

Crowd-sourced particle physics stories from DESY-CMS

Thursday 18 July 2024 14:30 (15 minutes)

The CMS at DESY outreach Instagram account provides science communication and outreach for a large experimental particle physics group. It aims to promote science, engage young scientists in outreach and showcase their work. The Instagram platform was selected for its demographic alignment with the target stakeholders and broad user base in Germany and abroad.

The communication focuses on highlighting young scientists, offering insights into the scientific journey, and sharing particle physics outreach content. Multiple contributors collaborate on the content, fostering training opportunities in science communication at a manageable time investment for early career researchers. This talk will cover the project's evolution, initial objectives, target audiences, and experiences in content creation and engagement on social media.

Alternate track

I read the instructions above

Yes

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Session Classification: Education and Outreach

Track Classification: 15. Education and Outreach