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## **Communicating ATLAS: adapting to an ever-changing media landscape**

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### **Summary**

Communicating the status and achievements of the ATLAS Experiment has been a core objective of the ATLAS Collaboration since its founding. To match an ever-changing media landscape, ATLAS has tailored its communication strategy to produce content that effectively targets key audiences. The comprehensive approach of ATLAS communications is explored, with a focus on strategic themes, effective distribution channels, and message. The success of this approach is examined and the effect on user experience is evaluated.

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