

Communicating ATLAS – Reaching new audiences

Thursday, 30 July 2020 08:00 (20 minutes)

A core objective of the ATLAS Collaboration is the communication of the status and achievements of the ATLAS Experiment. ATLAS has tailored its communication strategy to match an ever-changing media landscape, producing content that effectively targets key audiences effectively across multiple platforms. The most recent additions and improvements to ATLAS communications strategy are explored, the effect on user experience is evaluated, and best practices are shared.

I read the instructions

Secondary track (number)

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Session Classification: Education and Outreach

Track Classification: 15. Education and Outreach