



**38th INTERNATIONAL CONFERENCE
ON HIGH ENERGY PHYSICS**

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Social Media strategy for the ATLAS experiment

Saturday, August 6, 2016 6:00 PM (2 hours)

The ATLAS collaboration uses various social media platforms to communicate the research and achievements of the collaboration to a wider public audience. The strategy to achieve this goal will be presented, with an analysis of the effectiveness as a function of certain factors. A specific focus on the social media approach during the LHC Run II time period in 2015 will be explored.

Presenter: Dr NELLIST, Clara (CERN)

Session Classification: Poster Session

Track Classification: Education and Outreach