ASN activity on social media

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ASN activity on social media

- ASN has been present on social media since 2010
- The Fukushima accident (March 2011) was a turning point
- Constant growth in social media use among the French population and within the ASN communication policy
- 3 social media platforms preferred: Twitter, Facebook, LinkedIn
  - Popular and adapted to ASN contents
  - Targeted audiences: general public on FB; enlightened public on Twitter; professionals on LinkedIn
  - Growth of subscribers (+100 subscribers/month on Twitter and LinkedIn)
- YouTube and Dailymotion for the video contents
Why do we use social media?

1. Increase information dissemination, in a timely and targeted manner

2. Create a strong, interactive and recurring link with the influencers (press, institutionals, stakeholders, etc.)

3. Raise the general public's awareness concerning NS and RP issues - Educational approach

4. Promote other contents (links on website)
Benefits in terms of corporate communication

1. Make ASN activities known; develop content “virality”
   // Increase awareness

2. Embody positive values: openness, transparency, modernity
   // Improve image
Between 8 and 10 million users in France

@ASN: + 6,200 subscribers – a single certified account

- Targeted, loyal and influential audiences (journalists, administration, elected officials, NGOs, etc.)

- News, publications, events (hearing, etc.), 2016 iodine campaign, ASN/IRSN travelling exhibition

- Live-tweets during major ASN events: make a closed event public (hearings)

- Daily retweets, comments and questions

- Need to monitor permanently and answer the questions

- SM training integrated into nuclear emergency drills (SM simulated pressure)
**ASN on Facebook**

**31 million users in France**

**ASN: thousands of followers**

- Fickle audience, “the general public” more present, several anti-nukes followers
- Press review, documentary content, content and events from ASN and its TSO and French-speaking counterparts, exhibitions, 2016 iodine campaign, etc.
- Important role of images (video in particular) and content sharing
- Conversational function of the tool
- Some polemical comments
- Need to monitor permanently and answer the questions
6 million users in France
More than 3,000 ASN subscribers

-A tool dedicated to human resources, jobs and careers
-Audience: positive and active, regular growth
-Involved audiences, professional network (nuclear licensees and experts): ASN as a “reference” in the nuclear community
-No polemical comments
-Today: a corporate communication tool for ASN: corporate news (hearings, press conferences, agenda, etc.)
-Tomorrow: possibly a tool to promote ASN human resources
ASN on You Tube and Dailymotion

About 40 videos on line viewed 4,000 times.
Localisation of content (English sub-titling).

162 films – 127,000 views since 2009
20 “playlists”: iodine distribution campaign, “let’s talk about nuclear safety and radiation protection” series, hearings, etc.

- Importance of networked distribution (followers, influencers, relays)
- Role of communities (medical, industrial, institutional, etc.)
- Media suited to the new devices, natural link with SM (Facebook, Twitter)
A few examples of effective dissemination of content

-EPR vessel anomalies – April, 7, 2015: 5,538 persons reached and 20 shares on FB; 28 retweets on TW

-Fall of a steam generator in Paluel NPP - April, 1, 2016: 4,800 persons reached on FB (FR) + 4,700 persons reached by the UK version (39 shares); 34 retweets on TW
#iode2016 – iodine tablets distribution campaign

- About 400 tweets between January and June 2016
- Public meetings, press conferences announcement
A new type of communication: « Real time requirement and conversational mode » can be conflicted with our mission that requires discernment, time to verify information, analyse and make a decision.

Our challenge: to adapt ASN communication to the specific rules of SM (reactivity, conversational mode, role of the images, etc.) and especially in emergency situations (real-time constraint, rumours, etc.)

Response: a community manager, an internal network of experts, an accelerated procedure of validation, real-time monitoring of SM
Focus: ASN social media charter

A social media charter at ASN

- ASN operates in a sensitive field exposed to scrutiny
- Present SM to all staff
- Familiarize the staff with the use of SM and stress the role they can play in ASN communication (dissemination, “shares”, alerts, etc.)
- Risks: fuzzy boundary between private mode/professional mode; dissemination of information is uncontrollable, alterable, long-lasting
- Enhance staff accountability, best practices to be adopted in all publications or conversations concerning one’s professional field: duty of confidentiality, copyright, discernment, etc.
Thank you for your attention
and we hope to see you soon on

@ASN
LinkedIn