Communications

Press Clippings
CNIO Media Impact
CNIO Social Media Content
Social Events
CNIO is a leading cancer research institution on a global scale, and the Communications team must ensure that the general public identifies it as such. To do so we need to engage in a productive dialogue with society: as a knowledge-generating institution, CNIO must meet the citizens’ demand for information, while enriching the public conversation by sharing its discoveries in an attractive and comprehensible way.

Our strategy is based on producing very high-quality media content; strengthening CNIO’s own channels, such as social media; encouraging dialogue with the media; and creating new opportunities for effective communication between CNIO and the public.

Support from the whole CNIO community is therefore crucial. In 2023 CNIO researchers flagged up new results and topics of interest, and showed generosity in their dealings with the media. The number of such requests increased significantly, in parallel with substantial growth in the generation of our own content and in the activities organised by CNIO Communications.

In 2023, we sent to the media and published on the website a total of 117 press releases and interviews, mostly about results, projects, and initiatives of the CNIO community. It is a 41% increase compared with 2022. We also more than duplicated the posts on CNIO social media: 1,114 on X (formerly Twitter), 340 on Instagram, and 175 on LinkedIn.

Qualitative changes were also made. We produced more social media shorts in which researchers get the message across in a clear and concise way – see the videos of speakers from the CNIO -CruzDelResearch Frontiers Meeting on Metastasis, and the V Philosophy and Science Seminar organised with the support of Fundación Banco de Sabadell.

2023 gave us more opportunity for direct interaction between CNIO scientists and members of the general public. We organised the webinar Pregunta a @Astro_SaraG, in which schools from all over Spain interacted by videoconference with CNIO researcher and astronaut from the European Space Agency (ESA) Sara García Alonso. Over a hundred schools joined in – including some from outside Spain –, each with groups of more than 20 students. For the occasion, we created several videos about Sara’s research, which could also be used subsequently to raise the profile of CNIO in other forums.

CNIO participated in the Madrid vs Ciencia fair, thanks to volunteer researchers who organised experiments and answered questions from hundreds of visitors. And on the occasion of European Researchers’ Night, we celebrated the first ‘live stream’ on CNIO’s Instagram, a pioneering event for a scientific institution which saw hundreds of followers tuning in.

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Along with these new outreach actions we strengthened initiatives established in previous years. These include World Cancer Research Day at CaixaForum, dedicated to cancer prevention in 2023. It was attended by the director of the International Cancer Agency, Elisabethe Weiderpass; Marina Pollán, former director of the National Epidemiology Centre and current director of the Carlos III Health Institute (ISCIII); and CNIO director, Maria A. Blasco. The event was a hit with the public and the media.

Also providing great visibility to the CNIO is Maria A. Blasco’s regular collaboration with RNE, which opens up a window to scientific topics in prime time.

We worked closely with the Institutional Image & Outreach Office to communicate the VI edition of CNIO Arte, with visual artist Amparo Garrido and Nobel Prize winner Elizabeth Blackburn. The event was covered by key mainstream media such as TVE, RNE and SER, in addition to art media and supplements such as El Cultural. Several of these media services also covered the route of the travelling exhibition Dialogues between Art and Science, at the headquarters of the Cervantes Institute in New York and Chicago, and at the Spanish Embassy in Washington.

Our collaboration with the Philanthropy Office was particularly strong in CNIO’s campaign on World Cancer Day; to communicate CNIO Friends Day, and on the production of the CNIO Friends newsletter.

On the whole, our efforts brought a substantial increase in CNIO followers on social media, as well as in the impact through traditional media. This has been possible because two experienced new members joined CNIO Communications in 2023: Esther Sánchez, an expert in social media and scientific information, and Pilar Gil, a veteran science journalist. Thanks to the support from the entire CNIO community, we will continue working to make CNIO known as the leading Spanish centre in cancer research.
CNIO MEDIA IMPACT

TRADITIONAL MEDIA

VALUE OF MEDIA APPEARANCES DURING 2023

- **Digital**: 43.6% (€16,696,000)
- **Audiovisuals**: 13.4% (€4,824,000)
- **Print**: 40.0% (€14,400,000)
- **Other**: 3% (€1,080,000)

**TOTAL**: 100% (€36,000,000*)

*4 million increase compared with 2022

SOCIAL MEDIA

**X (TWITTER)**

- **Followers**: 2022: 25,352, 2023: 26,707 (+1,355)
- **Posts**: 2022: 1,497, 2023: 1,114 (-383)
- **Audience**: 2022: 2,204,111, 2023: 1,434,049 (-770,062)

**INSTAGRAM**

- **Followers**: 2022: 4,795, 2023: 6,002 (+1,207)
- **Posts**: 2022: 248, 2023: 340 (+92)
- **Audience**: 2022: 97,327, 2023: 279,053 (+181,726)

**LINKEDIN**

- **Followers**: 2022: 27,667, 2023: 32,611 (+4,944)
- **Posts**: 2022: 51, 2023: 175 (+124)
- **Audience**: 2022: 471,870, 2023: 914,865 (+442,995)

**FACEBOOK**

- **Followers**: 2022: 34,803, 2023: 34,811 (+8)
- **Posts**: 2022: 129, 2023: 128 (-1)
- **Audience**: 2022: 384,729, 2023: 133,511 (-251,218)

**YOUTUBE**

- **Followers**: 2022: 1,759, 2023: 1,911 (+152)
- **Posts**: 2022: 50, 2023: 24 (-26)
- **Audience**: 2022: 27,500, 2023: 31,500 (+4,000)

VALUE OF MEDIA APPEARANCES (HISTORIC)

- **2021**: €25 million
- **2022**: €32 million
- **2023**: €36 million

**TOTAL** (€36 million)**

*4 million increase compared with 2022
Awareness about the impact of pollution and processed meat on cancer. On World Cancer Day CNIO alerted the public about the influence of environmental and lifestyle factors on our health. “Taking care of your health is also taking care of your planet, and vice versa,” María A. Blasco said. “This message has not yet caught on with the general public, but the evidence is overwhelming, and emphasizing it seems to us a matter of social responsibility.” In an altruistic collaboration, actress Nathalie Seseña starred in the campaign, which focused particularly on the risks posed by pollution to lung cancer and processed meat consumption on colon cancer. The message also encouraged contributions to cancer research by joining the CNIO Friends philanthropic initiative. February 4, 2023.

Sara García shares her passion for research with school children. “The beauty of working in science is that every single day is different from the day before,” CNIO researcher Sara García Alonso said. CNIO celebrated International Women and Girls in Science Day, releasing two short videos about her research at CNIO, as well as the recording of her virtual meeting with boys and girls from more than a hundred primary and secondary schools. “To cure cancer, we have to understand its origin first, that is one of our goals at CNIO,” she told the young audience. Sara is also an European Space Agency (ESA) astronaut. February 11, 2023.
Philosophers warn our lifestyle could lead to a sixth mass extinction. The V Philosophy and Science Seminar held at CNIO with the support of Fundación Banco Sabadell brought together thinkers on major issues that impact our current way of life. Ecologists Anna Traveset and Fernando Valladares shared facts that show biodiversity loss is irrecoverable. With impacts ranging from food security to mental illness, they mentioned the necessity of economical degrowth to avoid a sixth mass extinction. Philosophers Antonio Diéguez, Arantza Etxeberria, and Alicia Puleo underlined the dialogue between philosophy and science as essential to confront the ecological crisis, which co-exists with a “crisis of truth”, according to Puleo. Ecofeminism, cooperation, and escape from extreme individualism were presented as valuable attitudes to recover the ecological balance.

Sharing the awe of lab work with the youngest public. On September 29th, CNIO joined the European Researchers’ Night celebrations by offering the public a series of hands-on experiments where they could extract DNA from a tomato, observe tissue samples through different microscopes, and learn about lab work. A handful of young researchers talked about their career paths at the Margarita Salas Auditorium, and several units of the centre showed their particular areas of work. For those who could not attend the event, there was an Instagram-Live session that allowed followers to ask young researchers about their tasks, interests, and careers.

Prevention, the first step to fight cancer. At the conference How to reduce the risk of cancer? Prevention through research, organised by CNIO on World Cancer Research Day, Elisabete Weiderpass, director of the International Agency for Research on Cancer (IARC), pointed out that half of cancer cases are due to preventable causes, such as smoking, alcohol or a poor diet, among other factors. Marina Pollán, director of the Epidemiology and Public Health Networking Biomedical Research Centre (CIBERSESP), showed that in Spain 20% of adults smoke, and two-thirds of men and half of women are overweight. The abandonment of the Mediterranean diet (vegetables, legumes, fruit, olive oil, nuts, little meat) is already noticeable in clinical practice. This problem is greater in more disadvantaged areas. September 18, 2023.