

# IUPAP Communication

EC&CC October 2024



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**International Union of Pure and Applied Physics**

# IUPAP Communication e-Newsletter



- ✓ Quarterly e-newsletter
- ✓ pdf posted on website
- ✓ 1.130 contacts  
(+281 from 2023)



# IUPAP Communication

## e-Newsletter contents

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### May - 2024

- Editorial
- The next General Assembly
- Kennedy Reed Medal
- Meet out team (Michel)
- 2021 ICPE Medal
- Early Career Scientist Prizes






### October – 2024

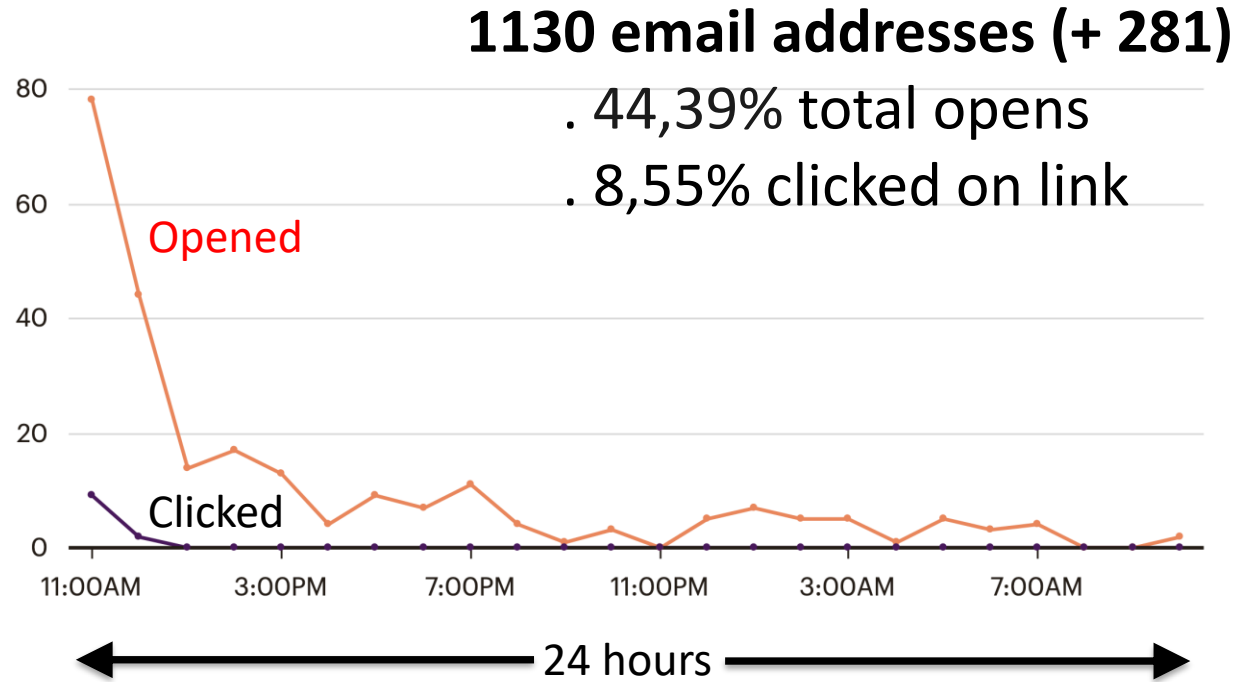
- Editorial
- IUPAP EC&CC meeting and 33rd IUPAP General Assembly
- IUPAP Early Career Scientist Prizes 2024
- Meet the Team (Monica)
- Obituary: Tsung-Dao Lee
- Article by Evelyn Tang, IUPAP Interdisciplinary Early Career Scientist Prize 2023
- Experiences applying for US Visas



# IUPAP Communication

## e-Newsletter

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



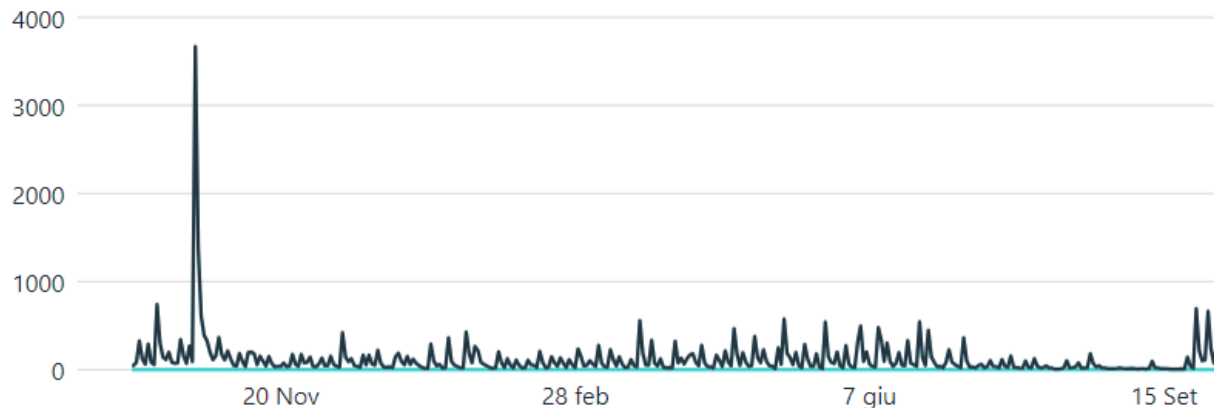
# IUPAP Communication

## Facebook page



### Regular Facebook posts (2-3/week)

<b>Copertura</b> ⓘ <b>19.616</b> ↓ 54,1% Reach	<b>Interazioni con i contenuti</b> ⓘ <b>2006</b> ↑ 12,5% Interactions	<b>Follower</b> ⓘ In totale <b>3054</b> Followers	<b>Clic sul link</b> ⓘ <b>227</b> ↓ 8,8% Click
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# IUPAP Communication

## Social media



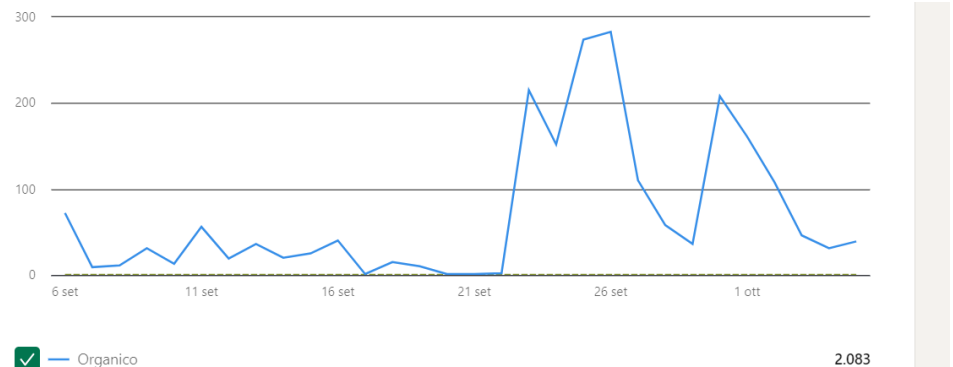
Facebook: followers: 2786 (jun 2023) => 3054 (October 2024)



Twitter (now "X") account re-activated in 2022. 1381 => 1683 followers



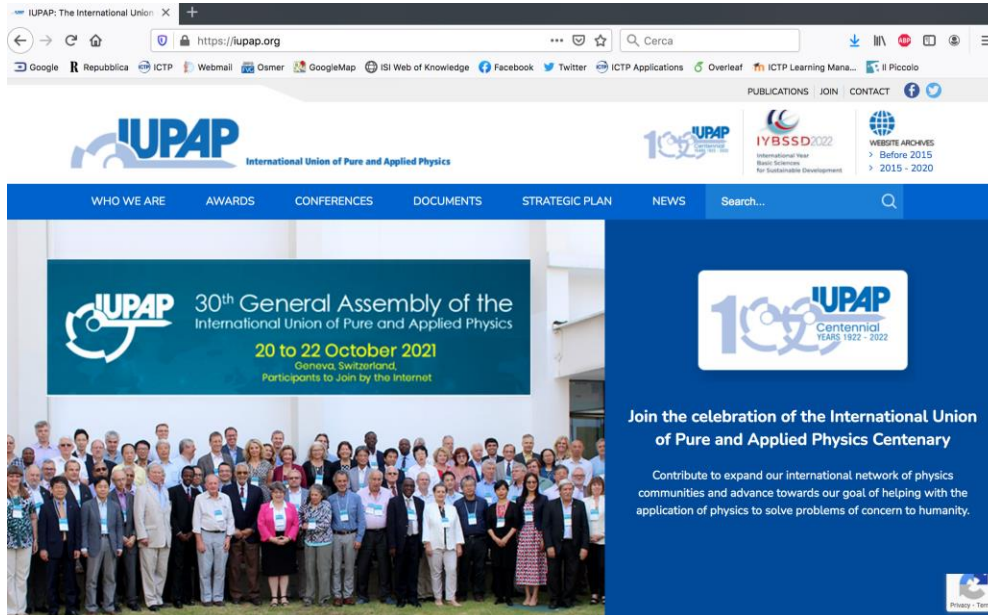
LinkedIn (1488 followers)  
Impressions:  
2083 (last months)



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)
- ✓ **Commissions will be contacted for rotating «feature» in newsletter**
- ✓ Any other suggestions to improve the communication

Please help us sharing news on social media and involving local communication officers when relevant **(please tag @iupap in your posts!!)**

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



**International Union of Pure and Applied Physics**



# IUPAP Communication

## Recommendations from external report

1. Develop a **communications plan**. Identify the target audience and what the purpose of the communications is and invest sufficient funds to enable professional and appropriate communications.
  - a. Create a role or a position on the executive that is responsible for communication and contract professional communication staff.
2. Adopt best practice and global standards for **inclusivity** for communications (especially for disabilities)
3. Increase the **budget** investment in communications.
  - a. Funds could be raised to support this investment through sponsorship from relevant stakeholders.
  - b. Allocate 5-15% of the budget to communications – 25k-74k Euros [this could be funded by sponsorship from physics relevant companies].
4. Collect and track data on **communications metrics** such as downloads and use this to test success of any approaches.
5. Consider establishing an **e-newsletter** (?)
6. Use digital platforms to hold **webinars** to enable better communication and elevation of IUPAP outputs.



# IUPAP Communication

## Who's who

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**Francesca Zavino**

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

**[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]

