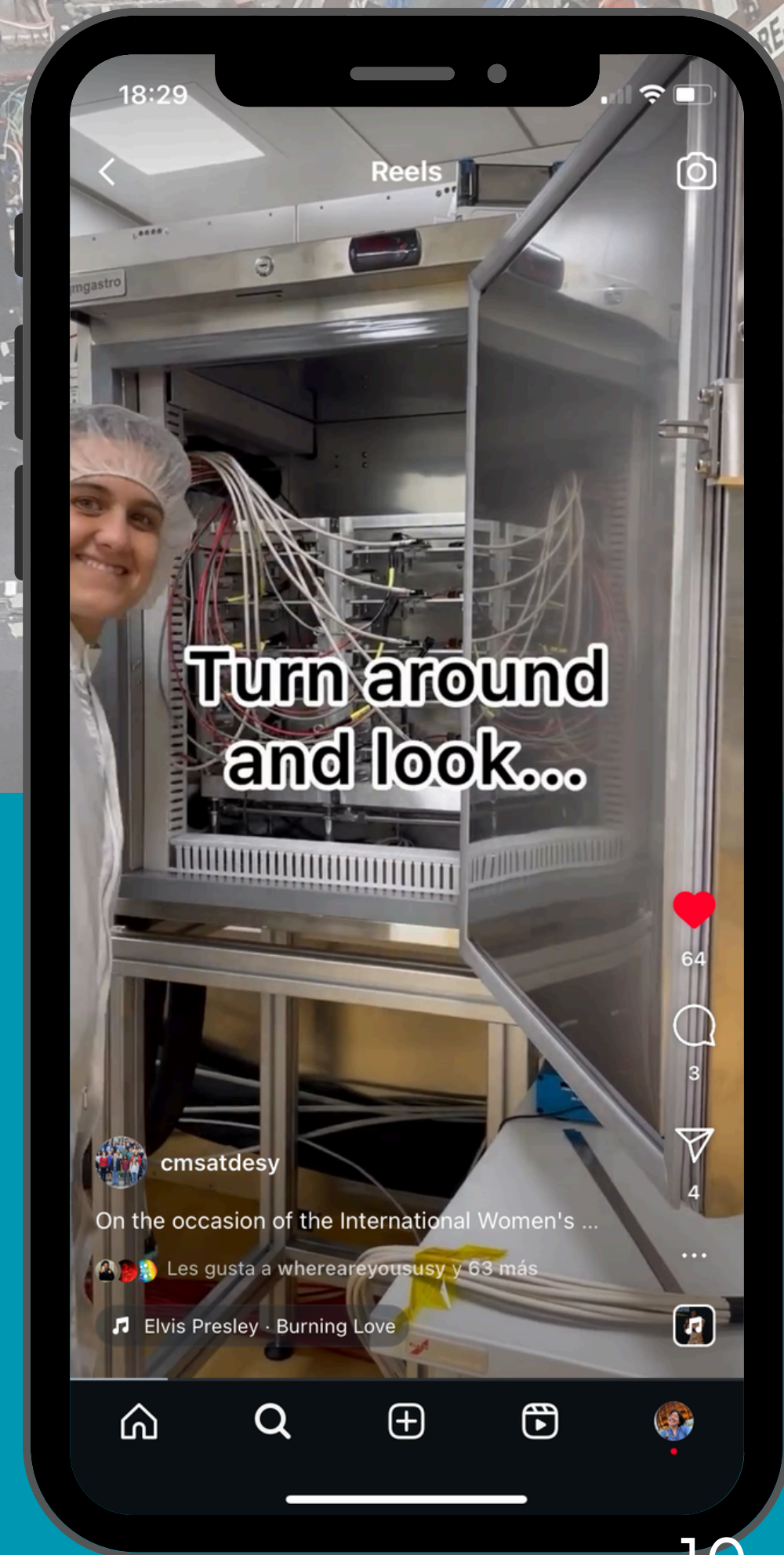
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SCI-COMM

2

Latest particle physics results are not well known outside academia. We want to show they are interesting, useful, and make it personal, giving credit to the people behind.
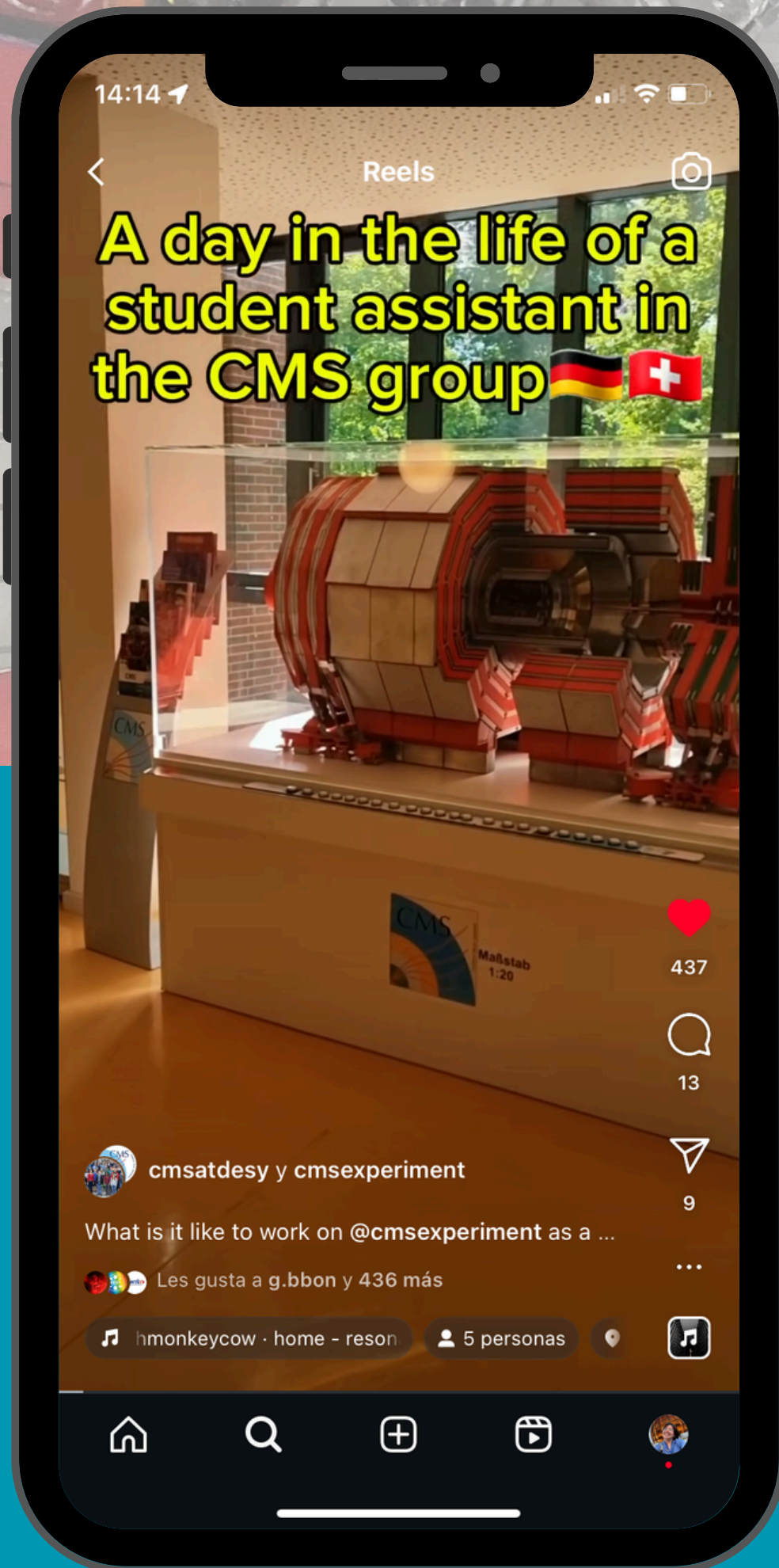
TRAINING OF LOCAL PEOPLE

3

Give science communication training to people in different stages of the career from our group.

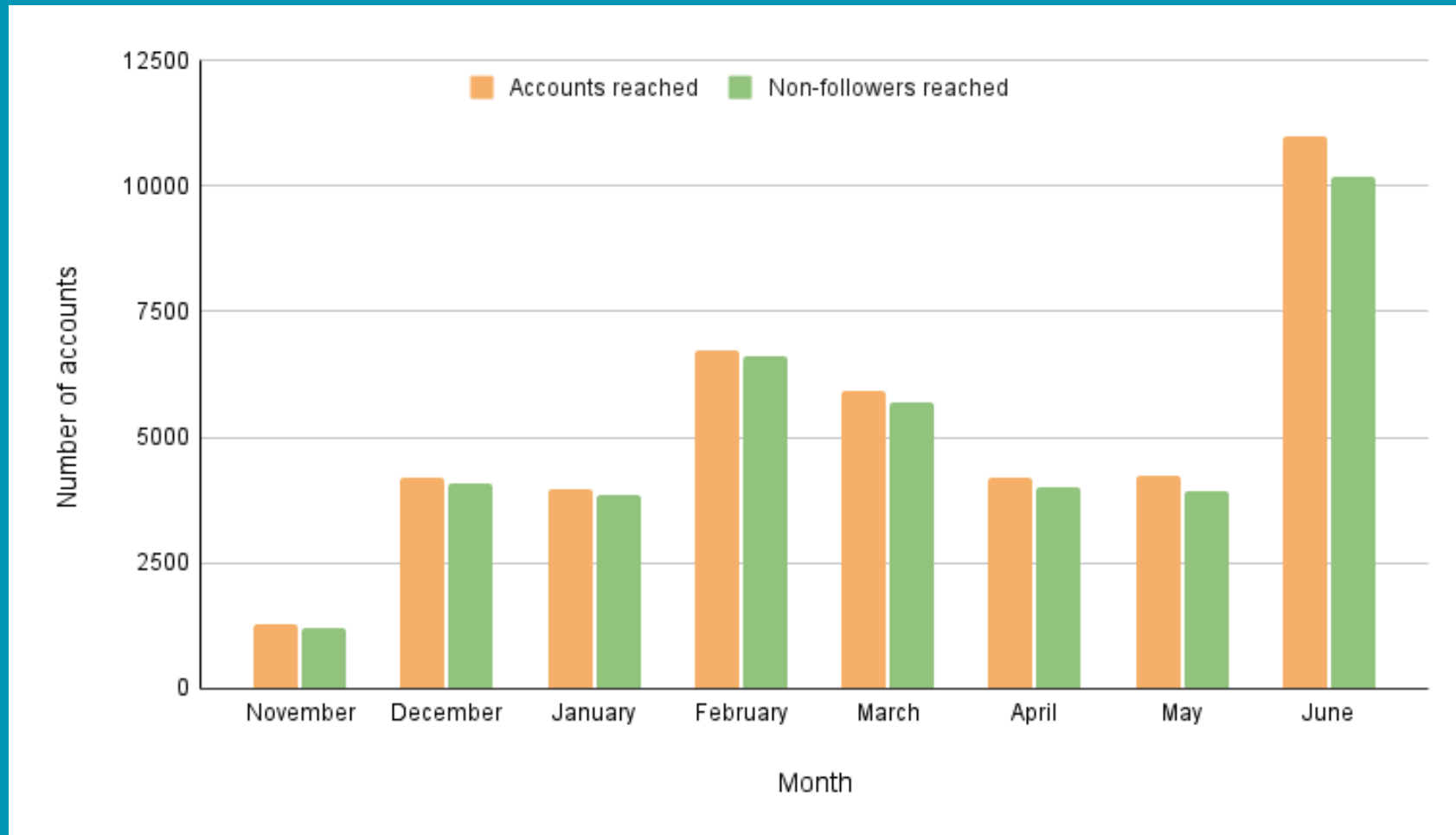@cmsatdesy

RECRUITMENT

4

Reach young scientists, in Germany and around the world, that could be interested in joining us by showing the **life at the lab**.
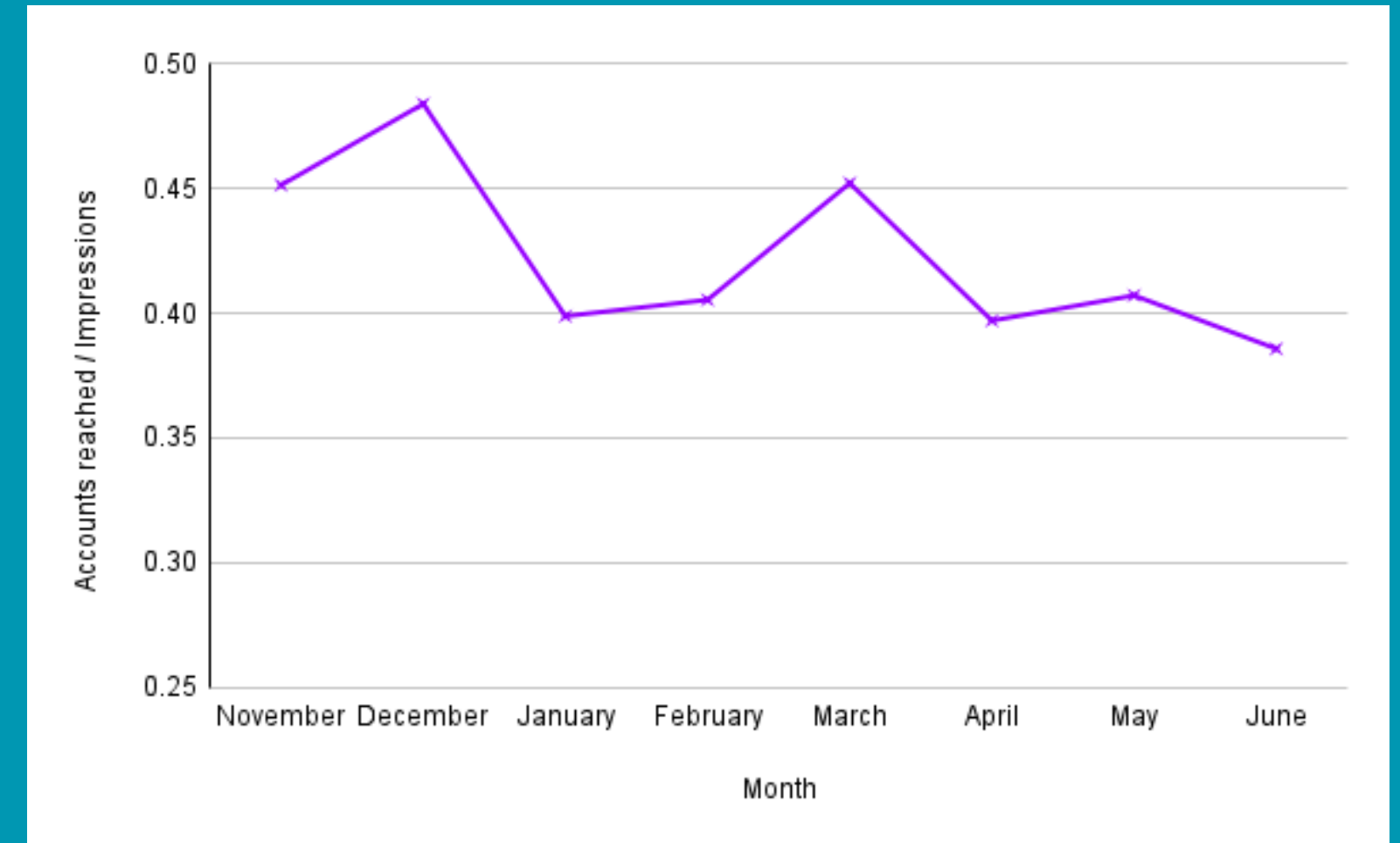
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PERFORMANCE

PERFORMANCE

As this is a new account, the accounts reached are mostly non-followers. Beside some fluctuations, the trend is to grow.
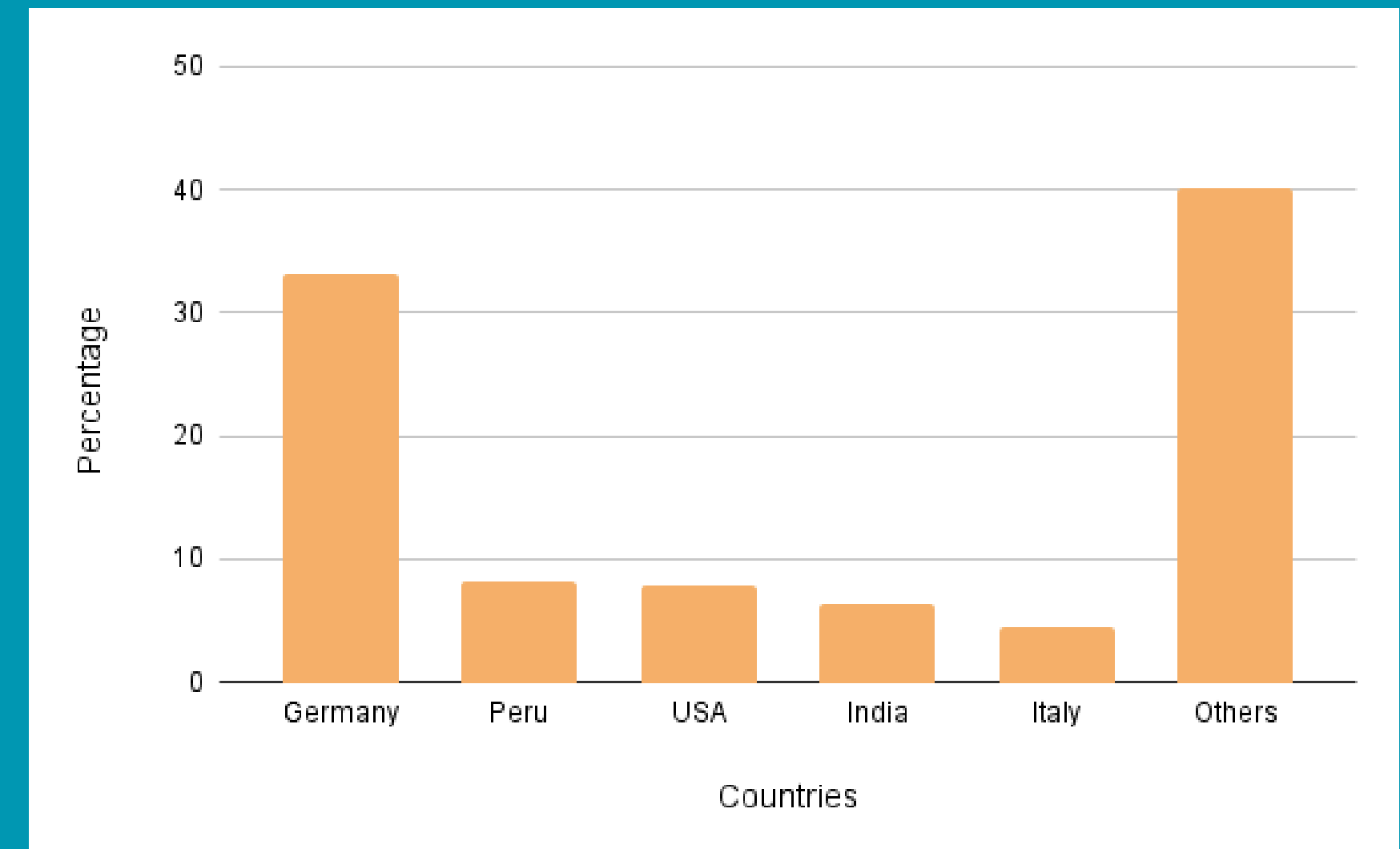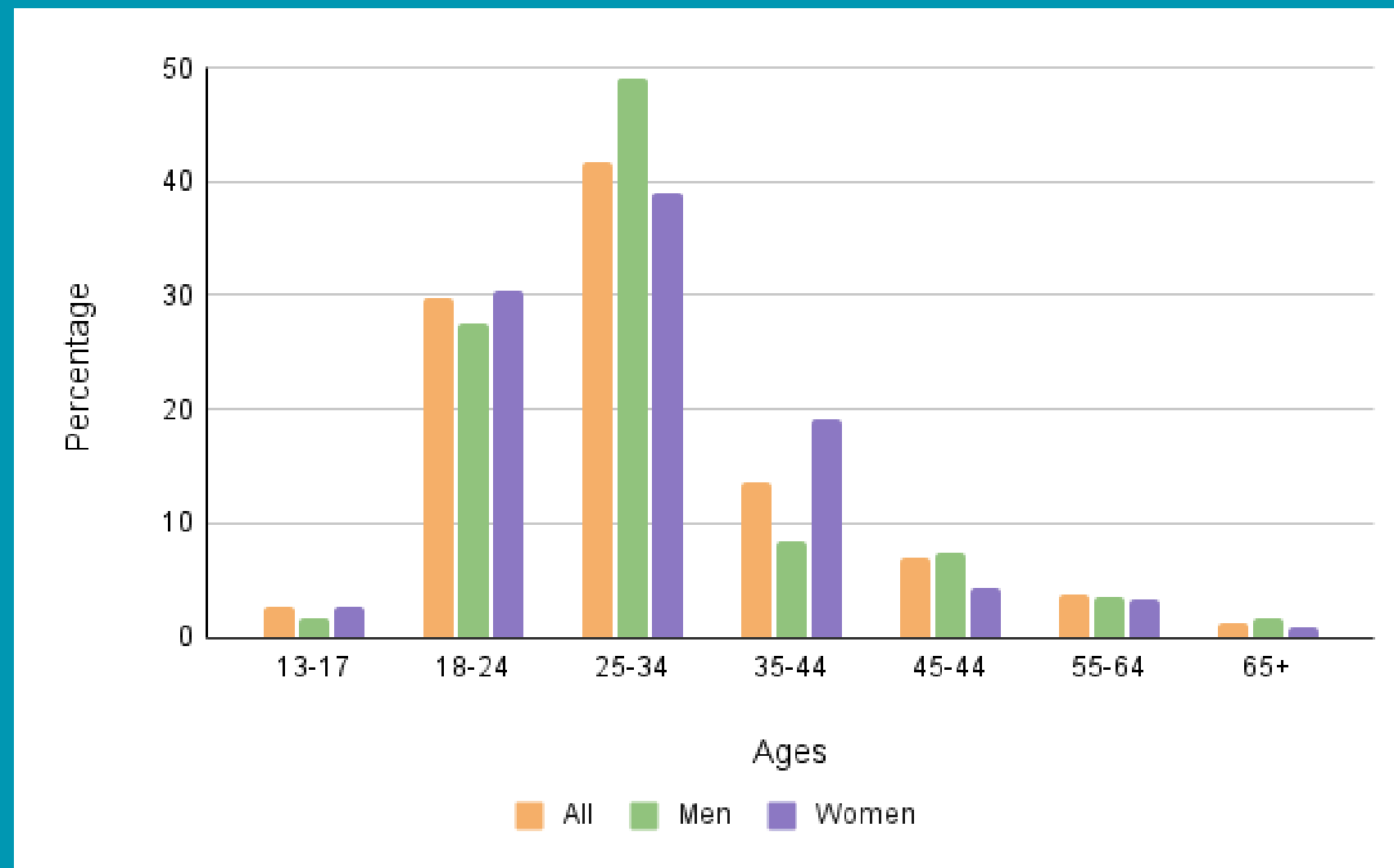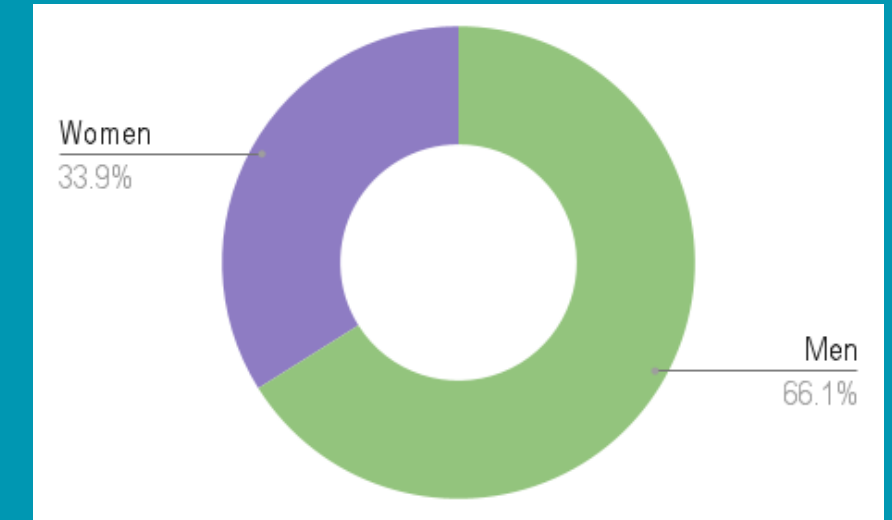
Over 35% accounts are choosing to watch our content.

*Impressions: times the content was shown
*Accounts reached: times the content was chose to be seen.

PERFORMANCE

Successfully reaching our target audience, in age and geographic location.

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ORGANIZATION BEHIND

- Team composed by people working full time in science

Tasks:
1. Search for people in our group with recently published results or with the will to collaborate with *life at the lab* content.
2. Advice and work with them on producing the best content possible.
3. Keep a schedule of publications and events of the group.
4. Manage the account.

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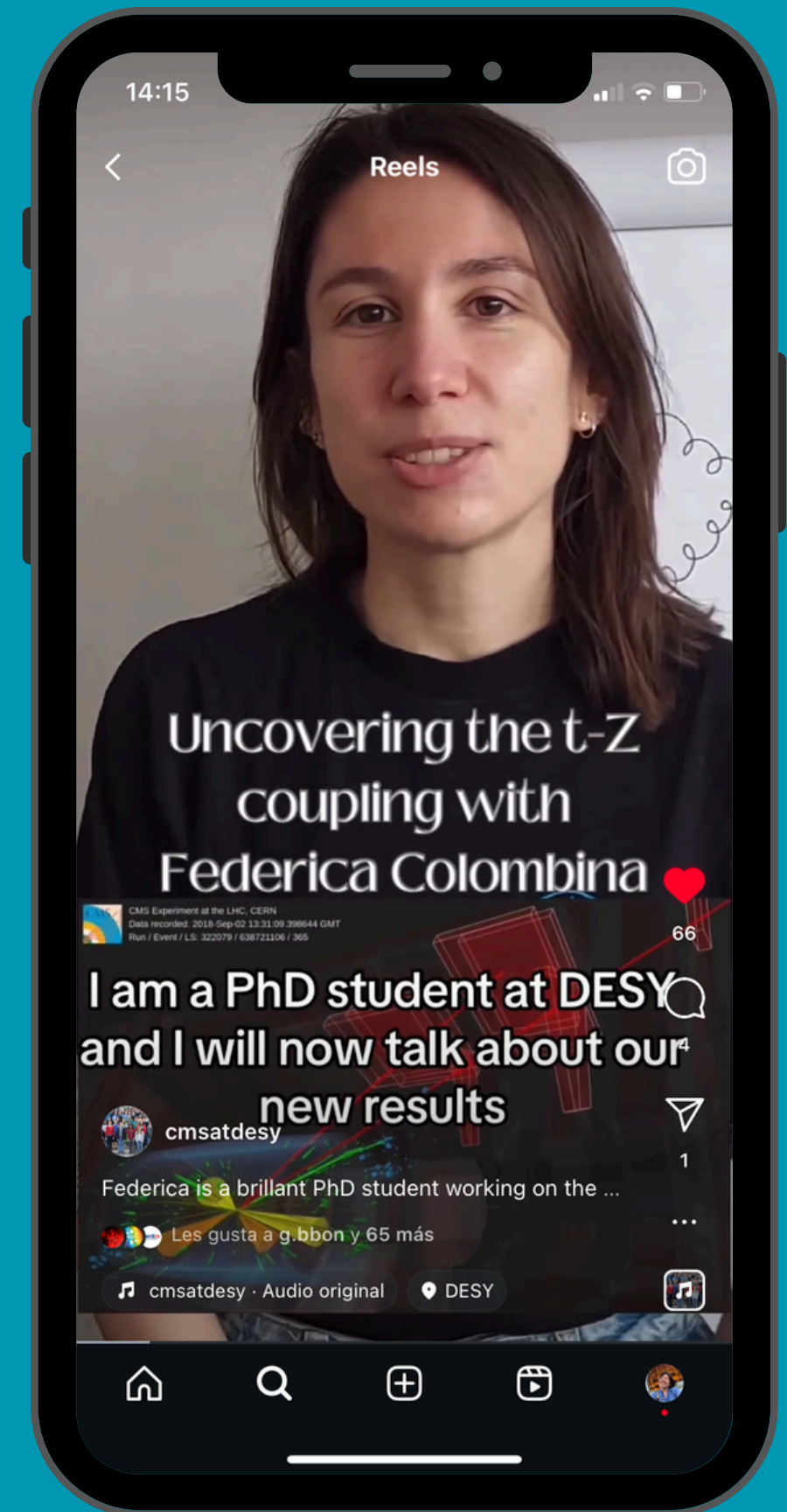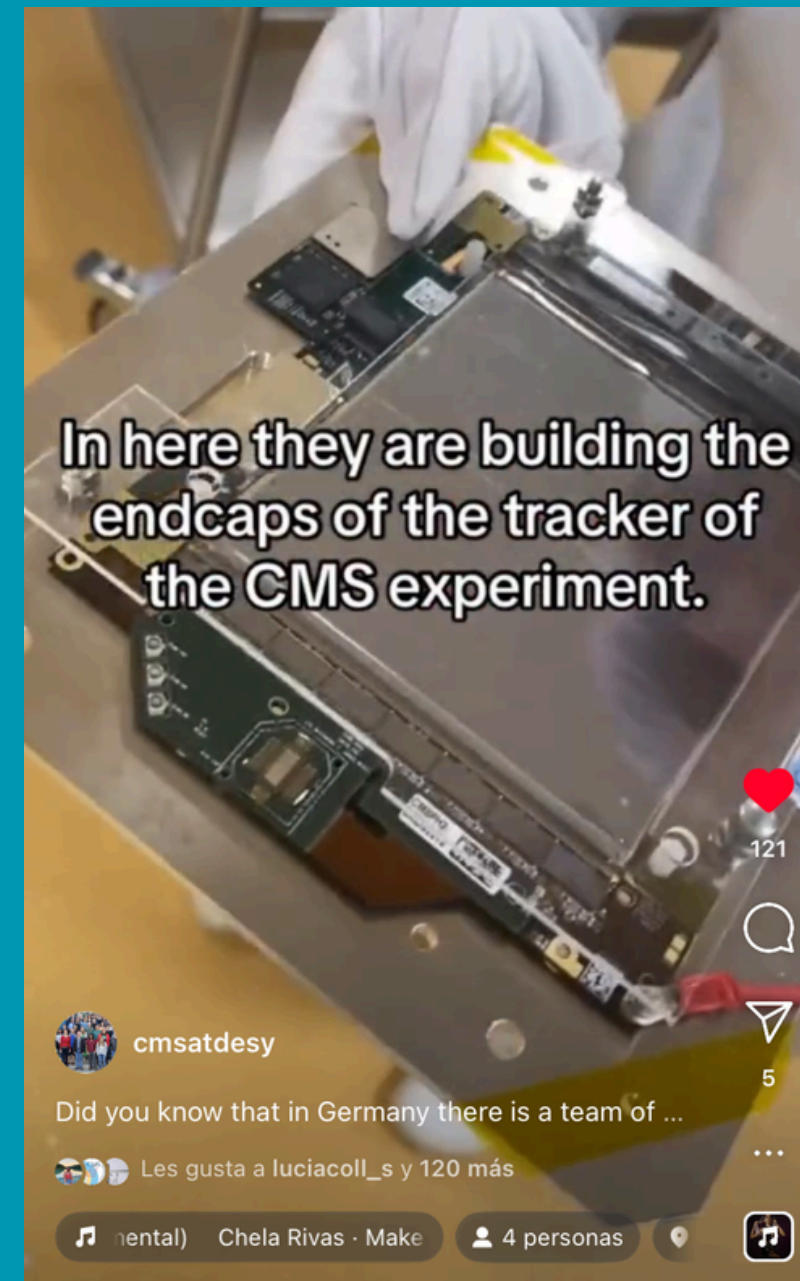
OUTLOOK

- We are a human team of scientists with different cultural backgrounds.
- This is an IG account with all our stories shared by us,
- with 4 objectives: outreach, science communication, training of local people and recruitment.
- The account is in a growing period, reaching people in the age group 18-34 years old and mostly from Germany.
- We are in the process of making it sustainable in time.

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THANKS! :)

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