



Contribution ID: 68

Type: **not specified**

## **Top Scicomm: Communicating ATLAS top physics results to the public**

*Monday 17 September 2018 19:00 (2 hours)*

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. Over the years, there have been a number of important results on top physics released by the ATLAS Collaboration. These have been communicated through audience-tailored content, including ATLAS physics briefings, videos, and press statements, amongst others. The ATLAS Collaboration has continued to adapt its communication strategy to match the social media evolution, producing content specifically targeting this emerging audience, the effect of which will also be explored in this poster.

**Primary authors:** NELLIST, Clara (Georg August Universitaet Goettingen (DE)); ANTHONY, Katarina (Universita degli Studi di Udine (IT)); GOLDFARB, Steven (University of Melbourne (AU)); MEHLHASE, Sascha (Ludwig Maximilians Universitat (DE)); Dr SHAW, Kate (University of Sussex (GB)); THAIS, Savannah Jennifer (Yale University (US)); WARD, Emma (Universita degli Studi di Udine (IT))

**Presenter:** NELLIST, Clara (Georg August Universitaet Goettingen (DE))

**Session Classification:** Poster session