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## Success on Social: A Story in Statistics

I will tell the story of a social media influencing mission to empower every scientist and engineer in the world with the tools of Statistical Design and Analysis of Experiments. I'll share compelling examples, talk about why I started this, and how I did it. Using visual explorations of impressions data you will see what we can learn about using online channels to promote the value of statistics.

### Special/ Invited session

2025 ENBIS Greenfield Challenge

### Classification

Mainly application

### Keywords

Statistical Design, Social Media Analytics, Analysis of Experiments

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**Track Classification:** Other/special session/invited session