

10th Edition of the Large Hadron Collider Physics Conference



Contribution ID: 794

Type: **Experimental poster**

Sharing ATLAS Science: communicating to the public

Tuesday 17 May 2022 19:00 (1 hour)

Communicating the science and achievements of the ATLAS Experiment is a core objective of the ATLAS Collaboration. This talk will explore the range of communication strategies adopted in ATLAS communications, with particular focus on how these have been impacted by the COVID-19 pandemic. In particular, an overview of ATLAS' digital communication platforms will be given –with focus on social media, YouTube and Virtual Visits –and the effect on target audiences evaluated with best practices are shared.

Presenter: MORENO LLACER, Maria (Univ. of Valencia and CSIC (ES))

Session Classification: Poster Session I

Track Classification: Outreach, Diversity and Education