

Communications and outreach activities within the CLF

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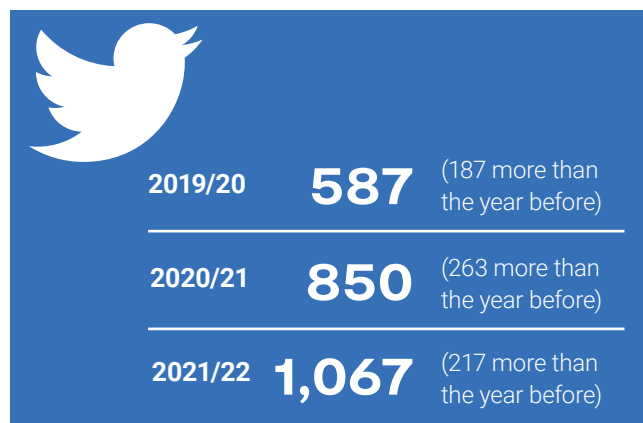
The CLF's Communication Strategies

The role of the CLF's Impact and Engagement team is to promote CLF science and technology to some of our key audiences and share what we are capable of, to engage with our community and recruit new people. Different audiences require different types of interaction, and we have worked to develop and harness the tools needed to communicate with each effectively.

We are responsible for internal and external engagement functions, including: the CLF website and Twitter for our general science audience, staff and user community; talks, tours and activities for our general and next gen audiences; and a fortnightly newsletter for CLF staff.

Social Media

Social media, namely Twitter, has become increasingly important for interacting with our target audience. Monthly analyses of the CLF Twitter account show that we have grown in followers, and that these followers are largely within our target audience of users and the scientific community. This means that, when we share a tweet, we know that what we are sharing will impact the right people.



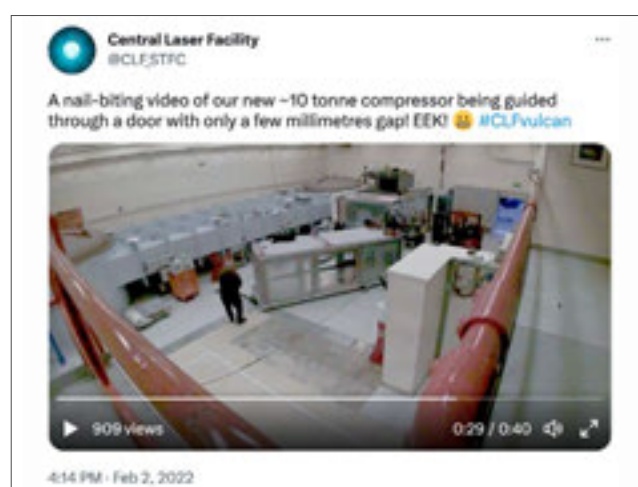
A quick comparison of our Twitter follower growth over the past three years shows a steady increase.

Having reached our main goal of hitting 1,000 followers, we have now moved on to a new goal of increasing or maintaining our engagement on the tweets we share. This will involve observing which tweets do well and which do not, and adjusting our posts accordingly.

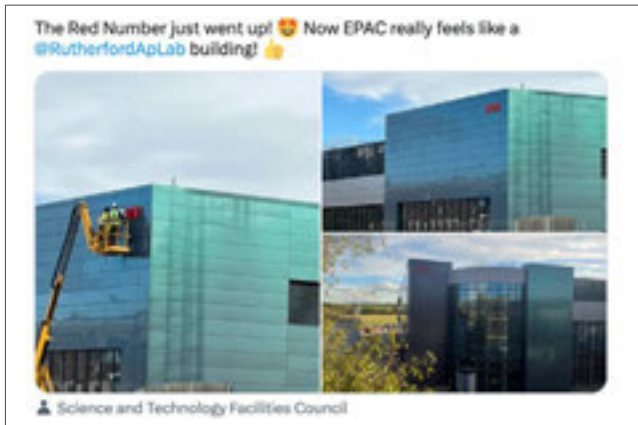
Key moments on Social Media

Not all tweets are created equal. Over the years we have learnt more about what makes our followers engage with our content, and the subjects to which they are most likely to respond.

For example, [a nail-biting video of our new ~10 tonne compressor](#) being guided through a door with only a few millimetres gap proved a success on Twitter. We also know from secondary research that videos do work well on this platform.



Another tweet that did very well (with a 12.6% engagement rate!) was a fun, casual tweet about EPAC.

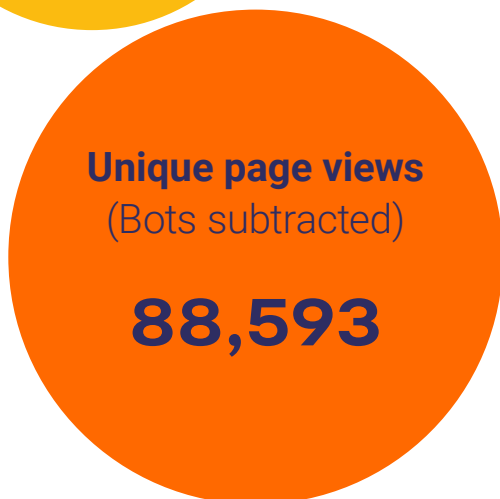


Casual tweets seem to do really well and we have found that our audience always enjoys tweets like this, particularly where combined with the subject matter of EPAC. The engagement rate was increased by the fact that there were multiple pictures, meaning that users clicked through the images.

We continue to keep in close contact with the STFC Twitter and Instagram team, through whom we can reach a more general public audience as opposed to the general scientific audience that the CLF Twitter aims to attract. To aid these discussions and others, a CLF representative attends a monthly Social Media meeting, where all the departments can communicate new ideas, campaigns and best practices.

The CLF Website

Summary Financial Year: 2021/22



Social referrals out of 24,488 users:



Although the number of people visiting our website has fallen (29,000 in 2020/21), there has been a higher number of unique page views. We have also seen a further increase in the number of people coming from LinkedIn (just 20 in 2019/20 and 149 in 2020/21), with other social referrals remaining at a similar level to the previous year.

Public Engagement Overview

As part of our goal to engage with the next gen audience, we have taken part in multiple events, often by giving tours. These events have been well attended and we have engaged with one of our key audiences – 8 - 14 year olds. This is the age at which children are starting to think about their future careers, and is also around the age when many young girls unfortunately decide that science and engineering is not for them.

Overall, from April 2021 – March 2022, we hosted 60 tours and visits to our facility. Due to the new way of hybrid working introduced by lockdowns, many of these were virtual visits via Zoom. While this has its limitations, it did mean that we were able to reach a more varied audience that was not constricted by whether they could travel to visit our labs.

Here are the stats, for April 2021 – March 2022:



Welcoming New Staff

The CLF and other STFC departments have created a rota for hosting virtual tours for new starters. These tours take place throughout the year and are designed to show staff what is going on all around them in the place they work. It also helps CLF staff themselves, because often we find that people from one part of the CLF do not realise what is happening in another.

Below is some feedback from a New Starters' tour we hosted alongside the Technology Department. In total there were 74 attendees, with more people subsequently asking for a recording of the tour.

- **95% of attendees said the level was pitched just right for them**
- **84% of attendees said the tour was the right length for them**

Comments received include:

Such positive feedback makes it feel worthwhile presenting staff tours and talks, and we are thankful for the support we have received to pull everything together.

I feel like I was able to see a showcase of the wide variety of research that STFC's facilities help to facilitate. It was also interesting to hear about the variety of collaborations, commercial spin-offs and cutting edge technologies that STFC helps develop.

The main thing I learnt was the diversity of work being carried out at STFC.

I learnt a lot about lasers which are possibly the coolest thing at least at STFC but maybe even just in general.

Too much to write down, amazing the different research that goes on across the organization.

[I learnt about] The Size and the impact of STFC's Projects.

I thought the quality of the presentations and speakers were excellent.

I enjoyed this session and felt that it was pitched correctly to give me a perspective of parts of the RAL site that I do not use, while not requiring too much of my time.

Would like to take part again if there is a physical tour in the future.

User Leaflets

As lockdowns are easing, we have created brand new User Leaflets for our visiting users. These are available to HPL and LSF users, and contain useful information to help them find not only the labs and offices, but also coffee, food and places to relax on campus.

EPAC Open Day

Looking forward, we are preparing to host an EPAC Open Day on 25th May 2022 with around 200 predicted attendees from the CLF and surrounding buildings.

We are responsible for creating posters and signage for this event, which is a mammoth project, but a very exciting one!

