



# LINKEDIN AS A TOOL TO ENGAGE WITH OUR COMMUNITY

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Montserrat CAPELLAS ESPUNY  
Editorial content manager, ESRF

# OUTLINE

- ☉ What is the ESRF?
- ☉ The ESRF on LinkedIn
- ☉ LinkedIn content
- ☉ Success stories in the last year
- ☉ LinkedIn newsletter
- ☉ Algorithm 2024
- ☉ The future



# WHAT IS THE ESRF?

## 20 PARTNER COUNTRIES



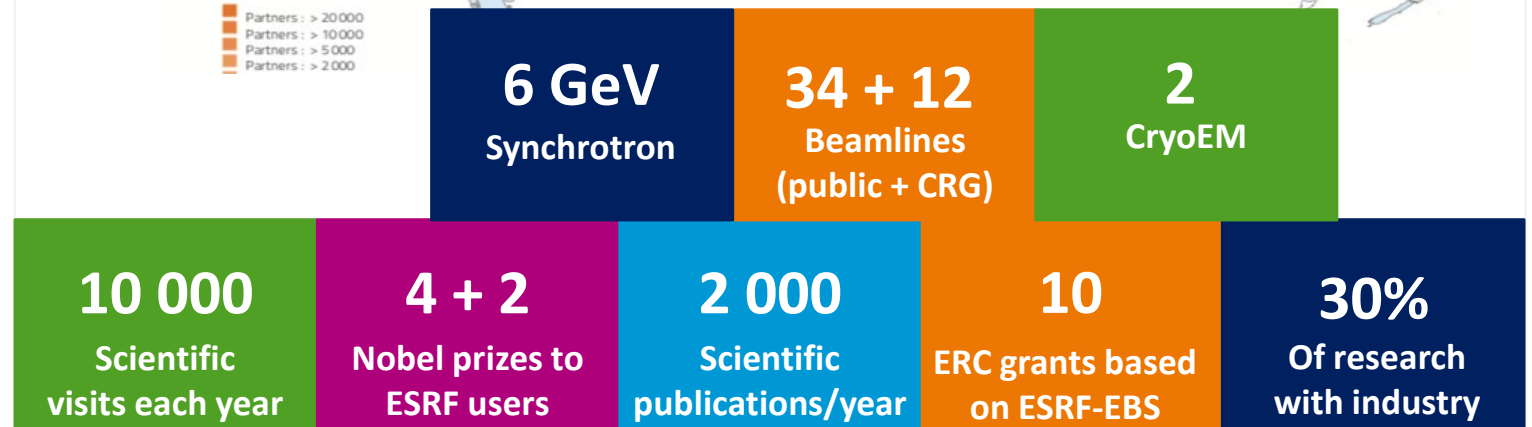
### 13 MEMBER STATES

France	27.5%
Germany	24.0%
Italy	13.2%
United Kingdom	10.5%
Russia	6.0%
Benesync (Belgium, The Netherlands)	5.8%
Nordsync (Denmark, Finland, Norway, Sweden)	5.0%
Spain	4.0%
Switzerland	4.0%

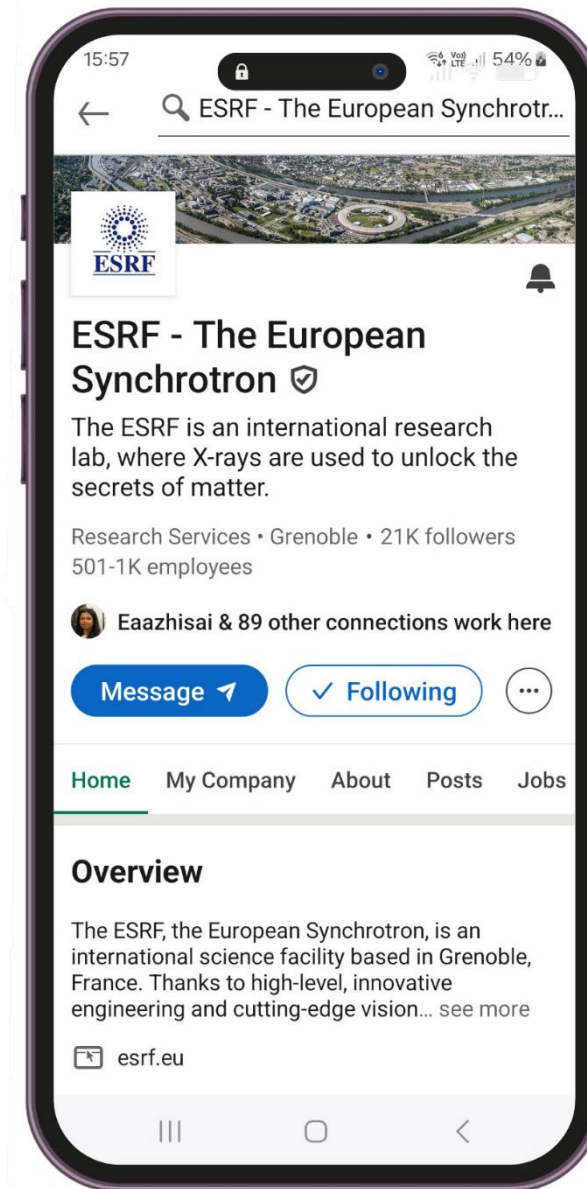
### 7 ASSOCIATE COUNTRIES

Austria	1.75%
Israel	1.75%
Poland	1.00%
Portugal	1.00%
India	0.66%
Czech Republic	0.60%
South Africa	0.30%

FROM 2015 TO 2024  
68 000 USER VISITS FROM 67 COUNTRIES  
7 000 INDIVIDUAL LABS OR UNIVERSITIES

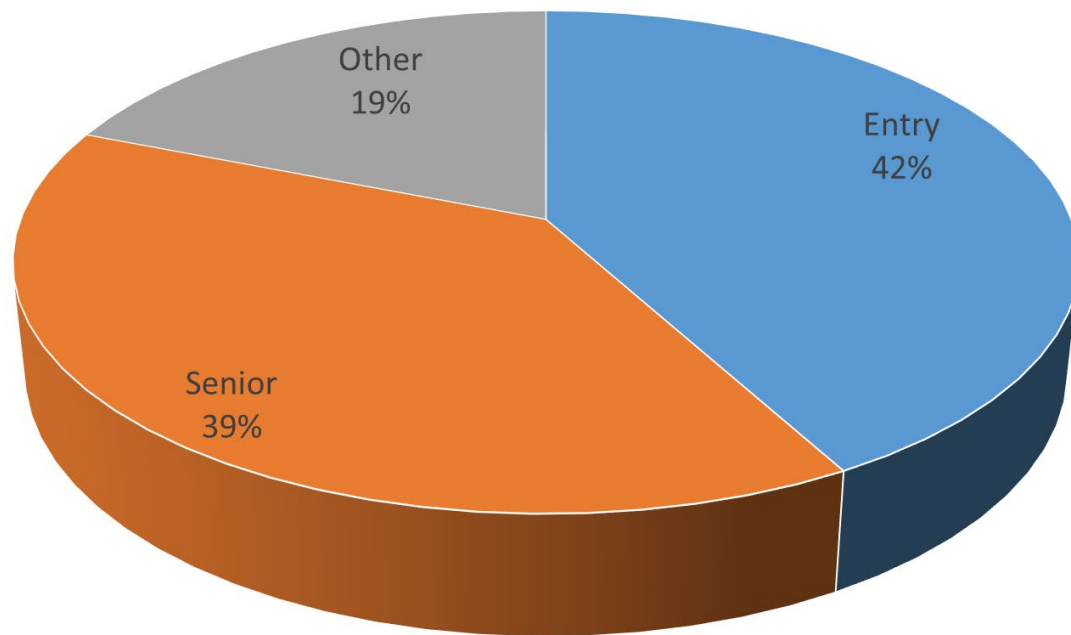


- Since 2016
- 21,439 followers
- Increase of 20% of followers or more annually
- Mostly viewed on mobile phone
- 135 posts from the beginning of the year (3xweek)
- Most of the posts have images
- 26% of the posts have videos

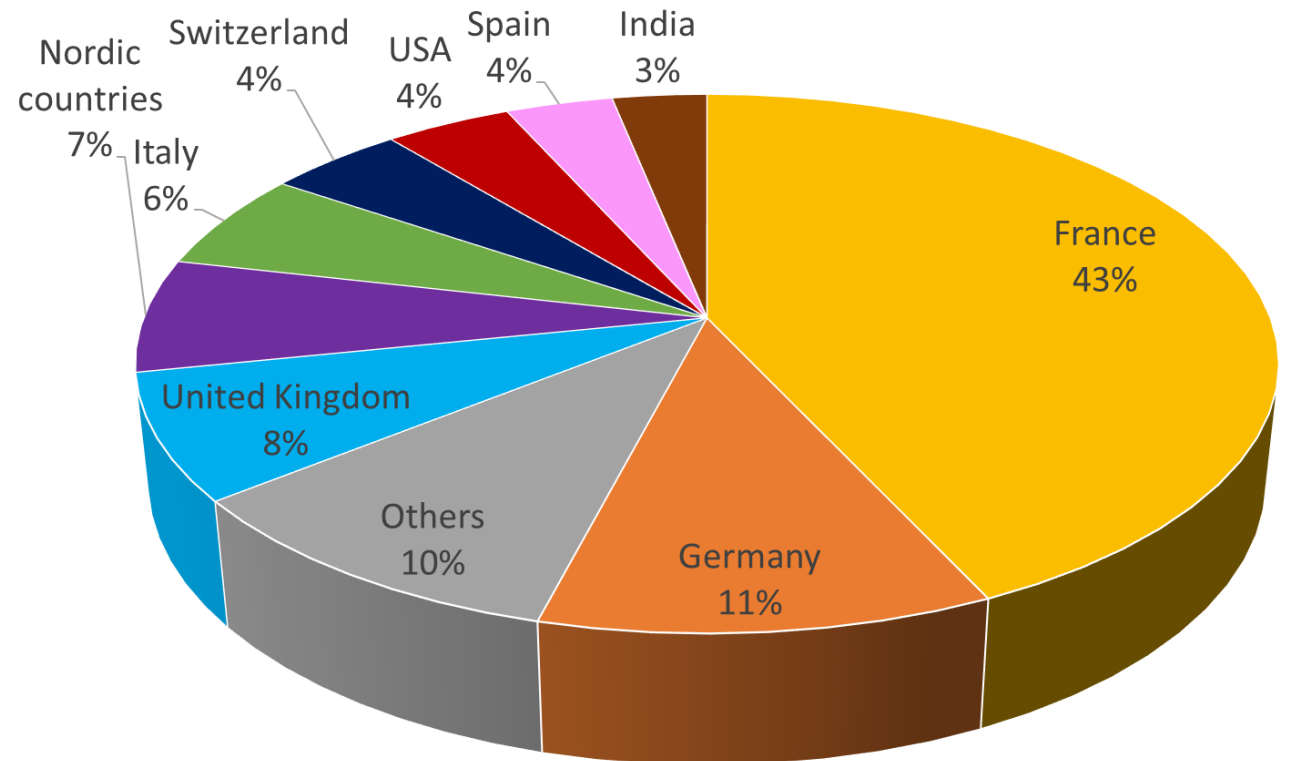


Most work in research institutes or university

## SENIORITY



## LOCATION

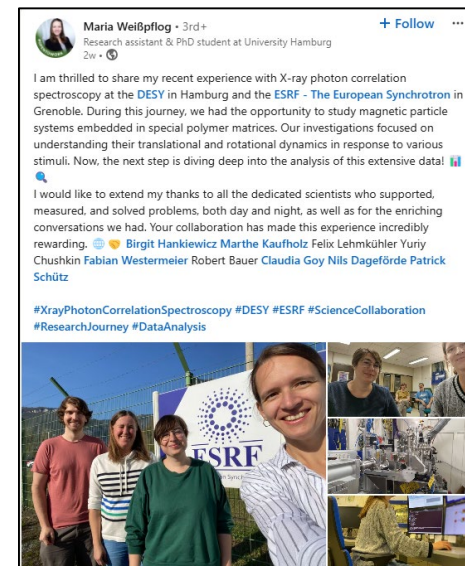
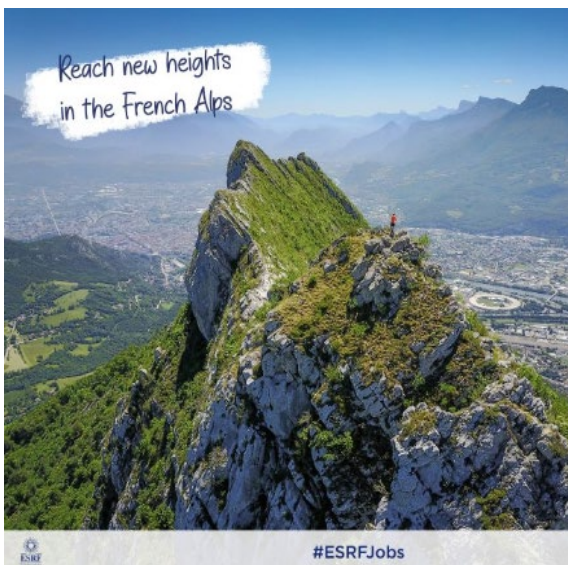


**SHARE KNOWLEDGE**  
Research news  
New techniques



**LIFE AT THE ESRF**  
VIP visits  
Events

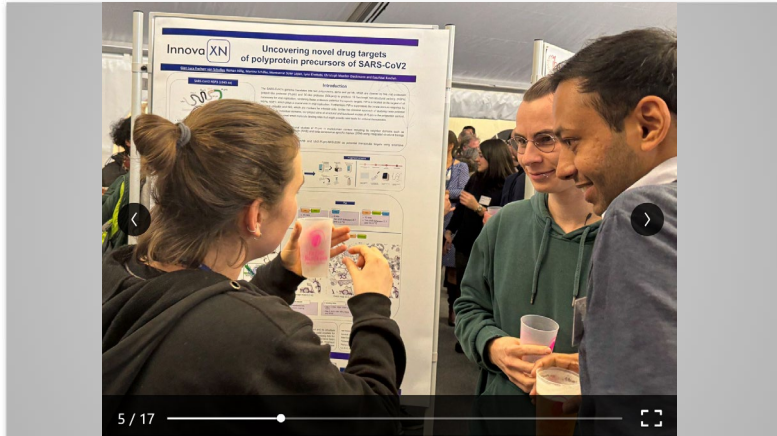
**PROMOTE JOBS**  
Posting lists of jobs  
Highlighting positions



**NURTURE THE COMMUNITY**  
Reposting content/  
ongoing experiments

What were your top performing posts? ⓘ

Gallery view ▾



 @ESRF - The European Synchrotron  
Feb 14 • 7:51 AM

Were you at our User Meeting 2024 last week? Thank you all for contributing to a very successful meeting! {hashtag|#}ESRFUM2024}

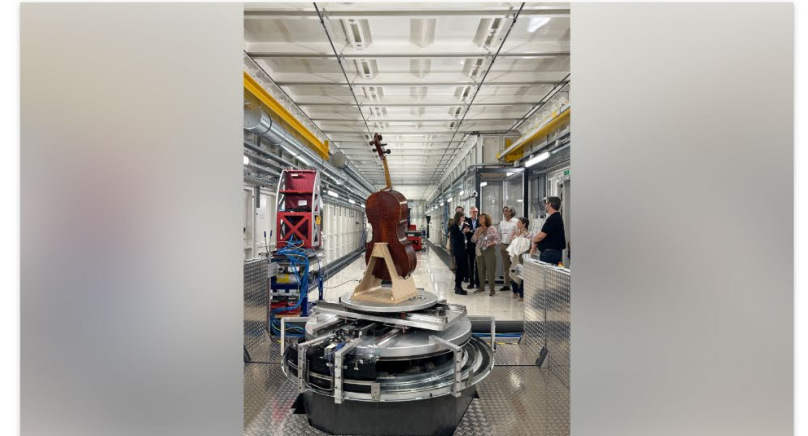
🗨️ 4 ❤️ 45 ↻ 0  
73.62% Engagement Rate




 @ESRF - The European Synchrotron  
Nov 8 • 6:30 AM

In view of upcoming and potential upgrade programmes in several synchrotron facilities around the world, we have recently welcomed several directors and CEO from synchrotron sources from all around. It was a pleasure to host @[Tetsuya Ishikawa](urn:li:person:Ucmh0MfiTO) , director of

🗨️ 0 ❤️ 81 ↻ 0  
46.33% Engagement Rate



 @ESRF - The European Synchrotron  
Sep 11 • 9:37 AM

This week we have been very honoured to welcome a Spanish delegation from the @[Ministry of Science and Innovation of Spain] (urn:li:organization:11753635) and @[CSIC] (urn:li:organization:13732). It was a great opportunity to present to one of our founding partners the new

🗨️ 2 ❤️ 136 ↻ 4  
36.18% Engagement Rate

## SUCCESS STORIES: TOP 10 POSTS

TIME	TEXT	ENGAGEMENT	CONTENT	TYPE
07:51:23	<b>User Meeting recap</b>	73.62%	Carousel	Life
06:30:12	<b>Visit of directors of lightsources</b>	46.38%	Photos	Life
09:37:39	<b>Visit Spanish government</b>	36.17%	Photos	Life
12:55:10	<b>Visit of Swiss State Secretary</b>	35.33%	Photos	Life
10:42:01	<b>Int. Day of Women in Science</b>	32.8%	Carousel	Nurture
07:33:54	<b>Visit of STFC director</b>	31.95%	Photos	Life
20:16:29	<b>Research on violin 'Il Cannone'</b>	31.82%	Carousel	Nurture/knowledge
07:00:29	<b>Screenshots of posts by users</b>	26.86%	Photos	Nurture
07:24:25	<b>Research on Arctic ice</b>	26.67%	Carousel	Nurture/knowledge
09:49:00	<b>HERCULES course</b>	25,74%	Carousel	Life



- Monthly newsletter.
- Targeted to our scientific community.
- Compilation of scientific news, nominations/visits and job offers.
- First 7000 followers signed in within days of publication.
- Today we have almost 10000 followers.
- Followers receive it via email and LinkedIn alert.

## ADVANTAGES:

Direct communication

Free

Big reach

Very easy CMS



NEWSLETTER

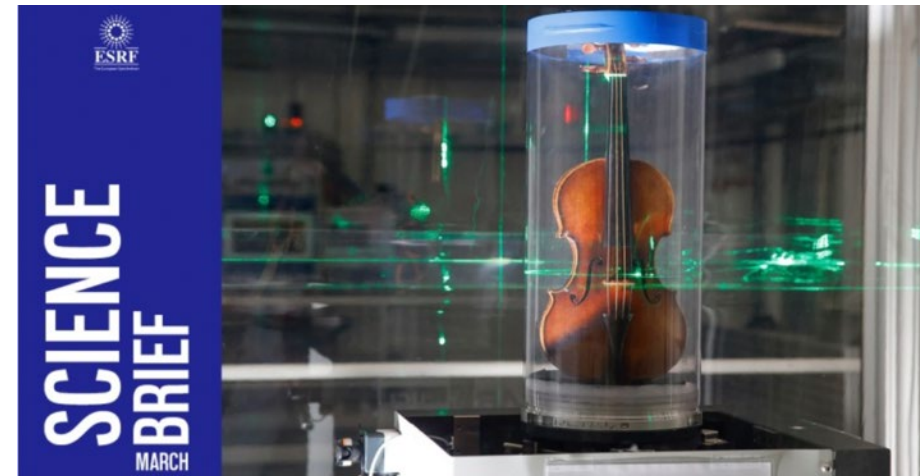
## ESRF Science Brief

Monthly newsletter of the most exciting research news at the ESRF.



By ESRF - The European Synchrotron  
18,567 followers

Published monthly  
7,099 subscribers



Science brief - March 2024

ESRF - The European Synchrotron sur LinkedIn • Lecture de 2 min

**Reach has declined in all content type.**

**Dynamic formats like video gain interest.**

## **HOW OFTEN TO POST AND WHEN**

3-5 times a week (Morning, midweek)

At least 18h between posts

First 90 minutes are crucial

## **REPOSTING STRATEGY**

Instant repost counts as a post.

## **EXTERNAL LINKS**

Links in the original post = 40% less reach – Debatable



## TEXT POSTS

Use a strong hook.

Posts without visuals do not get a high reach

## IMAGE POSTS

Text between 900-1500 characters

Infographics, selfies, flowcharts

3 or 5 pictures

## DOCUMENT POSTS

This includes carousels/PDFS

From 6 to 12 slides

## POLLS

Best to include 3 options

300-600 characters

## NATIVE VIDEOS

Vertical and square videos better reach than horizontal

New Tik Tok style

Length of 60-90 seconds

Get the full Algorithm Update from  
[Richardvanderblom.gumroad.com](https://richardvanderblom.gumroad.com)

- More native videos (Tik Tok style)
- More posts on life at the ESRF
- Continue working with our most active followers
- Keep the same periodicity
- Sticking to morning posts
- Announcement of events in dedicated space





**THANK YOU FOR YOUR ATTENTION**