




Communicating ATLAS

Reaching new audiences

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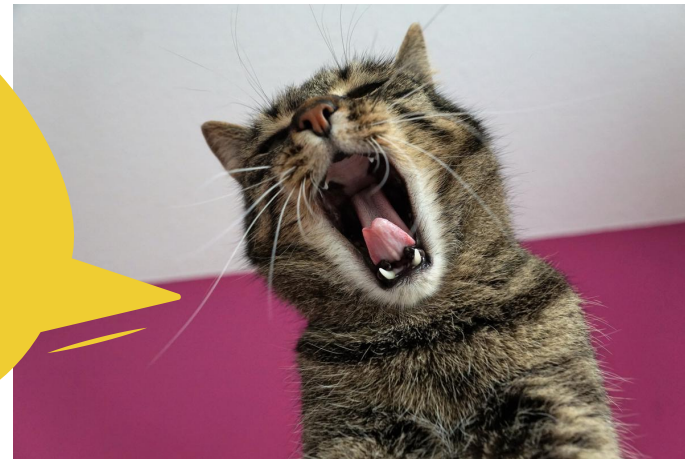


Public engagement, education and
communication in particle physics should
continue to be recognised as important
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**European Particle Physics
Strategy Update 2020**

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but
HOW?



**European Particle Physics
Strategy Update 2020**

SCIENCE-BASED CONSPIRACY THEORIES ARE HERE TO STAY

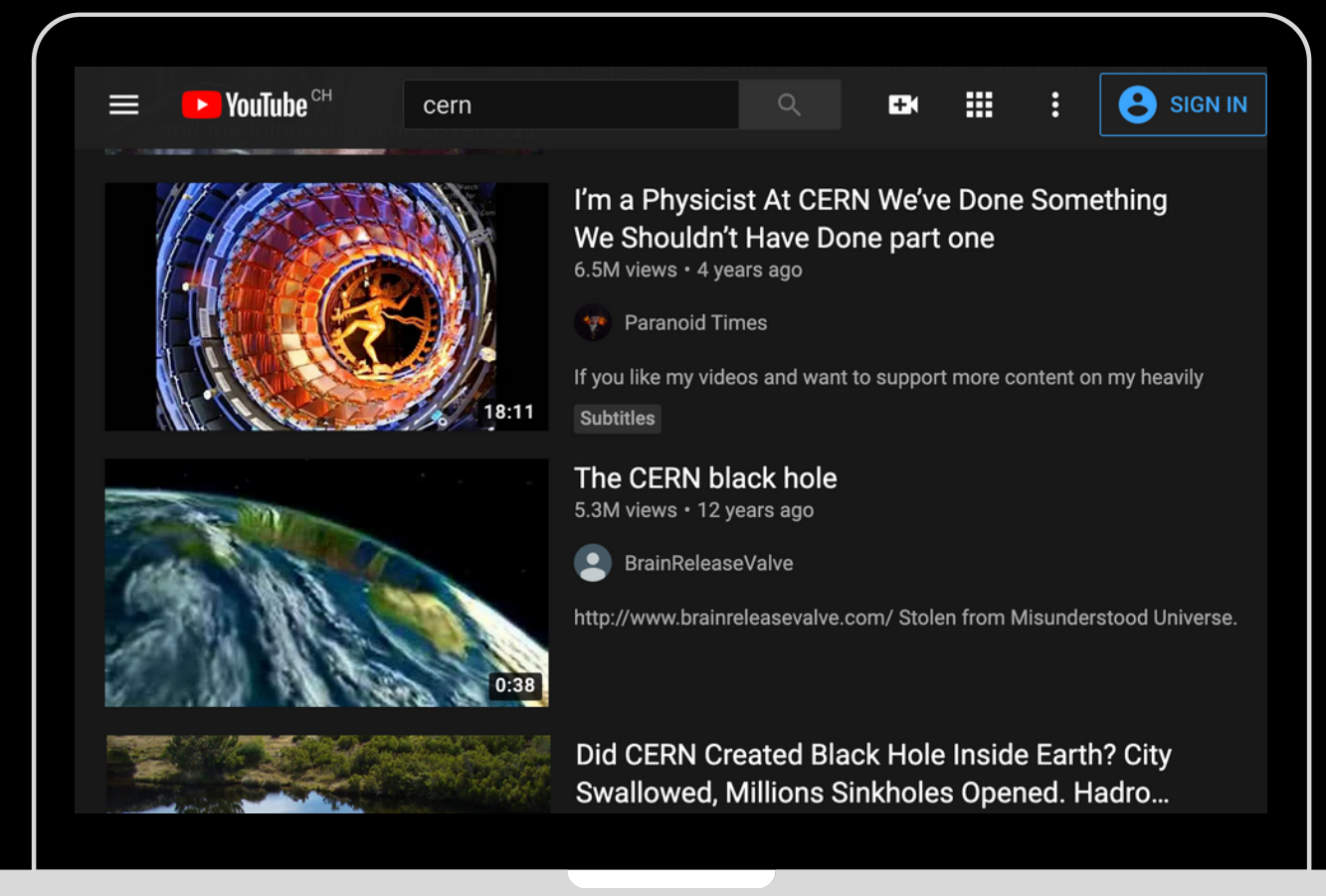
CERN and the LHC have been a subject of conspiracy theories for decades, but growth of internet has made these all the more mainstream. The response to the COVID pandemic is the "perfect" example of the extreme negative impact of conspiracies.

PANDEMIC FURTHER REDUCING TRUST IN SCIENCE

Perception of the trustworthiness and integrity of individual scientists predicted to be "significantly" impacted, particularly among young people.

Revenge of the Experts: Will COVID-19 Renew or Diminish Public Trust in Science
Dr. Cevat Giray Aksoy, King's College London and Principal Economist at the EBRD; Professor Barry Eichengreen, University of California, Berkeley; and Dr Orkun Saka, University of Sussex

It's a difficult media environment.



WHERE ARE THEY COMING FROM?

New studies of COVID "fake news" have found that misinformation narratives form among online communities with extremist beliefs, such as anti-vaxx or far-right forums. From there they make their way into the mainstream news.

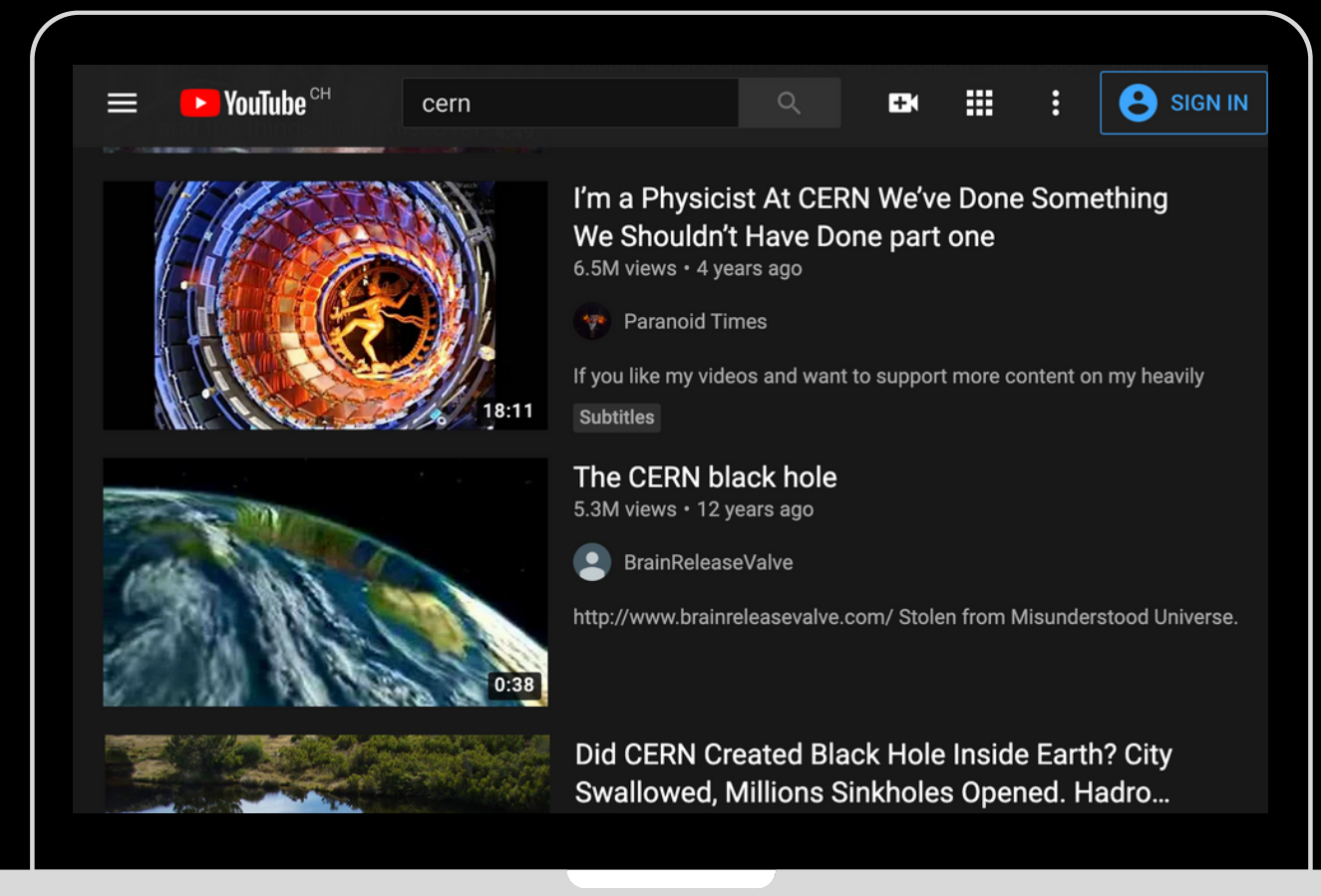
THE "ILLUSORY TRUTH EFFECT"

Despite how outlandish these stories seem, they find great resonance with online audiences. A single exposure to a fake story has been found to impact subsequent perceptions of a story's accuracy.

Hate multiverse spreads malicious COVID-19 content online beyond individual platform control
N. Velásquez, R. Leahy, et al (arXiv:2004.00673)

Prior Exposure Increases Perceived Accuracy of Fake News
Pennycook, G., Cannon, T. D., & Rand, D. G. (2018) Journal of Experimental Psychology: General, 147(12)

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MORE IMPORTANT THAN EVER!

Accurate and inclusive science communication is clearly more important than ever!

CONSPIRACIES LIVE ONLINE, BUT SO CAN WE

We live in a constantly changing media environment. Communication strategies have to be able to adapt to new trends in order to stay relevant and ensure that our (accurate) messages reach our target audiences.

Adapt & thrive



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... BUT WHERE ARE THESE AUDIENCES?

Adapt & thrive



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48.3%

OF THE GLOBAL
POPULATION ARE SOCIAL
MEDIA USERS, AS OF 2020.



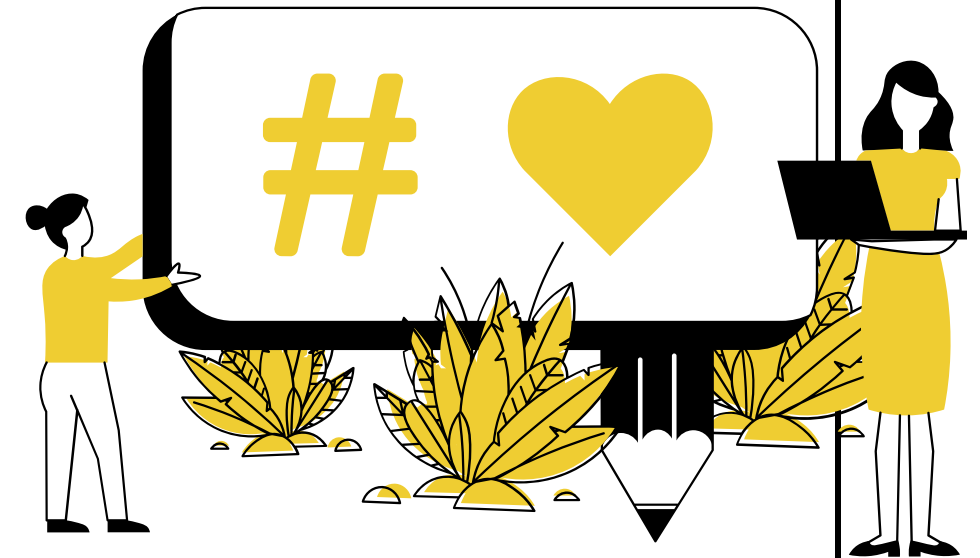
that's about
3.6 billion people

Statista 2020

Adapting science to social media

Picking the right platform

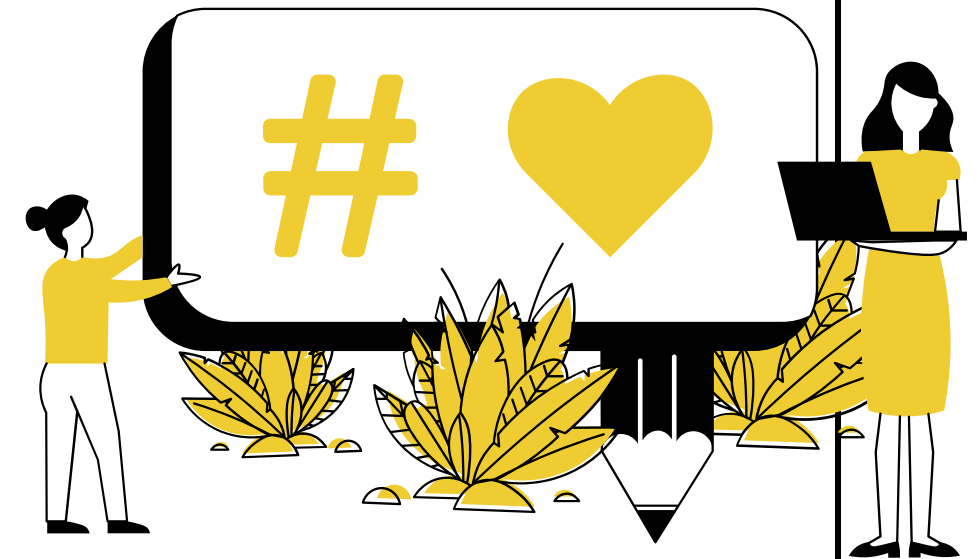
Need to tailor content to fit the specific style of the social platform – but given the wide variety of platforms now online, we have many possibilities!



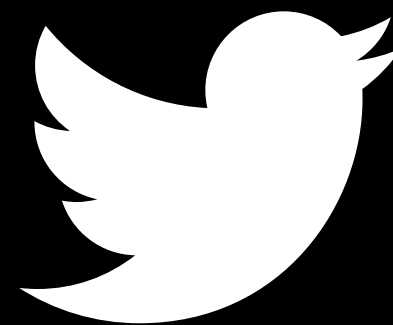
Adapting science to social media

Picking the right platform

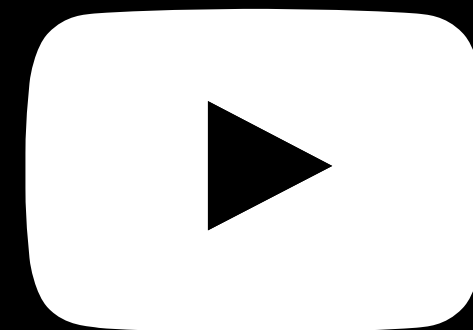
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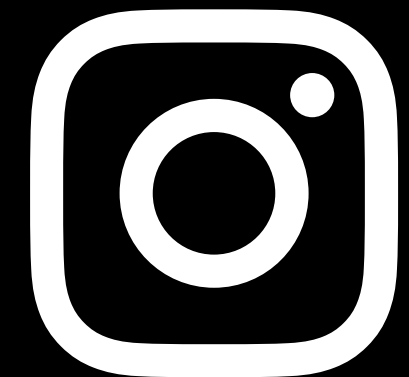
**Examples for new forms
of ATLAS social content:**



Twitter
threads



Youtube
Long-form



Instagram
Shared Lives

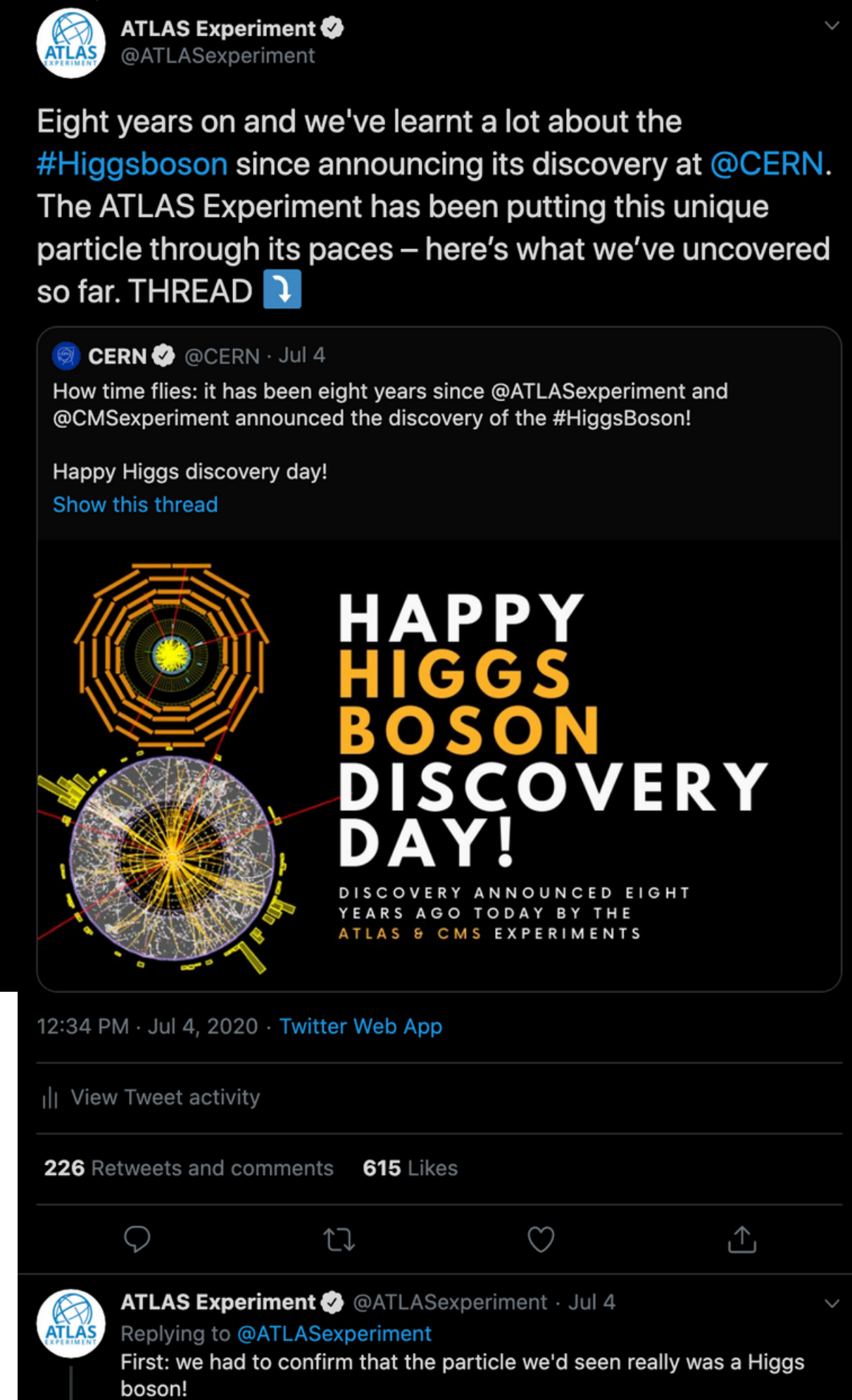
Twitter Threads

This user-created style of posting on the platform takes advantage of linked tweets to form long narratives.

Used in ATLAS twitter to share a long narrative or to provide list of resources.

Sharing from the platform

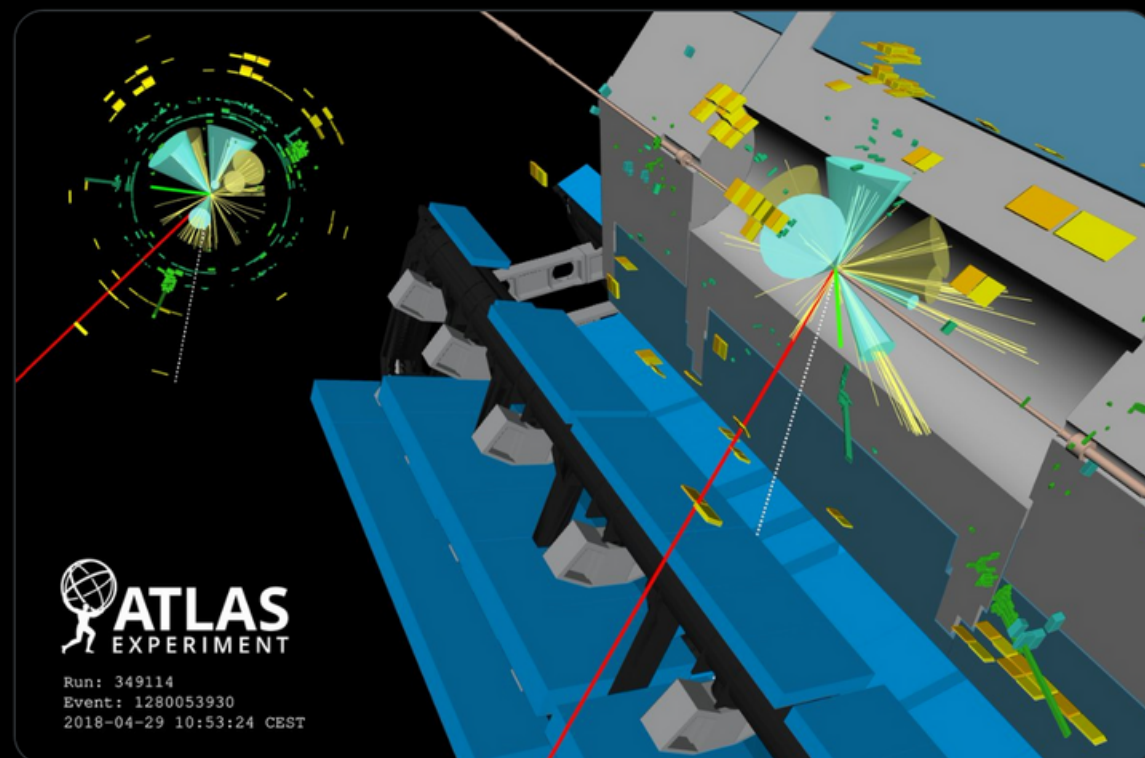
These are a great way of sharing information about a result or event without users having to leave the platform.





ATLAS Experiment
@ATLASexperiment

THREAD: Over the past month, the ATLAS Collaboration has released a bumper crop of new results. From precise measurements of the Standard Model to novel searches for new physics, here's what you may have missed ↴



CERN

12:29 PM · Jun 17, 2020 · [Twitter Web App](#)

[View Tweet activity](#)

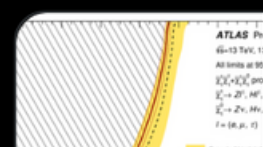
70 Retweets and comments 200 Likes



ATLAS Experiment @ATLASexperiment · Jun 17

Replying to @ATLASexperiment

Questioning common assumptions in the search for #Supersymmetry 🤔
ATLAS physicists are now studying SUSY models with matter-parity violation, which would allow the lightest SUSY particle to be observed decaying directly into Standard Model particles.



Fantastic decays and where to find them
Supersymmetry offers an elegant solution to the limitations of the Standard Model, extending it to

Twitter Threads

Recent examples:

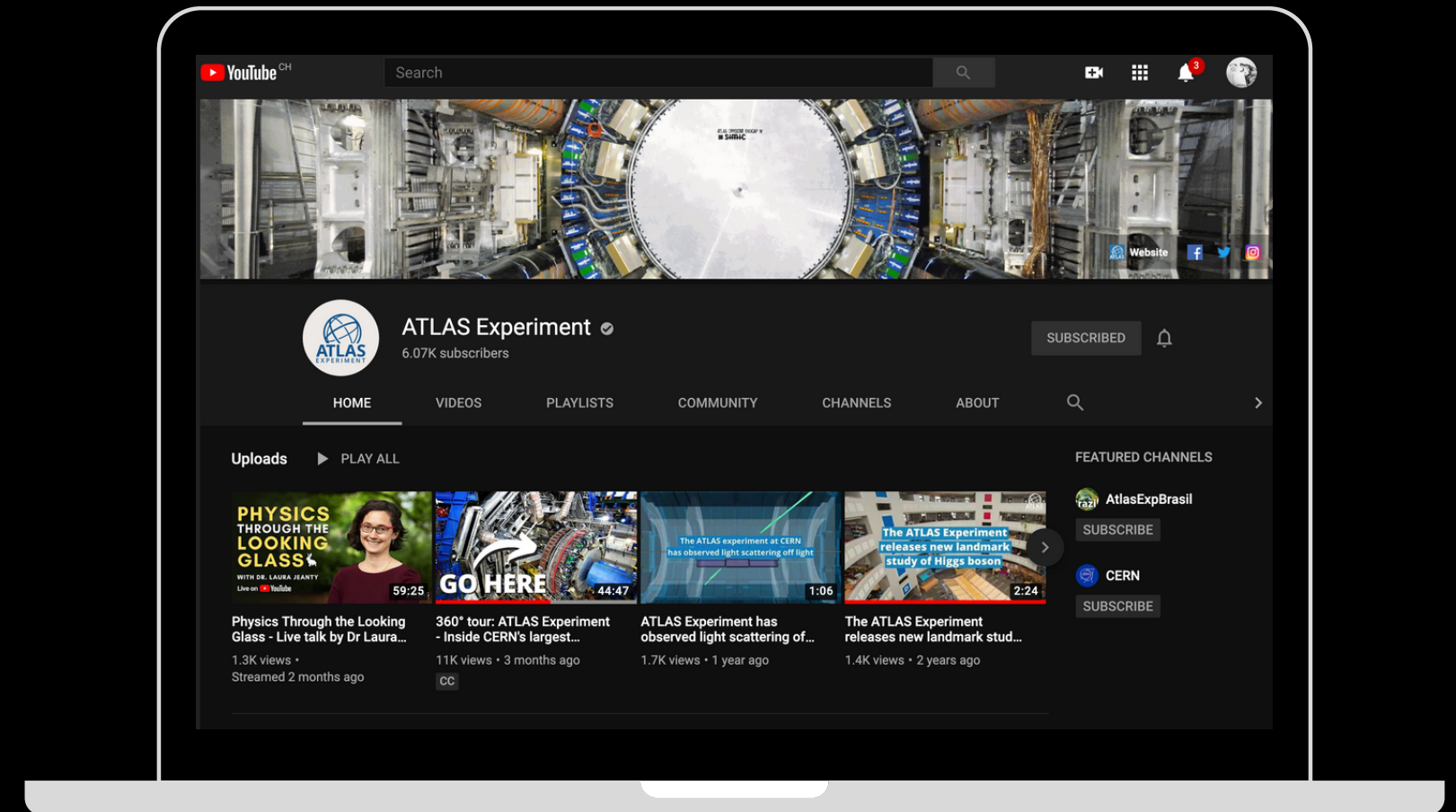
- Milestones from 8 years of ATLAS Higgs searches, including plots, news pieces, animations and videos:
 - over 600 likes and 200 reshares
- Recent highlights from LHCP & other conferences, including links to news:
 - 200 likes and 70 reshares

Pros & Cons

While labour intensive to prepare, these detailed threads bring great payoff. Both posts above had over 150k impressions (standard post range: 5k-60k)

Youtube, Long-form

While short videos are still a mainstay on social media platforms, long-form video content (over 20 minutes) has been slowly gaining the attention of the Youtube algorithm since late 2018/early 2019.



Self-fulfilling

Long-form content more likely to generate longer views, increasing audience retention scores which directly correlate to higher rankings by Youtube.

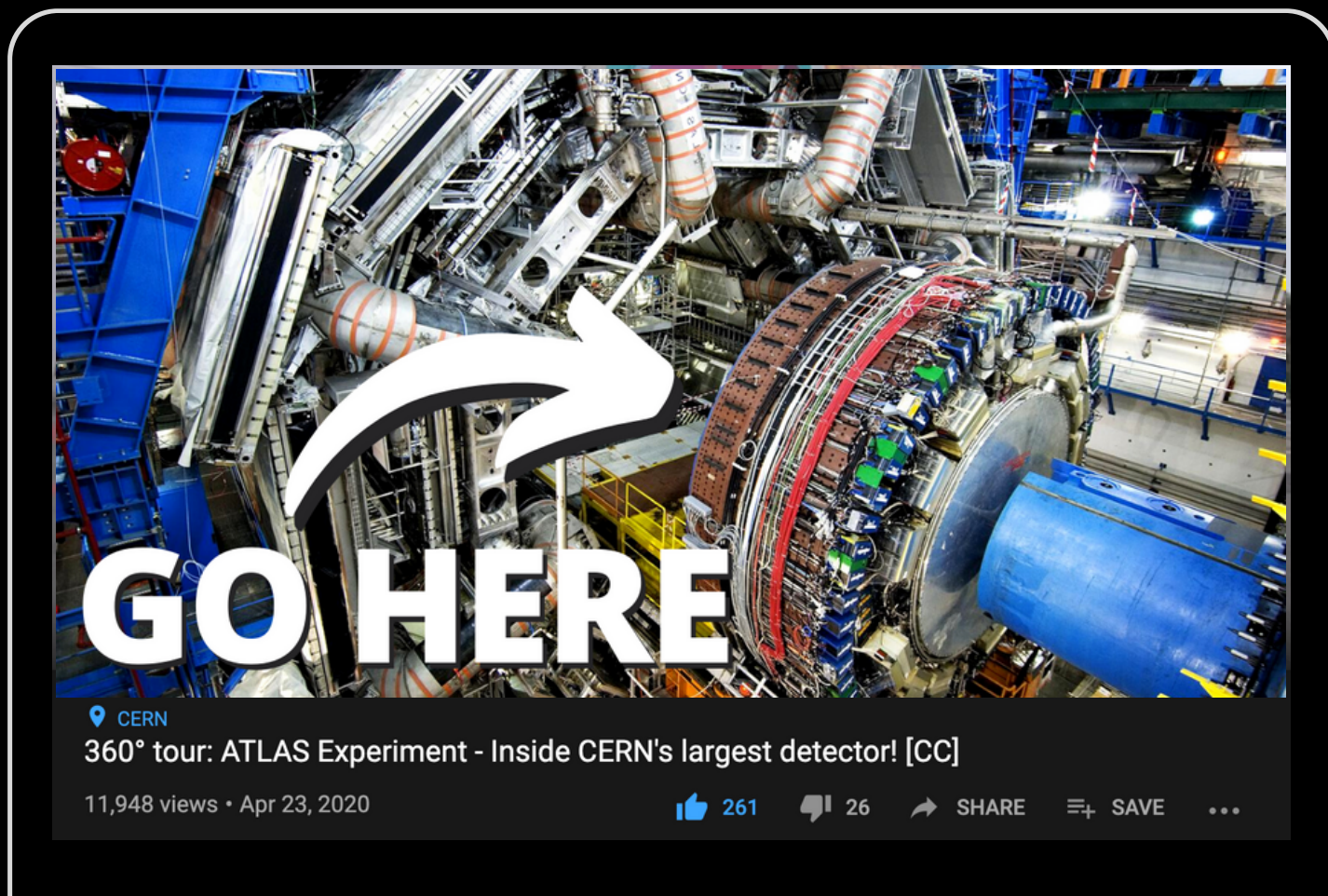
Revenue driven

Like all social media platforms, Youtube is looking to keep users on the site as long as possible. Promoting lengthy videos is a great way to achieve just that.

Youtube, Long-form

Recent example: ATLAS 360!

This is a 40+ min tour of the ATLAS cavern in 360, guided by Sascha Mehlhase.
Released on April 23rd, 2020.



Customised to the algorithm

- ✓ Custom thumbnail
- ✓ Custom title & location tagging
- ✓ Closed captions for full video
- ✓ And it's in 360!

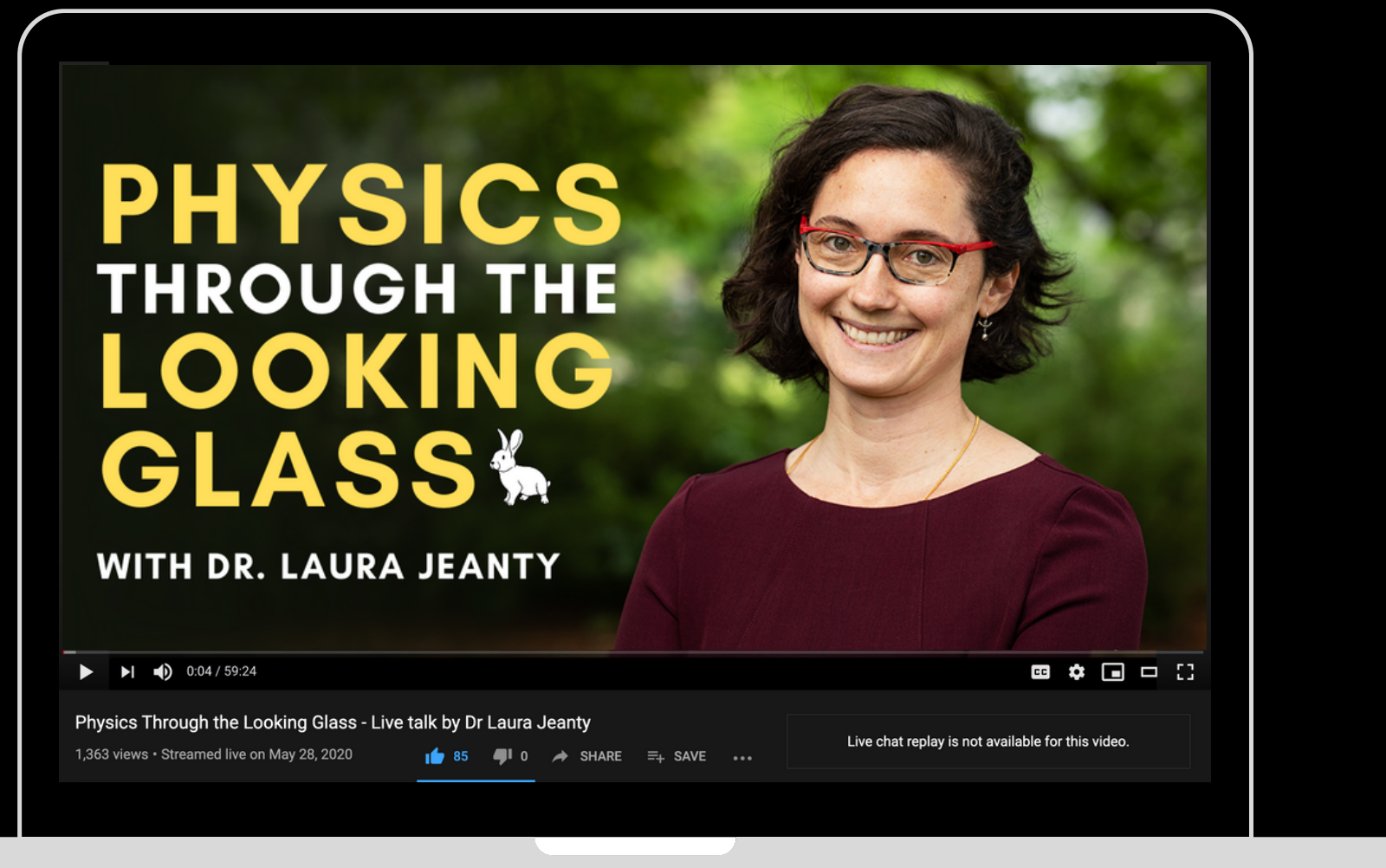
Extremely promising performance

- Most viewed ATLAS video since 2016, nearing 12k views on youtube.
- 76.5% of impressions coming from youtube suggestions, indicating very good performance with the platform algorithm

Youtube, Long-form

Recent example: Live talk

First-ever live talk on youtube: Physics Through the Looking Glass with Laura Jeanty. streamed May 28, 2020



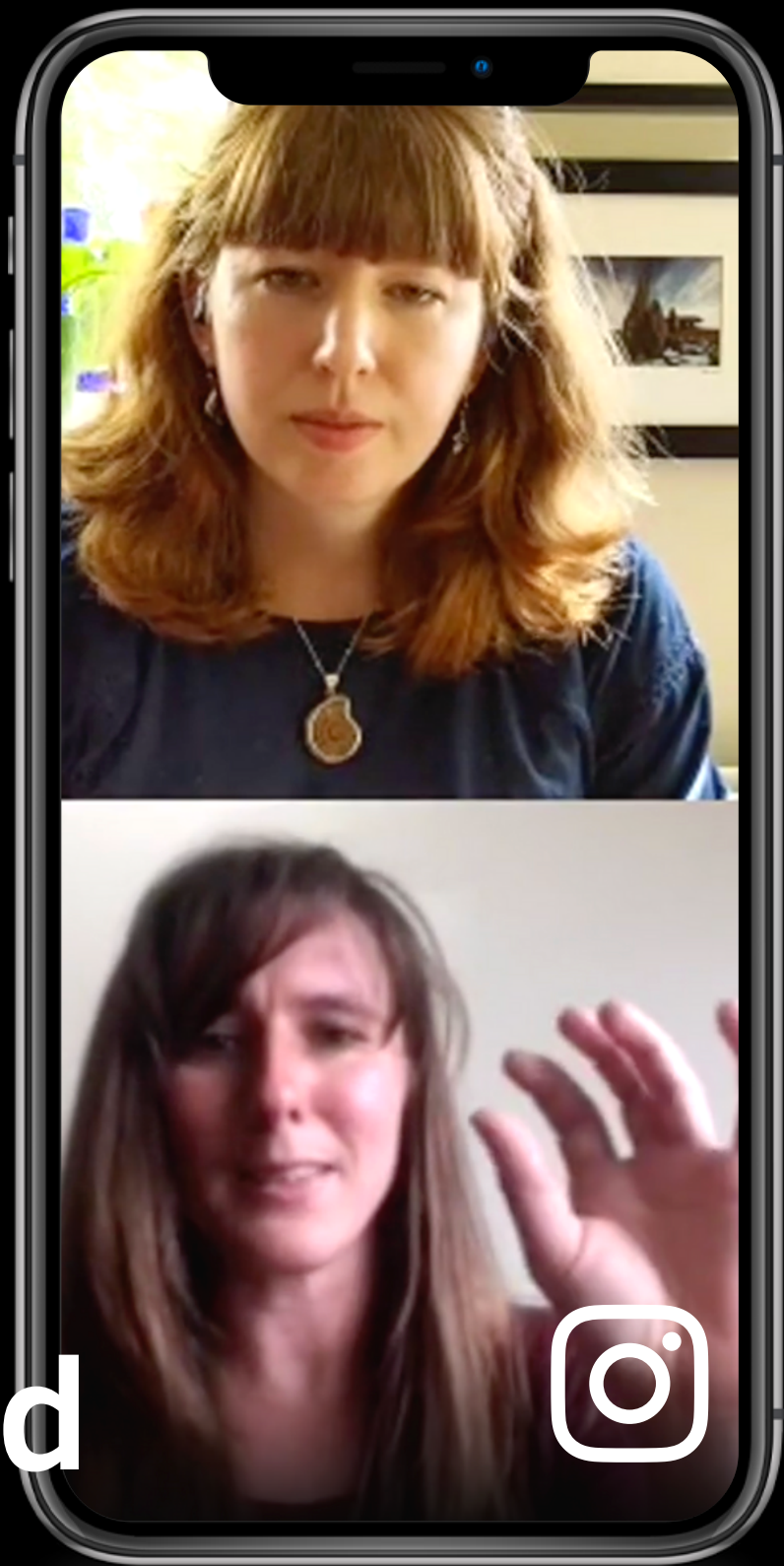
Customised to the algorithm

- ✓ Event scheduled in advance for premiere
- ✓ Custom thumbnail
- ✓ Closed captions during the stream

Excellent audience response

- Averaged 100 live views (115 peak) with a very active chat.
- 1200 views since live event
- Excellent alternative to public conference talk, given COVID restrictions!
- Youtube algorithm impressions low (12%), suggesting need to refine metadata.

Shared Instagram Lives



Adapting to lockdown

ATLAS has been hosting Instagram live events for a few years. Continuing this spirit into lockdown, we've held shared live streams, inviting ATLAS members to discuss latest results in a split-screen conversation.

Recent examples & performance

- Two "LHCP, in-conversation" live events with Clara Nellist, Sarah Williams and Zhi Zheng.
- Speakers were able to answer questions and interact directly with viewers.
- Averaged ± 30 live viewers, with ± 1500 viewers after the live.

Adapting science to social media

New strategies for COVID

In March 2020, we adopted a completely new social media and content strategy. Focus turned to sharing resources and multimedia, and providing solidarity during start of quarantine period.



Sharing the human side of ATLAS

Launched a social media campaign sharing short clips from ATLAS people working from home.

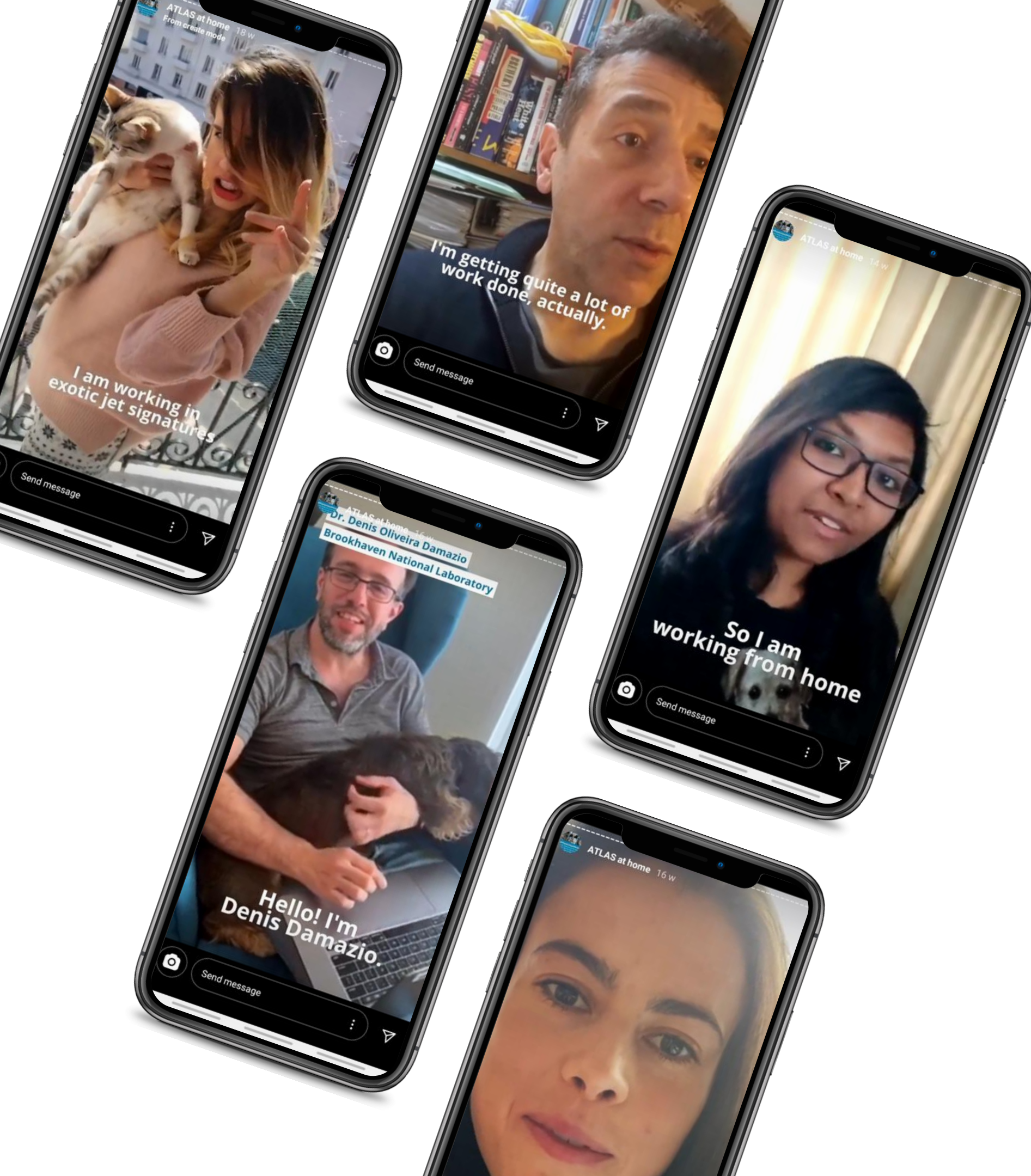
Members shared their experience & offered some solidarity during the start of the quarantine.

Format & Features

6 video compilations featuring:

- 22 ATLAS members,
- 2 canines
- 3 felines!

Videos adapted to fit vertical Instagram and square Twitter/Facebook.



Quarantine Content

Opportunity to promote educational material ideal for stay-at-home audiences.

For stay-at-home educators

Promoted educational material ideal for stay-at-home parents, teachers and students:

- ATLAS Colouring book (with new languages added during the campaign)
- #BYOPDatHome competition
- ATLAScraft (Minecraft)

For the bored-at-home

- Google Street View Tour of ATLAS
- 360 video ATLAS tour

For the working-from-home

- ATLAS Zoom backgrounds



CONTINUED ADAPTATIONS

We've continued our strategy of constant adaptation – which was especially needed for the many challenges of 2020!

GIVE US A FOLLOW (IF YOU AREN'T ALREADY)

Twitter (89.5k)

Instagram (20.4k)

Facebook (32k)

Youtube (6k)

@ATLASexperiment

AND CHECK OUT ATLAS.CERN!

This talk has focused on social content, most of which is based on the news, physics briefings and other other updates on atlas.cern website.

Summary & Thanks