

Social Media Workshop

Clara Nellist

University of Amsterdam and Nikhef

A-Topical Lectures

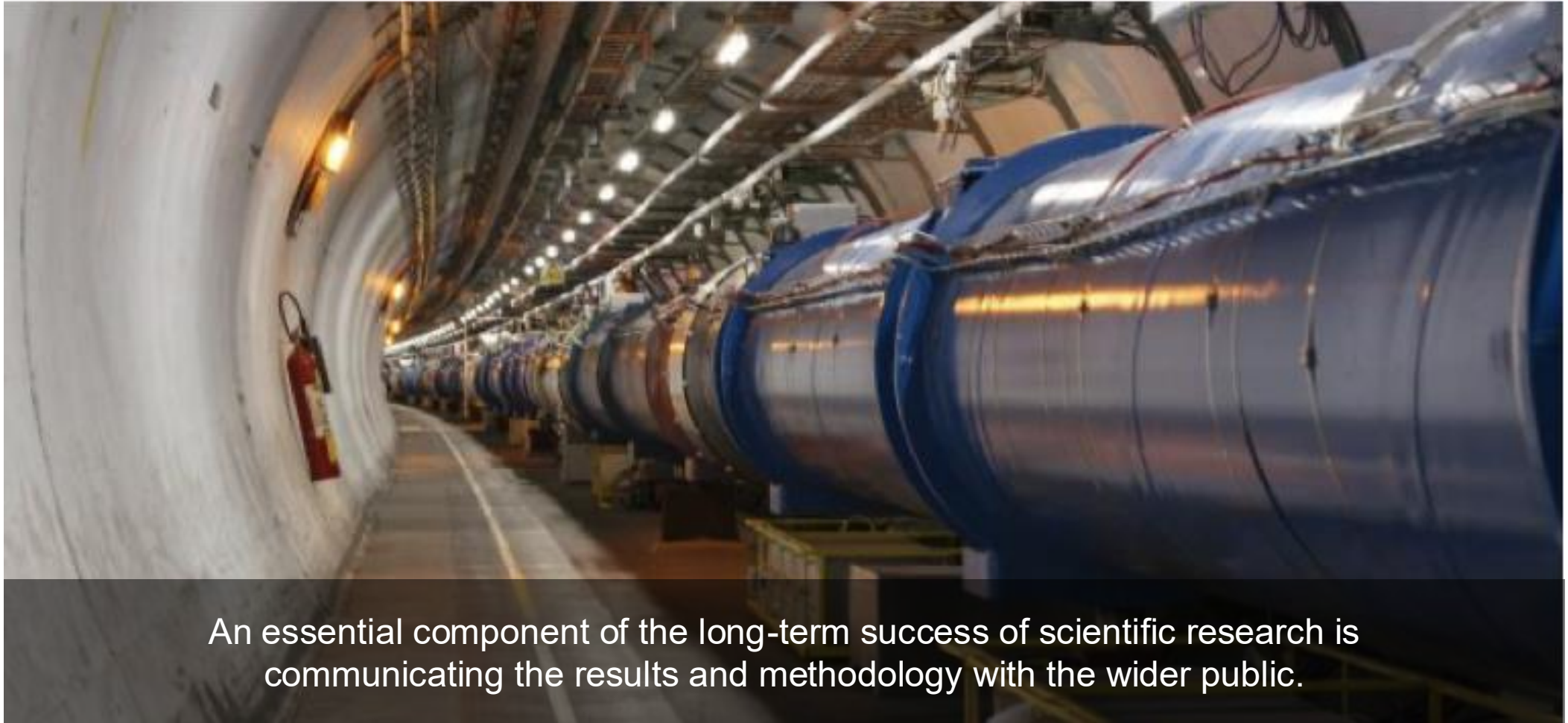
18th May 2026

Nikhef



UNIVERSITEIT
VAN AMSTERDAM





An essential component of the long-term success of scientific research is communicating the results and methodology with the wider public.

Why communicate our work?

Why?

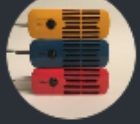
- **Present research results** to a wider audience.
- Improve **general interest** in science.
- Reach potential **new colleagues** who are interested in pursuing a career in science.
- Present a human side to science and how science is done.
- Encourage **Governments** to support scientific endeavours.
- Because it's **fun and rewarding**.
 - A reminder that our research is cool!



Image: CERN

Why Social Media?





jyatulis

Scient

evolution of



jeffreykelkins

shin



tanmaykushwaha

some for career advice,
some because they post
good threads



mhicks2570

To learn from the best!



4teamshin

It is the most fun
engaging way to
informed w/fast
chg!

Simply because
is Fun 😎👍



ro

To see kickass women in
STEM.

just



chapman.stephan

I'm 58 years old and I
love new learning new
things everyday

z.hughes

rent thinking
roaches to apply
other fields



I'r
ar
and learn!!

new



vitor.dssilva

Because they are so cool!!

📷 Reply >



thisis.jlg

Love to learn about things beyond what we know and the new discoveries science brings

📷 Reply >



kellyaydi

If their specialism is something I am interested in, combined with humour.

📷 Reply >



stefan_crossfit

Cause I love science - hoping to get shown new stuff (structure/goal of experiment)

📷 Reply >



dr.soleiman_rasouli

To know about the edges of science and what will happen next! to prepare myself for new para

📷 Reply >



x0spica93

Interesting facts and great career advices.

📷 Reply >



iseemtofancyeveryone

For facts

📷 Reply >



mr.chris.in.poland

I live and work with information, and I'd love to see and meet people involved

📷 Reply >



bluey_ysy

To learn things and get the most reliable info from them

📷 Reply >



kashifhussainjiskani

To know about science from them and to follow new trends in science.

📷 Reply >



ksonu7v

To stay motivated Ohh ! That's how things works !

📷 Reply >



prithviraj_sarowar

Our lives are boring and yours seem exciting

📷 Reply >



dakshalaldas

Because scientists are the greatest celebrities

📷 Reply >



ez_raaah

I love to hear about their journey, the reality of being in stem, and learn more science!

📷 Reply >



madaspleen

Because learning science outside formal education is tricky, you guys make it accessible

📷 Reply >



fismat.nmrv

I tried to use this to send you a very long message... unsuccessfully.

📷 Reply >



prithviraj_sarowar

Our lives are boring

📷 Reply >



cptjfk

I want to learn more but find it VERY hard to study. Science is interesting but pretty exhausting to understand

📷 Reply >



marcobarbatodiary

To get in touch with the edge

📷 Reply >



ka_alt_hier

I try to learn and understand more. My physics in school were abysmal

📷 Reply >



abdullanism

theyre cool af

📷 Reply >



rkitect49

I enjoy finding out what you are working on

📷 Reply >



mediumitalics

collider go brrr

📷 Reply >



bullhockey12

Some, mostly You!

📷 Reply >



stu_bail

I teach ALevel physics and you explain things so clearly and concisely.

Reply >



lucas_critchi

Because social media is full of nonsense stuff. So I try to use the best of it.

Reply >



kennycancount

I also like to see their day to day to learn what the job entails and want to learn new things!

Reply >



kennycancount

I want to see how they got to where they are (so I can determine maybe I could do it?)

Reply >



ms.mathmatica

Reliable information,interested in STEM,Stay up to date, fascinated by modern discovery,relatable,❤️🧑🏻🔬

Reply >



quotationally_realistic

They make aware of where science is heading to all general public

Reply >



blue.heeah

I love to learn d things they're passionate about+I get to know bout science+they're so cool!

Reply >



nicolasgreday

Interesting insides of a field I care about mostly

Reply >



astro_aficionado

To get an idea what scientists, the opportunities available and how they got to this point?

Reply >



reneegupta16

To get a gist of that feeling, yk to make an impact and do something that really matters.

Reply >



anishdutta918

For learning about their recent works

Reply >



gopal_maithali

Just to get knowledge and how scientists Lives i mean his life style

Reply >



sara_rebeca_palacios

Studied electronic engineering.

Reply >



sara_rebeca_palacios

I ended up not pursuing engineering because my mom is traumatized from when she

Reply >



sara_rebeca_palacios

I was going to study some form of engineering, I wasn't sure what at the time.

Reply >



andresgiovanni10

You find a lot of videos and pots, it is more dynamic and enjoyable! Easy to learn

Reply >



yoganaut.reality

I'm a scientist, too, and I love this stuff!!

Reply >



b4d_bhvr

Have you seen the rest of social media? Besides the arts, their's nthng left worthy of being fllwd

Reply >



aamil_vhora

Bcz their expertise allow us to understand intricate ideas without the need for rigorous peer review.

Reply >



b4d_bhvr

Science. Duh. 😊💖

Reply >



b4d_bhvr

It really calms me down, since most people seem stupid af. Feels less lonely. 💖

Reply >



jpatronb

To be informed of the work you do

Reply >



patrishzoeymom

I meant cool 😎

Reply >



patrishzoeymom

They're incredibly interesting and talented and hip slick and cook

Reply >



notlelectron

Yes

Reply >



carbonguymw

I'm a closet Nerd, I love physics, especially Quantum physics.

Reply >



ovojesteime

Intrested in what they do and talk about, with time intrested in the person itself

Reply >



charlese carr

Like to follow developments.

Reply >



steelwise1

I find your specific expertise at CERN may hold the mysteries of how it all began i/e bigbang.

Reply >



444xmaria

Fascinated with the universe, energy & everything to do with particles 🥰

Reply >



fishtank3333

Usually because they have posted something obvious to them but profound to me. :)

Reply >



saulwheel_er

To learn more

Reply >



martin.gregg4

To keep informed of new developments & understand current problems.

Reply >



psychoschematic

Because science is amazing 😊 and I like learning about new things

Reply >



franctopquark

RoI models, sometimes asking for advice 😊

Reply >



chtille

To be informed and feel closer to the action! Wish I'd taken a science path earlier in life, 2 late now. This is

Reply >



angelafabbricci

Better understanding of important scientific discoveries

Reply >



frankx_palos

Javier Santaolalla, QuantumFracture, Kyle Hill, Vsauce

Reply >



_that1weird_guy

They help address misconceptions about science topics.

Reply >



rachel_mercurio

Super interesting and condensed with limited time available.

Reply >



i_run_for_bacon

Rays of hope for the future in a world so full of stupid

Reply >



vale.alex

Tô stay on top of new discoveries

Reply >



thethinker1958

Good information provided with lots of charm 🍷🥰😄🥳

Reply >



astro_casey

Makes it less intimidating and allows me to see more representation of women in STEM.

Reply >



thegreattreinn

Knowledge can only expand when shared. Credibility of the presenter is important.

Reply >



acrylikhan

Finding out about new discoveries or new experiments faster than regular news media.

Reply >



max_of_life

To glimpse at the scientists life, to understand the motivations and joys of being a scientist. 🧑🏫🧑🏫


Reply >




nebelundregen


Was a scientist before switching car (phd in quantum optics). Love to stay in touch

Reply >


 maxime_fresnais


Curiosity and learning a bit each day while scrolling ahah

 Reply >


 alaa_rezzaz

To get the science news

 Reply >


 _ujjwalicious

I like to know more about engaging content and science stuff

 Reply >

 enrico.sorrentino81

To keep my curiosity about the world alive and kicking


 Reply >

 minalevavi


I love it. And I study part-time myself.


 maganote7

Finding science articles in my feed make social media fun & interesting


 _shescience_


to take inspiration from

 Reply >


 theboyfromthesouth


they rock!

 Reply >


 bowsforbrains1194

Connection, opportunity, interest in science

 Reply >

 elfium

I want to be a part of cern like you and when i see your posts, i feel like my dream is achievable


 Reply >

 tjheezy


Because it's interesting and fascinating.


 1w7.2e8

I love science outside the classroom


 chas.stryker

Sometimes there's Exhilarating ideas and information.

 Reply >


 susnienaber


Because I often learn new things about the world and it gives me a glimpse into the cool stuff they do.

 Reply >


 newron2u

Cuz I cannot read for hours 🤔

 Reply >

 itsmeakhil999

To learn science with authenticity. Social media is full of pseudoscientists ..


 Reply >

 star_physmat


I'm a fellow scientist myself

 9611imperial

Bcz I love scienceeeeeeeee, it's awesome


 _ujjwalicious


I like to know more about engaging content and science stuff

 Reply >


 enrico.sorrentino81

To keep my curiosity about the world alive and kicking

 Reply >

 alida.amine

Because I want to be a scientist too !

 Reply >

 lucas_critchi

To use these platforms for something useful among so much nonsense.

 iamjameso3

I love science.

Social media

- Social media has allowed direct communication with various people interested in CERN and research at the LHC.
- Allows for a two-way conversation with audiences:
 - AMAs, polls and questions on Instagram stories, comments from audience during facebook/Youtube/TikTok lives.
- Requires constant evaluation of the effectiveness of communication.
 - The social media landscape is frequently evolving.
 - For example; changing the aspect ratio of photos and videos.

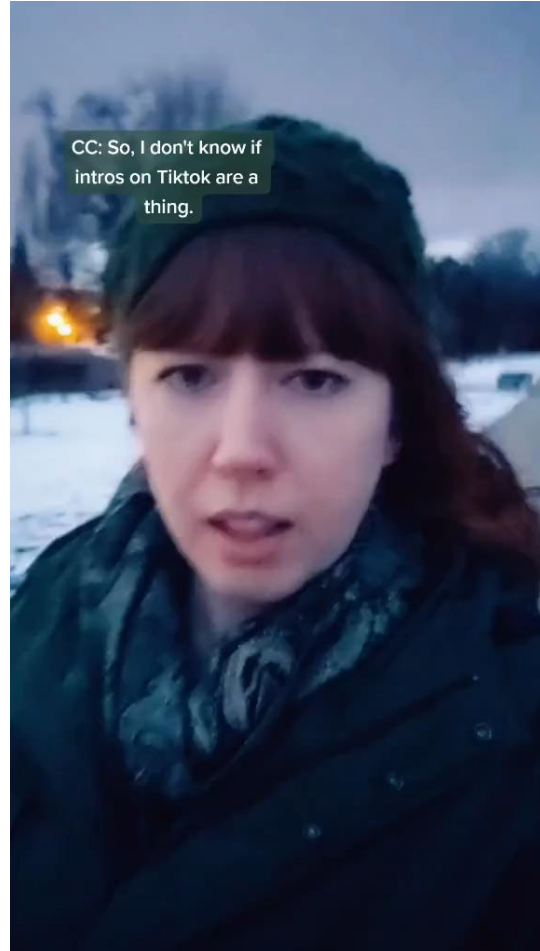
Why do I do it?

- My school didn't have a physics teacher. The only reason I'm here, is because I was inspired outside of the classroom.
- As a PhD student, I really enjoyed volunteering at schools and festivals to talk to people about physics.
- Then I moved to France and started learning French, and I couldn't do this anymore. **So, I went online!**
- Took part in an online science communication event called *I'm a Scientist*.
- Started focusing more on online science communication that I could do from anywhere.

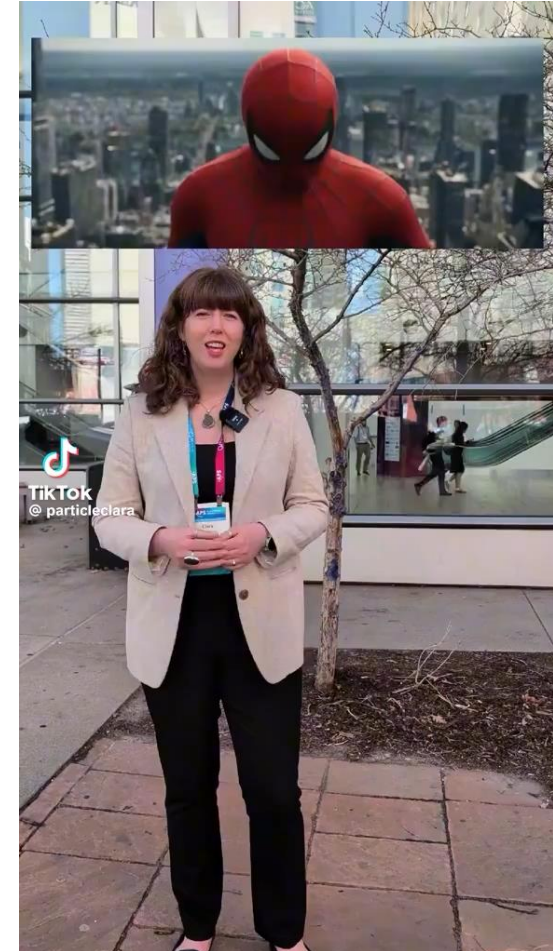


How I started with videos:

How it started:



How it's going:



Many Platforms to choose from

- Which ones do you use personally?
- Why?
- Any you don't like?
- **Discuss (3-5 mins)**



Examples of good science communication online?

- Who do you like to follow?
- Do you prefer individual accounts or institutions?
- What are they doing right?
- What do you think should be avoided? (can be more general, rather than 'shaming')
- **Discuss (8-10 mins)**



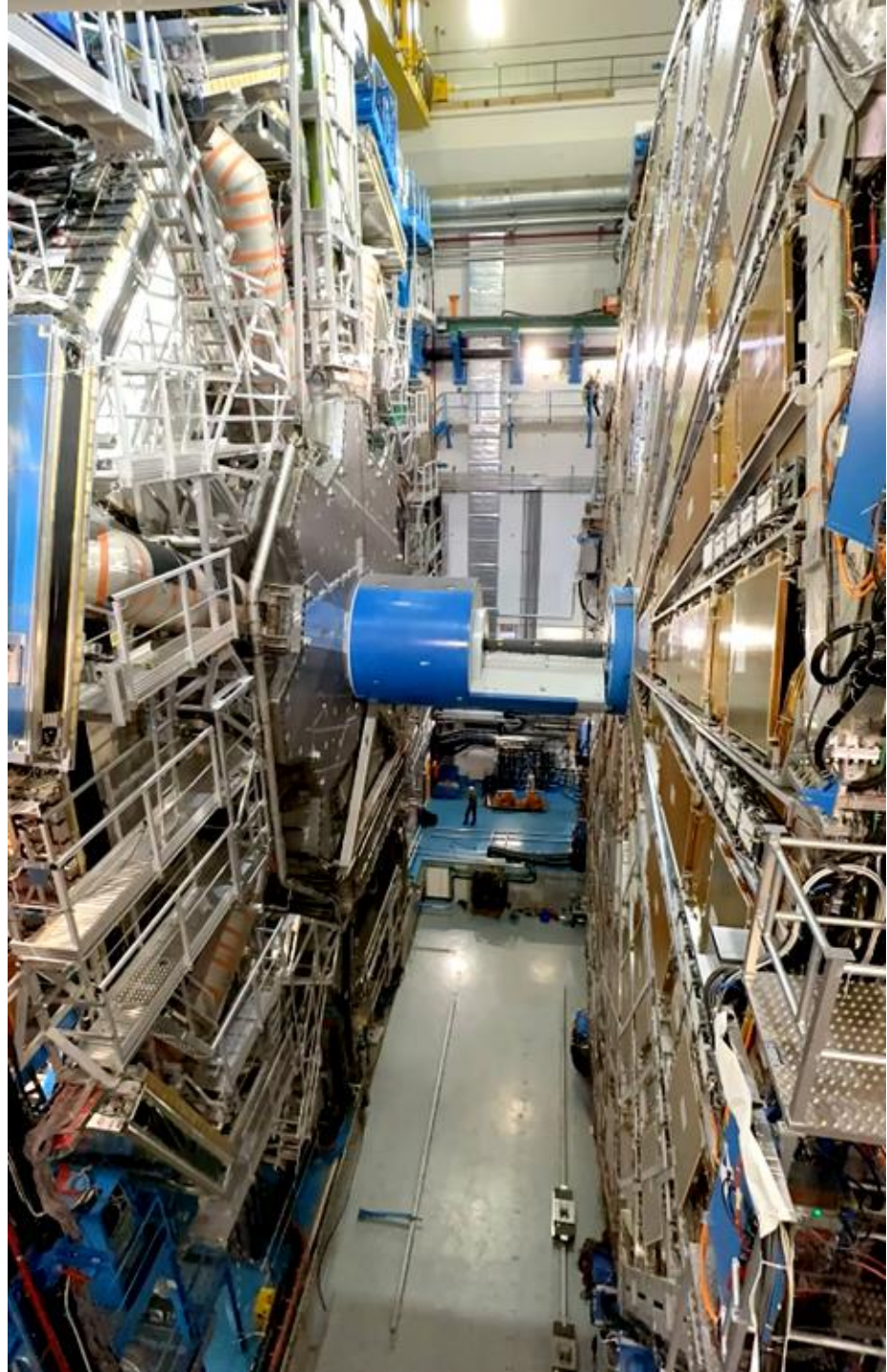
Your turn

- Split into groups of 3.
- Choose
 - a research topic you think deserves more discussion online.
 - an audience.
 - a platform & type of content.
- Plan your content
- **Hands on (30 mins)**





- **Discuss (10-15 mins)**



Thank
you!

Backup