

15th IPPOG Meeting – CERN

Panel on Communication Platforms & Strategy

Communication Strategy

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

Internal & External Networks

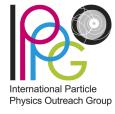
- Internal Networks run by IPPOG reps
 - Teacher Ambassadors, for example
- E-mail group with link to join or leave
 - ippog-friends, perhaps social media groups

Need to define policies & procedures:

- Web content
- Social Media posting & sharing

Translation

Need a reasonable policy and methods for translation



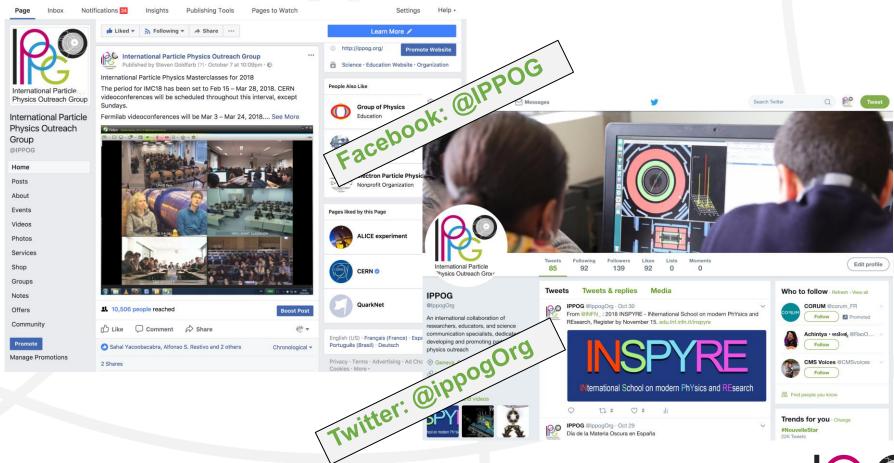
Public Pages & Resource DB

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



Leadership

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

