



Linkedin : Le point de vue du CERN

Témoignages et retours d'expérience

Kate Kahle

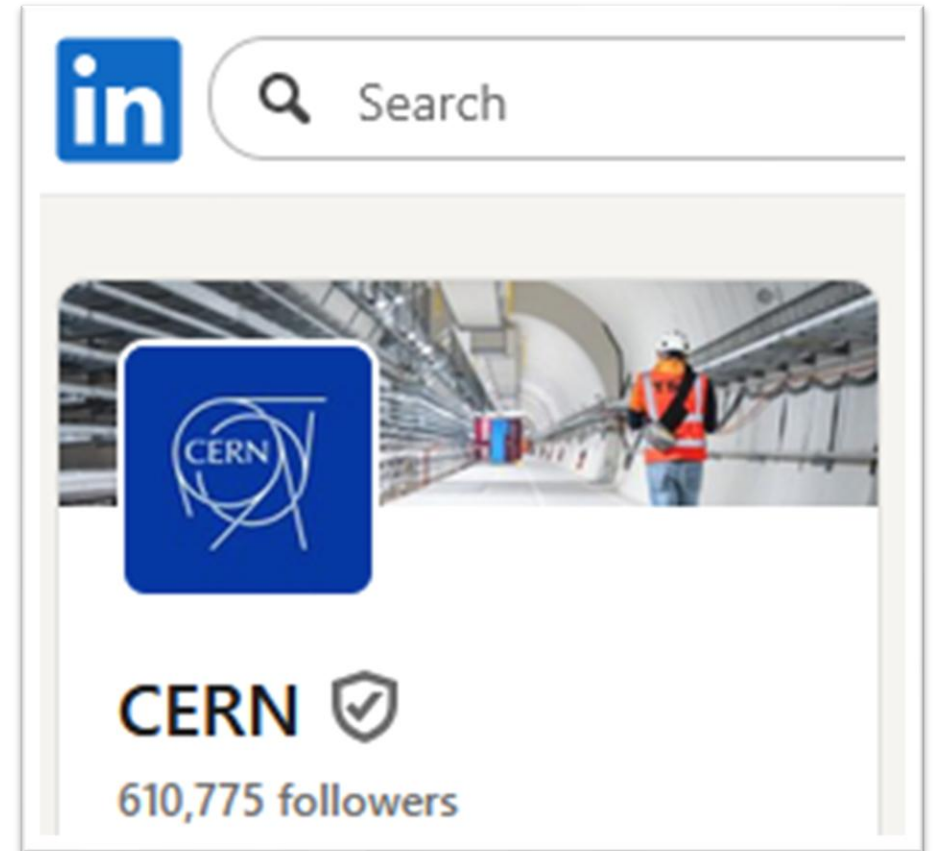
Responsable de la communication numérique et des réseaux sociaux au CERN

14 septembre 2026

Séminaire des correspondantes et correspondants communication CNRS Nucléaire & Particules

Contents

1. CERN social media overview
2. LinkedIn: CERN's main account
3. LinkedIn: the CERN ecosystem
4. LinkedIn & internal comms
5. Targeted posts
6. Leadership communications
7. Conclusions



1. CERN social media overview

- **9 accounts across 8 platforms...**
 - Human resources: 1 staff, 1 graduate, 1 student
 - Focusing efforts on developing Insta, LinkedIn and YouTube
- **Differentiating content and tone of voice**
 - **LinkedIn, Facebook, YouTube, BlueSky, X:** Serious institutional voice, inspiring trust and reliability
 - **Instagram, TikTok, Threads:** Peer to peer dialogue about science, playful, lighter, still trustworthy



@CERN_official

The European laboratory for particle physics



Follow us

Instagram [↗](#)

LinkedIn [↗](#)

YouTube [↗](#)

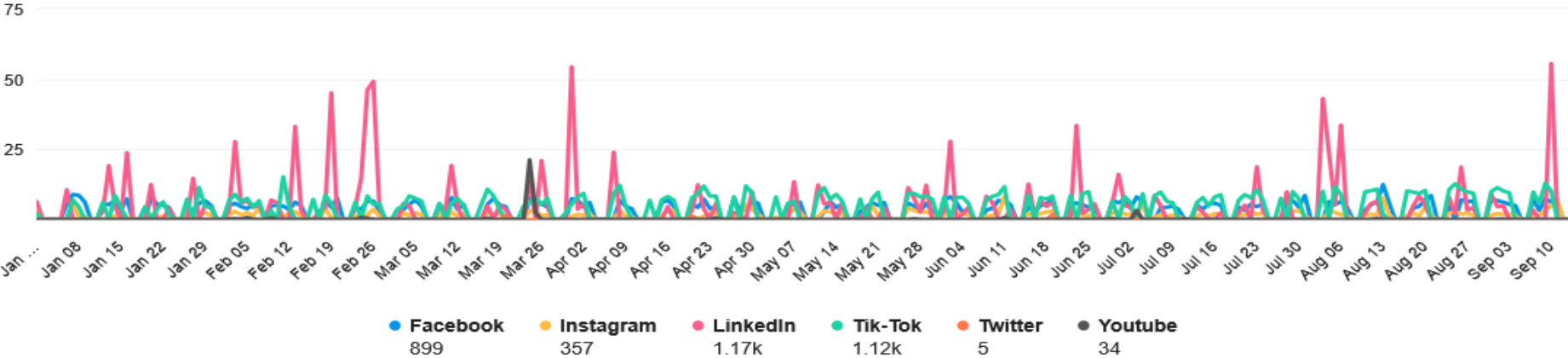
Facebook [↗](#)

More Social Accounts [↗](#)

1. CERN social media overview

	Account		Posts	Video views	Post link clicks	Engagements	Engagement rate	Impressions	Net fans
1	 CERN · Instagram		469	12.4M	0	2.01M	2.02%	41.7M	172k
2	 CERN · Facebook		293	1.47M	17.3k	965k	5.41%	20.3M	34.3k
3	 CERN · LinkedIn		176	607k	751k	883k	10.21%	7.93M	62.5k

Engagement Rate



Most engaging topics:

- Big news stories
- Recruitment
- Innovation and society

* Data from 1 Jan to 13 Sep 2026

2. CERN's main LinkedIn account

This screenshot shows the CERN LinkedIn profile page from a member's perspective. The header includes the LinkedIn logo, a search bar, and navigation links for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Try Premium for CHF 0. A blue banner at the top states "You are viewing this page as a member" with a "View as admin" button. The profile picture is a blue square with the CERN logo. The cover image shows a long, brightly lit tunnel with complex machinery and a person in an orange safety vest. The bio reads: "CERN Imagine working in a place like nowhere else on Earth. CERN. Take part! Research Services - Meyrin, Genève - 611K followers - 1K-5K employees". It also mentions "Daria & 281 other connections work here". Navigation tabs for Home, About, Posts, Jobs, Life, and People are visible. The "About" tab is selected, showing an "Overview" section with text about CERN's mission and a "Website" link to <http://home.cern>. A red circle highlights the "Affiliated pages" section, which lists "CERN Quantum Technology Initiative", "CERN Computing", and "CERN & Society Foundation", all marked as "Following".

CERN

Imagine working in a place like nowhere else on Earth. CERN. Take part!
Research Services - Meyrin, Genève - 611K followers - 1K-5K employees

Daria & 281 other connections work here

[Following](#) [Visit website](#)

Home **About** Posts Jobs Life People

Overview

CERN is a truly unique organisation. A genuine collaboration between countries, universities, and scientists, driven not by profit margins, but by a commitment to create and share knowledge.

People here are part of immense scientific discoveries, answering some of life's most complex questions and pushing the boundaries of understanding. Experts from every field come here to share in this ambition and the nature of this collaborative, international community creates a genuine atmosphere of trust. People are free to work creatively and to trust in, and rely on, their colleagues across the organisation.

History's being made here – and the excitement is tangible, inspiring, and overwhelming at times. It is the only place in the world where you can do this work in this way.

If you've worked at CERN in the past, why not join the official CERN LinkedIn Alumni group, linked from this page.

Website
<http://home.cern>

Verified page

June 1, 2024

Industry
Research Services

Affiliated pages

CERN Quantum Technology Initiative
Research
Showcase page
Alex & 123 other connections follow this page
✓ Following

CERN Computing
Technology, Information and Internet
Showcase page
Alex & 127 other connections follow this page
✓ Following

CERN & Society Foundation
Non-profit Organizations
Subsidiary
patrick works here
✓ Following

[Show all](#)

This screenshot shows the same CERN LinkedIn profile page, but with the "Edit page admin" modal open. The modal is titled "Edit page admin" and shows the profile of Kate Kahle (née Bradshaw), Science Communicator at CERN. It lists three admin roles: "Super admin" (selected), "Content admin", and "Analyst". The "Super admin" role description states: "This role manages everything on the page. It's the only role that can edit the page and manage all admins." The "Content admin" role description states: "This role posts and manages content, comments as the page, and exports analytics." The "Analyst" role description states: "This role only views and exports analytics on LinkedIn and will have limited access on 3rd party partners tools." A "Save changes" button is at the bottom right of the modal. In the background, the "Grow your followers 4x faster" section is visible, along with a "Track performance" section showing 186k search appearances. The "Manage recent posts" section shows two posts, one about joining CERN and another about the NA64 experiment.

CERN

610,748 followers

[+ Create](#) [View as member](#)

Dashboard

Page posts
Analytics
Feed
Activity
Inbox
Edit Page
Life
Events
Find new customers
Settings

Grow your followers 4x faster

Save time with content sharing
Grow followers by sharing content from your organization's website and other sources to your Page. [Set up](#)

Reply to a comment
You have a comment on

Edit page admin

Kate Kahle (née Bradshaw) · You
Science Communicator at CERN

Assign an admin role

- ☒ **Super admin**
This role manages everything on the page. It's the only role that can edit the page and manage all admins.
- ☐ **Content admin**
This role posts and manages content, comments as the page, and exports analytics.
- ☐ **Analyst**
This role only views and exports analytics on LinkedIn and will have limited access on 3rd party partners tools.

[Save changes](#)

Track performance

Grow your Page 3x faster

186k
[Search appearances](#)
+1.2% last 7 days

How to reduce costs

See how Alaan leverage

[Learn more](#)

Manage recent posts

Manage your Page's content and amplify your reach with boosting. [Learn more](#)

Reach more of the right audience. [Boost](#)

CERN 610,748 followers
4d ·

Joining CERN is more than starting a new job, it's becoming part of an international community where families are also welcomed and supported. ...more

How does your family become part of our community? • 3 pages

1/3

Reach more of the right audience. [Boost](#)

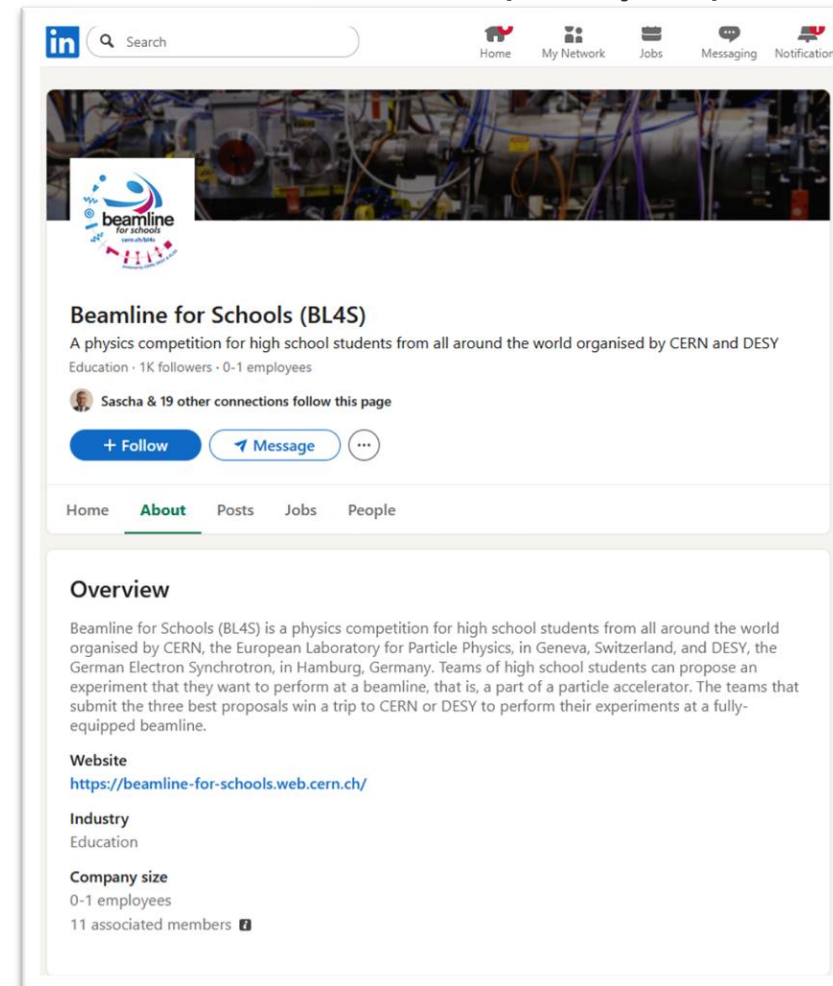
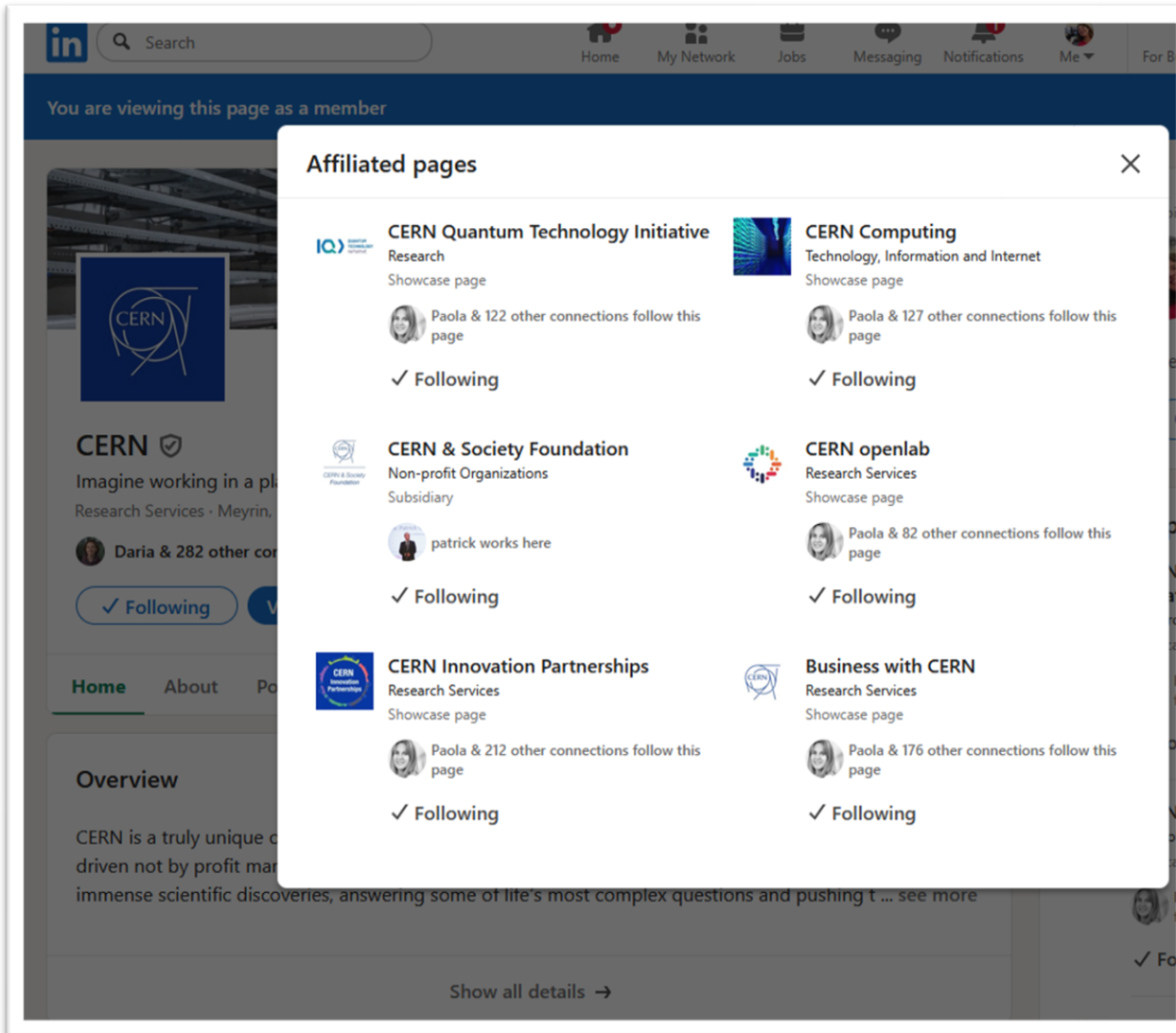
CERN 610,748 followers
1w ·

A decade of hunting dark matter

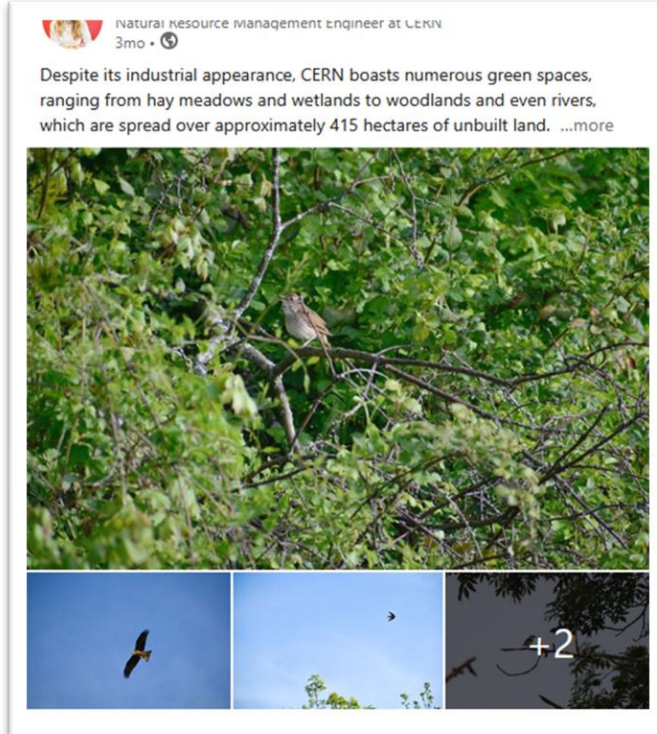
The NA64 experiment [#AtCERN](#) has searched ...more

3. The CERN ecosystem on LinkedIn

Ongoing audit of ecosystem, looking at audience, followers, frequency of posts etc



4. LinkedIn and internal comms



Analyst

This role only views and exports analytics on LinkedIn and will have limited access on 3rd party partners tools.

Save changes

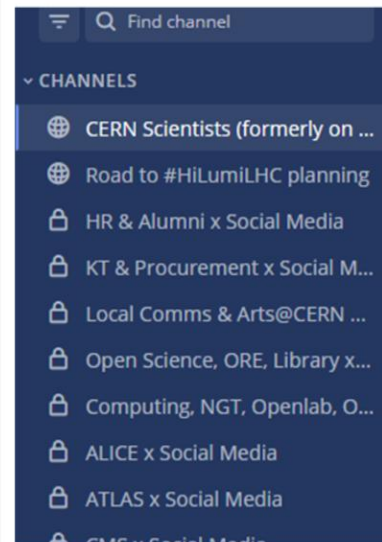


Digital Strategy Lead, CERN CIO Office | 30+ years in Computing for ...
7mo • Edited •

How do we build an innovative, sustainable digital future for Europe? We have just contributed for **CERN** to the EU consultation on European Open Digital Ecosystems (<https://lnkd.in/dN9E-ST4>).

The message we want to convey is simple and rooted in experience: open digital ecosystems are a strategic public infrastructure. Open-source software and shared platforms already underpin much of Europe's digital economy, yet they are rarely recognised or supported as long-term infrastructure.

At CERN, we see this every day through platforms such as **#Zenodo** and **#Indico**, and software like **#ROOT** and **#Geant4**, which only scale and remain trustworthy because they are backed by sustained stewardship of the community and participating institutions, not short-term projects.



Kate Kahle 3:41 PM

Hi @all and welcome to the newcomers!

I promised to use this channel to give you all a heads up about big social media activities. Well... tomorrow, Thursday 11 June, at 5 pm CEST we're doing a live broadcast on YouTube and Facebook to mark the final days of LHC collisions before the road to **#HiLumiLHC**. If you would like to spread the word, here are some links to the teaser:

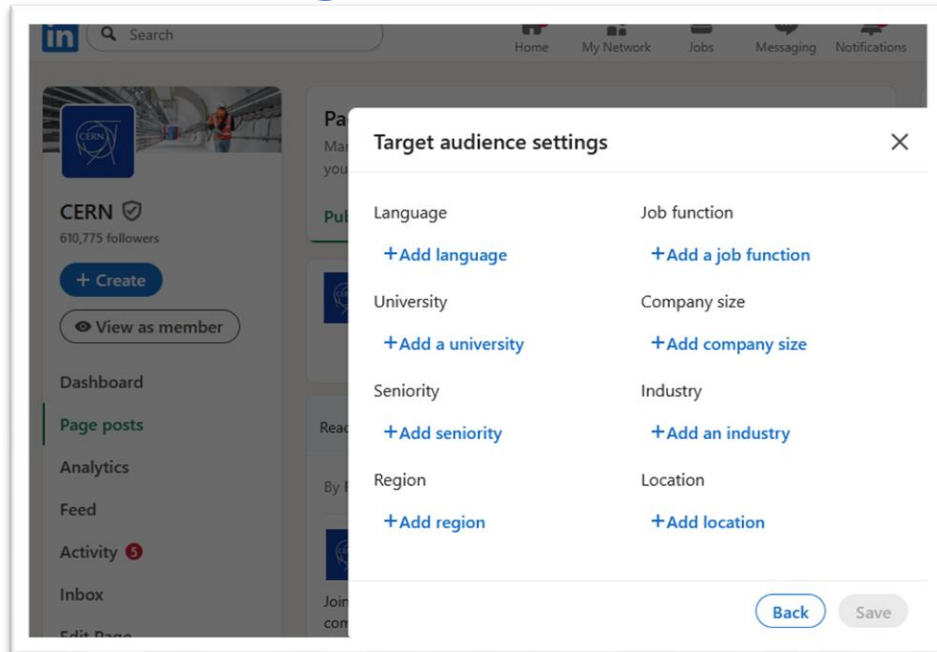
- Home.cern: <https://home.cern/lhc-season-finale-up-next-hilumi/>
- Facebook: <https://www.facebook.com/share/v/1BFpp7JFjt/>
- Instagram: <https://www.instagram.com/p/DZXhcCboR68/>
- Tiktok: https://www.tiktok.com/@cern_ontiktok/video/7649393544943258902
- Youtube shorts: <https://www.youtube.com/shorts/0-xbUAe87Sg?feature=share>
- Threads: https://www.threads.com/@CERN_Mattermost/post/DZXiDXEajYU?hl=fr
- LinkedIn: https://www.linkedin.com/posts/cern_lhc-hilumilhc-activity-7470111633093210112-uRFF
- Bluesky: <https://bsky.app/profile/cern.bsky.social/post/3mnuehitsgc2h>

Edited



June 16

5. Targeted posts



CERN
610,775 followers
1w •

Découvrez les prochains événements liés au débat public en cours pour la France concernant le Futur collisionneur circulaire (FCC), notamment les suivants :

- 🌟 8 septembre : L'insertion territoriale : quels enjeux en termes d'emplois, de mobilités, de logements et de cadre de vie ?
<https://lnkd.in/dqakwcv8>
- 🌟 9 septembre : Visite d'une Installation de Stockage de Déchets Inertes (ISDI)
<https://lnkd.in/dBJJth3f>
- 🌟 15 septembre : Coût et financements : quel est le détail des coûts prévisionnels ? Qui financerait le projet ?
<https://lnkd.in/dHjPyECJ>

CERN
610,775 followers
3w •

Débat public projet d'accélérateur de particules
442 followers
4w •

Les derniers événements du mois d'août

Le débat continue avec trois événements à l'agenda pour la fin du mois ...more

Show translation

**Août
Agenda du débat**

26 MER **FORUM DU DÉBAT PUBLIC**
15h-20h à La Roche-sur-Foron
Un espace pour partager, formuler et entendre tous les points de vue

28 VEN **DÉBAT MOBILE**
10h-13h au Téléphérique de Salève
Venez rencontrer l'équipe du débat en haut du téléphérique !

31 LUN **VISITE DU CERN**
8h30-11h30 à Meyrin (CH)
Découvrez l'expérience ALICE du Grand collisionneur de hadrons (LHC) au CERN - Sur inscription

DÉBAT PUBLIC PROJET D'ACCÉLÉRATEUR DE PARTICULES

ORGANISÉ PAR **LA CNOP**

CERN
1mo •

Mit der neuen Website der Studienstiftung wird der Weg ans CERN noch einfacher: Sie bündelt alle wichtigen Informationen zu Programmen, Bewerbungswegen und Veranstaltungen an einem Ort.

Ob Praktikum, Abschlussarbeit, Promotion oder Berufseinstieg – Studierende und Absolventinnen finden hier einen schnellen Überblick über die vielfältigen Möglichkeiten am CERN und erhalten spannende Einblicke in Forschung und Innovation.

Vielleicht ist genau das der erste Schritt zu deiner eigenen CERN-Reise. Wir freuen uns darauf, viele neue Talente kennenzulernen!

Show translation

Studienstiftung des deutschen Volkes
1mo • Edited •

+ Follow

Ob Praktikum, Promotion oder Berufseinstieg – wer sich für das CERN interessiert, hat oft viele Fragen: Welche Programme gibt es? Wie läuft die Bewerbung ab? Wie ist das Leben am CERN?... more

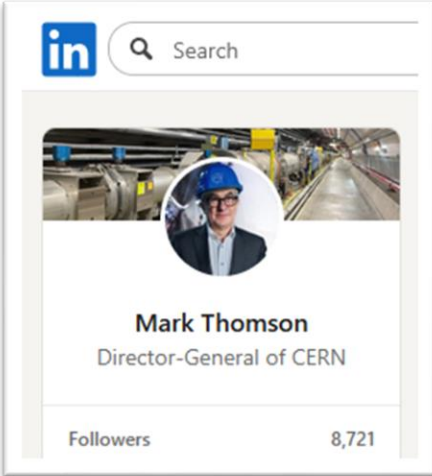
Show translation

Alles rund um das CERN-Projekt • 3 pages
DIE NEUE CERN-WEBSITE DER STUDIENSTIFTUNG IST LIVE!

Unsere neue Website zur Kooperation von Studienstiftung und CERN bündelt Informationen kompakt

- Programme
- Bewerbungsinformationen
- Erfahrungsberichte
- Veranstaltungen
- FAQ
- Aktuelle Ausschreibungen

6. Leadership communications



Mark Thomson
Director-General of CERN

Followers 8,721



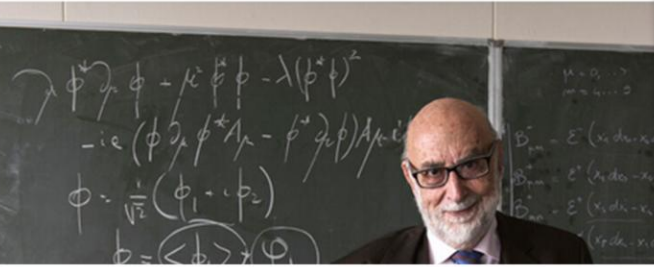
Mark Thomson • 1st
Director-General of CERN
2mo •

I was deeply saddened to learn of the passing of François Englert, whose seminal work from more than 60 years ago continues to shape CERN's scientific programme today and in the future.

CERN
610,772 followers
2mo •

François Englert (1932 – 2026)

It is with great sadness that we announce that Belgian ...more





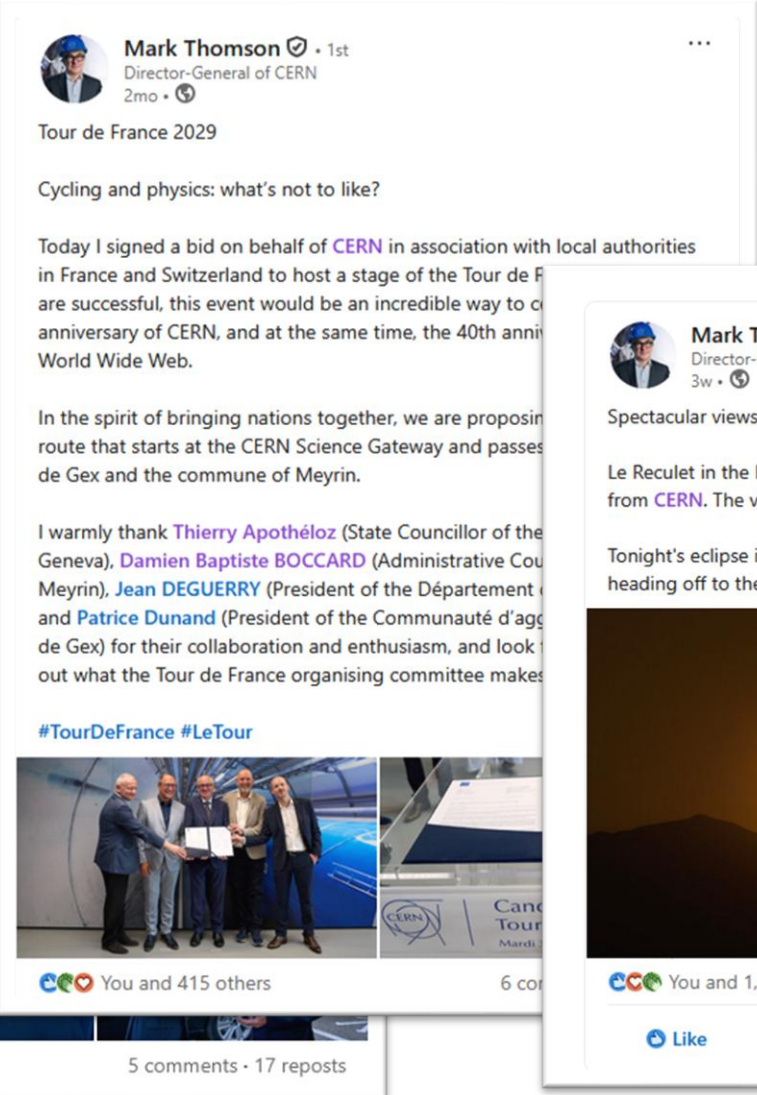
CERN reposted this

Mark Thomson • 1st
Director-General of CERN
4d • Edited •

HRH The Duke of Edinburgh

Yesterday I had the great honour, privilege and





Mark Thomson • 1st
Director-General of CERN
2mo •

Tour de France 2029

Cycling and physics: what's not to like?

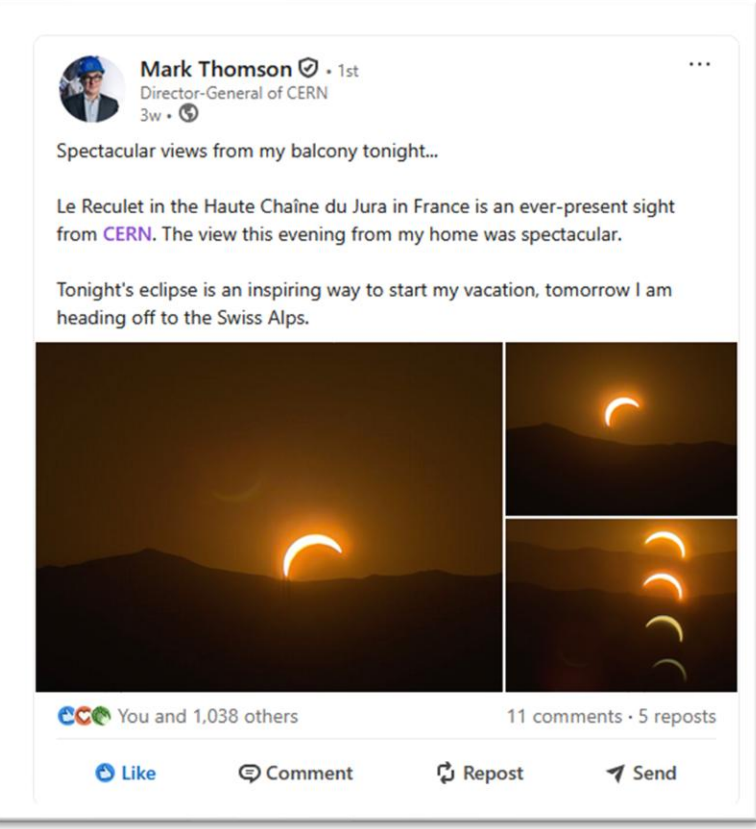
Today I signed a bid on behalf of **CERN** in association with local authorities in France and Switzerland to host a stage of the Tour de France. If successful, this event would be an incredible way to celebrate the anniversary of CERN, and at the same time, the 40th anniversary of the World Wide Web.

In the spirit of bringing nations together, we are proposing a route that starts at the CERN Science Gateway and passes through the town of Gex and the commune of Meyrin.

I warmly thank **Thierry Apothéloz** (State Councillor of the Canton of Geneva), **Damien Baptiste BOCCARD** (Administrative Council Member of Meyrin), **Jean DEGUERRY** (President of the Département de la Savoie) and **Patrice Dunand** (President of the Communauté d'agglomération de Gex) for their collaboration and enthusiasm, and look forward to what the Tour de France organising committee makes of it.

#TourDeFrance #LeTour





Mark Thomson • 1st
Director-General of CERN
3w •

Spectacular views from my balcony tonight...

Le Reculet in the Haute Chaîne du Jura in France is an ever-present sight from **CERN**. The view this evening from my home was spectacular.

Tonight's eclipse is an inspiring way to start my vacation, tomorrow I am heading off to the Swiss Alps.



7. Conclusions

- Decide tone of voice
- Work closely with HR
- Consider showcase pages
- Explore verification
- Target posts as needed
- Find your internal and external amplifiers
- Promote account tagging and specific hashtags



home.cern