

Humanising science to reach new audience

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Your research is finally out? Congratulations! But, let's not forget that the research publication is not the end of the process, but the beginning of another one, also important: communication. Mastering communication, and all communications tools, especially social media, is now crucial to promote your research. Scientists themselves are sometimes embracing roles that were conventionally taken on by trained science communicators.

But how to exist regarding the huge flow of communication generated on social media? How to engage with new audience? How do people, outside of the scientific life, learn about science or crystallography?

The ESRF's communication group has developed a digital strategy based on humanising science to reach new audience but also to engage people with science. This strategy aims to explain the stories behind the science carried out at the ESRF, to highlight the people behind the research projects, through digital campaigns such as "*Humans of ESRF*" [1], EBS stories or video portraits[2].

[1] <https://humans.esrf.fr/>

[2] <https://www.youtube.com/watch?v=mIprE9Hfad4>

Keywords: IUCr2020; science communication, social media; scicomm