









LATIN AMERICAN ASSOCIATION FOR HIGH ENERGY, COSMOLOGY AND ASTROPARTICLE PHYSICS

Communication Committee

ArturoS | SILAF AE - Nov 17, 2022



laa_hecap



laa-hecap



laa_hecap



laahecap

<https://www.ictp-saifr.org/laa-hecap/>

Strategies & Pilot

Creation of brand identity

Presence in three social networks



Logo

+

Colour palette



#31559C



#5AEFFF



#141A3A



#EC2024



#D3D3D3



<https://www.instagram.com/laahecap>



<https://www.linkedin.com/company/laa-hecap>



https://twitter.com/laa_hecap

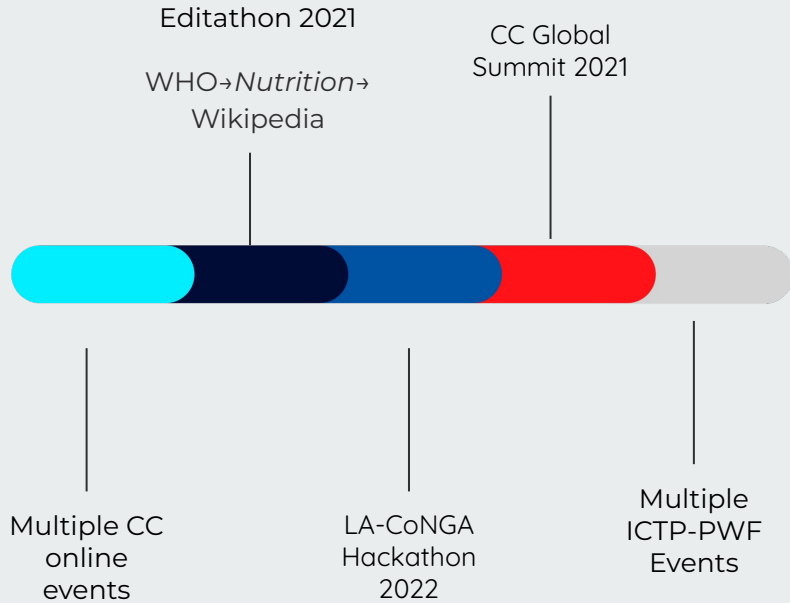
Hello!

We are

We are a non-profit organization that promotes the creation, dissemination, use of open access resources as well as the creation of communities around these premises, in Venezuela and other countries



We have developed projects for various organizations worldwide, some prominent



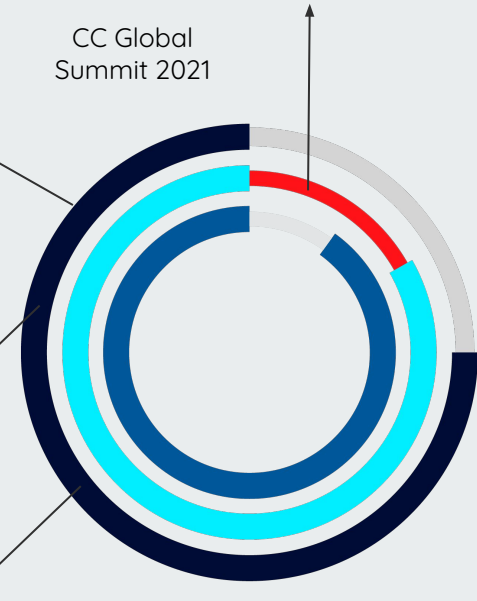
Editathon to improve health knowledge						Home	Editors	Articles	Uploads	Activity
22	97	602	19	94K	13 ^⓪	109K	4 ^⓪			
Articles Created	Articles Edited	Total Edits	Editors	Words Added	References Added	Article Views	Commons Uploads			

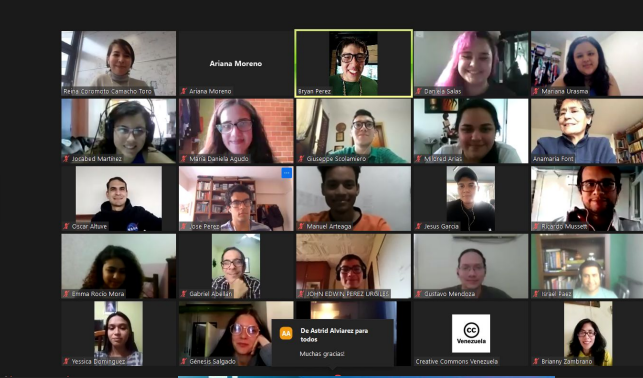
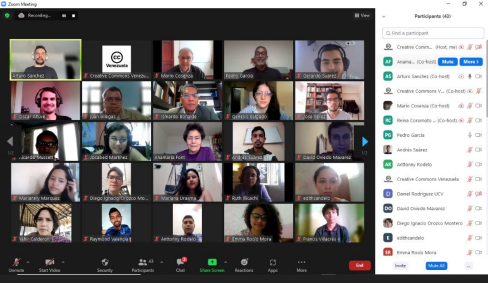


100 students participants



CC Global Summit 2021





What do we do?



- Visual identity
- Website creation
<https://ve.creativecommons.net/>
- Management of social networks
https://www.instagram.com/cccommons_ve/
<https://www.linkedin.com/in/creative-commons-venezuela/>
https://twitter.com/cccommons_ve
- Blogs
<https://medium.com/creative-commons-venezuela>
- Newsletters
<https://ve.creativecommons.net/noticias/>

Multimedia contents



- Media production in multiple languages
- Formats customisations to the various social networks
- Simultaneous translation during zoom calls
- Live streams for YouTube

We establish communication channels for each project



We create tutorials for new members and general public

- Public and private servers
- Text channels
- Voice calls
- Video calls
- Makes possible sharing

<https://youtu.be/kcDqvS6-fEM>

Our experience

91 members



92 members



54 members



Meetings, in one of the most used tools

Video conferences
scheduled meetings



Record, screen
share, chat and
virtual
whiteboard

zoom



Tutorials for participants

https://youtu.be/3Urm0c6Wy_4

Live translations



Transmissions
live for
YouTube

Overview

**Evergreen
Content**

**Events
News**

Career Opportunities



Objectives

COMMUNICATION

AND HOW ARE WE
GOING TO GET IT?

**Through dissemination &
outreach management on
social networks of the
different activities that are
being generated**



Instagram

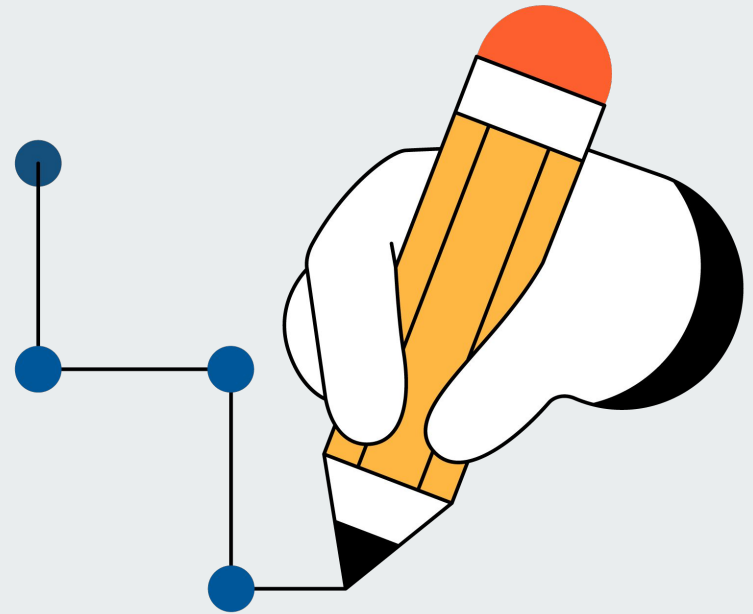
LinkedIn

Twitter

Objectives

COMMUNICATION

And through what media?



Calls



Subscriptions



Publications



Conferences



LATIN AMERICAN ASSOCIATION FOR HIGH ENERGY, COSMOLOGY AND ASTROPARTICLE PHYSICS

[About Us](#) [Committees](#) [Research Areas](#) [Events](#) [Opportunities](#) [Contact Us](#)

This page is under construction. In particular, the menu above does not work yet.

Information below is correct and hopefully useful.

Social Media



Under Construction

XIV Latin American
Symposium on High
Energy Physics

Overview

The Latin American Association for High Energy, Cosmology and Astroparticle Physics (LAA-HECAP) was created in November 2021. It aims to leverage and amplify the successful and growing dynamics of research in HECAP in Latin America, as demonstrated by the fruitful and long-term organization of the Latin American Symposium on High Energy Physics (Simposio Latino Americano de Física de Altas

**Support to current
Webmaster team in SP and
ongoing plans for a newer
version of the site in**




LAA-HECAP

1 follower <https://www.ictp-saifr.org/laa-hecap/> [@laa_hecap](https://twitter.com/laa_hecap)

<https://www.ictp-saifr.org/laa-hecap/>

<https://github.com/laa-hecap>

Content creation and management



**The Latin American
Association for High Energy,
Cosmology and Astroparticle
Physics**

<https://www.ictp-saifr.org/laa-hecap/>

LAA-HECAP was created in November 2021

It aims to leverage and amplify the thriving and growing dynamics of research in **HECAP in Latin America**, as demonstrated by the fruitful and long-term organization of the Latin American Symposium on High Energy Physics (Simposio Latino Americano de Física de Altas Energías – **SILAFAE**) and the strategic planning initiative **Latin American Strategy Forum for Research Infrastructures for HECAP** (lasf4ri.org), with the participation of several countries in the region.

Tem perguntas? Conecte-se conosco e deixe-nos saber
Do you have any question? Connect with us and let us know
Tienes alguna pregunta? Conecta con nosotros y déjanos saber

Instagram: [@laa_hecap](https://www.instagram.com/laa_hecap) | Twitter: [@laa_hecap](https://twitter.com/laa_hecap) | LinkedIn: [laa-hecap](https://www.linkedin.com/company/laa-hecap)

Publication No. 1

Date: October 9th, 2022

In 3 languages!

Are you a Latin American (or based) physics student or professional in the fields of #HEP, #Cosmology or #Astroparticles? Well, keep reading; you will love to join!

¿Eres un estudiante o profesional de física latinoamericano (o residente) en los campos de HEP, #Cosmología o #Astropartículas? Bueno, sigue leyendo; ¡te encantará unirte!

Você é estudante ou profissional (ou residente) de física latino-americano nas áreas de #HEP, #Cosmologia ou #Astropartículas? Bem, continue lendo; você vai adorar participar!



twitter.com/laa_hecap/status/1579255826682118145



[linkedin.com/posts/laa-hecap_hep-cosmology-astroparticles-activity-6984987269300379648-YMdT?](https://www.linkedin.com/posts/laa-hecap_hep-cosmology-astroparticles-activity-6984987269300379648-YMdT?)



[instagram.com/p/CjguWo7MkPI/](https://www.instagram.com/p/CjguWo7MkPI/)

Publication No. 2

Date: October 11, 2022



twitter.com/laa_hecap/status/1579639937099788289?



<https://www.linkedin.com/feed/update/urn:li:activity:6985407826693136384>



<https://www.instagram.com/p/CjjcpR8tdQq/>



**English, Portuguese
and Spanish**

Únete / Junte-se / Join us



**Conoce nuestra
misión y objetivos**

**Conheça nossa
missão e objetivos**

**Know our mission
and goals**

<https://bit.ly/3CDa9fz>



**Llena el
formulario de
postulación**

**Preencha o
formulário de
candidatura**

**Fill out the
application form**
<https://forms.gle/SrWwCjrMWEPFHa7t7h>



**Sigue nuestras
redes sociales**

**Siga nossas redes
sociais**

**Follow our social
media**

Instagram:
[@laa_hecap](https://www.instagram.com/laa_hecap)

Twitter
[@laa_hecap](https://twitter.com/laa_hecap)

LinkedIn
[laa-hecap](https://www.linkedin.com/company/laa-hecap)



**Suscríbete a
nuestro boletín en
LinkedIn**

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<https://www.ictp-saifr.org/laa-hecap/>

Publicación N° 3

Date: October 16, 2022



https://twitter.com/laa_hecap/status/1581752993921179648



<https://www.linkedin.com/feed/update/urn:li:activity:6987516916382769152>



<https://www.instagram.com/p/CjjcpR8tdQq/>



**English, Portuguese
and Spanish**

<https://www.ictp-saifr.org/laa-hecap/>



Somos una organización que busca aprovechar y amplificar la exitosa y creciente dinámica de investigación en Altas Energías, Cosmología y Física de Astropartículas en América Latina

Somos uma organização que busca aproveitar e ampliar a dinâmica bem-sucedida e crescente da pesquisa em Altas Energias, Cosmologia e Física de Astropartículas na América Latina

We are an organization that seeks to take advantage of and amplify the thriving and growing dynamics of research in High Energies, Cosmology and Astroparticle Physics in Latin America

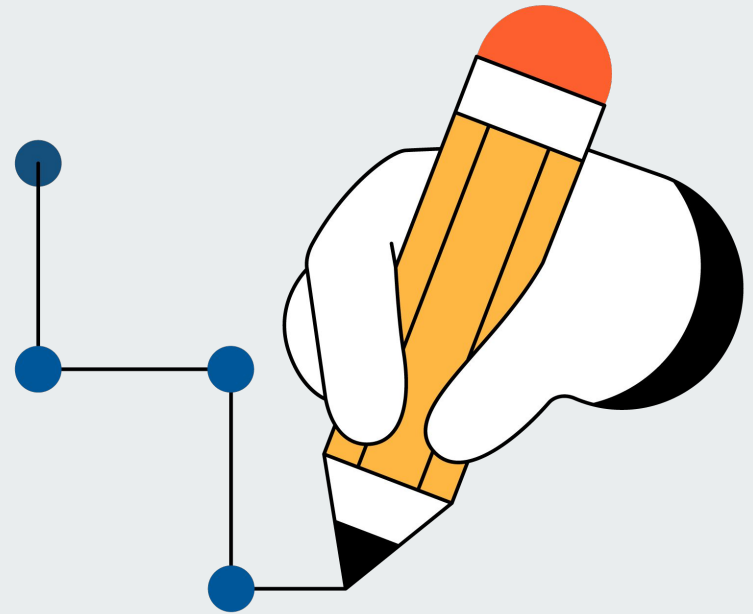
<https://www.ictp-saifr.org/laa-hecap/>

Instagram: @laa_hecap | Twitter: @laa_hecap | LinkedIn: laa-hecap

Objectives

WORK WITH YOU

Let's share ideas and create content, events...



Write to us



at any of the



social media



accounts ;)



LATIN AMERICAN ASSOCIATION FOR HIGH ENERGY, COSMOLOGY AND ASTROPARTICLE PHYSICS



laa_hecap



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laa_hecap



laa-hecap-comm

<https://www.ictp-saifr.org/laa-hecap/>

Pilot Funding

We were awarded a small fellow to support the content creator and support team during this 3-month pilot program


*(all fund were distributed to people **in** the LA region)*

Thanks for the opportunity!



14 October 2022

Arturo Sanchez Pineda


arturos.cern@gmail.com

Re: Creative Commons 20th Anniversary Grant

Summary: Creative Commons Corporation (“CC”) has awarded a 20th Anniversary Grant to the recipient named above (the “Grantee”) in the total amount of USD \$1,000. This letter agreement (the “Agreement”) sets forth the terms and conditions of the grant award.

Exhibit A: Grantee’s Proposal

Affiliated CC Chapter: CC Venezuela

Project Lead: Arturo Sanchez Pineda <arturos.cern@gmail.com>

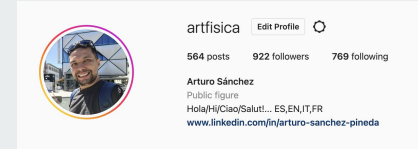
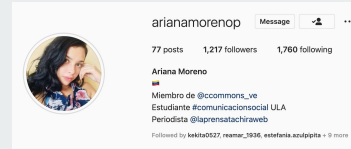
Project A: Briefly describe the event, activity, or project that you will lead to celebrate the #CC20 Anniversary:

Creative Commons Venezuela (https://www.instagram.com/cccommons_ve/) has successfully proposed a Communication Project for the rest of 2022 (and to present the partial results at the next SILAF AE conference in November 2022) for one of the newest and largest scientific multinational associations in Latin America: the LAA-HECAP (CC Venezuela also donated all the branding). This truly continental association was born with the mission to connect students, researchers and government agencies in the sciences, in particular physics and computing, that came after the <https://lasf4ri.org/> project.

Project A: Briefly describe the digital artifact you will contribute to celebrate the #CC20 Anniversary:

Team

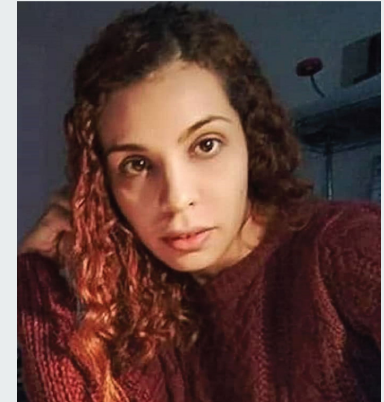
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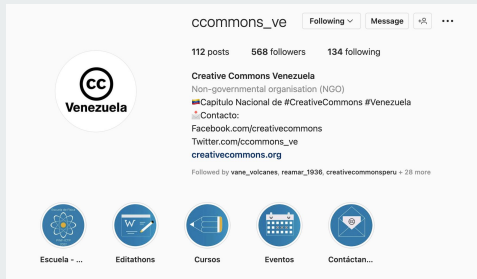
DevOps - PhD
Arturo Sánchez
<https://www.linkedin.com/in/arturo-sanchez-pineda>



Social Communicator - Lic
Ariana Moreno
<https://www.linkedin.com/in/ariana-moreno-9b3017219/>



Graphic designer - Mag
Estefanía Sánchez
<https://www.linkedin.com/in/estefania-sanchez-pineda/>





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venezuela



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venezuela



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ccommonsve

<https://ve.creativecommons.net/>