

# IUPAP Communication

EC&CC October 2023



**Francesca Zavino**  
communication@iupap.org



**International Union of Pure and Applied Physics**

# IUPAP Communication e-Newsletter



- ✓ Quarterly e-newsletter
- ✓ pdf posted on website
- ✓ 898 email addresses



# IUPAP Communication

## e-Newsletter contents

---

### Q2 - 2023

- Editorial
- Science for Society: from IYBSSD to IDSSD
- 8th IUPAP Conference on Women in Physics  
India, July 10-14 2023
- Meet our team
- StatPhys29 – Florence (Italy), July 13-18 2025
- The African School of Fundamental and  
Applied Physics (ASFAP) - by Kétévi A.  
Assamagan
- IUPAP Early Career Scientist Prize 2023
- IUPAP Open Calls

### Q3 – 2023 (to be issued by end of October)

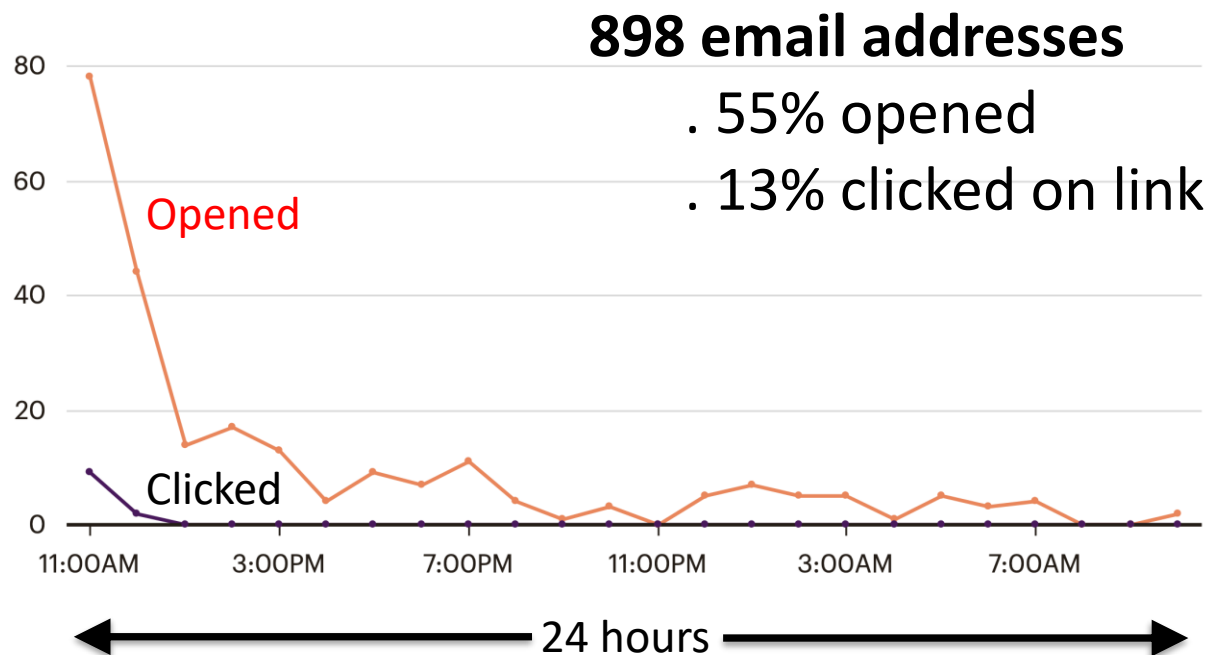
- Editorial
- The 2023 Nobel Prize in Physics - by Philippe  
Balcou (C17)
- 100 years from first IUPAP GA
- IUPAP Early Career Scientist Prize 2023
- Calls: C13 Medal,
- Meet the Team
- ....



# IUPAP Communication

## e-Newsletter

Country	Opens
 USA	162
 Germany	34
 Russia	30
 Italy	27
 Japan	18
 United Kingdom	17
 Sweden	17
 Taiwan	13
 France	11
 Spain	9



# IUPAP Communication

## Facebook page

Regular Facebook posts (2-3/week)



37.593 ↓ 59.8%



International Union of  
Pure and Applied  
Physics - IUPAP

★ 5.0 (3) · Nonprofit Organization



Like

♥ Create Action Button



1,772 people like this



International Union of Pure and Applied Physics

# IUPAP Communication

## Social media

---



Facebook: followers: 1772 (jun 2022) => 2786 (jun 2023)



Twitter (now "X") account re-activated (810 -> 1381 followers, 122K impressions)

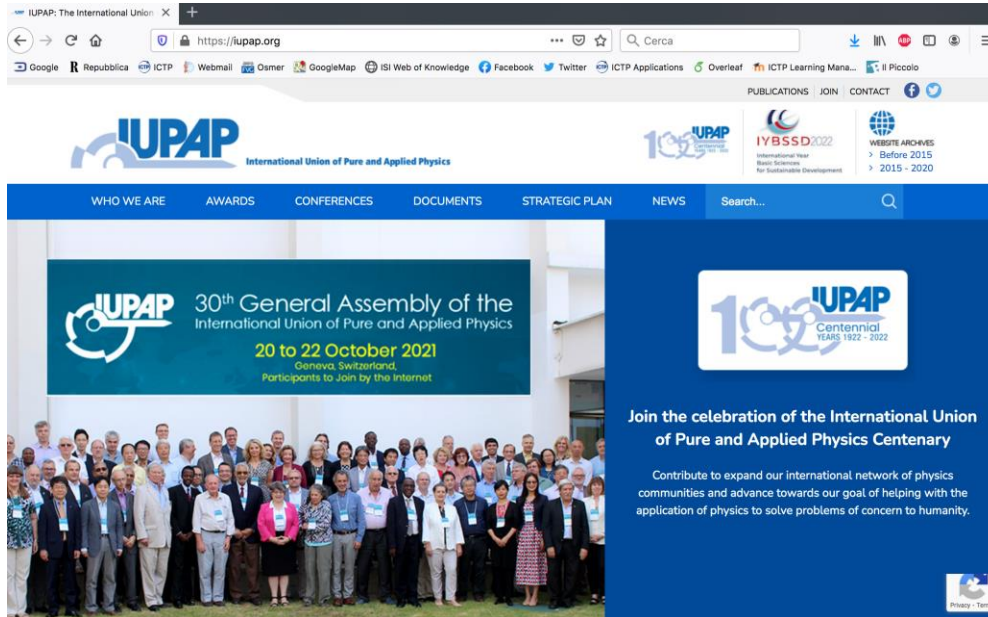


LinkedIn (741 followers)

Collaboration with communication teams at other organizations (ICTP, CERN, IYBSSD, other Unions, etc) for post re-sharing



# IUPAP Communication Website



Updated by communication team



**Francesca**  
**Hari**  
**Silvina**

Commissions/AC/WG are responsible for their content on website

-> please send your content/updates to [communication@iupap.org](mailto:communication@iupap.org)



# IUPAP Communication

## Homework for you (especially Chairs)



**WE WANT YOU!**

Please send us (to [communication@iupap.org](mailto:communication@iupap.org)):

- ✓ Content updates for website from Commissions / AC / WG
- ✓ Newsworthy updates (e.g. conferences, events) - send pics & brief text
- ✓ Early Career Scientist Prize winner information (and other awards)
- ✓ Any other suggestions to improve the communication

Please help us sharing news on social media and involving local communication officers when relevant

«Outcomes» of General Assembly on newsletter and news/social media



**International Union of Pure and Applied Physics**



# IUPAP Communication

## Who's who

---

### **Francesca Zavino**

A special thanks to **Hari Haran** (GRAPES-3 experiment, Tata Institute of Fundamental Research)

Both featured in newsletters («Meet the team»)

**[communication@iupap.org](mailto:communication@iupap.org)**: News and web items

[managed by Francesca Zavino]

**[secretariat@iupap.org](mailto:secretariat@iupap.org)**: All types of «business» messages

[managed by Gabriella Marra, read by entire EC]

