How can we maximise the public reach of this content?

ATLAS Outreach has a multifold approach to the creation and dissemination of content - using social media channels, and external news feeds, in addition to the public website.

**News Articles & Press Statements**: broad, non-expert audience with coverage driven by events.

**Physics Briefings**: results-driven coverage with higher-level, but still non-expert audience.

**Features**: long-form feature articles on key physics subjects aimed at a broad, non-expert audience but with educational angle.

**Portraits**: a series of interviews presenting collaborators whose contributions have helped shape the ATLAS experiment.

**Blog posts**: written by members of the collaboration, giving personal perspectives on ATLAS.

ATLAS public website remains the primary source for public content, with a mix of evergreen content and regular updates:

- News Articles & Press Statements: broad, non-expert audience with coverage driven by events.
- Physics Briefings: results-driven coverage with higher-level, but still non-expert audience.
- Features: long-form feature articles on key physics subjects aimed at a broad, non-expert audience but with educational angle.
- Portraits: a series of interviews presenting collaborators whose contributions have helped shape the ATLAS experiment.
- Blog posts: written by members of the collaboration, giving personal perspectives on ATLAS.

**Social media** no longer just being used to redirect users to the ATLAS website. In order to maximise reach, ATLAS Outreach has adopted strategy of creating social-media-specific content, released in conjunction with traditional communications.

**ATLAS social media content** caters to platform algorithms and user attention:

- Social Media videos: length is kept between 1-2 min with concise content and captions. Videos are 1:1 ratio, improving their visibility on mobile devices.
- **Impact**: best performing video content since 2011, incl. 2018 video "Listen to Heavy Ions collide in ATLAS" gaining 230k views across 3 social media platforms.
- Instagram: posts and stories utilised as a new platform for evergreen and unique short-form content (i.e. "Physicist Friday" interview series).
- **Impact**: high engagement rate on stories (averaging 1.5k views in 2019), and posts (averaging 750 likes in 2019).

While social-media content can generate engagement on the respective platform, a major objective remains driving users to long-form ATLAS updates & encouraging them to want to learn more.

Utilising external platforms such as Phys.org and Facebook Notes to publish ATLAS content - bringing the content straight to the users:

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Driving new users to the ATLAS website using Google News:

- **Since 2017**, all ATLAS updates appear in Google News. This has increased the overall visibility of ATLAS updates, while also ensuring that an official voice is represented amongst coverage of high-profile stories (i.e. 2018 Hbb or ttH announcement).
- **Impact**: Google News referrals were the 3rd largest drivers of traffic to the ATLAS website in 2018.