

Top Scicomm: Communicating ATLAS Top Physics Results to the Public

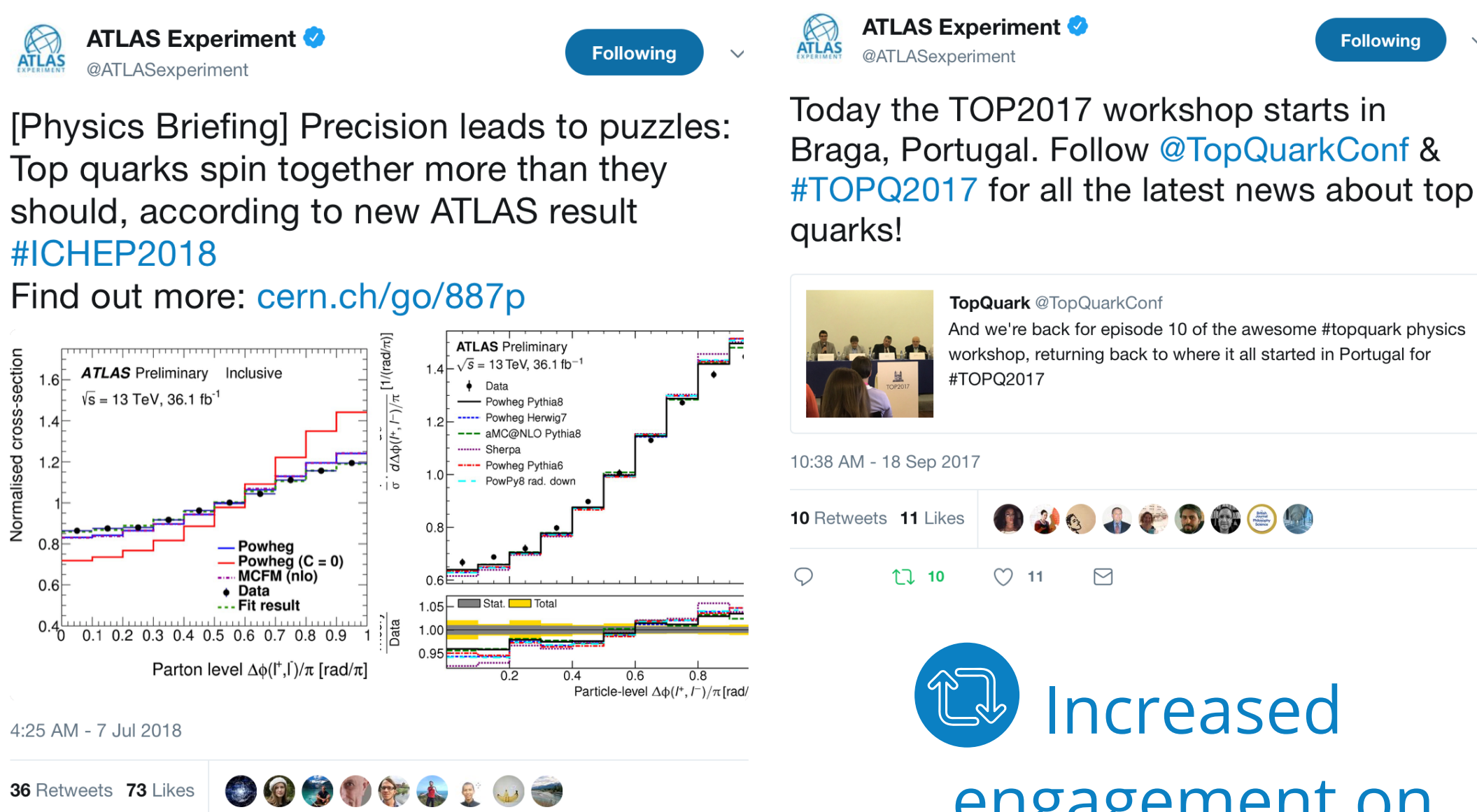
Clara Nellist, Katarina Anthony, Steve Goldfarb, Sascha Mehlhase, Kate Shaw, Savannah Thais, Emma Ward-Jarvis on behalf of the ATLAS Outreach Group

TOP2018, Bad Neuenahr, Germany

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 new tool for this endeavour.

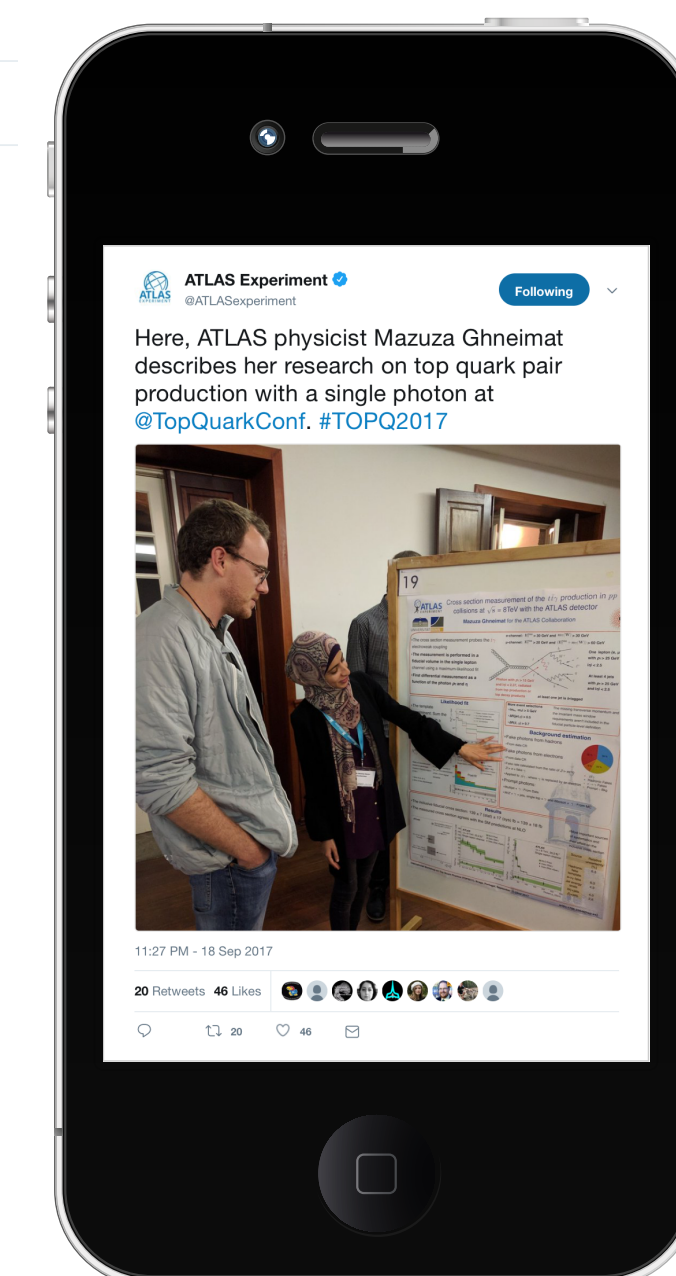
The main aims of the ATLAS social media strategy are to:

- Show not just what science is being done, but also how it is done
- Show the scientists behind it, including the international collaboration
- Make ATLAS research more accessible to a wider audience
- Share information on ATLAS research with other physicists
- Reach future ATLAS students / researchers
- Direct people to the ATLAS website, where content is available in more depth, if it's not possible to provide all the content in the platform

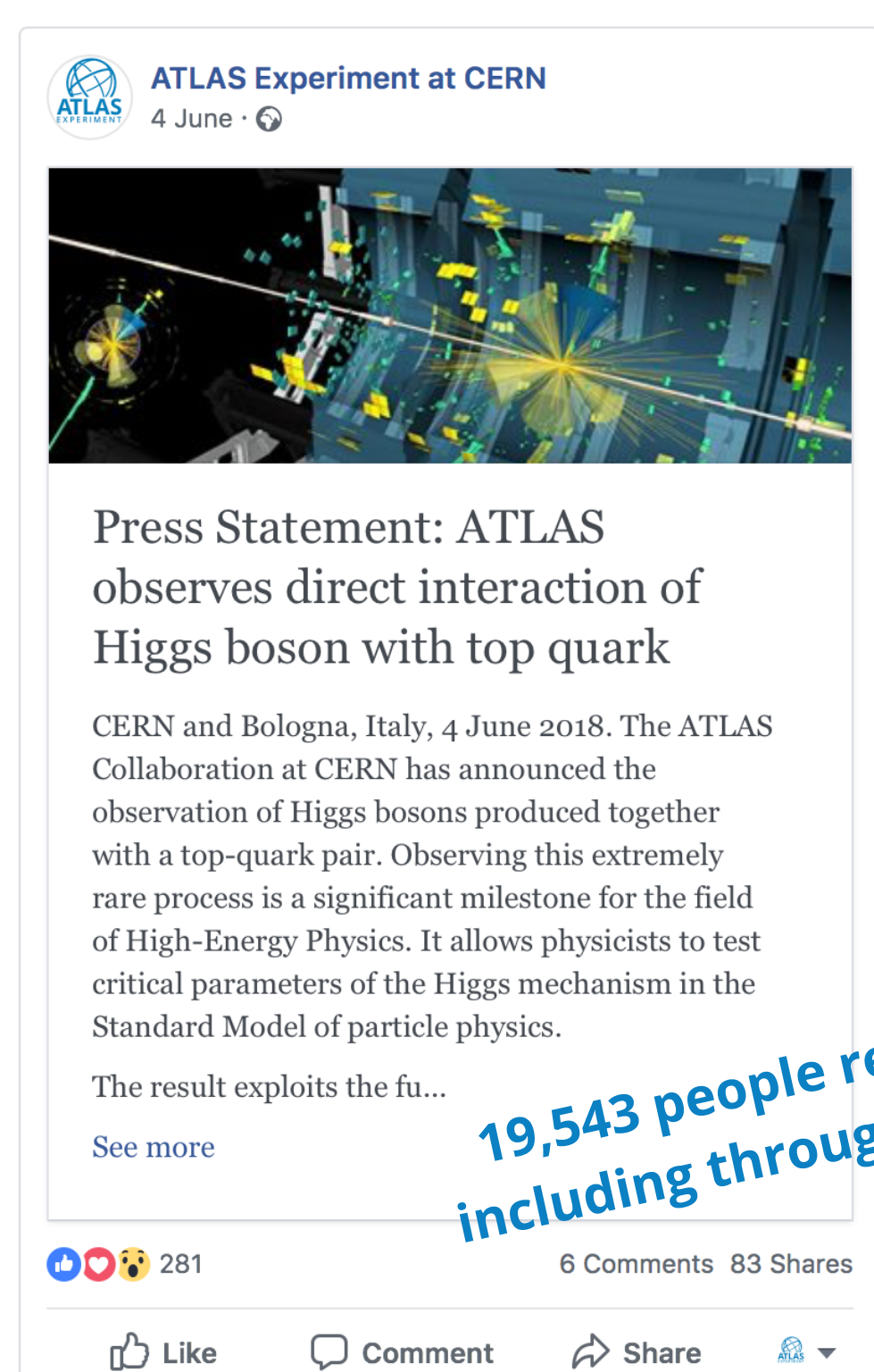
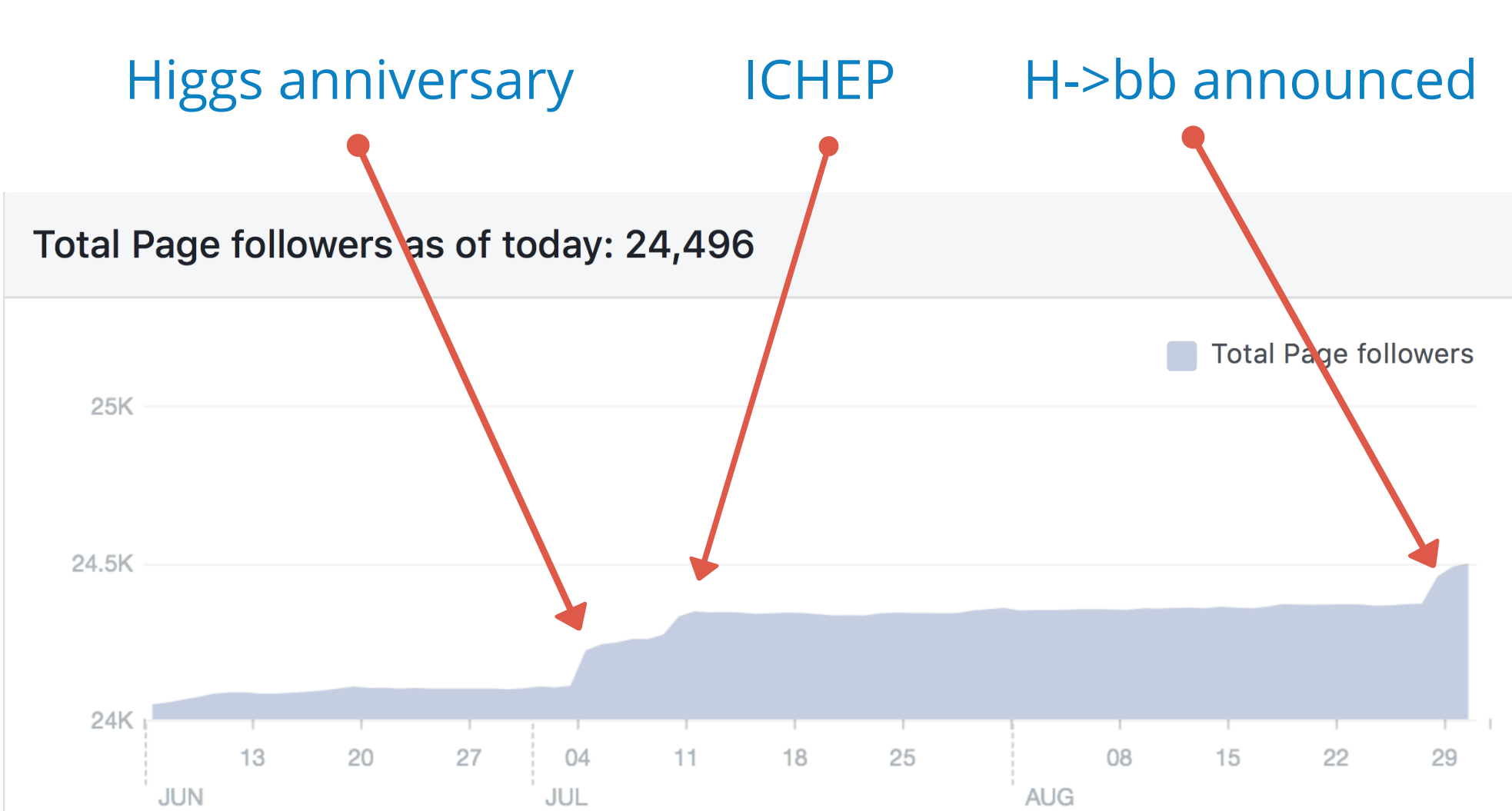


Advertise conferences & workshops

Increased engagement on Twitter when images or videos are included.



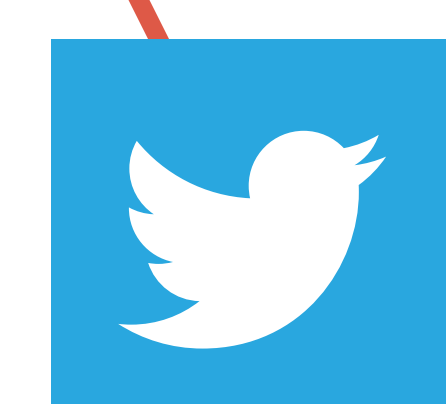
Reaching new audiences with large campaigns



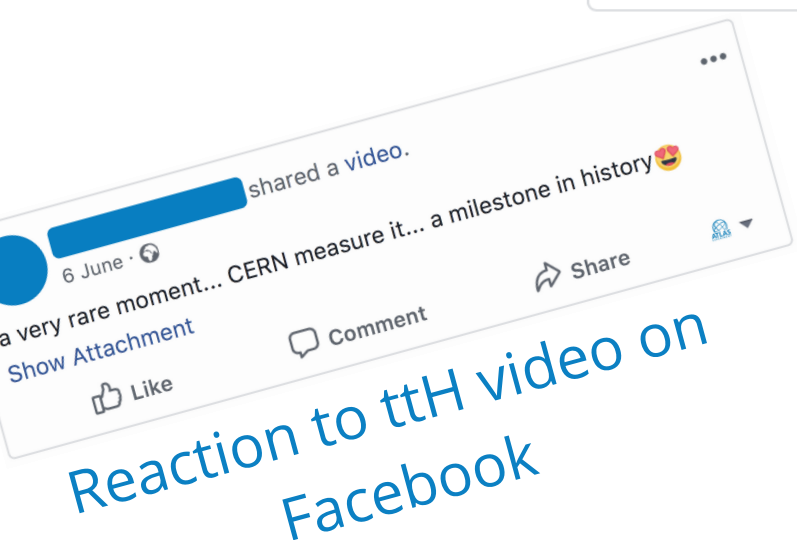
Facebook Notes reproduce the same content as the website, without asking users to leave the platform.



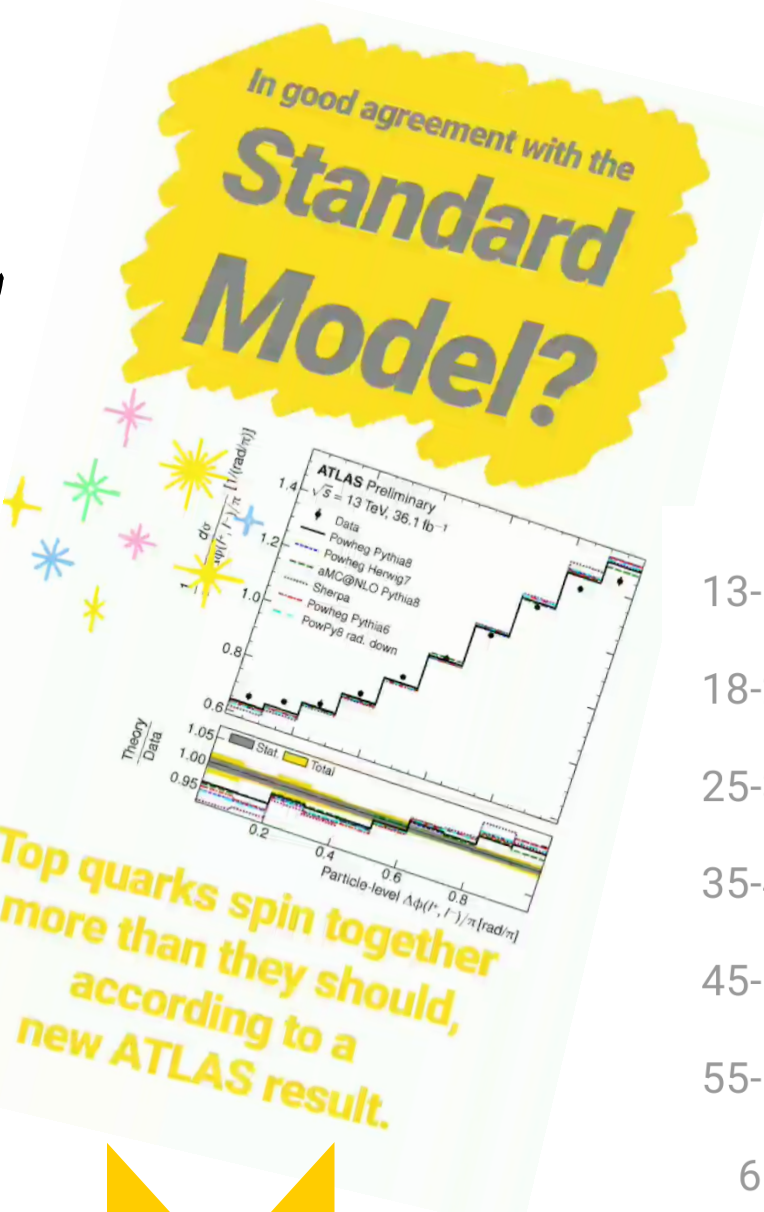
#TopQuarksAreTheBest



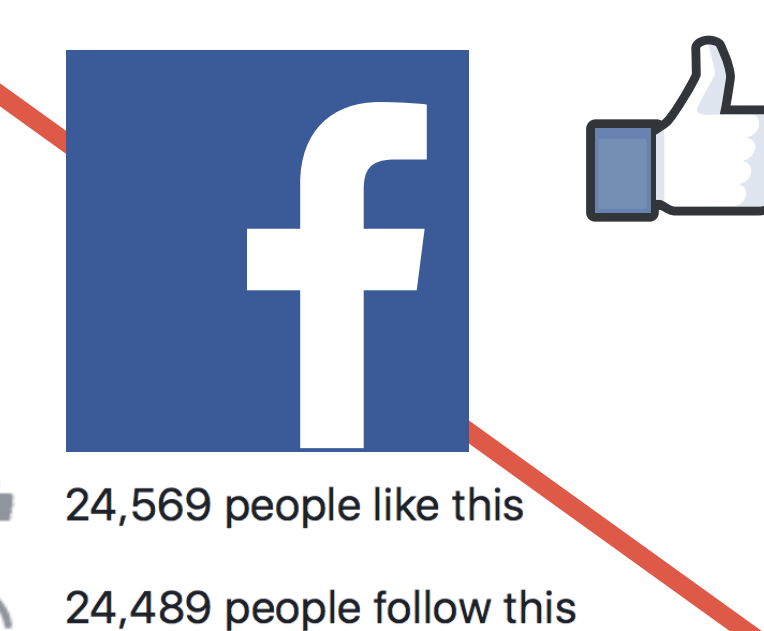
Content tailored to social media is now the norm



Instagram Stories last for 24 hours and draw attention to content



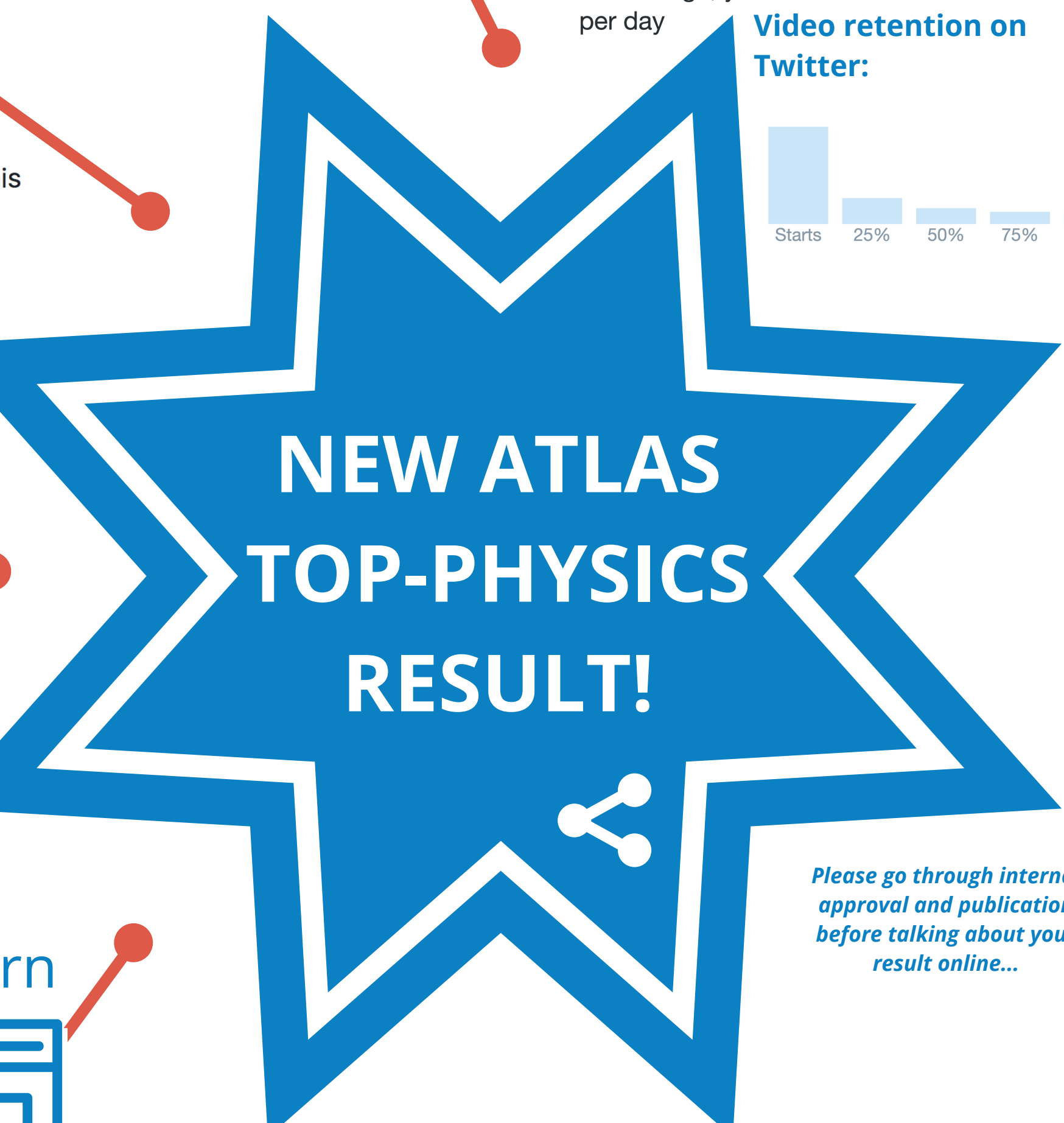
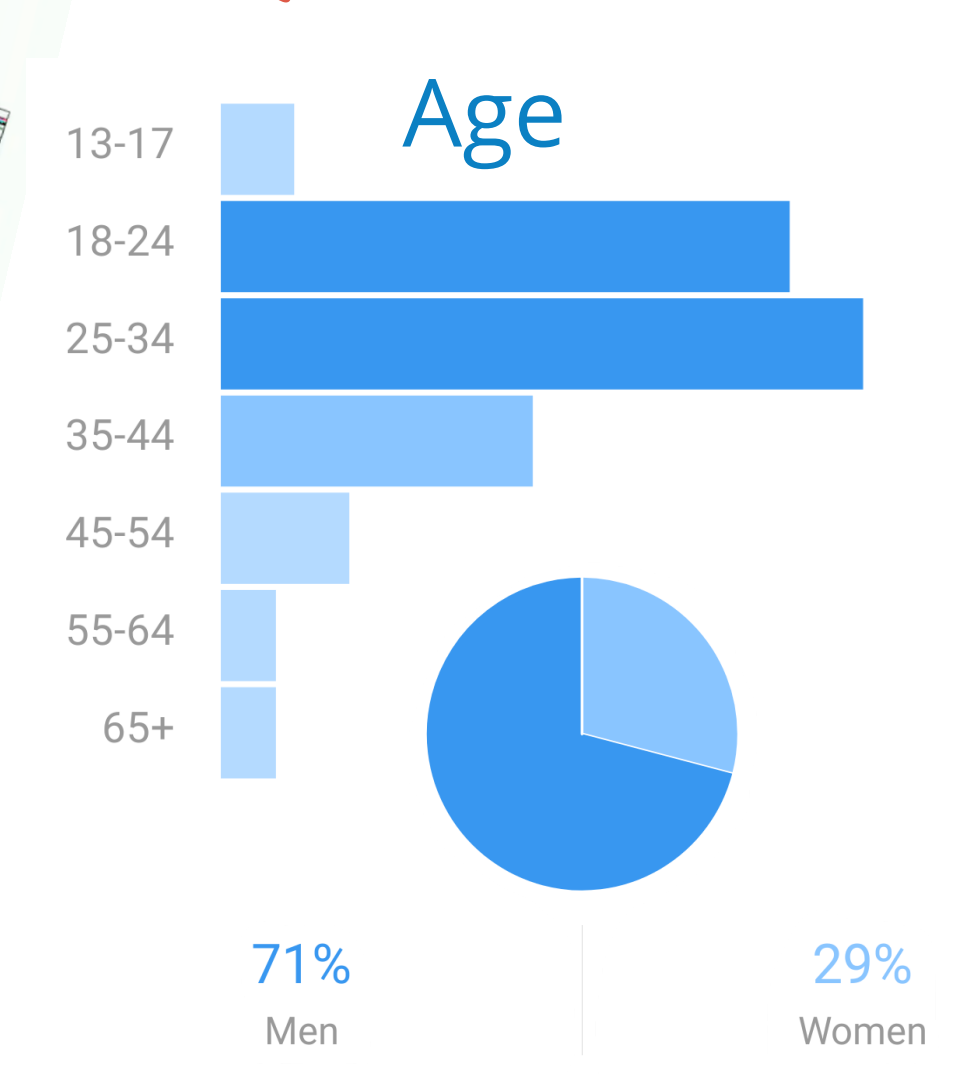
19,543 people reached including through shares



24,569 people like this
24,489 people follow this



8,720 followers



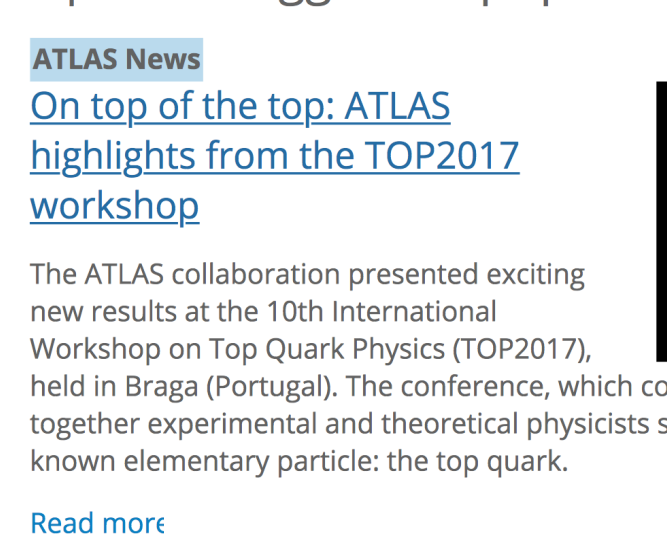
Please go through internal approval and publication before talking about your result online...

How?

- Keep users on the platform and grab their attention
- Need to cater to the algorithms to ensure our content is shown widely
- Short videos of ~ 1 minute with concise content. Main message delivered in 3 seconds
- Captions for accessibility
- 1:1 video ratio for Facebook and Instagram
- Facebook content through Notes
- Use Instagram stories to highlight posts



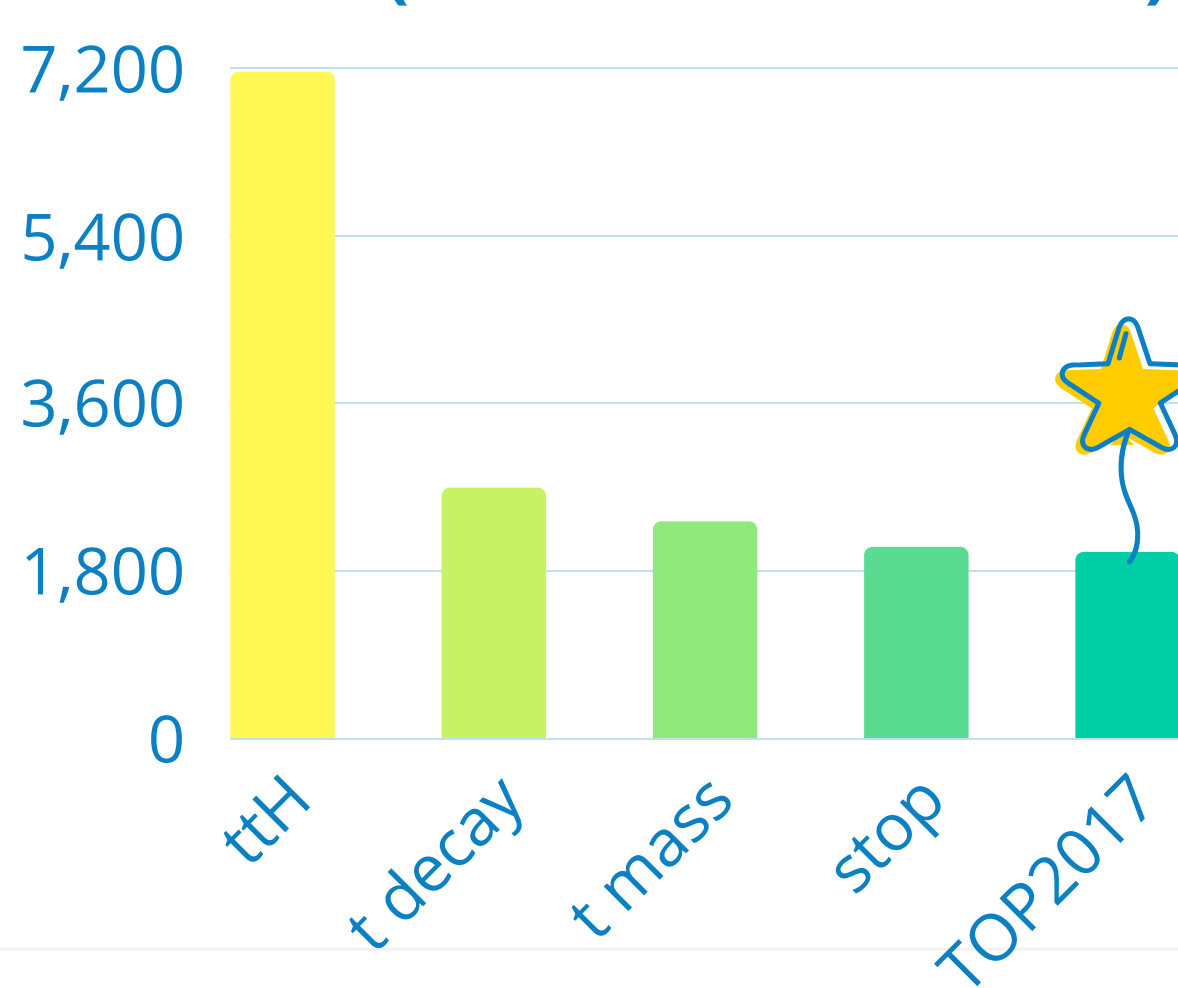
Updates tagged: "top quark"



The ATLAS collaboration presented exciting new results at the 10th International Workshop on Top Quark Physics (TOP2017), held in Braga (Portugal). The conference, which concluded today, brought together experimental and theoretical physicists specializing in the heaviest known elementary particle: the top quark.

Comment on tH Instagram post: ATLAS! Great, I wish I could work at

Top 5 ATLAS top articles on atlas.cern (total visits 2016-2018)



Hi, I'm Topy! The communication assistant and my job is to help you communicate your ATLAS top physics results online. Do you need assistance?

atlas-outreach-socialmedia@cern.ch



Numbers were up-to-date as of September 2018