



PATRICK'S SOCIAL MEDIA

- Target audience
- Microblogging 
- Buffer 

11 May 2026 — Nikhef Jamboree
[indico]

Patrick Koppenburg



Who do you want to reach?

And why?

MY TARGET AUDIENCES


Social networks are tools to reach the people you want to reach

FELLOW SCIENTISTS: Letting other scientists know what we do

SCIENCE WRITERS: The people who will actually bring the science to the crowds

→ They are busy: anyone who posted about a paper might be a good catch to get an opinion (also: journal editors)

TEACHERS: Sharing excitement with kids

→ Microblogging platforms   , in English

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FRIENDS: Pictures and sometimes politics or sports, in French

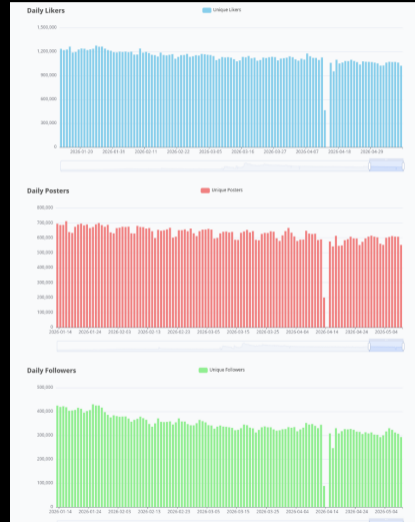
→ Meta   

BLUESKY




BlueSky  is the refuge for people who left X



- Most of my target audience moved there, so I did too
- I mostly left X due to the decreased service
- Mastodon  turned out not to be the thing
- Now waiting for W 



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Tips:

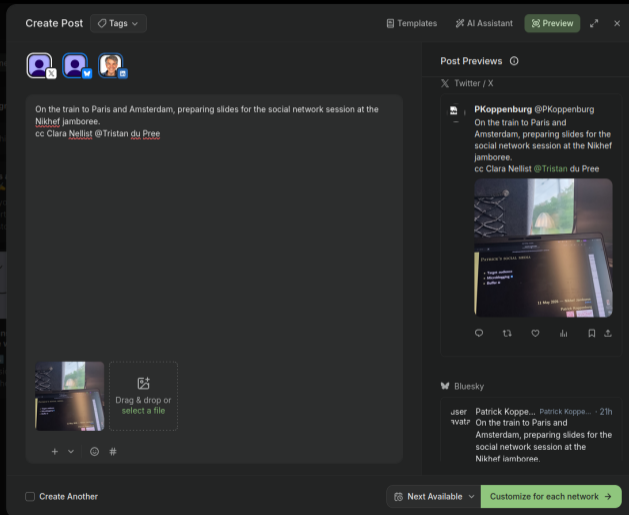
- Use starter packs
- Register in the [science] and [physics] feeds
- Get a fancy handle like [@koppenburg.ch]

BUFFER

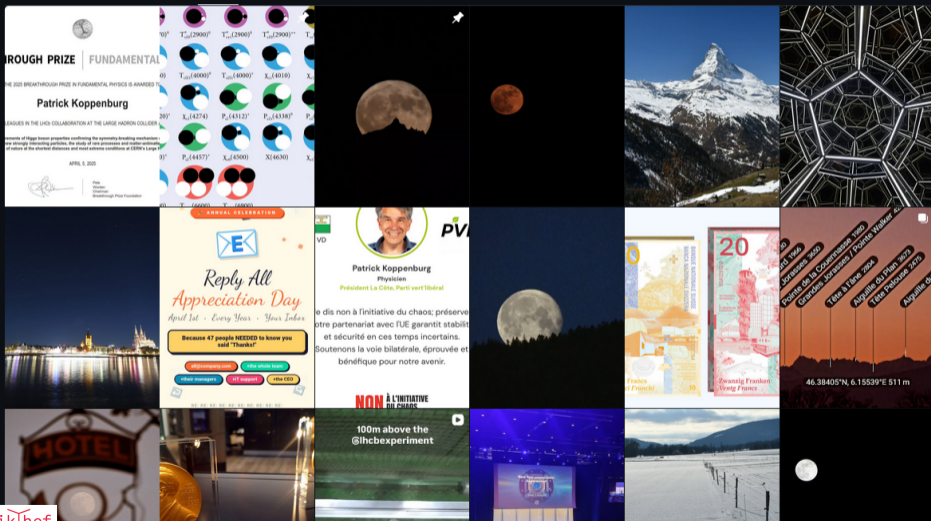


When you see me post to X  it usually comes from buffer .

- Post the same thing to multiple platforms.
- I see more interactions on bluesky than X. Tristan sees the opposite.



INSTAGRAM IS FOR PICTURES





THREADS IS A BLACK HOLE



I reach threads and facebook
via instagram



CAPTURE ATTENTION



Don't do this. There should always be a picture or a link with a picture!



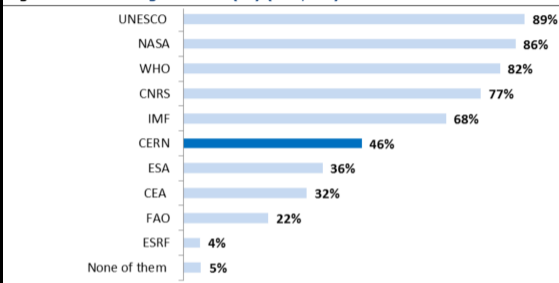
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Backup

HOW DOES THE WORLD SEE US

At first order : not.

Figure 5. Knowledge of CERN (%) (n=1,005).



2018 poll of French citizens [[CERN-ACC-2018-0024](#)]

HOW DOES THE WORLD SEE US

At first order : not.

On social media we get

THE GOOD Ask genuine questions.

Or are just happy.

→ Reply. They love that.



Steven D Piemontese



Ben Chaney · 1:38:16

Is it harmful??

Like Reply 35 w

↳ View 3 previous replies



Clara Nellist · 1:44:05

No it's not. It's called 'dark' because it doesn't interact with light. But it's completely natural and not 'bad'

Like Reply 35 w



Nikki Blue · 1:26:58

Question: Why wasn't this broadcasted on our News Networks? Something as important as this should surely be on every news station the moment this collision happened and even leading up to this. 🙄

Like Reply 35 w



Jackie Lozano · 1:17:48

How long will it take to examine the DATA received? and will those discoveries be made public? Like will the DATA be public for us to look over too?

Like Reply 35 w



HOW DOES THE WORLD SEE US

At first order : not.

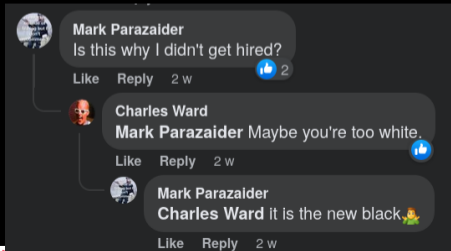
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THE BAD Trolls. Mostly right-wing.

→ Ignore



Mark Parazaider
Is this why I didn't get hired?
Like Reply 2 w  2

Charles Ward
Mark Parazaider Maybe you're too white.
Like Reply 2 w 

Mark Parazaider
Charles Ward it is the new black. 🙄
Like Reply 2 w



TeeRizzy Scar

Executive order kill yourselves

Sayan Dey Chaudhuri

science shud not mingle with politics....

Like Reply 2 w



Ellehc Elleb · 1:40:25

Why are you messing with things your not suppose to? This is wrong an you know it, an please start answering our questions not these made up ones..

Like Reply 35 w



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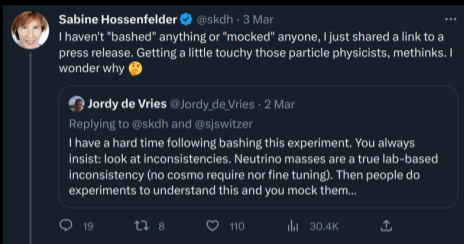
THE BAD Trolls. Mostly right-wing.

→ Ignore

- The Über troll

- Ignore her or you'll get Sabined

- ✗ Gives you visibility (Martin Bauer seems to like that) but she feeds her army of trolls.



HOW DOES THE WORLD SEE US

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THE UGLY Crackpots

- I ignore their theories but sometimes answer their physics questions if short.

Top fan

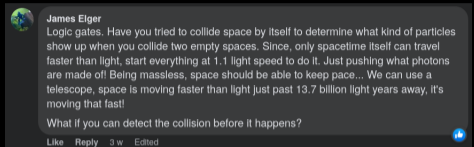
Gabriel Piccicini

selon mes calculs, vous devez construire un collisionneur particulier sur Mars et ce collisionneur attirera toute la gravité près de la terre, lorsque la date de 2066 arrivera, le collisionneur de particules décollera de la terre de Mars et la machine tombera sur terre comme un météore, de cette façon nous pourrions configurer tout le système de la machine afin que la machine elle-même avec mon aide puisse recréer la terre, puis je monterai vers le ciel et je recréerai la terre, croyez-moi, parce que je suis scientifique et que je comprends ces questions, j'ai actuellement 23 ans. Et il suffit de mettre des plaques d'énergie solaire dans le collisionneur et il aspirera toute l'énergie du soleil

Nik|hef

Patrick Koppenburg

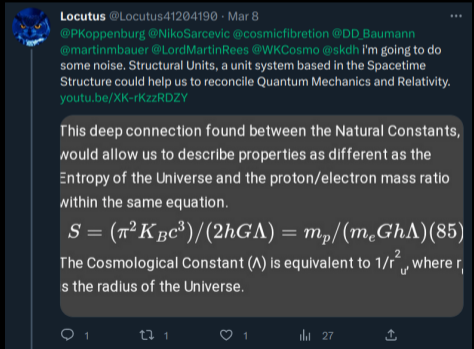
How does the world see us



James Eiger
Logic gates. Have you tried to collide space by itself to determine what kind of particles show up when you collide two empty spaces. Since, only spacetime itself can travel faster than light, start everything at 1.1 light speed to do it. Just pushing what photons are made of! Being massless, space should be able to keep pace... We can use a telescope, space is moving faster than light just past 13.7 billion light years away, it's moving that fast!

What if you can detect the collision before it happens?

Like Reply 3w Edited



Locutus @Locutus41204190 · Mar 8
@PKoppenburg @NikoSarcevic @cosmicfibration @DD_Baumann @martinmbauer @LordMartinRees @WKCosmo @skdh i'm going to do some noise. Structural Units, a unit system based in the Spacetime Structure could help us to reconcile Quantum Mechanics and Relativity. youtu.be/XK-rKzRDZY

This deep connection found between the Natural Constants, would allow us to describe properties as different as the Entropy of the Universe and the proton/electron mass ratio within the same equation.

$$S = (\pi^2 K_B c^3) / (2hG\Lambda) = m_p / (m_e Gh\Lambda) (85)$$

The Cosmological Constant (Λ) is equivalent to $1/r_U^2$ where r_U is the radius of the Universe.

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