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Type: **Parallel talk**

## Sharing ATLAS Science: engaging the public

*Wednesday 30 August 2023 14:15 (15 minutes)*

Communicating the science goals and achievements of the ATLAS Experiment is a core objective of the ATLAS Collaboration. This talk will explore the range of communication strategies adopted. We provide an overview of ATLAS' digital communication platforms, including its website, social media, YouTube and Virtual Visit programme. We also present material and activities designed to engage students and publics of all ages, including books, printable material, events at festivals, public talks and more. Measured effects on target audiences are evaluated in several cases and best practices are shared.

### Submitted on behalf of a Collaboration?

Yes

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