



International Particle  
Physics Outreach Group

15<sup>th</sup> IPPOG Meeting – CERN

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# Panel on Communication Platforms & Strategy

# Communication Strategy

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## Goals & Priorities

- Highlight IPPOG Activities
- Promote best practices in particle physics outreach worldwide

## Content

- Descriptions and Updates of IPPOG Activities
- Educational Content
- Curated High-Level Sources of Content and News

## Target Audiences

- Teachers (and inquisitive Students)
  - No restriction on age, but primarily high school (14-18yrs)
- Particle Physics Outreachers

## Visual Identity

- Logo, Colour Palette, Font
  - To be refined during web design

# Communication Strategy

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## Internal & External Networks

- Internal Networks run by IPPOG reps
  - Teacher Ambassadors, for example
- E-mail group with link to join or leave
  - ippog-friends, perhaps social media groups

## Need to define policies & procedures:

- Web content
- Social Media posting & sharing

## Translation

- Need a reasonable policy and methods for translation

# Public Pages & Resource DB

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## Development

- Steering Group
  - S. Boutas (CERN Webmaster), M. Lapka, P. Watkins, B. Gulejova, H.P. Beck, S. Goldfarb (chair)
- Specifications
  - Drupal 8
  - Compliance with CERN Support
  - Including Infrastructure for Resource Database, Global Cosmics, International Masterclasses
- Status
  - Complete specifications based on CERN plans
  - CERN Theme to be released this Spring
  - Call for Tender Follows Completion of Specifications
  - Developer Identified (Barbora)

# Social Media

**Facebook: @IPPOG**

**Twitter: @ippogOrg**

**Facebook Page:** International Particle Physics Outreach Group. Post: International Particle Physics Masterclasses for 2018. The period for IMC18 has been set to Feb 15 – Mar 28, 2018. CERN videoconferences will be scheduled throughout this interval, except Sundays. Fermilab videoconferences will be Mar 3 – Mar 24, 2018... See More

**Twitter Profile:** @ippogOrg. Tweets: 85, Following: 92, Followers: 139, Likes: 92, Lists: 0, Moments: 0. Tweet: IPPOG @ippogOrg - Oct 30 From @INPN\_: 2018 INSPIRE - International School on modern Physics and REsearch, Register by November 15. edu.inf.infn.it/inspyre

# Leadership

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## Communication Coordinator

- Development of Communication Strategy
- Planning and Development of Content
- Maintenance and Development of Platforms
- Implementation of Communication Plan Based on Strategy

## Social Media Coordinator

- Develop Strategy
- Establish Goals, Audiences, Messages, Policy
- Create Network of Contributors
- Coordinate Activities