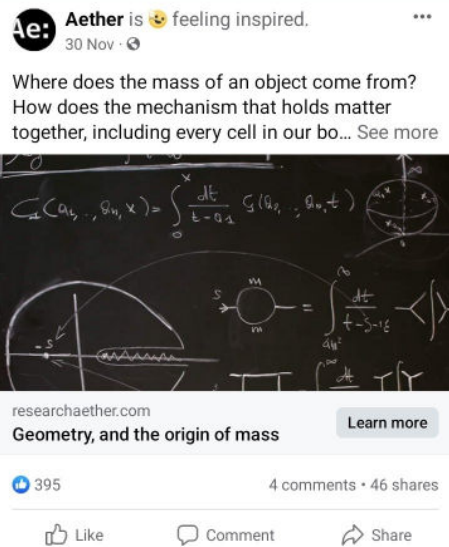


Ae:ther

Re:search

GEOMETRY, AND THE ORIGIN OF MASS: ENGAGEMENT REPORT



As a team we were particularly impressed by the viral interest through Facebook communities. Traditionally, Facebook will favour arts and humanities, or environment related research more than frontier science (such as Particle Physics).

In total, Facebook alone generated 971 engagements as a sum of likes, comments, shares, and click throughs.

As a platform, this is still very much our launch phase and now that we know the community responds well to the **HighPHun** project, we are very much looking forward to publishing your second article.

Direct email campaign 95% EU research project leaders 5% public sector employees	Reach 14,556	Total opens 4,903 (2,702 unique users opened 1.8x)	Average publication session duration 2minutes 39seconds
Online media Facebook, Instagram, LinkedIn, Twitter	Views / impressions 14,391	Engagement (likes, comments, shares, clicks) 988	Average article session duration 1minute 36seconds
Total audience	Reach 26,195	Views 15,206	Online engagement 988

Top 5 domains recorded by number of sessions:

1. @ucl.ac.uk
2. @cam.ac.uk
3. @uu.nl
4. @weizmann.ac.il
5. @uva.nl

