

Communication and Dissemination Plan

1st #COMETA General Meeting – Izmir, Turkiye

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29 February 2024



¹ on behalf Working Group 5 (F. Dias, K. Dreimanis) + SciComm

Thank you for the invitation!

COMETA Science Communication Plan [draft]

Motivation: the public pays for our science; the public has a right to know what we do

Science Communication Plan of the COST Action CA22130 - COMETA

Each Action MC shall adopt a Science Communication Plan including a communication, dissemination, and valorisation strategy, as well as a plan to implement this strategy. The Science Communication Plan shall reflect the MoU in particular connecting to the aims and objectives of the Action. It is recommended that the Science Communication Plan is approved by the Management Committee not later than 6 months after the start date of the Action. It is recommended that the Science Communication Plan, including progress on implementation, is discussed on a yearly basis by the Action MC and reviewed or amended where necessary. (*Annotated Rules for COST Actions, article 5*)

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Goal: introduce [draft] SciComm plan

- explain some jargon
- show some fun activities

brief interlude

COMETA has a presence on social media

COMETA is on social media:

- X/Twitter (@multibosons)
- YouTube (@multibosons)
- desire to expand (need volunteers)

Why?

- *normal people* use social media:
“News plays a prominent role on Twitter. Overall, **23% [76M] of Americans use Twitter, and roughly seven-in-ten U.S. Twitter users (69%) say they get news on the site,**” Pew Research Center ('21)
- meeting participants may not be on social media but meeting participants are not *normal people* 😊



COMETA is already popular

Impressions “represent the number of times that a given Tweet has been viewed on the Twitter platform in an organic context.” developer.twitter.com

Tweet activity

Last 28 Days




Export data

Your posts earned **2.1K impressions** over this 28 day period



YOUR POSTS

During this 28 day period, you earned 79 impressions per day.

Posts	Top posts	Posts and replies	Promoted	Impressions	Engagements	Engagement rate
	COMETA @multibosons - Feb 27 #COMETA's kick-off meeting starts in 24 hours (- time zone differences) indico.cern.ch/event/1334059/ slides available from the Indico!			306	25	8.2%
	COMETA @multibosons - Feb 21 At the @COSTprogramme headquarters attending a Communications Seminar ! Looking forward to interesting ideas to disseminate #COMETA and its outcome to the world! pic.twitter.com/KDWOPDKgfp			248	14	5.6%
	COMETA @multibosons - Feb 22 THEN TELL US WHERE @ATLASexperiment IS HIDING SUPER SYMMETRY GREGORI WE KNOW YOU ARE PERSONALLY INVOLVED WITH KEEPING THINGS SECRET. twitter.com/GregorKasieczk...			101	10	9.9%

Engagements

Showing 28 days with daily frequency

Engagement rate

3.6%

8.9% engagement rate Feb 27

Link clicks

53

2 link clicks Feb 25

On average, you earned 2 link clicks per day

Retweets without comments

13

1 Retweet without comments Feb 25

- 1k on 28 Feb (9 tweets)

- 2.1k 1-27 Feb (17 tweets)



- 672 in Jan (4 tweets)

- 135 in Dec (0 tweets)

- 1k in Nov (6 tweets)




COMETA is already popular (example)

Useful for job advertisements (target audience: students)

	COMETA @multibosons · Jan 10 #JobAlert: #TeamCOMETA at Eotvos University has an opening for a PhD position in theoretical particle physics starting fall '24. Deadline in 5 days! (15 Jan). Details at: inspirehep.net/jobs/2721056 View post activity	207	17	8.2%
	COMETA @multibosons · Jan 10 It is 2024, baby! You know what that means? 🙌🙌🙌 It means more #COMETA meetings. Join Working Group 1 on 17 Jan at 14:30 (CERN time) for an online meeting on the interplay between VV, VH and HH production at the #LHC . details down below! 🙌🙌🙌 indico.cern.ch/event/1360356/ View post activity	174	21	12.1%

COMETA is already popular (example)

Useful for announcing meetings (target audience: HEP community)

	COMETA @multibosons · Feb 15 In celebration of Ireland's anticipated membership of CERN, the "Cosmology, Astrophysics, Theory and Collider Higgs 2024" conference (CATCH22+2) will take place in Dublin, Ireland in May 2024 Registration details below! 🙌🙌🙌 #COMETA indico.cern.ch/event/1291893/... View post activity	212	13	6.1%
	COMETA @multibosons · Feb 9 #COMETA is not just about the #physics of multi-boson processes, we do many other things, like drink 🍷 some members even like to drink 🍀 (we tolerate them). we also promote activities by other groups, like this one on **polarization** at the #LHC 🤖🤖🤖 indico.cern.ch/event/1370266/ View post activity	90	7	7.8%
	COMETA @multibosons · Feb 7 Did you know that the polarizations of weak bosons are god's gift to physics? 🙌🙌🙌 Want to learn more? Come to Toulouse, France in September. indico.cern.ch/event/1371888/... 🙌 #COMETA 🙌 View post activity	100	10	10.0%

SciComm Plan

Science Communication Plan of the COST Action CA22130 - COMETA

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- 1 (Executive) Summary
- 2 General Aim and Target Audiences
- 3 Plan for the Communication of Action Results
- 4 Plan for the Dissemination of Action Results
- 5 Plan for the Valorization of Action Results

2. General Aim and Target Audiences

Two sets of language for different situations

One perspective on targeted audiences (more targeted):

- *colleagues* already working in the field of particle physics
- *potential future researchers*, such as undergraduate and high school students
- *general public* and *policy makers*

Another perspective (more inclusive):

- the scientific (**expert**) community in which COMETA is embedded (HEP community)
- the broader scientific (**non-expert**) community, including those in other subfields of physics as well as non-physicists
- *general public*, which ranges from school children to policy makers

EU jargon

more jargon (1 slide)

jargon *“the technical terminology or characteristic idiom of a special activity or group”* MW

Communication \implies general public + non-experts

Dissemination \implies experts

Valorization \implies adding value to / appreciating results
(how are results appreciated?)

3. Plan for Communication

Several ways to communicate output from COMETA

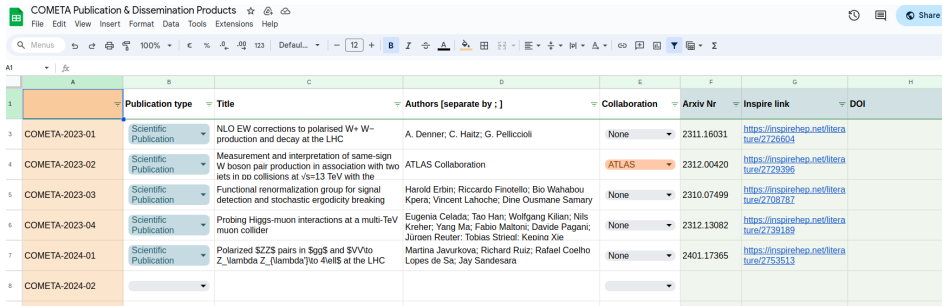
- **Scientific manuscripts and publications on open access platforms (arXiv)**
- **public website**
- **internal (twiki) website**
- **newsletter (contents posted on website)**
- **social media**

COMETA publications

Acknowledgments: *The authors acknowledge support from the COMETA COST Action CA22130*

Report/pre-print number [COMETA-20XX-YY]:

- ask WG5 leaders (F. Dias, K. Dreimanis) or SciComm chair (RR)
- add report number to ArXiv metadata before submission (if possible)



COMETA Publication & Dissemination Products

	A	B	C	D	E	F	G	H
		Publication type	Title	Authors [separate by ;]	Collaboration	Arxiv Nr	Inspire link	DOI
3	COMETA-2023-01	Scientific Publication	NLO EW corrections to polarised W+ W- production and decay at the LHC	A. Denner; C. Hailz; G. Pelliccioli	None	2311.16031	https://inspirehep.net/literature/2726604	
4	COMETA-2023-02	Scientific Publication	Measurement and interpretation of same-sign W boson pair production in association with two jets in pp collisions at $\sqrt{s}=13$ TeV with the	ATLAS Collaboration	ATLAS	2312.00420	https://inspirehep.net/literature/2729396	
5	COMETA-2023-03	Scientific Publication	Functional renormalization group for signal detection and stochastic ergodicity breaking	Harold Erbin; Riccardo Finotello; Bio Wahabou Kpera; Vincent Lahoche; Dine Ousmane Samary	None	2310.07499	https://inspirehep.net/literature/2708787	
6	COMETA-2023-04	Scientific Publication	Probing Higgs-muon interactions at a multi-TeV muon collider	Eugenia Celada; Tao Han; Wolfgang Kilian; Nils Kreher; Yang Ma; Fabio Maltoni; Davide Pagani; Jureen Reuter; Tobias Strödel; Keoluo Xie	None	2312.13082	https://inspirehep.net/literature/2739189	
7	COMETA-2024-01	Scientific Publication	Polarized SZS pairs in ggS and SVV to Z_λ Z_λ ($\lambda=0,1$) at the LHC	Martina Javurkova; Richard Ruiz; Rafael Coelho Lopes de Sa; Jay Sandesara	None	2401.17365	https://inspirehep.net/literature/2753513	
8	COMETA-2024-02							

COMETA publications+communications

Application Programming Interface (API) “is a way for two or more computer programs or components to communicate with each other”

Wikipedia



arXiv.org Search Results

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The URL for this search is <http://export.arxiv.org/find/all/1/rn-cometa/0/1/0/all/0/1>

Showing results 1 through 4 (of 4 total) for [rn:cometa](#)

1. [arXiv:2401.17365 \[pdf, other\]](#)

Polarized ZZ pairs in gluon fusion and vector boson fusion at the LHC

Martina Javurkova, Richard Ruiz, Rafael Coelho Lopes de Sá, Jay Sandesara

Comments: 14 pages, 6 figures, FeynRules UFO available from this [https URL](#)

Subjects: [High Energy Physics - Phenomenology \(hep-ph\)](#); [High Energy Physics - Experiment \(hep-ex\)](#)

2. [arXiv:2312.13082 \[pdf, other\]](#)

Probing Higgs-muon interactions at a multi-TeV muon collider

Eugenia Celada, Tao Han, Wolfgang Kilian, Nils Krehler, Yang Ma, Fabio Maltoni, Davide Pagani, Jürgen Reu

Comments: 87 pages, 27 figures

Subjects: [High Energy Physics - Phenomenology \(hep-ph\)](#); [High Energy Physics - Experiment \(hep-ex\)](#)

3. [arXiv:2311.16031 \[pdf, other\]](#)

NLO EW corrections to polarised W^+W^- production and decay at the LHC

Angar Denner, Christoph Hertz, Giovanni Pelliccioli

Comments: 10 pages, 1 table, 4 figures

Subjects: [High Energy Physics - Phenomenology \(hep-ph\)](#); [High Energy Physics - Experiment \(hep-ex\)](#)

4. [arXiv:2310.07499 \[pdf, other\]](#)

Functional renormalization group for signal detection and stochastic ergodicity breaking

Harold Erbin, Riccardo Finotello, Bio Wahabou Kpera, Vincent Lahoche, Dine Ousmane Samary

Comments: 28 pages, 11 figures

Subjects: [High Energy Physics - Theory \(hep-th\)](#); [Statistical Mechanics \(cond-mat.stat-mech\)](#); [Information Theory \(cs.IT\)](#)

```
richard@delilahs-calico:~/Dropbox/TwitterAPI/Code$ python twitter_API_COMETA_2024_0227.py
twitter API test!
Martina Javurkova et al.
Polarized ZZ pairs in gluon fusion and vector boson fusion at the LHC
http://arxiv.org/abs/2401.17365v1
richard@delilahs-calico:~/Dropbox/TwitterAPI/Code$
```

```
twitter_API_COMETA_2024_0227.py X
twitter_API_COMETA_2024_0227.py > ...
S. Delorme (IFJ)
6 import hashlib
7 import os
8 import re
9 import requests
10 import tweepy
11
12 from requests_oauthlib import OAuth2Session
13 from flask import Flask, request, redirect, session, url_for, render_template
14
15 #
16 # Base api query url
17 base_url = 'http://export.arxiv.org/api/query?'
18
19 # Search parameters
20
21 search_query = 'rn:COMETA' #Basic search query using the report number
22 #search_query = 'cat:hep-ph' #Search query by category if needed
23 start = 0
24 max_results = 2
25
26
27 query = 'search_query=%s&start=%i&max_results=%i&sortBy=lastUpdatedDate&sortOrder=desc'
28
29 # perform a GET request using the base_url and query
30 response = urllib.request.urlopen(base_url+query).read()
31
32 # # parse the response using feedparser
33 feed = feedparser.parse(response)
34
35
36 #b = (date.today() - timedelta(days=7)).timetuple() #Use to check for articles from
37 b = (date.today() - timedelta(days=29)).timetuple() #Use to check for articles from
38
39
40 for i in range(len(feed.entries)):
41
42     a = feed.entries[i].updated_parsed
43
44     if (a[0] == b[0]) and (a[1] == b[1]) and (a[2] == b[2]): #Check on the year, mo
45
46         author = feed.entries[i].author[0].name
```

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Wikipedia



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```

COMETA
@multibosons

Outreach account for #COMETA: Comprehensive #Multiboson Experiment-Theory Action (🇪🇺 Cost Action CA22130)

We do science, 🌶️🌶️ science!

📍 Geneva [@cost.eu/actions/CA2213...](#) 🗓️ Born September 18, 1988
📅 Joined August 2023

44 Following 62 Followers

Posts Replies Highlights Articles Media Likes

COMETA @multibosons · 5m
twitter API test!
Martina Javurkova et al.
Polarized ZZ pairs in gluon fusion and vector boson fusion at the LHC

arxiv.org
Polarized ZZ pairs in gluon fusion and vector boson fusion at the LHC
Pair production of helicity-polarized weak bosons $(V, \lambda = W^+ \backslash \nu \mu \lambda, Z, \lambda)$ from gluon fusion $(gg \rightarrow \dots)$

4. Plan for Dissemination

Several ways to disseminate output from COMETA

- **Pub. acknowledgments:** *“The author(s) would like to acknowledge the contribution of the COST Action CA22130”*
- **Pub. acknowledgments:** *“This work was supported by a STSM Grant from COST Action CA22130”*
- **ArXiv (open access); high-impact journals (open access, ideally)**
- **code repositories (github.com/multibosons)**
- **non-COMETA workshops and conferences**
- **COMETA events, such as Yearly Meetings, Working Group meetings, and Training Schools**

5. Plan for Valorization

Several ways to valorize output from COMETA

- **In-network announcements of new results**
(appreciation by other COMETA members)
- **Online Working Group meetings**
(appreciation by non-COMETA experts)
- **In-person network meetings**
(appreciation by COMETA and non-COMETA members)
- **Short-term exchanges and conference support**
(appreciation for researchers and transfer of knowledge)
- **social media**
(appreciation for output and activities)

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Review plan:

- Draft available for comments <http://tinyurl.com/2x7sexx6>
- Deadline for comments: 10 March 2024

