

European Science in the City Festival (ESCF)



Programme & Evaluation Report



European
City of Science
Leiden2022



ESOF2022
EUROSCIENCE OPEN FORUM
LEIDEN 13-16 JULY
CROSSING BORDERS, ENGAGED SCIENCE, RESILIENT SOCIETIES



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Introduction

In brief terms, and within the framework of the grant agreement, Leiden European City of Science 2022 encompasses four dimensions: the Year of Events, the project Knowledge throughout the Neighbourhoods, the Euro Science Open Forum (ESOF2022) conference, and the European Science in the City Festival. This last component, the European Science in the City Festival (hereafter ESCF), is the subject of this report.

In the period from 17 June to 17 July 2022, the ESCF took place: a whole month of lively activities in the city of Leiden highlighting the broader fields of science, knowledge, arts, and crafts. The current festival's aim - linked to the tradition of presenting Science in the City festivals alongside previous ESOF editions - was to showcase cutting-edge research projects, embed the festival within the ESOF conference, and connect the festival to the overall, 365 days-long programme of Leiden European City of Science 2022.

In this programme and evaluation report for the ESCF you will find **(1) an overview of all events and activities** that took place during the festival, **(2) a quantitative** and **(3) a qualitative evaluation** of ESCF's programme, including **(4) communication & dissemination**. We will close this report with the **(5) conclusion**.

1. Overview of the programme



The European Science in the City Festival (ESCF) - organised by Leiden2022 - took place from 17 June till 17 July 2022. It presented a month-long, festive programme for all curious minds, with mobile exhibitions, art, pop-up museums, workshops, award ceremonies, music, and excursions. The festival was wrapped up by an open air science festival during the EuroScience Open Forum (ESOF2022). For a full month, the European Science in the City Festival had been celebrating programmatic collaborations with a diverse range of cultural, scientific and societal partners and stakeholders.

Early efforts were made to bring more scientific conferences to Leiden to increase the attractiveness of collaboration in programming and communication. With success, as a large number of congresses chose Leiden as their city of choice (a list of congresses hosted during the ESCF can be found in appendix 1). This was also the case during the ESCF period (17 June to 17 July). The large number of international visitors fuelled the potential for all partners to design and present programs for this European and international scientific audience and, at the same time, to welcome multiple local residents to participate in these scientific activities. Thus, the scientific programme of ESOF2022 inspired the month-long festival and the open air fair to showcase cutting-edge, new research projects, such as the James Webb Telescope.

This led to wonderful new collaborations, exciting activities and a general increase in the number of (international) visitors during ESCF. Naturally, the activities or exhibitions were also linked to the overall Leiden European City of Science 2022 programme. Thus, a strong link between ESCF, ESOF2022 and the Leiden2022 programme was created. For example, the 365 topics-of-the-day of Leiden2022 served as a source of inspiration for both ESOF2022 and ESCF. Moreover, the philosophy behind the [model for Public Engagement with Science](#) that was being developed by the Leiden2022 team, served as a solid backbone to all activities. With this festival, we aimed not only to connect science with society; we wanted to make sure people could really participate and develop new kinds of ownership. That's why we also integrated Citizen Science projects.

ESCF was spread across several locations in Leiden, such as the Observatory, treasure house Rijksmuseum Boerhaave, Japan Museum Sieboldhuis and the Pieterskerkplein. An overview and description of all activities is listed below. The festival was wrapped up with a 4-day Open Air Festival taking place during ESOF2022, from Thursday July 14 to Sunday, July 17, from 12.00 – 18.00 hours. It was open to the general public, and access was free.

1.1. Overview of all activities during the month-long festival (ESCF)

Technophilia

Location: Galerie LUMC

Date: 17 June – 29 June

Type: Exhibition

About: Artist Margriet van Breevoort *portrayed* a futuristic world in which nature and technology have literally adapted to each other and have grown together. Life has undergone a technological evolution and cyborg-like creatures were formed because of it. Part of this ecosystem are, among other things, the self-idolatrous and efficient pinnacles of our evolution: Cubistic human beings. It makes you wonder... is our love for technology steering us towards a dystopia or utopia? What does the future have in store for us and our environment?



[The exhibition Technophilia | Leiden Bio Science Park](#)

Lifeless stars drifting above

Location: Hooglandse Kerkgracht

Date: 17 June – 17 July

Type: Exhibition

About: This exhibition evokes different guises of darkness. She is usually elusive, but sometimes she is material, then it is as if we are able to catch her and hold her in our hands for a moment. Snake stars, stargazing, gunpowder trails, dark diseases and night bloomers this exhibition brings new work by young artists within the theme of darkness. In a special lecture programme, artists and scientists will engage in public discussions, zooming in on the theme and the works on display from the perspectives of art, astronomy, ethics, theology, law, oceanography, biology, etc.

[Lifeless stars drifting above | Leiden2022](#)

Imaginary

Location: Oude Universiteitsbibliotheek

Date: 17 June – 17 July

Type: Exhibition

About: This exhibition shows that Maths is not only a powerful tool, maths can also be very beautiful and is capable of wonderful things. The exhibition includes numerous top-quality posters, a series of 3D objects, puzzle set-ups and multiple interactive apps that visitors can engage with via large touch screens.

[IMAGINARY - Magnificence and Power of Mathematics \(imaginarymaths.nl\)](http://imaginarymaths.nl)

Books that made history

Location: Rijksmuseum van Oudheden

Date: 17 June – 17 July

Type: Exhibition

About: This exhibition, and the book by the same name, dive into 25 world-altering books and their authors. The focus is on their strong connection to the academic history of the city of Leiden, from the foundation of the university in 1575 to the present day. These are books that have had a major impact on the city and far beyond, and that continue to influence how we think to this day. From Galileo Galilei to Albert Einstein, from Anna Maria van Schurman to Anton de Kom: authors, books and insights that still amaze us.

[Books that made History | Rijksmuseum van Oudheden \(rmo.nl\)](http://rmo.nl)

Trinity: Contemporary Triptychs

Location: Hooglandse Kerk

Date: 28 June – 17 July

Type: Exhibition

About: An exhibition of contemporary triptychs made by artists from Leiden, brought back to the place of its origin: a cathedral-like church. Add science, dance, poetry and signing and you have the ingredients for Trinity, an Art & Science exhibition.



<https://www.trinityleiden.nl>

More-than-Planet

Location: Oude Sterrenwacht

Date: 1 July – 17 July

Type: Exhibition

About: This exhibition focusses on the question: how do we imagine our planet? Visitors can explore this question from a unique perspective. Consider the factors that shape our (space-based) views on environmental pressure and conflict by immersing yourself within the artworks of five cutting-

edge international artists. These transdisciplinary artworks using space-based technologies open a dialogue surrounding humanity's next chapter in its delicate relationship with Earth.



[More-than-Planet - Leiden University \(universiteitleiden.nl\)](https://www.universiteitleiden.nl)

[Waag | More-than-Planet](#)

[More-than-Planet | Leiden2022](#)

Shin Hanga

Location: Japanmuseum Sieboldhuis

Date: 1 June – 17 July

Type: Exhibition

About: This exhibition presents an impressive overview of 20th century print art with top pieces from private collections. Over one hundred and thirty works in this exhibition are characterized by technical perfection and exceptional quality.

[Sieboldhuis | Shin hanga. New prints from Japan](#)

Besmet!

Location: Rijksmuseum Boerhaave

Date: 17 June – 17 July

Type: Exhibition

About: The exhibition *Infected!* is about the outbreak of infectious diseases and how they can disrupt lives. How did we deal with epidemics such as plague and smallpox in the past? What insights do historical epidemics offer for the future? And what solutions does science offer? This exhibition, with scientific objects and artefacts, showcases an intriguing balance between health and real risk and between social exclusion and empathy.

[Rijksmuseum Boerhaave te Leiden - Ontdek de wetenschap](#)

Folding Life

Location: Kunsthall LUMC

Date: 17 June – 17 July

Type: Installation

About: This installation is inspired by protein structures and is produced in collaboration with the LUMC research group of Meindert Lamers. Their research focuses on the relation between proteins and DNA replication. Commissioned by the LUMC, Ana Oosting created an immersive artwork in which

visitors can experience the fusion of art and science while walking through the magical structures of proteins. The installation consists of folded colored shapes made by hand.



[Nieuw kunstwerk Folding Life van Ana Oosting | LUMC](#)

Muurformules

Location: Leiden City Centre

Date: 14 – 17 july

Type: Walking Tour

About: Leiden has a rich history of physics discoveries. For instance, Kamerlingh Onnes, Lorentz and Zeeman earned the Nobel Prize for their discoveries of superconductivity and the Zeeman effect, while Snell's law of refraction, discovered in the 1600's, has been incorporated in study books all over the world. Physicists Sense Jan van der Molen and Ivo van Vulpen, inspired by the wonderful wall poems of the TEGENBEELD foundation Leiden's inner city, have strived for famous formulas to flaunt on the walls. They came to realize that you can sense the beauty of a formula even without fully understanding it, much like we feel the weight of words in foreign poetry, even if we can't read them. The artists of TEGENBEELD have wholeheartedly joined the effort, by designing and painting original illustrations for each formula. You can do a walking tour across the several wall formulas using the guide.

[Leidse Muurformules](#)

1.2. Open Air Festival of ESCF

Location: Pieterskerkplein
Date: 14 – 17 July
Type: Festival
About: To connect science and society, Leiden2022 opened the ESOE exhibition to the general public.

A dedicated Open Air Festival was presented on the public square of the Pieterskerkplein in front of the main venue. Mobile science trucks, activities, music, discoveries and curiosities in the heart of Leiden made science accessible to everyone. Visitors were stimulated to participate in workshops and experiments, and to participate in research. This way, they became part of Citizen Science-projects, and they could enjoy Science Education en Public Engagement with Science.



The ESOE public engagement programme was directly linked to the Open Air Festival. During ESOE, every afternoon and all Saturday the main venue and exhibition floor of ESOE were freely accessible for everyone with a curious mind. Inside the Pieterskerk, there were lectures, workshops and exhibitions they could visit, participate in or attend. Several sessions were hosted and open to the public to encourage public engagement. For example, one of the most popular sessions was the one about the James Webb Space Telescope (first results were published during ESOE).

Both the festival and the main ESOE-venue were freely accessible to the general public and all ESOE delegates. Additional activities were presented at several other locations in the city centre, and museums were freely accessible to ESOE-visitors.

The Open Air Festival of ESCF featured a rich and diverse programme that spanned multiple sites and four days. Below you may find all activities enlisted, with a short description. The schedule per day can be found in Appendix 2.

1.2.1. Partners that contributed to the Open Air Festival of ESCF:



Wijsco Car

Harvesting Doubt in the Year of Science! Join ZITSO's creative research into the public's doubts, prejudices, fears and questions about science.

Hortus Botanicus

See what there is to experience and discover right around you. With the colorful cargo bike of the Hortus Botanicus it is possible for everyone to be a plant researcher in their own neighbourhood.



Carcheology

Artist Olaf Mooij has been working on his car phenomenon for some time now. He sees the car as a living being and wonders where it came from. Would It grow in an egg or did it originate from an autospermatozoid? These questions become visible in the Museum of Carcheology, a cabinet of curiosities about the life cycle of a car.

Naturalis Biodiversity Center

Come to the wonder table of Naturalis Biodiversity Center to feel, look and learn what is going on around you. Or help build the Tower of Life!



Caribbean ties: Connected people, then and now

Caribbean ties is part of Corinne Hofman's research project: CaribTRAILS. This challenging exhibition presents the major impact of the original inhabitants of the Caribbean on world history and thus the world as we know it today, based on the latest scientific findings.

Nano supermarket

The NANO Supermarket shows speculative products that could hit the market in the coming years: interactive wall paint, medicinal chocolate, programmable wine, etc. These debatable products are innovative, but sometimes also frightening. They serve as scenarios for possible futures that help determine which future we actually want.



Silent Swing

Music! And not just any music, but music that matches the movement of these swings, so that the movement and the music reinforce each other. Discover the child in you and compose your own musical experience.

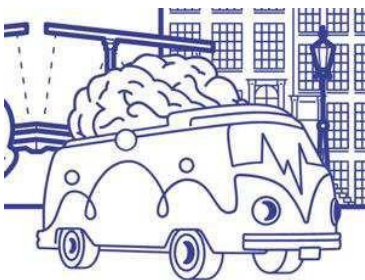
Pandemic Prevention Car

Covid-19 confronted us with alarming new facts; pandemics are no longer a thing of the past! The Pandemic Prevention Car explains exactly how it works, and challenges you to prevent and remedy a pandemic yourself. Put yourself in the shoes of the government and try to get the situation under control as soon as possible with this game.



Biodiversity in Augmented Reality

Chantalla designed this artistic project during corona. Through augmented reality, you may approach the world around you in a different way. Step into her artistic garden and be amazed.



Psychology Lab on Wheels – Are you a lyer?

This mobile psychology lab takes science out of the academic bubble. With creative questions and approaches, the project bridges the gap between science and society. Do you dare to lie to a robot?

Mobile Planetarium

Visit the mobile, inflatable planetarium where you will be immersed in the universe. No VR or AR can compete with that. Take a seat in the intimate planetarium and let yourself be transported to the universe in this interactive performance.



1.2.2. P.O. BOX 71

Are you a curious mind? Do you have some urgent or interesting questions for scientists? PO Box 71 is the key to a treasure chest full of exciting questions and answers. Here visitors could pose their question at the desk of Gullivers Travel. An expert was sought to answer the question.



1.2.3. Gullivers Travel Desk

Did you know the famous author Jonathan Swift let his main character Gulliver study with professor Boerhaave in Leiden? In the contemporary travel desk called Gullivers Travel you can find information about everything there is to do at & around the open air European Science in the City Festival. Find your way to exhibitions, walks, voyages of discovery, special places and historical highlights. During the festival at Pieterskerkplein, a number of scientific walks started from the desk of Gullivers Travel.

1.2.4. FilmBox at the closing event of ESCF

Non-stop screening of films and projects from all corners of science. Visitors could take a seat in the film box and experience how beautiful, fun, moving science can be. A rich selection of scientific films and projects was shown.

- Selection from Unlocked Science (Videos created in collaboration with BBC Storyworks and International Science Council)
- Jan van IJken's films: Planktonium – Becoming and The art of flying
- A selection from Bruno van Wayenberg's Animated Science series
- The InScience Festival selected a number of films from their rich program especially for the European Science in the City Festival



- Plastic – about the contradictory properties of plastic – by Dansblok
- Dreaming green – 2021 result of art/science competition by students of the European Art Schools
- The art of theoretical biology – the greatly magnified world of biology: pure art!
- Wonder Seeker - Short film about the science museums and science centers throughout the Netherlands
- New light - 'scientists' from theater group Domino are looking for answers to scientific questions in a disarming way
- Leiden shorts, which only recently appeared on Pieterskerkplein, selected 4 films for the European Science in the City Festival: 'Our Ark – 'Naya' – 'Planet A' and Agrilogistics
- Biology Institute – selection of short films about cognitive recognition.

1.2.5. Workshops & more at the open air festival of ESCF

Workshops took place at various places and times during the European Science in the City Festival. Several artists and scientists took visitors on a journey into their world.

- Freezing Physics - these students perform ice-cold tricks with liquid nitrogen! Freezing Physics is a science show with mainly physics elements performed by two enthusiastic students of the Rino Foundation. With these experiments, the audience will be enthused about natural science. During the show, they do several experiments with liquid nitrogen, but what not everyone realises is that liquid nitrogen is ridiculously cold. It is as much as 196 degrees below zero! Yet it is relatively safe to work with. Their ultimate goal is to enthuse young scientist to be for Physics and science in general. Rhino also performs experiments with magnetism that allows you to float.
- The Dutch minister of Education, Culture and Science (Robbert Dijkgraaf) joined this workshop.



- Built your own (real) telescope with Lego.
- Learning with the city: how to deal with stress in a mindful way. The workshop is given by students of the University of Applied Sciences Leiden
- Is M. Imaginary: mathematics in daily life. See it for yourself on an interactive touchscreen.
- Academy of Creative and Performing Arts in collaboration with Leiden University – musical performance
- iGEM – synthetic biology – how yeasts work
- Literally Leiden – grab a chair and take a look at a scientific book

- Workshop on morse code and radio connections – if all other means of communication fail, this is still our fall back option. Learn all about it under the guidance of enthusiastic radio amateurs.
- Control a drone with your brain! Take on the Brain Drone and let your brain determine the journey.
- At high altitudes with VR: conquer your fear of heights through VR technology (tbc)
- MorePlants: discover the world of cucumbers, an entirely new view of vegetables
- Magic with light: Unravel light, create new colors and works of art with light. Enjoy the magic of light. And when the sun shines, you can view it with a Lunt, a special solar binoculars.
- View on AI (artificial intelligence): ask all your questions to scientists who know exactly what AI does for you, and vice versa, how you can use AI in daily practice.

1.2.6. *Special visit of Robbert Dijkgraaf, Minister of Education, Culture and Science*

On Thursday, July 14, we welcomed a very special guest at the European Science in the City Festival: the Dutch Minister of Education, Culture and Science, Robbert Dijkgraaf. He visited Leiden to celebrate the Public Engagement with Research Awards of the European Research Council. Following the ceremony, guided by ESOF-champion Ferry Breedveld, Leiden2022 intendant Lucien Geelhoed and director Meta Knol, he visited the open air festival at the Pieterskerkplein and the ESOF-exhibition floor in the Pieterskerk. Mr. Dijkgraaf talked with artists and students, and briefly discussed the new findings of James Webb with professor Ewine van Dishoeck. A video registration can be viewed here: <https://youtu.be/2215feRSh3g?t=30>

A few quotes of Minister Dijkgraaf, as expressed during his visit:

I think we have to spend more time, energy and money to make this engagement between our research results and society. That's our public duty.

Science only truly becomes a treasure if we share it with the rest of the world.

Why do we do science? To advance society, to enhance our knowledge. But we have to share it with society.

Science is the most thoughtful, deepest way to understand the world. I think, in the end, the resilience of our societies is built on knowledge.

*

And, at the end of his visit:

Superinspiring, and I am really proud, as a scientist, as a minister, and as a citizen.

2. European Science in the City Festival in numbers



ESCF has attracted a wide audience during the period 17 June - 17 July 2023. We distinguish between visitors to the activities throughout the month-long festival and visitors to the Open Air Festival at Pieterskerkplein.

2.1. Estimated visitor numbers during the month-long festival

Throughout the month-long festival, a range of exhibitions was presented. For visitor numbers, we rely on the statistics of the participating museums and galleries. If we look at the increase in July and August 2021 compared to July and August 2022, we clearly see an overall increase of 30.61%.

However, we should note that there is a difference between the quite precise visitor tracking of larger museums and smaller galleries, who do not register their visitors on a regular basis. Based on the figures of larger museums, we may conclude that the overall visitor number has been very good during the ESCF period. In absolute numbers 90.222 people visited these museums during these months. However, in smaller galleries not all visitors were registered. The figure of 90,222 visitors is therefore too low.

If we look at the percentage of growth, we see an increase of 30.61% in June (whole month) and July (whole month) 2022 combined which can partly be contributed to the programme of ESCF and its partners. We were not able to examine these figures compared to long-term trends, as closure due to COVID still gives a highly skewed picture.

	jun-21	jun-22	jul-21	jul-22	Total 2021	Total 2022	Absolute increase	Percentage increase
Hortus Botanicus	12746	21398	18663	26031	31.409	47.429	16.020	51,00%
Rijksmuseum Boerhaave	3681	7313	6960	7883	10641	15196	4555	42,81%
RMO	7937	10371	13270	11626	21.207	21.997	790	3,73%
Siebold Huis	2064	1751	3288	3235	5352	4986	-366	-6,84%
UBL	237	318	230	296	467	614	147	31,48%
					0	0	0	
Total	26.665	41151	42411	49071	69.076	90.222	21.146	30,61%

2.2. Estimated number of visitors during the Open Air Festival @Pieterskerkplein

The event at Pieterskerkplein also shows a positive result. An estimate of 3500 to 4000 visitors came to open air the festival, which includes the 1500 on-site ESOF delegates.

In total, an estimate number of 95.000 visitors experienced the different programs of the European Science in the City Festival.

3. European Science in the City Festival in qualitative appreciation

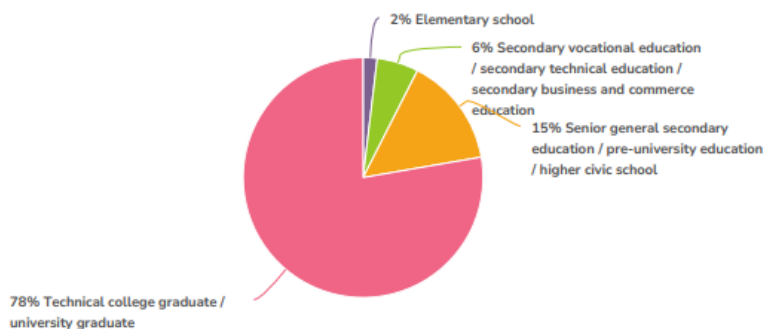


We have now dealt with visitor numbers. But what about quantitative visitor ratings? And what's the profile of our audiences? During the Open Air Festival, some 69 visitors were asked about their profile, experiences and opinions. Based on their answers, we may draw some conclusions.

3.1. Visitor profile

First, let us look at the visitor profile. The average age of the visitors was 44 years old. Most of the visitors were between 26 and 35 years old. Of all interviewed visitors, 59% identified themselves as female, 40% as male, and 1% as other. The level of education was high. Over 78% had an academic education.

What is your highest level of education completed?



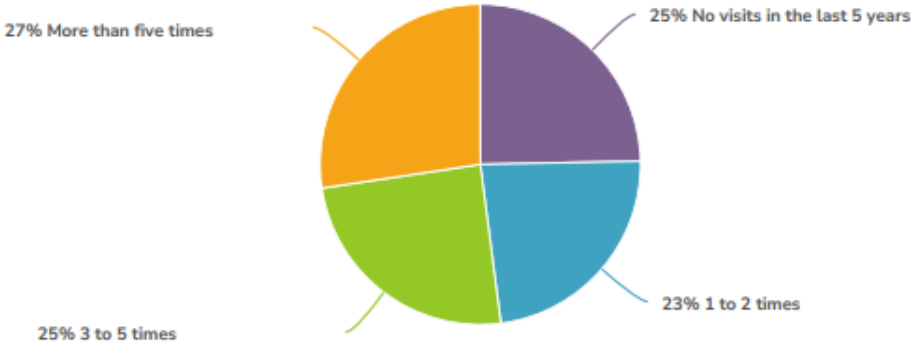
The figures show that a large proportion (62%) of visitors came from Leiden, 27% had been to Leiden before and 10% said they had never been to Leiden. The cultural background the visitors identified with was predominantly Dutch (79%). Some 21% of the visitors described themselves as Western European, Eastern European or other.

Have you ever visited Leiden before the event?



The figures show that 25% of the visitors had not visited a scientific activity in the past 5 years, and 23% only once or twice visited a scientific activity. The remaining group of 50% attended scientific activities 3 to 5 times in the past 5 years. Apparently, despite the fact that 78% enjoyed an academic training, 25% of the visitors did not visit any scientific activity in the past 5 years interesting – but they nonetheless decided to visit the European Science in the City Festival. It is a group that is not often exposed to science.

How often have you visited a scientific activity in the past five years?



3.2. Satisfaction

How satisfied were the visitors? The average satisfaction grade is 8,02. These numbers show that the visitors were generally very positive about the festival. What were the positive and negative aspects that stood out? Physical accessibility, overall atmosphere and the content of the programme were most appreciated. Communication could have been better.

Interestingly enough, 73.5% of the visitors said the event increased their enthusiasm for science, 77.9% said their appreciation for science increased after attending the event, and 51.5% said their confidence in science had increased by participating in the event. These numbers strongly support our mission to connect science with society!

Positive feedback

- 89% appreciated the quality of the programme;
- 91,8 % said they had learned something new;
- 91.8 % were satisfied/very satisfied with the atmosphere at the event;
- 73.5% said the event increased their enthusiasm for science;
- 77.9% say their appreciation for science increased after attending the event;
- 51.5% say their confidence in science increased;
- Overall, 88.4% of visitors said they agreed/strongly agreed with the statement that Leiden is a city that sparks their interest and surprises them.

Possible improvements

- 19.5% expressed dissatisfaction with communication at and/or before the event;
- 10.1% disagreed with the statement that Leiden has shown itself to be a city where everyone is important, regardless of their social class;
- 10.3% felt that Leiden showed commitment to a sustainable future.

Visitors' reactions

Overall, the reactions of the visitors were very positive. The Open Air Festival was well received, it got people more excited about science, and over 50% expressed an increased level of trust in science. below, you will find some of their remarks:

“Do more stuff like this with science 😊”

“I worked at U.C. Berkely physics dept. for more than 40 years. I liked your show!”

“Great experience. Super that there are activities for kids.”

“Thank you!”

“The signs at activities could be more clear.”

“The festival made me more enthusiastic about science but I don't see why it should change my mind about Leiden.”

“I like that you thought about children when you organised something about science. Interest in science starts at a young age.”

4. Communication & Dissemination



The communication and dissemination of the ESCF is part of the communication and dissemination strategy of Leiden European City of Science 2022 as a whole (see WorkPackage 1). The preparatory work and ongoing communication of Leiden2022 provided an important basis for the communication strategy of the ESCF. Below, we will give you an overview of the communication and dissemination activities dedicated to the ESCF.

4.1. How were visitors introduced to the Science in the City festival activities?

Of the visitors, 32% said they learned about the activities through friends, family, or other acquaintances, 28% happened to stop by, 15% found out about the European Science in the City Festival through the social media of partner organisations (such as Leiden University), 14% were noticed through Leiden2022's social media, and 13% through the local newspaper. Over 62% of the visitors stated they had never attended a Leiden2022 event before. Apparently, we managed to reach a new target group with the festival.

4.2. How did Leiden2022 communicate the festival and all activities, and how did we disseminate the results?

4.2.1. Communication by stakeholders

Leiden2022 representatives communicated with a wide range of stakeholders. Leiden2022 provided a communication platform for all partners involved to ensure that everyone was well connected. By opening up this network and sharing common goals, several programme initiatives emerged during the ESCF. Organising these activities in collaboration facilitated the need of partners to communicate with their potential and existing audiences. Much of the communication took place through communication

channels of partners, such as Leiden University, Leiden University of Applied Science, the Leiden University Medical Centre, and Leiden municipality. This way, we reached a large group. See for example: <https://www.universiteitleiden.nl/en/events/2022/07/science-in-the-city-festival>.

All information on the ESCF was made available through the Leiden2022 website. All communication channels converged here.

4.2.2. A dedicated campaign

A campaign was launched to involve the city in the festival. It was decided to mainly communicate the open air festival in order to convey a specific message. Thus, the festival event served as a drawing card to attract potential visitors to the website and generate traffic towards content about other activities of Leiden2022 and ESOF. The following activities were part of this campaign:

- A large billboard campaign throughout the city;
- Online articles about the platform: In de Buurt (which was very effective, see Annex 5);
- Online article about the platform Kidsproof;
- Article in the newsletter of Kennisstad: <https://gemeente-leiden.email-provider.nl/web/ruoioicjgwx/4xtbcqowbp>;
- Article in the local newspaper Leidsch Nieuwsblad;
- All surrounding residents were invited to the closing event via direct letters;
- During the festival, a TukTuk with a megaphone was driven around the city to 'lure' people into the festival;
- The (online) flyer was distributed to delegates of ESOF, affiliated conferences and other scientific conferences that took place during the period

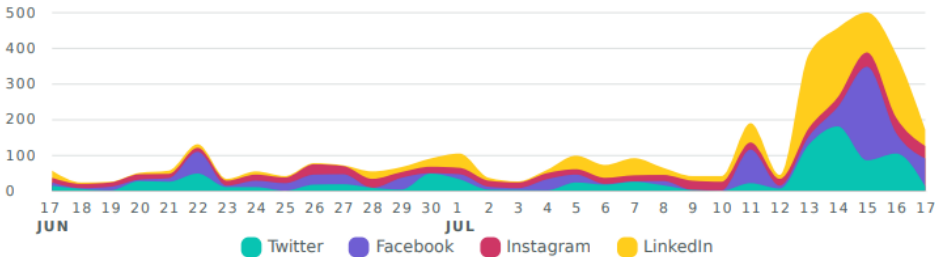
4.2.3. Social Media

There was frequent communication through the social media channels of Leiden2022. From the statistics of the social media channels, we can conclude that there was an increase in engagement and interaction during the festival (17 June - 17 July). During the Open Air Festival the increase was larger.

Engagement

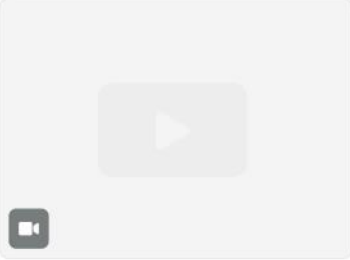







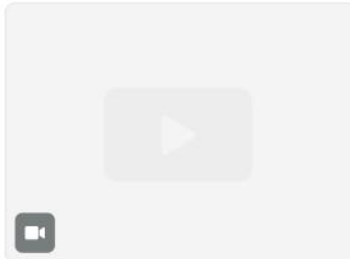
See how people are engaging with your posts during the reporting period.

Engagements, by Day



Engagement Metrics	Totals	% Change
Total Engagements	3,581	↗ 55.2%
Twitter Engagements	891	↗ 133.9%
Facebook Engagements	903	↗ 34.4%
Instagram Engagements	624	↗ 31.6%
LinkedIn Engagements	1,163	↗ 49.1%

A number of posts that illustrate the communication on social media throughout the period of 17 June – 17 July.

<p>Leiden2022 Sat 7/16/2022 11:15 am CEST</p> <p>Final day of ESOF2022 Leiden today! But first, let's have a look at the 3rd day in the new aftermovie. 🎬</p>  <p>Average Daily Reach per Page N/A</p>	<p>Leiden2022 Sat 7/16/2022 11:06 am CEST</p> <p>Benieuwd wat er allemaal gebeurt in de Pieterskerk tijdens ESOF2022 Leiden? Vandaag is de Pieterskerk de hele dag...</p>  <p>Average Daily Reach per Page N/A</p>	<p>Leiden2022 Fri 7/15/2022 2:58 pm CEST</p> <p>(English below) Op 15 juli 2022 is er als onderdeel van Studio ESOF2022 een talkshow over de balans tussen mens, di...</p>  <p>Average Daily Reach per Page N/A</p>
<p>@leiden2022 Fri 7/15/2022 2:32 pm CEST</p> <p>In Studio #ESOF2022 at 15:15 today, there will be a talk about nature. There will also be a video of the penisplant in...</p>  <p>Reach N/A</p>	<p>@leiden2022 Fri 7/15/2022 12:29 pm CEST</p> <p>Tomorrow at 13:00, Ewine van Dishoeck honours Leiden with an AMA-session about the James Webb Space Telescope @ the...</p>  <p>Reach N/A</p>	<p>Leiden2022 Fri 7/15/2022 12:02 pm CEST</p> <p>Join us at ESOF2022 Leiden (either onsite or online via bit.ly/3NkmSWR) on 15 July 2022, 4:00pm CEST in the...</p>  <p>Average Daily Reach per Page N/A</p>
<p>Leiden 2022 Fri 7/15/2022 12:43 pm CEST</p> <p>Pssst! Wist jij al dat er morgen op 16 juli 2022 een AMA-sessie plaatsvindt met Ewine van Dishoeck? De wereldberoemd...</p>  <p>Reach 4,714</p>	<p>Leiden 2022 Sun 7/17/2022 1:06 pm CEST</p> <p>LAATSTE DAG SCIENCE IN THE CITY FESTIVAL Ben jij al wezen kijken op het Pieterskerkplein? Kom vandaag nog lang...</p>  <p>Reach 685</p>	<p>2022leiden Wed 7/13/2022 4:31 pm CEST</p> <p>Throwback movie: 🎬180 dagen Leiden European City of Science. De eerste 180 dagen van Leiden European City of...</p>  <p>Reach 642</p>

A complete overview of statistics and posts in the period from 17 June to 17 July can be seen in appendix 6.

Also we gained national attention by the visit and participation of Minister Dijkgraaf and by presenting the James Web telescope. You may view the video of Minister Dijkgraaf joining a science experiment here: The video can be viewed via this link: <https://youtu.be/2215feRSh3g?t=30>

4.2.4. ESOF Channels

The European Science in the City festival was communicated and promoted alongside the ESOF conference through all ESOF channels. The overall communication and dissemination of ESOF-communications can be found in the ESOF Evaluation Report (Work Package 3). The overall communication and dissemination of Leiden2022 can be found in the Year of Events Evaluation Report (Work Package 1).

5. Conclusion

From 17 June to 17 July 2022, the European Science in the City Festival took place: a full month of lively activities in the city of Leiden encompassing the broader fields of science, knowledge, arts, and crafts. The festival's aim was to showcase cutting-edge research projects and embed the ESOF conference in the overall European City of Science programme.

After reviewing the programme, the attendance numbers, the visitors' profiles, quantitative and qualitative appreciation and the communication & dissemination, we may now draw some conclusions. The main question is: *Did we showcase state-of-the-art research projects, did we embed the festival within the ESOF2022 conference, and did we connect the festival to the overall, 365 days-long programme of Leiden European City of Science 2022?*

Yes, we did. The month-long festival programme was embedded within 365-days program, the website and overall communication strategy of Leiden2022. The programme featured countless collaborations with scientists and scientific partners. All in all, a highly diverse, extensive programme has been presented, which attracted and touched numerous visitors, including new audiences and scientific stakeholders.

To connect science and society, Leiden2022 opened the ESOF exhibition to the general public. On top of this, ESOF2022 organized a special public engagement programme (linked to the Open Air Festival) featuring lectures, workshops and exhibitions, such as *Caribbean Ties*. Several ESOF-sessions were hosted and open to the public to encourage public engagement.

The Open Air Festival of ESCF featured a rich and diverse programme that spanned multiple sites and four days. The dedicated Open Air Festival on the Pieterskerkplein reached an estimate of 3500 visitors including ESOF-delegates. Mobile science trucks, activities, music, discoveries and curiosities in the heart of Leiden made science accessible to everyone. Visitors were stimulated to participate in workshops and experiments, and to participate in research. This way, they became part of Citizen Science-projects, and they could enjoy Science Education en Public Engagement with Science.

How did we reach these visitors? A lot of communication went via important stakeholders. Also a special campaign was set-up to reach a wide audience. Thirdly, social media was used intensively to communicate the activities. Interestingly enough, 30% of all visitors of the Open Air Festival got familiar with the ESCF via friends, family and acquaintances, which means this group of ambassadors warmly recommended Leiden2022 and/or ESCF.

The campaign also influenced the large interest in the European City of Science 2022 as a whole. The engagement on social media channels increased during the festival. With an estimated attendance of 3500+ people at the open air festival during the European Science in the City Festival on Pieterskerkplein and more than 95000 visitors in museums and galleries during that time, we may conclude that we managed to establish enough outreach.

Specifically, the Open Air Festival welcomed a large group (25%) who had not attended a science activity before. The majority of these visitors were from Leiden. Based on the outcomes of the qualitative results of our research, we trust their enthusiasm and curiosity in and about science has increased.

The visitors rated the Open Air Festival with an average satisfaction rate of 8.2/10. We may conclude that the quality of the programme was appreciated. In particular we would like to mention the quality of the programme, the possibility to learn something new, the vivid atmosphere at the event, the possibility to gain interest, appreciation, and enthusiasm about science. We also would like to highlight the city of Leiden, as it continues to spark interest in science, knowledge, art and crafts, on it's continuous quest to surprise and engage curious minds: on both local, national and European scales.

Appendixes

Appendix 1: List of conferences held in Leiden alongside of ESCF	P.27
Appendix 2: Timetable of the Open Air Festival of ESCF	P. 28 - 31
Appendix 3: Overview of museum visits during 2022	P. 32
Appendix 4: Flyer of the Open Air Festival of ESCF	P. 33
Appendix 5: Results on campaign via In de Buurt	P. 34
Appendix 6: Profile performance Leiden2022 Social Media Channels	P. 35 – 49

Appendix 1: List of conferences held in Leiden alongside of ESCF

Naam Congres	From	To	Aantal Deelnemers On Site	Aantal Dagen
European Research Council	14-7-2022	14-7-2022	200	1
Euroscience Open Forum (ESOF)	13-7-2022	16-7-2022	1506	4
European Conference of Science Journalism (ECSJ)	11-7-2022	12-7-2022	300	2
Walking tour Muurformules	11-7-2022	11-7-2022	30	1
Congres Conflictoplossende Instituties	8-7-2022	9-7-2022	250	2
In the Spirit of Lyot	27-6-2022	1-7-2022	350	5
Internationale CA Bijeenkomst & VUS Workshop	26-6-2022	2-7-2022	150	6
43e Veerstichting Symposium: Vast in Versnelling	23-6-2022	24-6-2022	400	2
Network for Advancing and Elevating the Societal Impact of Science (AESIS)	22-6-2022	24-6-2022	350	3
International Conference on Easter Island and the Pacific	19-6-2022	24-6-2022	160	6
20th international conference of the International Society of Ocular Oncology (ISOO22)	17-6-2022	21-6-2022	250	5

Appendix 2: Timetable of the Open Air Festival of ESCF

EUROPEAN SCIENCE IN THE CITY FESTIVAL - DONDERDAG 14 JULI						
TIJD	12:00 - 13:00	13:00 - 14:00	14:00 - 15:00	15:00 - 16:00	16:00 - 17:00	17:00 - 18:00
NEEM PLAATS IN DE WETENSCHAPSSTOEL	GA LEKKER ZITTEN EN NEEM EEN KIJKJE IN EEN WETENSCHAPPELIJK BOEK					INZICHT IN ARTIFICIELE INTELLIGENTIE - Mariëtte Oosterwegel
BIOS IN DE BOX	NON STOP VERTONINGEN					
NATURALIS	VERWONDERTAFEL EN TOREN VAN AL HET LEVEN					
WORKSHOPS/ DEMO'S	KLIMAATMUSEUM			LEIDEN FIELD LAB		
WORKSHOPS				FREEZING PHYSICS		
WORKSHOPS/ DEMO'S	WISKUNDE EN ONS DAGELIJKS LEVEN					
WORKSHOPS/ DEMO'S	HOOGTEVREES? VR!					
MOBIEL PLANETARIUM	INTERACTIEVE REIS DOOR HET HEELAL					
NANO SUPERMARKT	SUPERMARKT VAN DE TOEKOMST					
SILENT SWING	AL SCHOMMELEND JE EIGEN MUZIEK COMPONEREN					
CARGEOLOGIE	RARITEITENKABINET VAN KUNSTENAAR OLAF MOOIJ WAARIN DE LEVENS-CYCLUS VAN DE AUTO CENTRAAL STAAT					
AUGMENTED REALITY	CHANTALLA PLEITER LAAT JE MET AUGMENTED REALITY BIODIVERSE ONTDEKKINGEN DOEN					
PSYCHOLOGIELAB OP WIELEN	JOKKEN TEGEN EEN ROBOT, IS DAT MAKKELIJK?					
HORTUS	ONTDEK DE PLANTENONDERZOEKER IN JEZELF!					
WIJSCOKAR	TWIJFELSCHAPPELIJK ONDERZOEK DOOR ZITSO					
GULLIVERS TRAVEL & POSTBUS 71	ONTDEK WAT ER ALLEMAAL TE DOEN IS IN EN OM LEIDEN IHKV EUROPEAN SCIENCE IN THE CITY FESTIVAL EN POSTBUS 71 VOOR ALLE VRAGEN OVER WETENSCHAP!					
OP PAD MET....			OP PAD LANGS HET ZWARTE GAT (OVb)	MUURFORMULES WANDELING (OVb)	LEIDSE WISKUNDE WANDELING (OVb)	OERKNALWANDELING (OVb)
CARIBBEAN TIES	CONNECTED PEOPLE - THEN AND NOW - TENTOONSTELLING					
PANDEMIE PREVENTIE CAR	HOE VOORKOM JE EEN PANDEMIE? STAP IN DE SCHOENEN VAN DE OVERHEID EN GEEF HET ANTWOORD!					

Program Thursday July 14

EUROPEAN SCIENCE IN THE CITY FESTIVAL - VRIJDAG 15 JULI

Tijd	12:00 - 13:00	13:00 - 14:00	14:00 - 15.00	15:00 - 16:00	16:00 - 17:00	17:00 - 18:00
NEEM PLAATS IN DE WETENSCHAPSTOEL				INZICHT IN ARTIFICIELE INTELLIGENTIE - Mariëtte Oosterwegel		
BIOS IN DE BOX	NON STOP VERTONINGEN					
NATURALIS	VERWONDERTAFEL EN TOREN VAN AL HET LEVEN					
WORKSHOPS/ DEMO'S	TOVEREN MET LICHT			LEIDEN FIELD LAB		
WORKSHOPS	BESTUUR EEN DRONE MET JE BREIN					
WORKSHOPS/ DEMO'S	WISKUNDE EN ONS DAGELIJKS LEVEN					
MOBIEL PLANETARIUM	INTERACTIEVE REIS DOOR HET HEELAL					
NANO SUPERMARKT	SUPERMARKT VAN DE TOEKOMST					
SILENT SWING	AL SCHOMMELEND JE EIGEN MUZIEK COMPONEREN					
CARGEOLOGIE	RARITEITENKABINET VAN KUNSTENAAR OLAF MOOIJ WAARIN DE LEVENS-CYCLUS VAN DE AUTO CENTRAAL STAAT					
AUGMENTED REALITY	CHANTALLA PLEITER LAAT JE MET AUGMENTED REALITY BIODIVERSE ONTDEKKINGEN DOEN					
PSYCHOLOGIELAB OP WIELEN	JOKKEN TEGEN EEN ROBOT, IS DAT MAKKELIJK?					
HORTUS	ONTDEK DE PLANTENONDERZOEKER IN JEZELF!					
WIJSCOKAR	TWIJFELSCHAPPELIJK ONDERZOEK DOOR ZITSO					
GULLIVERS TRAVEL & POSTBUS 71	ONTDEK WAT ER ALLEMAAL TE DOEN IS IN EN OM LEIDEN IHKV EUROPEAN SCIENCE IN THE CITY FESTIVAL EN POSTBUS 71 VOOR ALLE VRAGEN OVER WETENSCHAP!					
OP PAD MET....	LEIDSE WISKUNDE WANDELING (OVb)	MUURFORMULES WANDELING (OVb)	OP PAD LANGS HET ZWARTE GAT (OVb)		VAN KADE TOT ZELKANT - VERVEN MET MEEKRAB IN HET HUIGPARK	VAN KADE TOT ZELKANT - VERVEN MET MEEKRAB IN HET HUIGPARK
CARIBBEAN TIES	CONNECTED PEOPLE - THEN AND NOW - TENTOONSTELLING					
PANDEMIE PREVENTIE CAR	HOE VOORKOM JE EEN PANDEMIE? STAP IN DE SCHOENEN VAN DE OVERHEID EN GEEF HET ANTWOORD!					

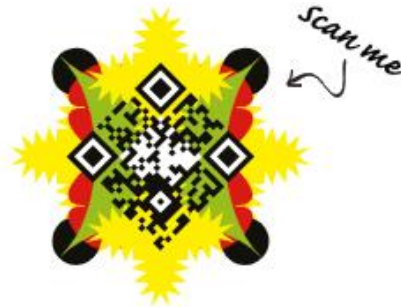
Program Friday July 15

Program Saturday July 16

EUROPEAN SCIENCE IN THE CITY FESTIVAL - ZATERDAG 16 JULI						
TIJD	12:00 - 13:00	13:00 - 14:00	14:00 - 15:00	15:00 - 16:00	16:00 - 17:00	17:00 - 18:00
NEEM PLAATS IN DE WETENSCHAPSSTOEL	GA LEKKER ZITTEN EN NEEM EEN KIJKJE IN EEN WETENSCHAPPELIJK BOEK					
BIOS IN DE BOX	NON STOP VERTONINGEN					
NATURALIS	VERWONDERTAFEL EN TOREN VAN AL HET LEVEN					
WORKSHOPS/ DEMO'S		INZICHT IN ARTIFICIELE INTELLIGENTIE - Mariëtte Oosterwegel				
WORKSHOPS	BOUW JE EIGEN TELESCOOP					
WORKSHOPS/ DEMO'S	WISKUNDE EN ONS DAGELIJKS LEVEN					
WORKSHOPS/ DEMO'S	MORSE EN RADIOVERBINDINGEN - LEER ER ALLES OVER!					
MOBIEL PLANETARIUM	INTERACTIEVE REIS DOOR HET HEELAL					
NANO SUPERMARKT	SUPERMARKT VAN DE TOEKOMST					
SILENT SWING	AL SCHOMMELEND JE EIGEN MUZIEK COMPONEREN					
CARGEOLOGIE	RARITEITENKABINET VAN KUNSTENAAR OLAF MOOIJ WAARIN DE LEVENS-CYCLUS VAN DE AUTO CENTRAAL STAAT					
AUGMENTED REALITY	CHANTALLA PLEITER LAAT JE MET AUGMENTED REALITY BIODIVERSE ONTDEKKINGEN DOEN					
PSYCHOLOGIELAB OP WIELEN	JOKKEN TEGEN EEN ROBOT, IS DAT MAKKELIJK?					
HORTUS	ONTDEK DE PLANTENONDERZOEKER IN JEZELF!					
WIJSCOKAR	TWIJFELSCHAPPELIJK ONDERZOEK DOOR ZITSO					
GULLIVERS TRAVEL & POSTBUS 71	ONTDEK WAT ER ALLEMAAL TE DOEN IS IN EN OM LEIDEN IHKV EUROPEAN SCIENCE IN THE CITY FESTIVAL EN POSTBUS 71 VOOR ALLE VRAGEN OVER WETENSCHAP!					
OP PAD MET....	AAF VERKADE - STADSGRACHTEN-WANDELING		OP PAD LANGS HET ZWARTE GAT (OVB)	MUURFORMULES WANDELING (OVB)	LEIDSE WISKUNDE WANDELING (OVB)	
CARIBBEAN TIES	CONNECTED PEOPLE - THEN AND NOW - TENTOONSTELLING					
PANDEMIE PREVENTIE CAR	HOE VOORKOM JE EEN PANDEMIE? STAP IN DE SCHOENEN VAN DE OVERHEID EN GEEF HET ANTWOORD!					

Program Sunday July 17

EUROPEAN SCIENCE IN THE CITY FESTIVAL - ZONDAG 17 JULI						
TJD	12:00 - 13:00	13:00 - 14:00	14:00 - 15:00	15:00 - 16:00	16:00 - 17:00	17:00 - 18:00
NEEM PLAATS IN DE WETENSCHAPSSTOEL	GA LEKKER ZITTEN EN NEEM EEN KIJKJE IN EEN WETENSCHAPPELIJK BOEK					
BIOS IN DE BOX	NON STOP VERTONINGEN					
NATURALIS	VERWONDERTAFEL EN TOREN VAN AL HET LEVEN					
WORKSHOPS/ DEMO'S			MOREPLANTS - HET LEVEN VAN EEN KOMKOMMER			
WORKSHOPS	FREEZING PHYSICS					
WORKSHOPS/ DEMO'S	WISKUNDE EN ONS DAGELIJKS LEVEN					
MOBIEL PLANETARIUM	INTERACTIEVE REIS DOOR HET HEELAL					
NANO SUPERMARKT	SUPERMARKT VAN DE TOEKOMST					
SILENT SWING	AL SCHOMMELEND JE EIGEN MUZIEK COMPONEREN					
CARGEOLOGIE	RARITEITENKABINET VAN KUNSTENAAR OLAF MOOIJ WAARIN DE LEVENS-CYCLUS VAN DE AUTO CENTRAAL STAAT					
AUGMENTED REALITY	CHANTALLA PLEITER LAAT JE MET AUGMENTED REALITY BIODIVERSE ONTDEKKINGEN DOEN					
PSYCHOLOGIELAB OP WIELEN	JOKKEN TEGEN EEN ROBOT, IS DAT MAKKELIJK?					
HORTUS	ONTDEK DE PLANTENONDERZOEKER IN JEZELF!					
WIJSCOKAR	TWIJFELSCHAPPELIJK ONDERZOEK DOOR ZITSO					
GULLIVERS TRAVEL & POSTBUS 71	ONTDEK WAT ER ALLEMAAL TE DOEN IS IN EN OM LEIDEN IHKV EUROPEAN SCIENCE IN THE CITY FESTIVAL EN POSTBUS 71 VOOR ALLE VRAGEN OVER WETENSCHAP!					
OP PAD MET....	OERKNALWANDELING		OP PAD LANGS HET ZWARTE GAT (OVb)	MUURFORMULES WANDELING (OVb)	LEIDSE WISKUNDE WANDELING (OVb)	
CARIBBEAN TIES	CONNECTED PEOPLE - THEN AND NOW - TENTOONSTELLING					
PANDEMIE PREVENTIE CAR	HOE VOORKOM JE EEN PANDEMIE? STAP IN DE SCHOENEN VAN DE OVERHEID EN GEEF HET ANTWOORD!					



European Science in the City Festival

17 June - 17 July

Celebrate science this summer!

The city of Leiden hosts a festive programme for all curious minds. You'll be amazed by the mobile expositions, art, pop up musea, conventions and city tours. The festival is part of Leiden European City of Science and built around EuroScience Open Forum 2022 (ESOF), the congress where we look at today's world through a multidisciplinary lens.

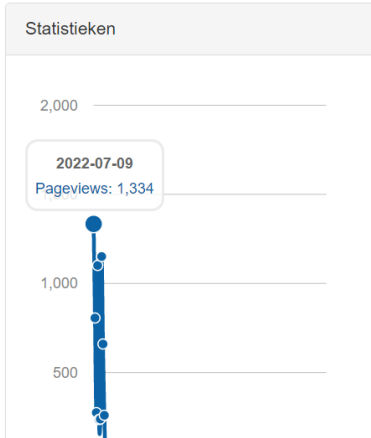
European Science in the City Festival is spread over several locations like Leiden Observatory, Rijksmuseum Boerhaave, Japan Museum SieboldHuis and the Pieterskerkplein. At the latter, mobile science trucks, activities, and curiosities are gathered right in the heart of Leiden.

Festival @Pieterskerkplein	Pieterskerkplein	14 July - 17 July
Technophilia	Galerie LUMC	17 June - 29 June
Lifeless stars drifting above	Hooglandse Kerkgracht	17 June - 17 July
Imaginary	Oude Universiteitsbibliotheek	17 June - 17 July
Books that made History	Rijksmuseum van Oudheden	17 June - 17 July
Trinity	Hooglandse Kerk	28 June - 17 July
More-than-Planet	Oude Sterrenwacht	1 July - 17 July
Shin Hanga	Japanmuseum SieboldHuis	1 June - 17 July
Besmet!	Rijksmuseum Boerhaave	17 June - 17 July
Folding Life	Kunsthal LUMC	17 June - 29 July
Muurformules	Leiden	every day, but guided tour on 11 July
Gulliver's Travels Agency	Festival @ Pieterskerkplein	14 June - 17 July

Appendix 5: results on campaign via In de Buurt.

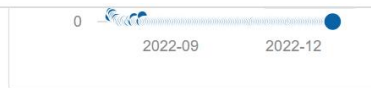
Details	
Gepubliceerd op: 9 juli 2022 12:45 door Florian Aalders	
Commercieel:	Ja
Dagen uitgelicht	14
Uitgelicht tot: 23 juli 2022 12:45	
Landingen	6.395
Unieke Landingen	1.316
Unieke Landingen (totaal)	5.590
Gemiddelde Leestijd	4m 44s
Vertoningen (Totaal)	23.261
Vertoningen op indebuurt.nl	15.449
Vertoningen in ADR Widget	2.370
Vertoningen op Facebook	5.442

Prestaties	
Conversie	4,03%
CTA Clicks	53
bekijk-programma	53
https://leiden2022.nl/highlights/european...	



Vertoningen Instagram Story	1.343
Social	20
FB likes	6
FB comments	2
FB shares	12
FB link clicks	361
Nieuwsbrief (week 28): 12 juli 2022 12:30	
Link: https://indebuurt.nl/leiden/doen/uitjestip-science-in-the-city-festival-15-x-dit-is-er-allemaal-te-beleven-142546/	
FB link: https://www.facebook.com/1389265687...	

Multipage views	
1	1.525



Verkeer	
website	37,2%
referral	29,6%
direct	11,6%
e-mail	9,0%
overig	6,2%
facebooktijdlijnpost	2,4%
instagramstory	1,4%
organic	1,1%
socialbuttons	0,6%
widget	0,4%
ad rapp	0,3%

Uitjestip! Science In The City Festival: 15 x dit is er allemaal te beleven

De jaarlijkse editie van Science In The City Festival is het ideale voorbeeld van een combinatie van wetenschap en plezier. Het festival wordt gehouden op zaterdag 10 september in de Leidsche Kerkhof. Het festival wordt georganiseerd door Leiden Science In The City (LSCiC). Het festival wordt georganiseerd door Leiden Science In The City (LSCiC). Het festival wordt georganiseerd door Leiden Science In The City (LSCiC).

Het programma

Het programma van Science In The City Festival is een combinatie van wetenschap en plezier. Het festival wordt gehouden op zaterdag 10 september in de Leidsche Kerkhof. Het festival wordt georganiseerd door Leiden Science In The City (LSCiC). Het festival wordt georganiseerd door Leiden Science In The City (LSCiC). Het festival wordt georganiseerd door Leiden Science In The City (LSCiC).

Meer in deze categorie

De afgelopen tijd zijn er veel leuke activiteiten geweest. Hieronder vindt u een overzicht van de activiteiten die u niet wilt missen. Het festival wordt georganiseerd door Leiden Science In The City (LSCiC). Het festival wordt georganiseerd door Leiden Science In The City (LSCiC). Het festival wordt georganiseerd door Leiden Science In The City (LSCiC).

Appendix 6: Profile performance Leiden2022 Social Media Channels

Included in this Report

 @leiden2022

 Leiden 2022

 2022leiden

 Leiden2022

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions	Engagements	Post Link Clicks
93,939 ↗138.2%	3,581 ↗55.2%	826 ↗40%

Engagement Rate (per Impression)

3.8% ↘34.8%

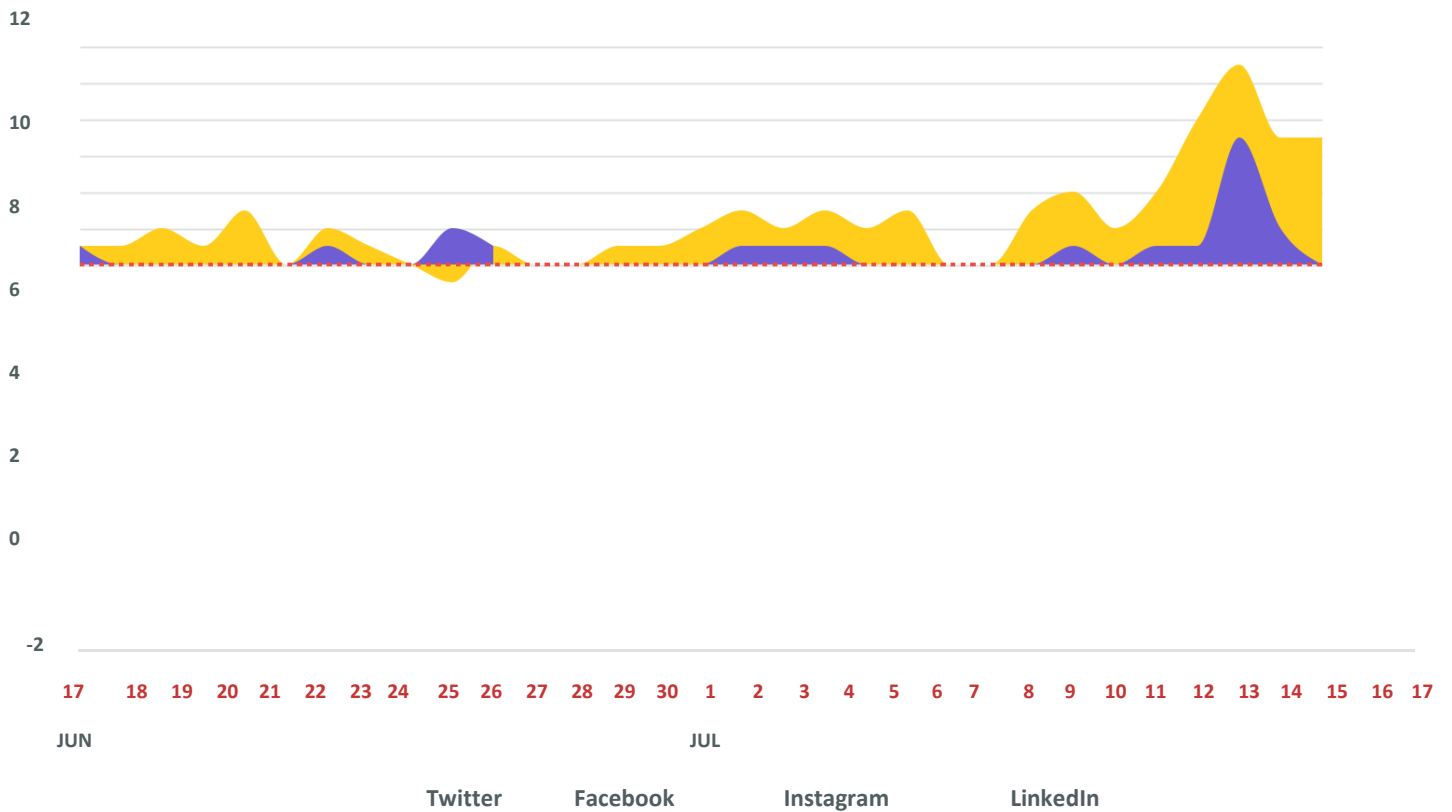
Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

i

We are unable to display data for some of this date range. .



Audience Metrics

Totals

% Change

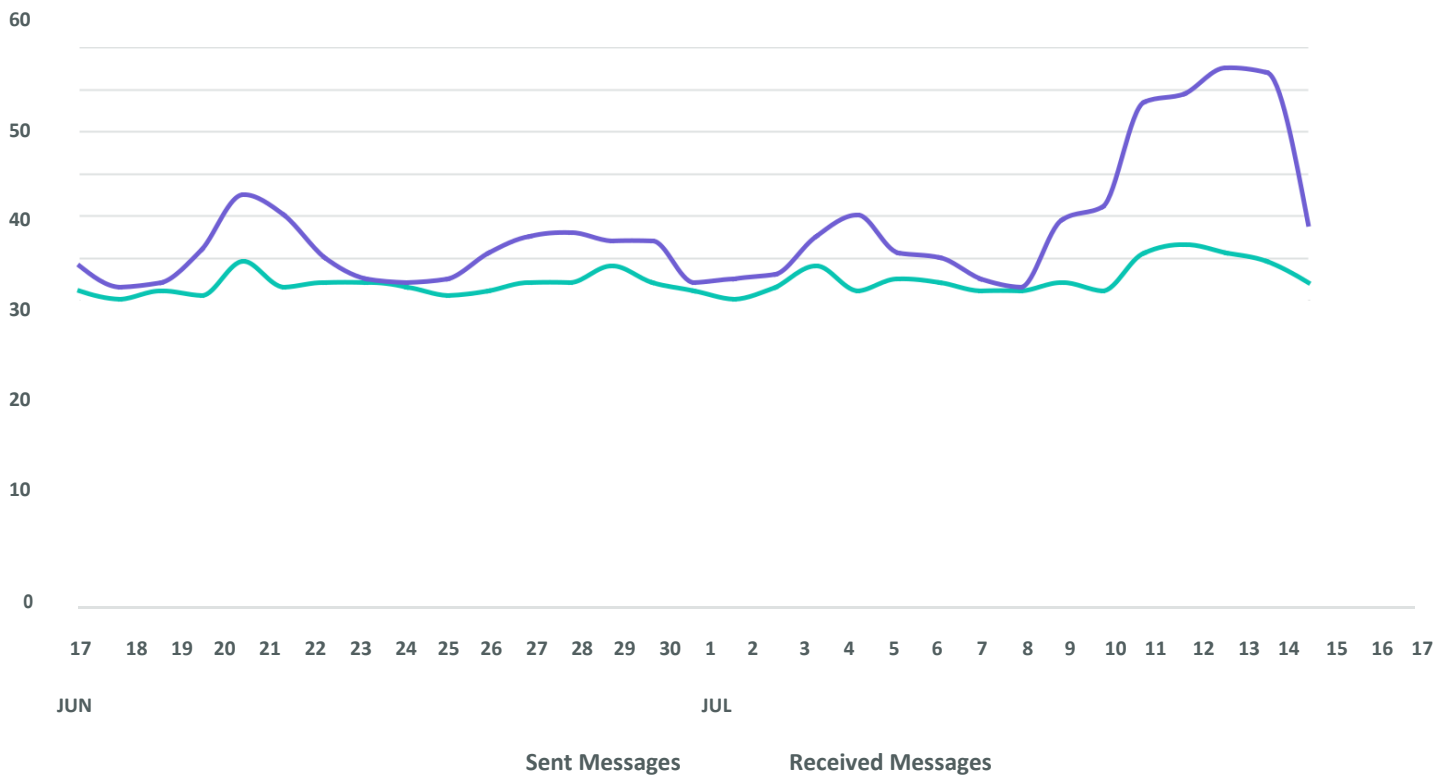


Total Audience		524	7.2%
Total Net Audience Growth	↗	76	26.9%
Twitter Net Follower Growth	↘	—	—
Facebook Net Page Likes	↗	20	53.8%
Instagram Net Follower Growth	↘	—	—
LinkedIn Net Follower Growth		56	38.5%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



Sent Messages Metrics	Totals	% Change
Total Sent Messages	133	46.2%
Twitter Sent Messages	32	128.6%
Facebook Sent Messages	40	2.6%

Instagram Sent Messages

41

20.6%

LinkedIn Sent Messages

20

400%

Message Volume

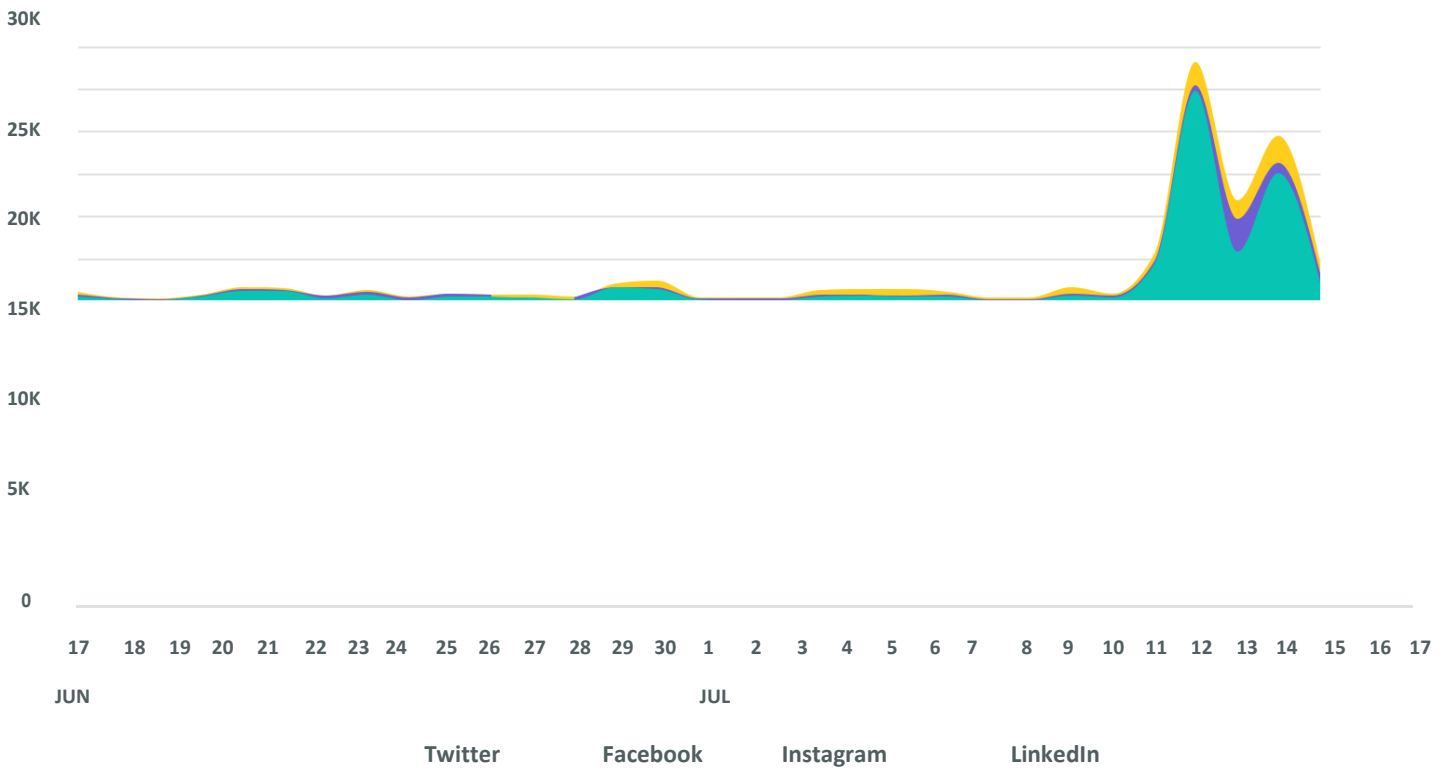
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals	% Change
Total Received Messages	509	51.5%
Twitter Received Messages	400	68.8%
Facebook Received Messages	71	36.5%
Instagram Received Messages	29	34.1%
LinkedIn Received Comments	9	200%

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day



Impression Metrics	Totals	% Change
Total Impressions	93,939	138.2%
Twitter Impressions	64,387	452.2%
Facebook Impressions	11,891	53.5%

Instagram Impressions



—

—

LinkedIn Impressions



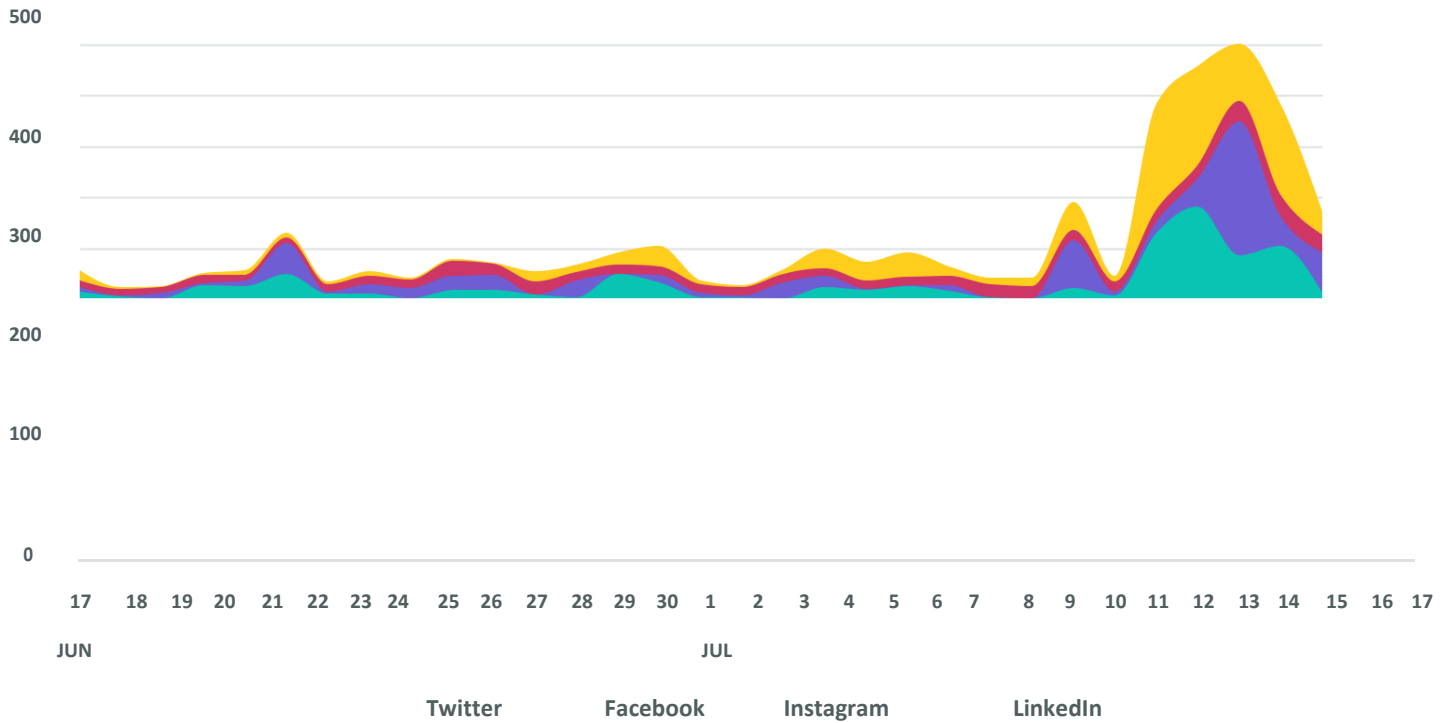
17,661

11.8%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day



Engagement Metrics	Totals	% Change
Total Engagements	3,581	55.2%
Twitter Engagements	891	133.9%
Facebook Engagements	903	34.4%
Instagram Engagements	624	31.6%



LinkedIn Engagements

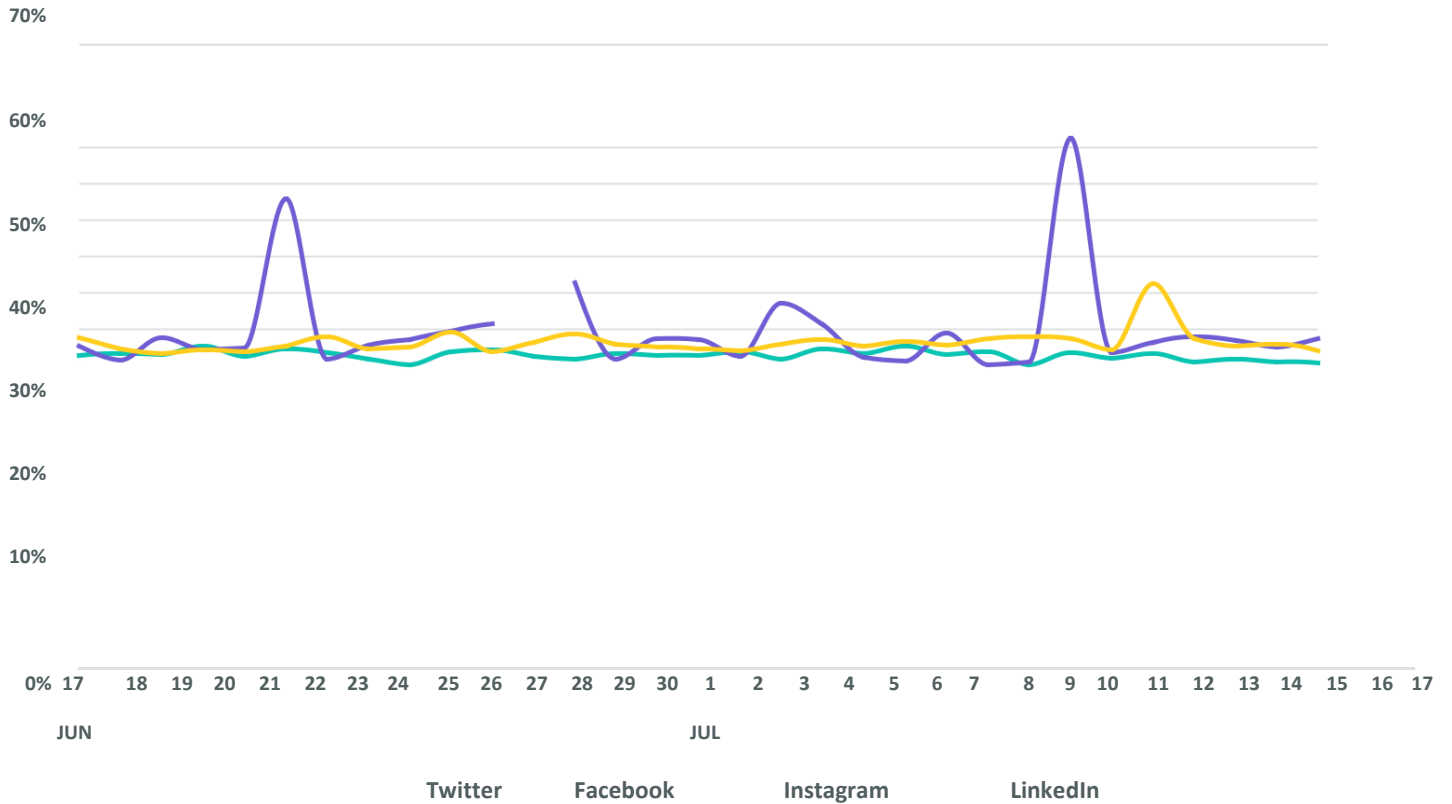
1,163

49.1%

Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression), by Day



Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	3.8%	34.8%
Twitter Engagement Rate	1.4%	57.6%
Facebook Engagement Rate	7.6%	12.5%
Instagram Engagement Rate	—	—



LinkedIn Engagement Rate

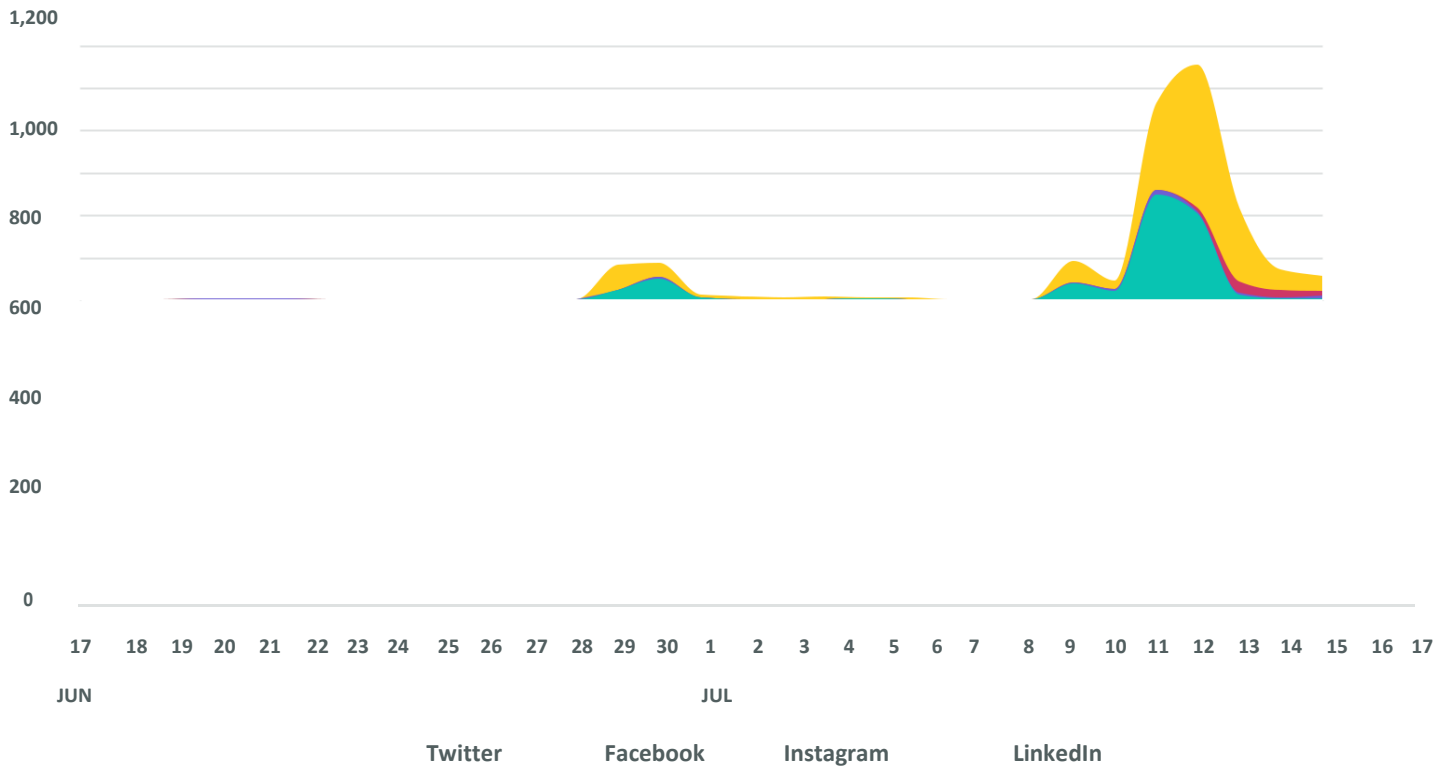
6.6%

69.1%

Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Day








Video Views Metrics ● ● ● ● Totals % Change

Metric	Totals	% Change
Video Views	3,456	53.1%
Twitter Video Views	1,228	2,406.1%
Facebook Video Views	115	79.7%
Instagram Post Video Views	124	—
LinkedIn Video Views	1,989	7.2%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile ▲	Audience	Net		Published			Engagement	
		Audience	Growth	Posts	Impressions	Engagements	Rate (per Impression)	
Reporting Period	↗ 524	↘ 76	↗ 131	↗ 93,939	↘ 3,581	↗ 3.8%	3,456	
Jun 17, 2022 – Jul 17, 2022	7.2%	26.9%	45.6%	138.2%	55.2%	34.8%	53.1%	
 Compare to	489	104	90	39,440	2,307	5.8%	2,257	
 May 17, 2022 – Jun 16, 2022								
 @leiden2022	—	—	32	64,387	891	1.4%	1,228	
								
 2022leiden	—	—	39	—	624	—	124	
Leiden 2022	524	20	40	11,891	903	7.6%	115	
Leiden2022	—	56	20	17,661	1,163	6.6%	1,989	