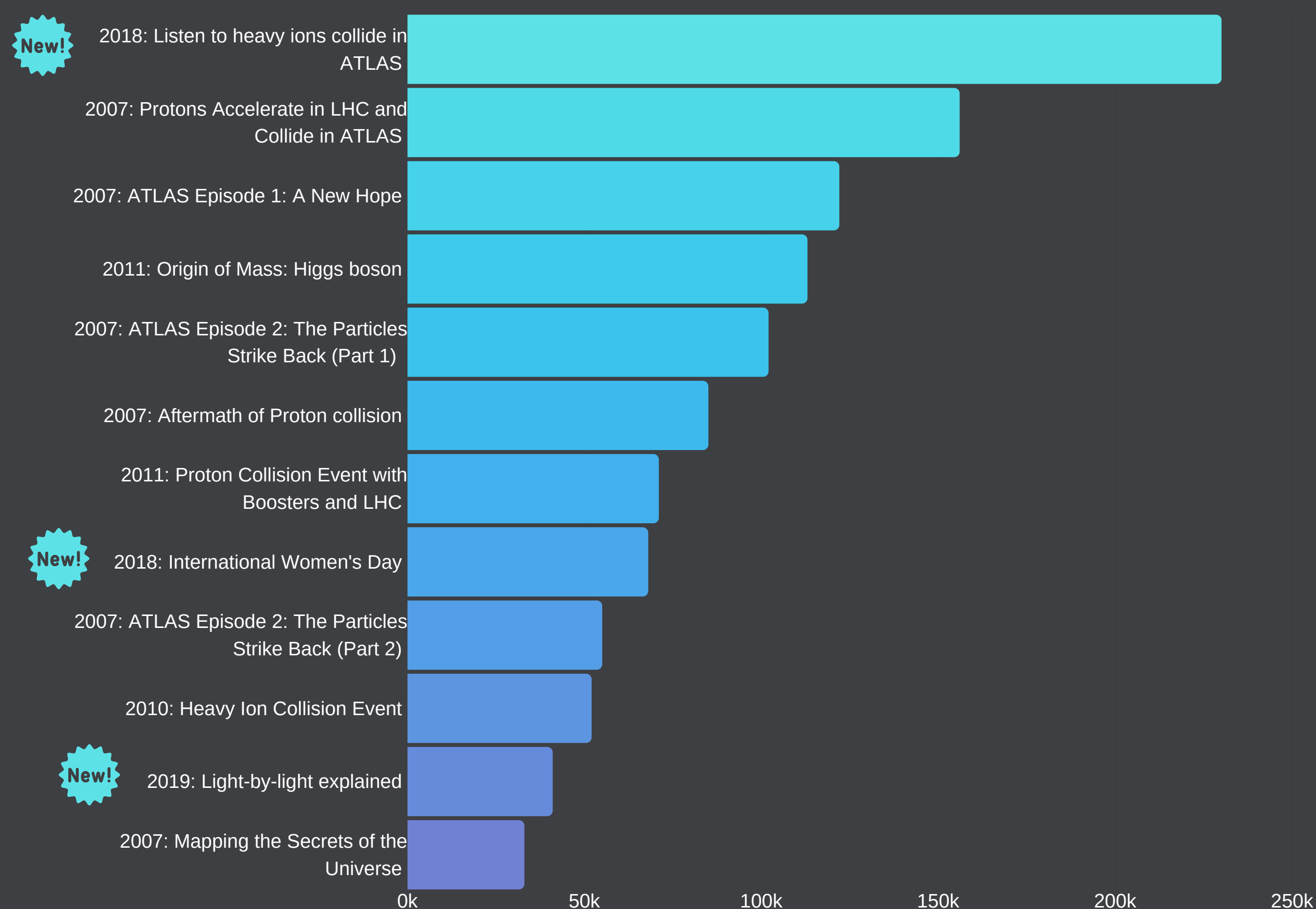


Communicating ATLAS: adapting to an ever- changing media landscape



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12 Best Performing ATLAS videos on Social Media (2008-2019)



An essential component of the long-term success of scientific research is communicating the results and methodology to the wider public. Social media is a vital tool in this endeavour.

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.

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.

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:

- Phys.org: Physics Briefings published directly on the Phys.org news website, which has a large established user base.
- Impact: Phys.org accounts for ~70% of all views of ATLAS Physics Briefings.
- Facebook Notes: Physics Briefings and Press Releases directly on the social media platform - of particular value for mobile users who remain on the application.
- Impact: increased read-rate from Facebook by ~250%.

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.

