

# 31st International Symposium on Lepton Photon Interactions at High Energies



Contribution ID: 163

Type: **Talk**

## Engaging the Public through social media and the web

*Tuesday 18 July 2023 14:15 (15 minutes)*

Communicating the science and achievements of the ATLAS Experiment is a core objective of the ATLAS Collaboration. How do we most effectively engage and educate the public through social media and web content? This contribution will explore the range of communication strategies adopted in ATLAS communications, and lessons learned. In particular, an overview of ATLAS' digital communication platforms will be given –with focus on social media, web content, YouTube, and Virtual Visits –and the effect on target audiences evaluated with best practices are shared.

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**Session Classification:** Diversity, Inclusion, Equity and Outreach

**Track Classification:** Diversity, inclusion, equity and Outreach