

# Real Life™

California Institute for Regenerative Medicine  
(CIRM) Public Outreach & Communications

June 27, 2024

**CIRM**  
CALIFORNIA'S STEM CELL AGENCY



Social Media Updates



Community Outreach  
Highlights

# 46.4K Followers

4.8% increase since February 2024

## Facebook

**Content Interactions: 1.6K**

33.1% increase compared to  
July 2022 - May 2023 time period

**Accounts Reached: 171.7K**

2K% increase compared to  
July 2022 - May 2023 time period

## Instagram

**Content Interactions: 1K**

100% increase compared to  
July 2022 - May 2023 time period

**Accounts Reached: 9.3K**

4% increase compared to  
July 2022 - May 2023 time period

## LinkedIn

**Content Interactions: 5.4K**

43% increase compared to  
July 2022 - May 2023 time period

**Accounts Reached: 265.2K**

160% increase compared to  
July 2022 - May 2023 time period

## X / Twitter

**Content Interactions: 170+**

109% increase compared to  
July 2022 - May 2023 time period

**Accounts Reached: 10.2K**

95% increase compared to  
July 2022 - May 2023 time period

## Igniting Innovation and Providing Opportunities

Video produced by Scientific Programs & Education team. Communications team supported with video launch.

**Email Total Opens: 1,030**  
**Email Open Rate: 24.4%**  
**Social Media Impressions: 7.7K**  
**Total Engagement Rate: 5.58%**  
**Video Views: 9K**  
**U.S. Local Gov't Feed/Newsire Reach: ~2M**





California Institute for Regenerative Medicine  
13K likes · 11K followers

**Intro**  
The California Institute for Regenerative Medicine (CIRM) is committed to inclusivity in regenerative medicine.

601 Gateway Blvd, Suite 400  
+1 510-340-9101  
info@cirm.ca.gov  
cirm.ca.gov

Rating: 4.9 (212 Reviews)

## Social Media campaign

**California Institute for Regenerative Medicine**  
@CIRMTV · 8.8K subscribers · 618 videos

The mission of the California Institute for Regenerative Medicine (CIRM) is to accelerate...more

**Igniting Innovation: Bringing New and Diverse Perspectives into Regenerative Medicine**  
401 views · 1 month ago

The California Institute for Regenerative Medicine (CIRM) offers invaluable educational and training pathways in regenerative medicine tailored for students and young professionals representing the diverse tapestry of California's communities.

CIRM's education and training programs support the next generation of regenerative medicine scientists, ranging from...  
READ MORE

## Placement on program landing pages

**UCLA Broad Stem Cell Research Center**

About | People | Research | Training & Education | News & Events

### CSUN-UCLA STEM CELL SCIENTIST TRAINING PROGRAM

Each year, the CSUN-UCLA Stem Cell Scientist Training Program provides 10 Cal State Northridge undergraduate students with year-long, full-time paid internships in the laboratories of esteemed faculty from our center and the UCLA Health Jonsson Comprehensive Cancer Center.

Prior to beginning their internships, students accepted into this competitive program receive intensive training in stem cell biology, experimental design and advanced laboratory techniques.

As interns, students complete additional training through complementary coursework at CSUN as well as workshops and seminars covering career development, patient advocacy, ethics and regulatory affairs and science communications.

This program is designed to serve as a springboard for careers in stem cell research in academia and industry.

**TRAINING & EDUCATION**

**Training Programs**

- [Broad Stem Cell Research Center Training Program](#)
- [COMPASS Program](#)
- [CSUN-UCLA Stem Cell Scientist Training Program](#)

**Understanding Stem Cell Research**

**Glossary**

**Classes & Clubs**

**Program Director**

**Cindy Malone**  
[CMalone@csun.edu](mailto:CMalone@csun.edu)

**CIRM**  
CALIFORNIA'S STEM CELL AGENCY

At the California Institute for Regenerative Medicine (CIRM), we are dedicated to fostering a diverse workforce in regenerative medicine, from high school scholars to doctoral candidates and clinical fellows. By partnering with community organizations and support... and support

CIRM-funded... opportunities for students and professionals from our state's diverse communities. These programs guide students through mentorships and hands-on experiences to explore the wide array of career paths available, regardless of their educational background or skill level.

[Watch the video](#)

## Email Campaign - A/B Testing

**CIRM**  
CALIFORNIA'S STEM CELL AGENCY

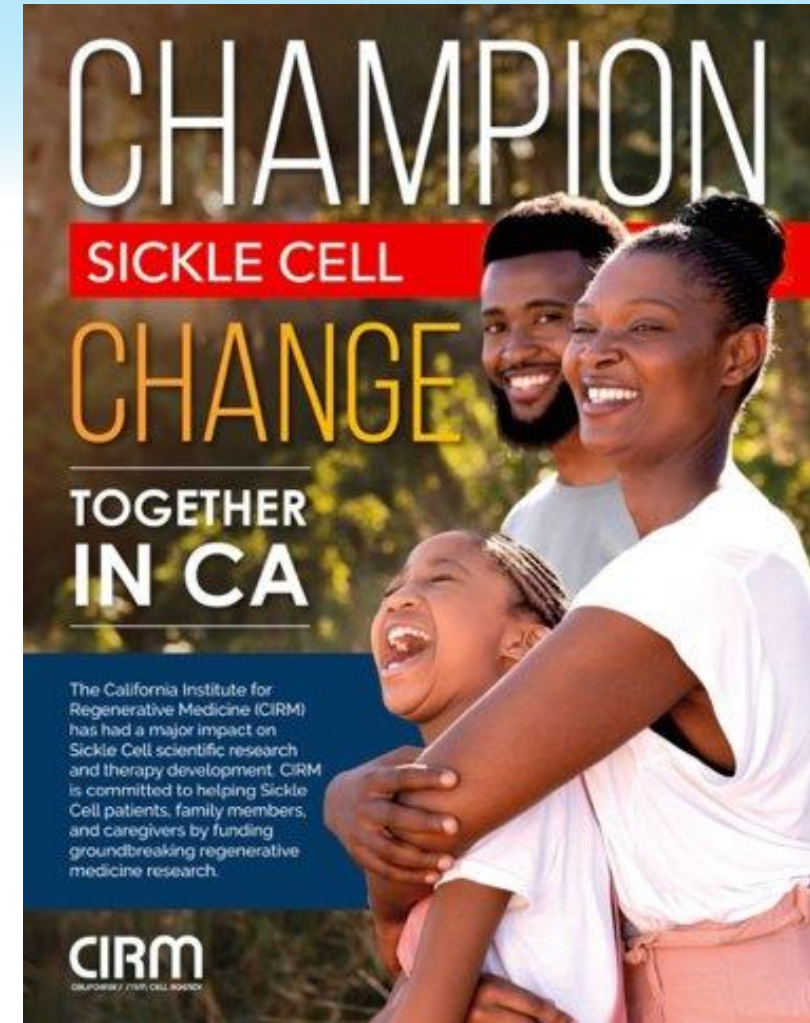
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[Explore their stories](#)

## Campaign Launched Feb. 25

- **Email Alert—**
  - **Opens:** 1.5K
  - **Open Rate:** 31%
- **Blog Views:** 785
- **Earned Social Media—**
  - **Accounts Reached:** 13.5K
  - **Unique Engagements:** 260+
- **Digital Ad Unique User Views:**
  - **Meta:** 110,542
  - **Google:** 940
- ~150-200 views from events to date
- Four community events highlighting SCD Campaign info:
  - Black Joy Parade - Oakland
  - Talk into Action - Pacifica
  - Soul Stroll – San Mateo
  - Combined estimated visibility for CIRM and campaign: 30,500





## Parkinson's Foundation Moving Day SF

- ~20 engagement touchpoints
- 100 event attendees\*
- Primarily friends/families impacted by Parkinson's Disease
- Industry partners working in Parkinson's also present
- Shared information on funding for Parkinson's research



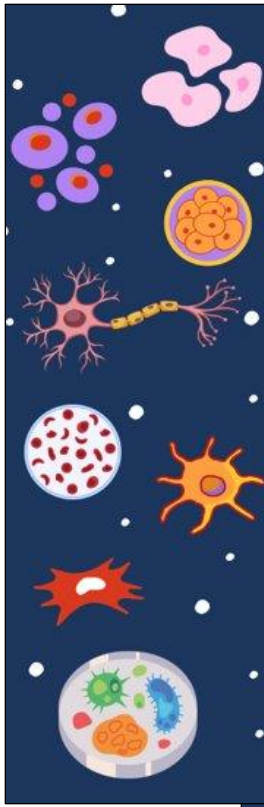


**WORD SEARCH**

CAN YOU FIND THE FOLLOWING 15 SCIENCE TERMS HIDDEN BELOW?

ACCESS EDUCATION LAB RESEARCH TECHNOLOGY  
CALIFORNIA GENETICS MEDICINE SCIENCE THERAPY  
DISEASE INFRASTRUCTURE PATIENTS STEM CELL TREATMENT

GENETICSMTREATMENT



**What are stem cells?**  
Stem cells are cells that have the ability to divide and create an identical copy of themselves, a process called self-renewal. They can also divide to form cells that mature and make up every type of tissue and organ in the body.

There are many different types of stem cells, each with very different potential to treat disease.

At CIRM, we envision a future where scientists can use the power of stem cells to treat diseases and conditions that affect millions of people.

The California Institute for Regenerative Medicine (CIRM) is a state agency that funds different opportunities to move stem cell and regenerative medicine treatments forward in California and the world.

**STEM CELLS**  
COLORING

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**Thank you!**