

Engaging the Public –ATLAS Digital Communication

Thursday 18 July 2024 20:40 (20 minutes)

Communicating the science and achievements of the ATLAS Experiment is a core objective of the ATLAS Collaboration. This contribution will explore the range of communication strategies adopted, provide an overview of ATLAS' digital communication platforms - including its website and social media - and evaluate their impact on target audiences. Lessons learned and best practices will be shared, drawing from measured effects on audience engagement.

Alternate track

I read the instructions above

Yes

Primary authors: ANTHONY, Katarina (CERN); GOLDFARB, Steven (University of Melbourne (AU))

Presenter: ANTHONY, Katarina (CERN)

Session Classification: Poster Session 1

Track Classification: 15. Education and Outreach