

# The Kavli Foundation

Social Media

@kavlifoundation



# Social Media and Our Mission

The Kavli Foundation is dedicated to advancing science for the benefit of humanity, promoting public understanding of scientific research, and supporting scientists and their work.



# Social Media and Our Mission

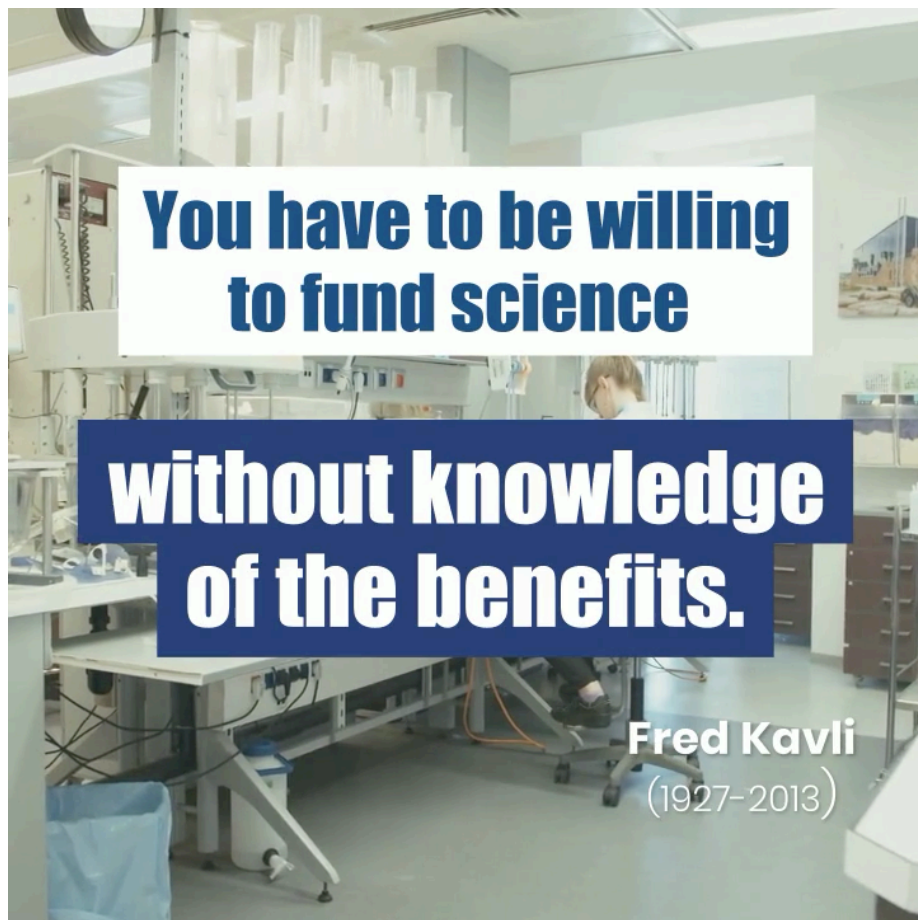
The Kavli Foundation is dedicated to advancing science for the benefit of humanity, **promoting public understanding of scientific research, and supporting scientists and their work.**



# Priority Platforms



# Content Strategy: Vision



# Content Strategy: Humor



Sweat doesn't just cool us down (and stain our shirts), it also contains chemicals that can indicate stress, dehydration, diabetes, gout, and how the body is responding to medication. If only a sensitive wearable sensor could help us analyze it - oh look!

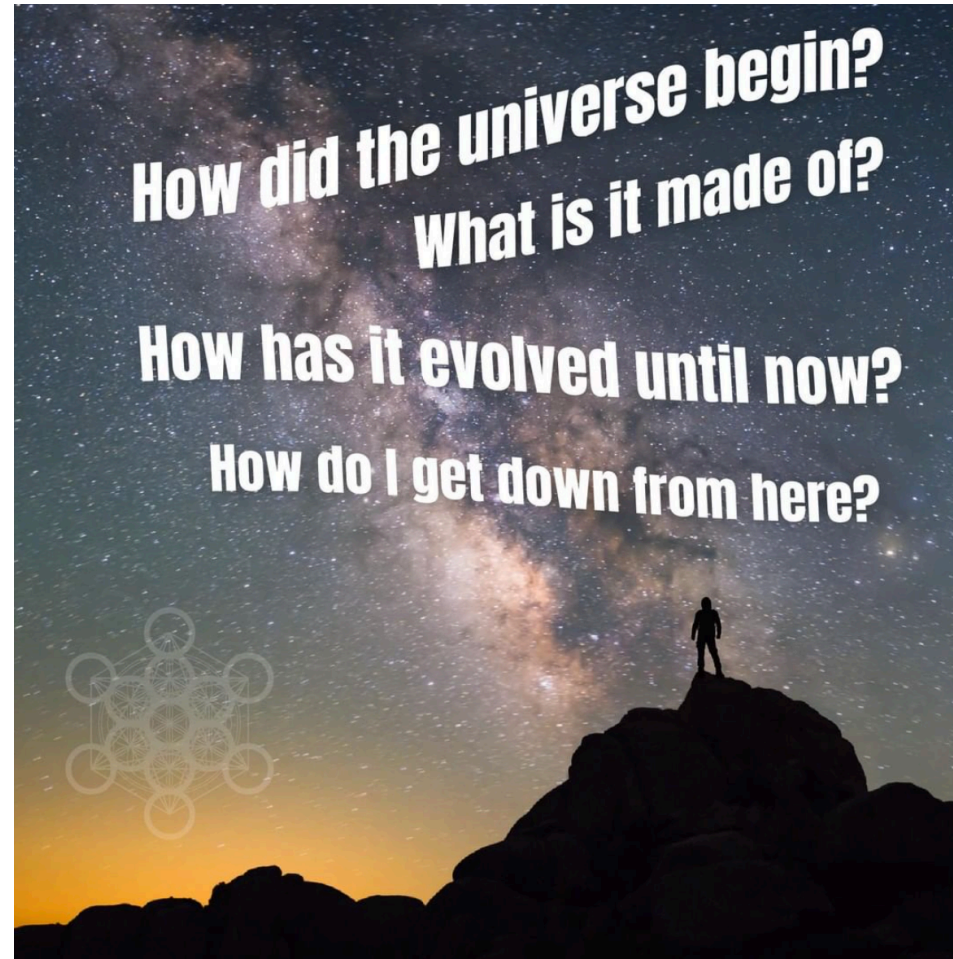
[kavlifoundation.org/kavli-news/new...](http://kavlifoundation.org/kavli-news/new...)



1:05 PM · Aug 19, 2020 · Hootsuite Inc.

View Tweet activity

7 Retweets 2 Quote Tweets 20 Likes




Liked by petrahand and 129 others




THE KAVLI FOUNDATION

# Content Strategy: Networking

 **The Kavli Prize** @KavliPrize · May 22  
Nanoscience is the broadest of the fields we celebrate, spanning materials science, chemistry, quantum science, condensed-matter physics, molecular biology, optics, just to name a few!

1 2

 **The Kavli Foundation** @KavliFoundation  
Replying to @KavliPrize  
We're macro fans of nanoscale science. Some of our nano heroes: @preskill @medickinson @MeteAtature @compoundchem @francesarnold @stuartcantrill @SuperScienceGrl @FunSizeSuze @sarah\_reisman @NeilWithers

10:12 AM · May 22, 2020 · Twitter Web App

6 Likes

 **Dr Suze Kundu** @FunSizeSuze  
Replying to @KavliFoundation @KavliPrize and 9 others  
You guys!



11:59 AM · May 22, 2020 · Twitter for iPhone

1

Tweet your reply

 **Mete Atature** @MeteAtature  
Replying to @KavliFoundation @KavliPrize and 9 others  
🥳🌟

3:26 PM · May 22, 2020 · Twitter for iPhone

4 Likes

4

Tweet your reply

# Content Strategy: Networking



Tweets **20.4K** Following 118 Followers 1.09M Likes 5,508 Lists 1 Moments 1

Tweets Tweets & replies Media

National Science Foundation Retweeted



**The Kavli Foundation** @KavliFoundation · 4h  
As a boy, Fred Kavli was fascinated by auroras, and today they glow above the South Pole Telescope, where researchers from the Kavli Institute for Cosmological Physics @UChicago uncover the secrets of the universe. 📷: Dr. Daniel Michalik, @NSF @NSF\_OPP U.S. Antarctic Program



**The Kavli Foundation** @KavliFoundation · 16m  
In honor of @LIGO starting up on #AprilFoolsDay, we imagined what an ad for this observatory might look like. For all your gravitational-wave-detecting needs!

It's **LIGO** Time!  
Laser Interferometer Gravitational-Wave Observatory

New! 2X THE POWER!  
New LASERS!

FEATURING UPGRADED MIRRORS!  
Now with **super boosted** detection range:  
Hundreds of millions of light years farther than before!

For all your gravitational-wave-detecting needs:

- Black hole collisions
- Black hole and neutron star collisions????
- Neutron star collisions

Learn more at [kavlifoundation.org/ligo](http://kavlifoundation.org/ligo)  
THE KAVLI FOUNDATION

1 3 3



**LIGO** @LIGO · Following

Replying to @KavliFoundation

But wait, there's more! Using LIGO with @ego\_virgo™ lets you identify the source of gravitational waves. Never lose a pair of merging binary neutron stars again

9:58 AM - 1 Apr 2019

1 Retweet 1 Like

1 1



Following

**UChicago** @UChicago · Follows you

@UChicago Follows you

The official Twitter feed of the University of Chicago, run by [news.uchicago.edu](http://news.uchicago.edu)  
Accessibility questions? Email [social-media@uchicago.edu](mailto:social-media@uchicago.edu).

Chicago, Illinois [uchicago.edu](http://uchicago.edu) Joined April 2010

1,598 Following 52.9K Followers

Followed by Kavli Institute for Theoretical Physics, Kavli at Harvard, and 22 others you follow

Tweets Tweets & replies Media Likes

UChicago Retweeted



**The Kavli Foundation** @KavliFoundation · 9m  
Wendy Freedman from the Kavli Institute for Cosmological Physics at @UChicago explains new results for the elusive Hubble constant—the rate at which our universe is expanding.

Caution: this might cause your mind expand along with the universe. 🤖

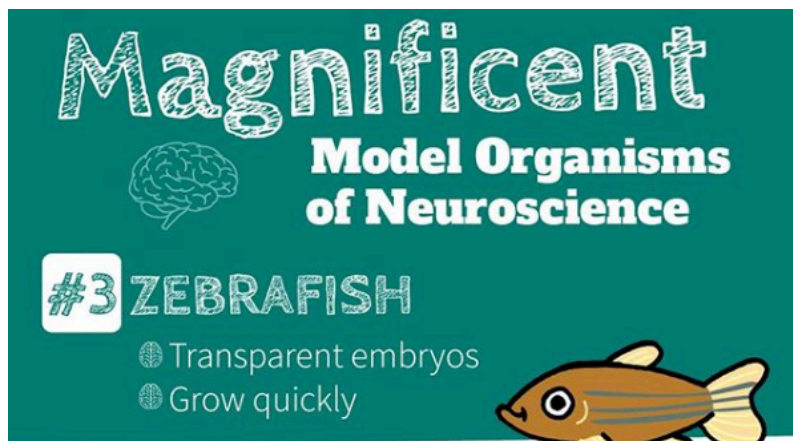


The Hubble Constant measurement mystery: Profes...  
A new measure of Hubble constant adds to mystery about universe's expansion rate Red giants — In a ...  
[youtube.com](https://www.youtube.com)



# Content Strategy: Campaigns

- Both existing and custom
  - Brain Awareness Week – Dana Foundation
  - Quantum Week



**Magnificent**  
Model Organisms  
of Neuroscience

#3 ZEBRAFISH

- Transparent embryos
- Grow quickly

Great for studying

- Development
- Disease
- Vision

A green poster with white and yellow text. It features a brain icon and a zebrafish illustration. The text highlights zebrafish as a top model organism for neuroscience research due to their transparent embryos and rapid growth.

Great for studying

- Development
- Disease
- Vision

**People to know**

**JIM HUDSPETH:** mechanism of hearing  
Kavli Neural Systems Institute at The Rockefeller University

**EMRE YAKSI:** senses and the brain  
Kavli Institute for Systems Neuroscience at the Norwegian University of Science and Technology



**HAPPY**  
QUANTUM  
ENTANGLEMENT  
DAY

An orange poster with a skull and a jack-o'-lantern. The text reads 'Happy Quantum Entanglement Day'. There is a small spider icon and a quantum entanglement symbol in the bottom right corner.



THE  
KAVLI  
FOUNDATION

# Engagement Strategy

It's easy to get wrapped up in your content strategy and editorial calendar, but don't forget about the other half of social media: engagement.

Budget time to share and comment on relevant content.

*Be the social media user you wish to see in the world.*



# Contact

Katie McKissick

Digital Engagement Manager

[kmckissick@kavlifoundation.org](mailto:kmckissick@kavlifoundation.org)

