



INTERNATIONAL
YEAR OF LIGHT
2015

Juggling acts



Diamond Light Source

- A national facility with 7,000 research users per year
- Research outputs in every discipline
- Outreach and education activities reaching 5,000 per year on site and many more off site
- Conference and workshops reaching 1500 per year

Key challenges in social media

- Growing our audiences, without alienating existing groups
- Catering to the varied needs of our audiences
- Managing our brand and image, while maintaining staff and user engagement

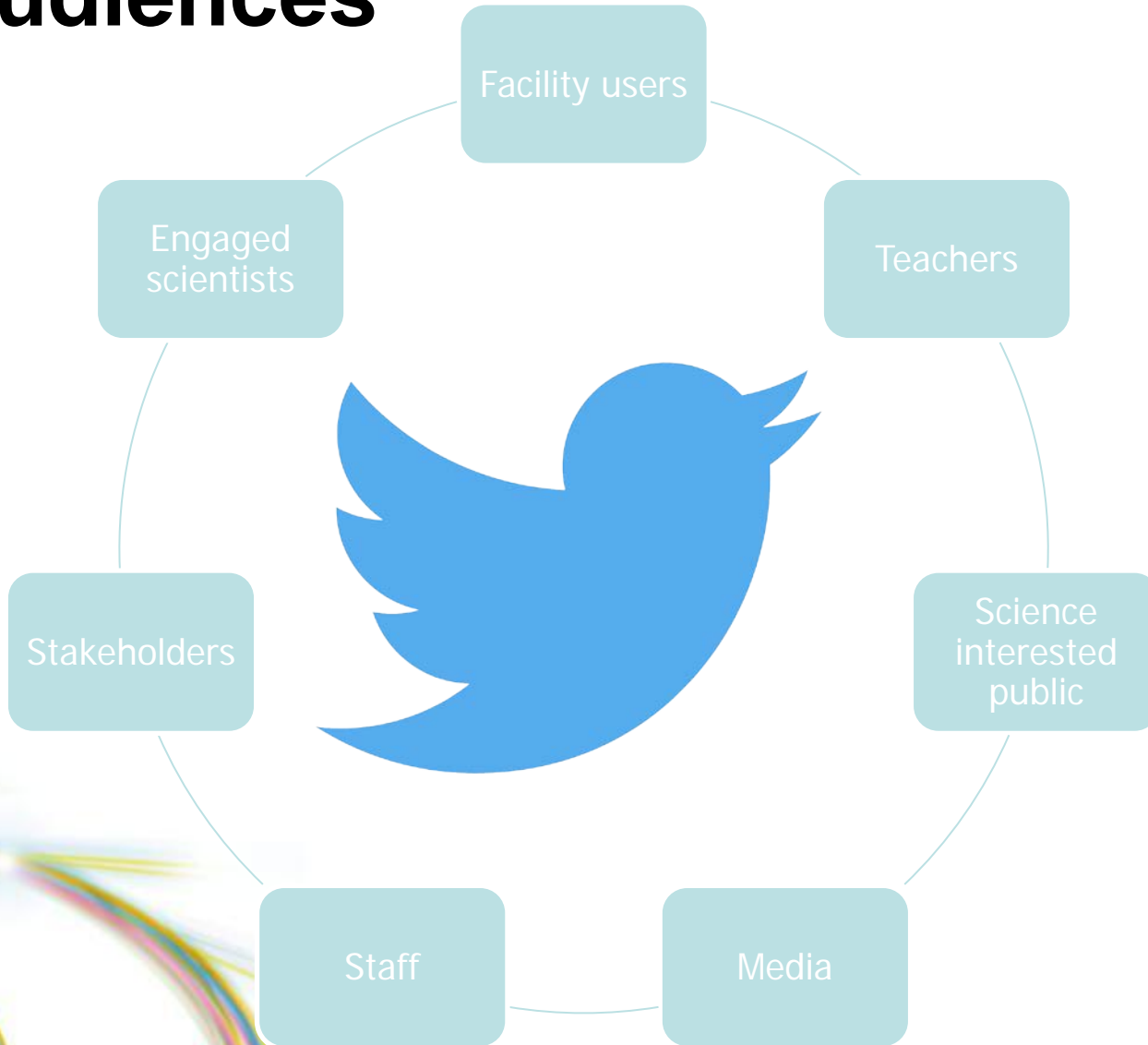
Social media profile



vimeo



Key audiences



Facility users want...

- Diamond updates
- Active interaction
- The chance to show off beautiful science



James Meredith
@doctor_jm



Follow

Pete getting prepped for low temperature testing of #composites @DiamondLightSou @SheffComposites



RETWEETS
4

FAVORITE
1



Science- interested public want...

- Facility updates
- General science info/images/facts
- Links to events and ways to engage with us

Diamond Light Source
@DiamondLightSou

Banners up at Didcot station for [#Harwell15!](#) Free science public open day July 11th. Register: bit.ly/1HveIWG

7 RETWEETS 2 FAVORITES

6:28 AM - 11 Jun 2015

Reply to @DiamondLightSou

The tweet features two side-by-side photographs of banners at Didcot station. The banners are titled 'SCIENCE UP CLOSE' and 'HARWELL COMPLEX OPEN DAY' and include the dates '10th & 11th JULY 2015'. The banners are displayed on a black metal fence in front of a brick building. The second photo shows a wider view of the station area with a large glass structure in the background under a cloudy sky.

Engaged scientists want...

- Facility/science updates
- Conference and meeting updates
- Links to other parts of the scientific community



Diamond Light Source
@DiamondLightSou



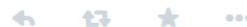
Following

How does Diamond cope with such big data? Find out here: bit.ly/1K9I12I



Markus Gerstel @MarkusGerstel

Moore's law? @DiamondLightSou data capacity requirements currently doubling every 7 months says Andrew Harrison



RETWEETS
8

FAVORITE
1



6:31 AM - 8 Jun 2015



Reply to @DiamondLightSou



Staff

- Active interaction
- 'Showing off' place of work and their science
- Building networks, interacting with other scientists



.@EJShotton @DiamondILO chairing #BSX_industry session Marjoleen Thunnissen explaining access @MAXIVLaboratory



RETWEETS

2



7:07 AM - 15 Jun 2015



Reply to @instructhub @EJShotton @DiamondILO @MAXIVLaboratory



Opportunities and challenges

- Voice – how to maintain a distinctive voice between audiences. Does it matter?
- Relevance/spread – what level of content should we put out for each key group
- Problems – how do we deal with scientists or staff using SM to complain or highlight problems?
- Ownership – can different sub-groups represent the facility? How do we deal with requests for beamlines etc. to have their own accounts?

Training and policy

- Social media policy for the organisation
- Accompanied by training for those who want it
- Part of the staff handbook, but still light touch approach
- Approach combines 'rules' with best practice and advice
- We want our staff to engage with us!



Mathew Savage
@matsavage



Follow

#scienceselfie watching @bbceurovision
with @JennyEyley @DiamondLightSou
#RealTimeChem #Eurovision

Harwell Campus, England



RETWEETS
6

FAVORITES
6



12:42 PM - 23 May 2015



Reply to @matsavage @bbceurovision @DiamondLightSou

