

30th International Symposium on Lepton Photon Interactions at High Energies



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Type: **Parallel session talk**

Sharing ATLAS Science: communicating to the public

Wednesday, January 12, 2022 10:00 AM (20 minutes)

Communicating the science and achievements of the ATLAS Experiment is a core objective of the ATLAS Collaboration. This talk will explore the range of communication strategies adopted in ATLAS communications, with particular focus on how these have been impacted by the COVID-19 pandemic. In particular, an overview of ATLAS' digital communication platforms will be given – with focus on social media, YouTube and Virtual Visits – and the effect on target audiences evaluated with best practices are shared.

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Track Classification: Public Engagement and Training