

Written / Social media

Public website – www.atlas.cern

News Briefings Features Portraits Press Blog

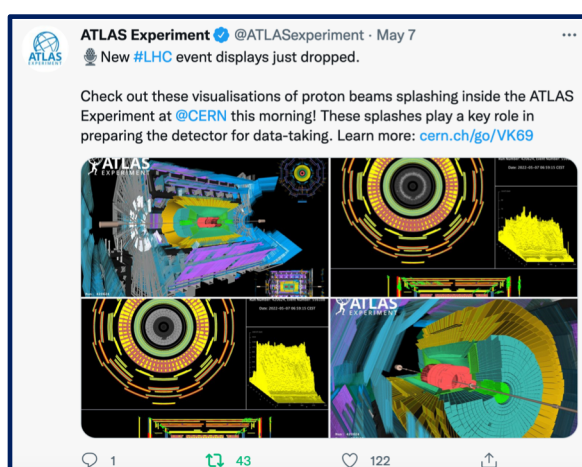
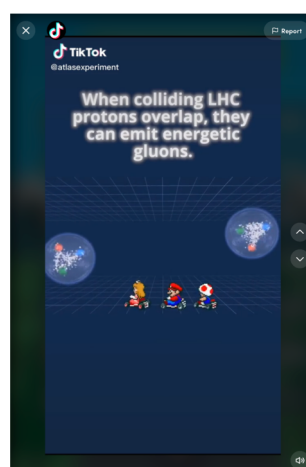
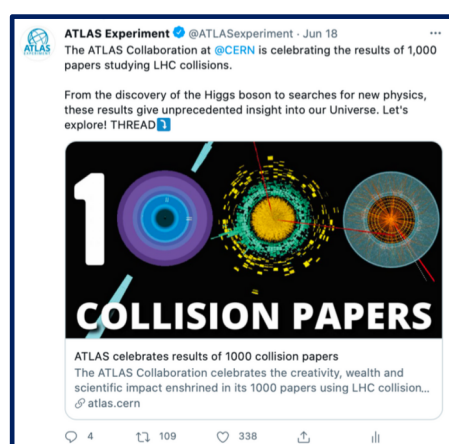
High quality, in-depth material in the form of:

- ~230 news – general updates on results and activities in ATLAS
- ~190 briefings – making results accessible to a broad audience
- ~5 features – detailed articles on a specific overview topic
- ~7 portraits – highlighting some members of the collaboration
- ~18 press statements
- ~150 blogs

Follow ATLAS!
Yeah!

Social media

95k 41k 37k 8k 6k

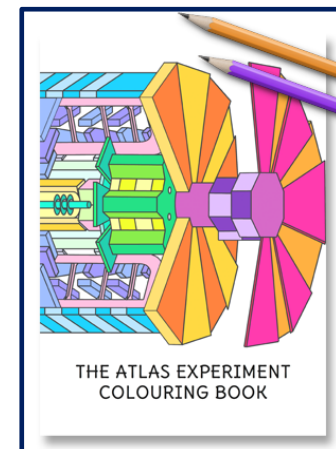
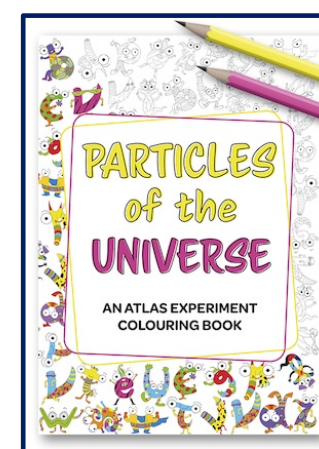
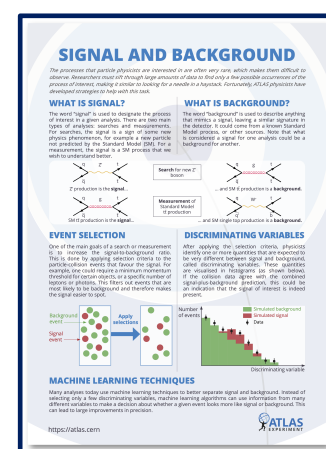
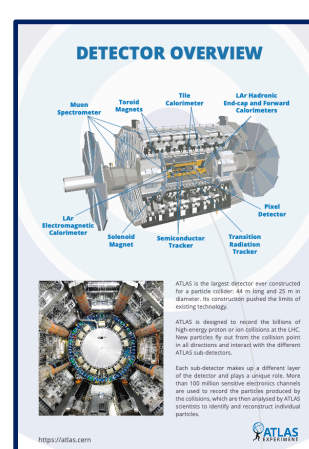


In several
languages

COOL!

Printables

fact-sheets cheat-sheets colouring-books
brochure join-ATLAS-brochure seasonal-activities



YouTube live: virtual physics talks and 360° tours

Physics live talks – Live on YouTube: Learn about Particle Physics

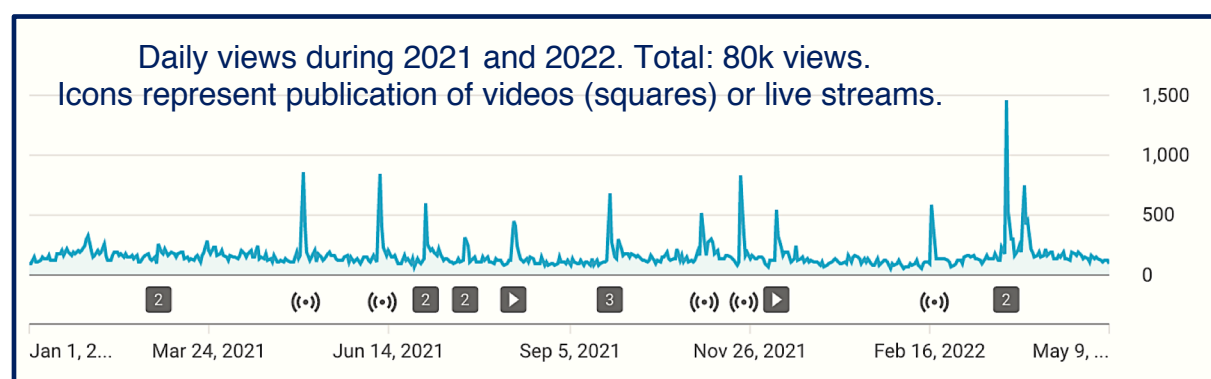
Launched series of online Youtube Live lectures in 2020 → 10 live talks held so far !!!

Online live talks (35-45 minutes + Q&A session) on high-energy physics & ATLAS

Chance to focus on subjects not often given spotlight in public talks (computing, data-processing)

Many viewers attended live. Videos remain available on the platform afterwards

Total views: ~1k - 6k each video! Far more than would be able to attend an in-person event ☺

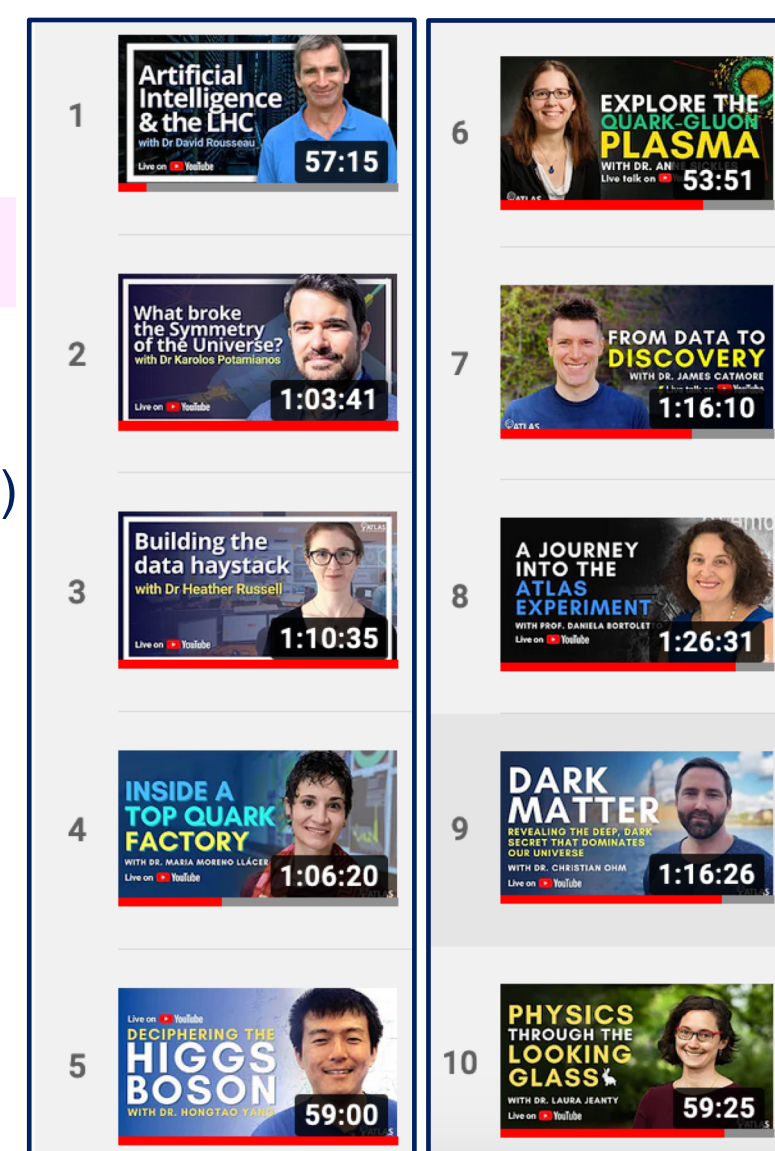


#ATLASPhysicsLive #CERN #LiveScience
#CERN #360tour #particlephysics



45 min

10 min



Virtual visits

Book your virtual visit

Programme initiated in 2010, reaching **tens of thousands of viewers from countries across all continents**

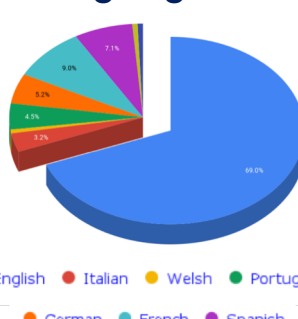
Very **successful and well-received**

>150 (>60) underground virtual visits in 2021 (2022)

Group sizes: from ten to several hundred participants

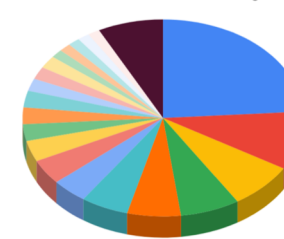
Audience: classroom and public science events, also non-science public events as well as festivals

Languages



Countries booking the visit

UK, Switzerland, Germany, USA, Brazil, France, Morocco, Spain, Italy, Australia, Colombia, India, China, Netherlands, Poland, Canada, Chile, Greece, Ireland, Portugal, Others (11 countries)

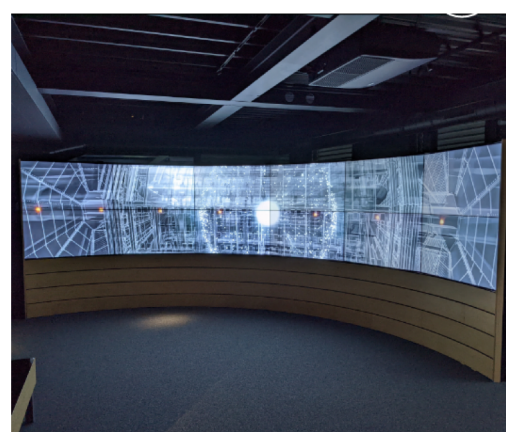
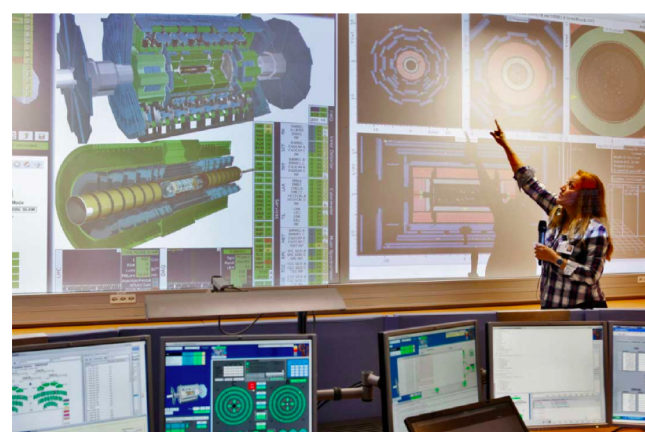


Statistics and map of participants in 2021 Virtual Visits (excluding Open Visits)

Continue to serve multiple platforms/format. Social content is very popular.

In-person visits are now open!!

Book your visit at CERN ☺



ATLAS underground cavern **ATLAS control room** **ATLAS visitor centre**