



**IAEA**

International Atomic Energy Agency

*Atoms for Peace and Development*

**Technical Meeting on  
Using Social Media for Public Communication and  
Stakeholder Involvement for Nuclear Programmes**

*To gain the inputs for updates of the Nuclear Communicator's Toolbox*

**Board Room B/M1 (main meeting room; plenary session)**

**Room M0114, M0116, (breakout session / group exercise)**

**IAEA Headquarters**

**Vienna, Austria**

**9 – 13 December 2019**

**Ref. No: EVT1804486**

## AGENDA

### **Monday, 9 December 2019**

#### **11:00 – 12:30 Introduction**

Session Chair: Mr Jarret Adams

Welcome (Meeting Chair: Mr Jarret Adams)  
 Opening remarks by the IAEA  
 (Mr Christophe Xerri, Director, Division of Nuclear Fuel Cycle and Waste Technology)  
 (Ms Sophie Boutaud De La Combe, Director, Office of Public Information and  
 Communication)  
 General information on logistics and the meeting (Scientific Secretary)  
 Briefing of the background and objectives of the meeting (Scientific Secretary)  
 Presentation of the Nuclear Communicator's Toolbox (Scientific Secretary)  
 Review of the agenda (Scientific Secretary)  
 Meeting Chair's statement (Mr Jarret Adams)

*12:30 – 14:00 Lunch break  
 (short video programme of IAEA's relevant activities – The IAEA (3:05))*

#### **14:00 – 15:30 Topical session: Social media today**

Session Chair: Mr Jarret Adams

The presentations in this session provide overviews of the most widely used global platforms and alleged target audiences with a view to serving a common basis of understanding of evolving landscape of social media.

“LinkedIn 101: How to create and improve a LinkedIn business page” “What is Pinterest? (And Why You Should Care)”	Ms Gulfem Demiray (OECD/NEA)
“Twitter: 140 Coherent Characters”	Ms Princess Mthombeni, Department of Energy (South Africa)
“Facebook & Instagram: Who is who?”	Ms Natalia Munoz, Spanish Nuclear Safety Council (Spain)
“New media in China for public communication”	Ms Chunshan Luo, China Nuclear Energy Association (China)

*15:30 – 16:00 Coffee break  
 (short video programme by the IAEA – Amazing Rays (1:50); Marie Skłodowska-Curie in 60 seconds (0:59))*

#### **16:00 – 17:30 Panel session: Social media today**

Session Chair: Mr Jarret Adams

In this session, leading practitioners provide insight of the usage of social media from different points of view. A panel will discuss the platforms, goals, audiences.

Panel:

Regulator	Mr Abdul Shukor bin Abdul Aziz, Atomic Energy Licensing Board (Malaysia)
Operator	Ms Natalija Survila-Glebova, Ignalina NPP (Lithuania)

Government	Mr Reetesh Chaurasia, Department of Atomic Energy (India)
Research institute / Academia	Ms Soo Fei Chuah, Nanyang Technological University (Singapore)
International organization	Ms Diana Vasconcelos Teixeira (IAEA/OPIC)

17:30 - Hospitality

## **Tuesday, 10 December**

(The Meeting Chair will deliver a brief summary of the discussions on the previous day, along with his quick thought on relevance to the Nuclear Communicator's Toolbox.)

### **9:00 – 10:30 Topical session: Policy and procedure for effective social media**

Session Chair: Mr Jeremy Gordon

This session will discuss how to develop a social media policy for your employees. The discussion will also focus on what are appropriate messages for organizational social media and for individual contributors for the sake of "one message, many voices".

Social Media Policy / Guidelines for staff by different organizations: "Social Media policy for employees: maximizing engagement, minimizing risk"	Ms Alison Oliver, ENEC (UAE)
Social Media Policy / Guidelines for staff by different organizations: "Creating an Effective Social Media Strategy"	Mr Jean Baptiste Mihigo, Rwanda Utility Regulatory Authority (Rwanda)
Engaging an audience using your employees by different organizations: "Canadian Nuclear Safety Commission's perspectives on Social Media"	Ms Heloise Perron CNSC (Canada)
Engaging an audience using your employees by different organizations: "People Our Best Assets The employee Advocacy on EDF Group"	Mr Paul-Emmanuel Schoeller, EDF (France)

10:30 – 11:00 Coffee break & Group Photo

### **11:00 – 12:30 Topical session: Formulating a social media strategy**

Session Chair: Mr Jeremy Gordon

This session introduces the core elements of a social media strategy. It helps participants to identify the skills, resources and approval processes needed for implementation, as well as how to measure impact.

Defining your role / goals / objectives / audiences by different organizations: "Key Elements of a Social Media Strategy: defining roles, goals, objectives and audiences"	Ms Cristina Andrea Morita Saito, Peruvian Institute of Nuclear Energy (Peru)
Defining your role / goals / objectives / audiences by different organizations: "The Role of Social Media for Communication Strategy of Ukrainian Nuclear Power Plants"	Ms Yuliia Taratorkina, Khmelnytsky NPP (Ukraine)

Getting set up: Skills, resources, approval processes: "Getting Set Up: Skills, Resources and Approval"	Mr Mike Mueller, DOE (US)
Metrics: measuring success: "Measuring social media success"	Ms Vaishali Patel, WNA (UK)

(The Meeting Chair will brief for the afternoon breakout session.)

12:30 – 14:00 *Lunch break*

(short video programme by the IAEA – *Measuring Radiation (2:10)*)

#### **14:00 – 15:30 Breakout session: Strategy and Policy**

Participants will divide into peer groups led by a moderator to share experience on development of strategies and policies related to their organizations' use of social media. The moderator will designate a rapporteur from the group participants to prepare and report the summary of the discussions.

Regulators: regulators, environment agencies

Moderator: Ms Natalia Munoz

Operators: utilities and other nuclear facilities, suppliers, licensees, consultants

Moderator: Mr Jeremy Gordon

Government: ministries, local authority

Moderator: Ms Gulfem Demiray

Research institutes: universities, academia, national laboratories, others

Moderator: Ms Princess Mthombeni

15:30 – 16:00 *Coffee break*

(short video programme by the IAEA – *Nuclear Fuel Cycle (3:00); Nuclear Power (0:34)*)

#### **16:00 – 17:30 Plenary discussion**

Session Chair: Ms Gulfem Demiray

Rapporteurs will provide an oral report on summary of breakout session, followed by plenary discussion on takeaways.

Rapporteurs to provide their summaries (maximum 10 mins each)

Discussion on takeaways

(The Meeting Chair will encourage all the participants to submit takeaway actions they intend to implement in their organizations by end of Wednesday. A handout will be distributed.)

### **Wednesday, 11 December**

(The Meeting Chair will deliver a brief summary of the discussions on the previous day, along with his quick thought on relevance to the Nuclear Communicator's Toolbox.)

#### **9:00 – 10:30 Topical session: Learning from other sectors**

Session Chair: Ms Natalia Munoz

The speakers from other sectors will share their experience of using social media in their professional roles and their recommendations.

Military service sector: "Use of Social Media by an Emergency Service. Stakeholder relationships"	Mr Aurelio Soto, Military Unit for Emergency (Spain)
Space sector: "European Space Agency & Social Media"	Mr Jules Grandsire and Mr Julio Aprea (European Space Agency)
Other international organization: "'Packing a punch with colleague advocacy"	Ms Alison Benney, AB MediaFit (former social media manager of OECD)
Other international organization: "The Importance of Social Media Listening"	Mr Luca Lamorte, International Organization for Migration (IOM)
Consequences of not using social media well in other sectors: "What happens when you don't use social media (well)?"	Mr Ayhan Evrensel, independent consultant (Turkey)

10:30 – 11:00 *Coffee break*

(short video programme by the IAEA – *The evolution of medical imaging for cancer care (5:00)*)

### 11:00 – 12:30 Topical session: Audiences expectations

Session Chair: Ms Natalia Munoz

Important stakeholders will share what they expect from nuclear related organizations in social media.

News reporter: Use & Abuse of Social Media and its Relevance in News Reporting	Mr Pallava Bagla, independent science journalist (India)
Trade press reporter: "Nuclear communication on social media in the context of specialised news reporting"	Mr Kamen Kraev, NucNet (Belgium)
Community / liaison groups: "Nuclear Safety: How to communicate by using social media at the local level in France"	Ms Anne-Laure Maclot, ANCCLI (France)

12:30 – 14:00 *Lunch break*

(short video programme by the IAEA – *Radioactive Waste [short version] (2:12); Radioactive Waste [long version] (9:45)*)

### 14:00 – 15:30 Topical session: Tools of the trade

Session Chair: Ms Princess Mthombeni

Creating attractive social media content is key to connecting to your audience and delivering results. The selected speakers will give advice and techniques to leverage the tools you already have.

Low-cost tools and resources: "Social media on a tight budget: free & low-cost tools to get you started"	Ms Gulfem Demiray (OECD/NEA)
Crafting great content: "Nuclear - a Natural part of the Future"	Mr Roger Strandahl, Sydkraft AB / Uniper Sverige (Sweden)
Making photo and video easier: "Making Content for Your Social Media"	Mr Adhi Nugraha, BATAN (Indonesia)
Targeting hard to reach audiences: "Creating support by social media"	Ms Cora Blankendaal, NRG (Netherlands)

15:30 – 16:00 *Coffee break*

(short video programme by the IAEA – Radiotherapy in 60 seconds (0:57); Protecting child patients when using radiation medicine (1:38))

### 16:00 – 17:30 Topical/interactive session: Success stories

Session Chair: Princess Mthombeni

In this session, the selected experts will explain how they planned and delivered successful social media campaigns.

Announcing events, publications, conferences: “Content localization and stakeholder engagement: the Rosatom experience”	Ms Valeriya Khorishko, Rosatom International Network (Russian Federation)
Generating feedback and engagement: “Generating Inspiration and Engagement - A Global Story”	Ms Jane Kim Coloseus, Women in Nuclear (US)
Building trust: “How is CNEA uses Social Media?”	Ms Josefina Molinari, National Atomic Energy Commission (Argentina)

The later part of the session will be devoted to discussions on creating hashtags for nuclear topics. The participants will also be encouraged to take part in a poll for this purpose.

### Thursday, 12 December

(The Meeting Chair will deliver a brief summary of the discussions on the previous day, along with his quick thought on relevance to the Nuclear Communicator’s Toolbox.)

### 9:00 – 10:30 Topical session: Good practices

Session Chair: Mr Ayhan Evrensel

The selected speakers will explain how to adapt messages and tailor content for chosen platforms and audience.

Social media competition and winner posts: “Effectively Utilizing Social Media Competitions to Educate the Youth on the Benefits of Nuclear”	Mr Ryan Collyer, Rosatom Africa (South Africa) [via WebEx]
Good practices of posting by different organizations: “The Role of Digital Platform in Publicizing Nuclear Energy for Newcomer Countries. A Case study of Kenya”	Ms Faith Kosgei, Nuclear Power and Energy Agency (Kenya)
Good practice of posting by different organizations: [non-title]	Mr Marco Antonio Torres Alves, Electronuclear (Brazil)
Good practice of posting by different organizations: “Jordan’s Evolving Steps toward Continuous and Sequential Social Media and Stakeholder Involvement Activities”	Ms Reem Khrais, Jordan Atomic Energy Commission (Jordan)

10:30 – 11:00 *Coffee break*

(short video programme by the IAEA – Protecting patients in dentistry (1:53))

### 11:00 – 12:30 Panel session: Hosting an inclusive dialogue

Session Chair: Mr Ayhan Evrensel

How do you participate positively in a global forum where many views are being expressed?  
Panelists will explain how they navigate heated debate and deal with misinformation.

Panel:

Ms Kirsty Gogan, Energy for Humanity (UK) [via WebEx]  
Mr Ben Heard, Bright New World (Australia) [via WebEx]  
Ms Shirley Ho, Nanyang Technological University (Singapore)  
Ms Jane Lytvynenko, BuzzFeed News (Canada)

(The Meeting Chair will brief for the afternoon session on *The First 15 Minutes* exercise.)

12:30 – 14:00 Lunch break

(short video programme by the IAEA – *Using Nuclear Science to Control Mosquitoes* (2:24))

### 14:00 – 15:30 Group exercise: *The First 15 Minutes*

Nuclear organizations face situations that require quick social media responses. It can be said the first 15 minutes after an event is a crucial time to begin your communication response.

Participants will divide into 3-4 groups in a role-playing exercise. Each group will produce a social media communication plan for the first 15 minutes based on a hypothetical scenario to be chosen from the indicative list below. A moderator in each group will lead the exercise and designate a rapporteur from the group participants to prepare and report a summary of the plan which identifies its achievements and difficulties.

Indicative list of hypothetical scenarios requiring communications and responses:

- Newspaper scoops announcement of big new project
- News on fire in a town with the same name as a plant
- Demonstration at construction site or in transport

Group #1 Moderator: Ms Gulfem Demiray  
Group #2 Moderator: Ms Natalia Munoz  
Group #3 Moderator: Ms Princess Mthombeni  
Group #4 Moderator: Mr Jeremy Gordon

15:30 – 16:00 Coffee break

(short video programme by the IAEA – *Using Nuclear Science to Control Pests* (2:10))

### 16:00 – 17:30 Plenary discussion: *The First 15 Minutes*

Session Chair: Ms Gulfem Demiray

The session will first listen to the presentation on the IAEA's new supporting tool for communication for emergency preparedness and response (EPR) which is under development.

"Developing a social media simulator to exercise emergency public communication"	Mr Peter Kaiser (IAEA/IEC)
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After the presentation, rapporteurs of each group will give a brief summary of their group's work, which will highlight achievements and challenges in strategy, policy and delivery. An open discussion on good practices for the first 15 minutes and takeaways will follow.

Rapporteurs to provide their summaries (maximum 10 mins each)  
Discussion on good practices and takeaways

(The Meeting Chair will announce the list of selected participants who will make a presentation on his/her takeaway action plans at the morning session of Friday.)

### **Friday, 13 December**

#### **9.00 – 10.30 Plenary session: Future outlook and takeaway actions**

Session Chair: Mr Jarret Adams

How can communicators embrace and move with the constantly changing social media landscape? The speaker will look at where social media is headed in the short term and how to position yourself to stay up to date over the long term. Then, selected participants will share their takeaway actions they intend to implement in their organizations.

"Trends To Anticipate in Social Media, 2020-2022"	Mr Jeremy Gordon, Fluent in Energy (UK)
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Next Steps to be presented by selected participants (5 minutes elaboration)

*10:30 – 11:00 Coffee break*

*(short video programme by the IAEA – Using Nuclear Science in Food Irradiation (2:41))*

#### **11:00 – 12:00 Closing**

Session Chair: Mr Jarret Adams

Final feedback and expectation for the IAEA's future activities (all participants)

Meeting Chair's summary and final statement (Mr Jarret Adams)

Closing remarks by the IAEA (Mr Ian Gordon, Head, Waste Technology Section)

Meeting Closed