The ATLAS Outreach Plan 2015

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Abstract

This is the planning document for ATLAS Outreach & Education in 2015. It describes the communication strategy, including target audiences, goals, themes, and messages, together with the platforms and content developed to implement that strategy. Current activities are presented for each major component of the program.

This plan is updated annually by the Outreach & Education Coordination and its contents are maintained on the internal outreach website [1].

1 Strategy

1.1 ATLAS Mission Statement

ATLAS is a particle physics experiment designed to explore the basic building blocks and fundamental forces of nature.

1.2 Outreach Goal

The goal of the Outreach project is to support the collaboration in communicating the goals and accomplishments of the ATLAS physics programme to the public.

1.3 Target Audiences and Communication Objectives

ATLAS Outreach defines communication objectives for the following primary target audiences:

- **General Public**: Develop an understanding and appreciation of ATLAS and the field of particle physics, and communicate the benefits of fundamental research for society.
- **Decision Makers in Science & Technology**: Communicate the impact of our research on society now and as an investment for the future, in order to sustain support for ATLAS and the field of particle physics.
- **Students & Teachers**: Convey the excitement of scientific discovery and an appreciation of the scientific method to help instil and reinforce these values in society, and to attract and retain the next generation of scientists and educators.

The physics goals and accomplishments of the experiment are communicated on different levels and in different manners according to the audience.

1.4 Strategic Themes

Three fundamental components of the ATLAS experiment serve as underlying themes for the outreach platforms, content, and public engagement:

- **Physics**: the fundamental questions of nature that ATLAS is seeking to answer.
- **Collaboration**: the thousands of scientists from all over the world, working together to advance our understanding of the universe.
- **Technology**: the world-leading technology employed and developed for detectors, electronics, and computing, often with important application outside of our field.

These themes incorporate the core values, vision, and mission of the experiment, and provide the basis for all aspects of the outreach program.

1.5 Methodology

ATLAS Outreach develops and maintains a variety of communication platforms and content designed to engage and educate the target audiences, in order to reach its communication objectives. The platforms and content rely on common text, images, and a well-defined visual identity, to convey the messages in a clear and coherent manner. All projects target at least

one of the specified audiences and deliver key messages in a manner that has been deemed appropriate by the collaboration.

The strategy defined here is consistent with and complementary to the current CERN Communications Strategy [2].

2   Communication Platforms

2.1   Introduction

ATLAS Outreach develops and maintains a variety of communication platforms to deliver content and key messages to the public. These include online platforms, such as public web pages, social media, and virtual visits, and CERN-based platforms, including public visits to Point 1 and local temporary exhibits for major events. Outreach also provides material and support for talks or exhibits hosted by collaboration members, either at their home institutes or as part of a public event.

2.2   Guidelines

In order to ensure the delivery of clear, accurate, and coherent messages to the target audiences, cross-platform guidelines are employed for the length and composition of all written material, and a graphic charter is used to define colour, font type, and the ATLAS logo. All communication platform development follows these guidelines.

2.3   Public Web Pages

2.3.1   Responsible

Webmaster

2.3.2   Target Audiences

General Public, Media, Policy Makers, Students & Teachers, Other Physicists

2.3.3   Description

The ATLAS Public Web site [3] is the primary hub of the online platforms. The content is organized into three major sections:

- **Discover:** static material describing the physics, collaboration, and the technology of the ATLAS Experiment
- **Resources:** material targeted at the primary target audiences, including multimedia, applications, written material, links to activities and games, and instructions for organising visits.
- **Updates:** dynamic news items, features, physics briefings, blogs, virtual visit pages, and any material that is frequently added or updated.

The public web pages act as a central home, in that other platforms are often used to direct the public here. All material on these pages is meant to be representative of the collaboration is thus passed through a well-established editing and approval procedure.

2.3.4   Status

The current public web pages hosted at LBNL are being ported to a new set of pages based on a content management system and hosted at CERN. These pages will go online in 2015.

2.4 Social Media

2.4.1 Responsible

Social Media Group Convener

2.4.2 Target Audiences

General Public, Media, Policy Makers, Students & Teachers

2.4.3 Description

Social Media has surpassed nearly all other ATLAS platforms in visibility and engagement with target audiences. This echoes the results of academic research in the field of communication over the past several years, since the development and rapid expansion of the usage of Web 2.0 tools on the world stage. Outreach uses social media as an important and effective means to reach a wide, diverse audience, both directly and via the media.

2.4.4 Platforms

ATLAS maintains several platforms, in order to engage different audiences with a variety of communication strategies:

- **Twitter [4]**: Tweets are sent to announce updates on the ATLAS Web Pages, related web pages, and external articles featuring ATLAS, the LHC, and relevant items on particle physics. It is also used to retweet CERN items and to engage in conversation with target audiences.
- **Facebook [5]**: Facebook entries are made for similar items as Twitter, but using images and video to attract and retain audiences. It also hosts occasional photo essays on ATLAS-related topics.
- **Google+ [6]**: Currently Google+ content exactly echoes that of Facebook. Google+ is also used for the hosting of Hangouts.
- **YouTube [7]**: Hosts videos selected from the ATLAS collection on CDS.

2.4.5 Strategy

Current usage follows typical strategies developed by communication specialists and academics, albeit with a much heavier emphasis on announcement than engagement. This is primarily due to limited resources and can be modified. The CERN Social Media guidelines are respected and specific Guidelines for ATLAS are currently being drafted. Monitoring and analysis of usage statistics is done using local and 3rd party tools, such as HootSuite, Social Bakers and Google Analytics.

2.5 ATLAS Visitor Centre

2.5.1 Responsible

Visits Group Convener

2.5.2 Target Audiences

General Public, Policy Makers & VIPs, Students & Teachers

2.5.3 Description

The ATLAS Visitor Centre welcomed around 50,000 visitors in 2013, providing a view of the ATLAS Control Room and an interactive exhibition on the experiment and the collaboration. The facility offers an important service to members of the collaboration and is a key component of the official CERN Visit Itineraries. Its goal is to provide a fulfilling experience to the visitor of the work done in ATLAS, with a focus on the detector (especially when it is not possible to visit the underground cavern), the physics, and, above all, the collaboration. All visits are guided by an ATLAS member or CERN personnel, very often in the native language of the visitors.

2.5.4 AVC Guides

The majority of the visits are guided by official CERN Guides trained and coordinated by the CERN Visits Service (CERN DGO EDU). ATLAS physicists participate significantly as both official CERN guides or as ATLAS-trained guides.

CERN Protocol coordinates official VIP Visits, with relevant ATLAS members acting as guides. VIPs might be invited directly by collaboration members due to special circumstances. In these cases, a dedicated member of the Outreach team organizes the visits.

ATLAS guides receive training from Technical Coordination on the technical and safety aspects of the visits, while Outreach provides guidelines and training concerning education and communication

2.5.5 AVC Development

Outreach contributes to the development of the AVC by planning and designing the overall concept of its exhibition and the production of its content. This includes written material, images and multimedia material, designed to create an environment that aids guides to communicate clearly to a variety of target audiences.

Development of the AVC relies on a partnership with Technical Coordination, which provides input and support concerning technical and safety issues, and with the CERN Visits Service, as the AVC is an important component of the CERN Visits Circuit.

Underground Visits

2.5.6 Responsible

Visits Group Convener

2.5.7 Target Audiences

General Public, Policy Makers & VIPs, Students & Teachers

2.5.8 Description

Underground Visits take place during LHC shutdowns, once the cavern has been certified to be safe by CERN and ATLAS Safety officers, and an approved visit itinerary and procedure have been put in place. The ATLAS Secretariat organizes visits, in coordination with Technical Coordination and the CERN Visits Service.

Outreach provides support for the organisation of underground visits by members of the media, including journalists, photographers, and videographers. National media visits, which take place during long shutdowns, require the identification of appropriate interviewees and guides. This is done in coordination with the CERN Press Office. Other special events that can require outreach support include the visits of special interest groups, special student groups, artists, musicians, etc.

2.5.9   Underground Guides

Guides receive safety training from ATLAS and CERN and must be certified to serve. Outreach provides educational and communication guidelines and training, on request, as with other visit guides.

2.5.10 Underground Visit Development

The development of the underground itinerary is primarily driven by safety factors. Outreach provides advice on the educational impact and also contributes material, such as photographs, diagrams and posters.

2.6   Virtual Visits

ATLAS Virtual Visits take place in the AVC, using a combination of videoconferencing, webcast and recording equipment installed for this purpose. The visits are designed to give participants (typically classrooms or public events) a visit experience similar to being at CERN. Guides give informal descriptions of the LHC physics program, the accelerator, the detector and the collaboration, and then field questions from the visitors.

Outreach runs the virtual visit program, communicating with the participants, reserving times for the visits and for preceding tests, identifying operators and guides, developing the web site, editing and embedding the recorded video, and publicizing the events, when public, on social media. Technical support is provided by IT, as needed.

2.6.1   Virtual Visit Operators

CERN IT and Outreach train a number of operators to run the visits, ensuring that the equipment is on and working and that a recording is made of the event. They are on hand to help, in case of any technical issues during the visit. The operators are also responsible for following the CERN video rules, contacting the SLIMOS and Shift Leader, avoiding close ups of individual faces or personal computer screens, etc.

2.6.2   Virtual Visit Guides

Anyone in the collaboration can be a virtual visit guide. Depending on the event, guides might be chosen by the participants or event organizers due to their affiliation with a relevant institute or based on language skills. Guides from other experiments or other parts of CERN might also be invited to talk, depending on the occasion. No formal training is required, although a set of recommended guidelines is available and shadow visits are also recommended. Many new guides watch published recordings of previous visits or shadow preceding visits to get an idea of what is expected.

2.7 Local Events (CERN & Neighbouring Region)

2.7.1 Responsible

Local Event Coordinator

2.7.2 Target Audiences

General Public, Students & Teachers

2.7.3 Description

Events hosted at CERN or in the surrounding region are most commonly organised centrally in coordination with the CERN DG Communications and Outreach groups. Examples include:

- Open Days
- Researcher Night
- Dans le peau d'un chercheur
- Anniversary activities

Outreach serves to recruit and organise volunteers, define an educational program, prepare material (posters, videos, games, etc.), set up logistics, and provide publicity on the public web pages and social media. The activities are planned with Technical Coordination and Safety, as well as with the central CERN organizers.

2.8 External Events

2.8.1 Responsible

Collaboration Member, Coordination

2.8.2 Target Audiences

General Public, Media, Policy Makers, Students & Teachers, Other Physicists

2.8.3 Description

Collaboration members frequently host or participate in special events designed to engage the public at their home institute or another host venue. ATLAS Outreach supports these events through the development of material, translation of existing material, hosting of Virtual Visits, and publicity on the public web pages and/or social media platforms.

2.9 Masterclasses

2.9.1 Responsible

Collaboration Member, Coordination

2.9.2 Masterclass Target Audiences

Students & Teachers

2.9.3   Description

ATLAS Masterclasses target students in primary school (typically aged 15-18, but ranging from elementary school through university) with specialised particle physics courses featuring real ATLAS data. They encourage students by letting them be physicists for a day and allow an excellent opportunity for interaction between the students and members of the collaboration.

Physicists from a significant number of ATLAS Institutes host Masterclasses with students at neighbouring schools or during special events. Most participate in national or international programs, such as those organised by IPPOG, and the classes are often coupled with Virtual Visits and/or a videoconference connection with other participants.

ATLAS Outreach participates by providing Masterclass teachers, organising Virtual Visits, helping to secure data, and with the development of tools used to analyse the data. Outreach also provides publicity via news articles and social media. Finally, through participation in IPPOG working groups, the outreach coordination helps to develop strategy for future development.

2.10   Educational Tools

2.10.1   Responsible

Data & Tools Convener

2.10.2

Students & Teachers, General Public

2.10.3   Description

ATLAS Outreach helps to oversee the development and dissemination of software tools that use ATLAS data for education and outreach. These tools may include event display and visualisation programmes, apps and games, and histogram and scripting tools, They may be used for masterclasses, citizen science projects, and as offline or online learning resources.

3 Content Development

3.1 Introduction

ATLAS Outreach coordinates public activities and develops content for a variety of platforms, in order to effectively carry out its communication strategy. Outreach maintains overall coordination of the development, in order to ensure the presentation of a coherent message, using common themes and material, and supported by a clear visual identity.

3.2 Guidelines

Development of ATLAS Outreach activities and content follow these procedural guidelines:

1. Assembly of development team (outreach, relevant stakeholders);
2. Audience survey (when possible and relevant);
3. Stakeholder interviews (users, maintainers, management, etc.);
4. Expert interviews (education, communication experts, etc.);
5. Development planning (goals, messages, target audiences, budget);
6. Implementation;
7. Review by key stakeholders and management;
8. Approval by outreach coordination and management.

This general procedure serves to ensure effectiveness of the project, usage of resources, and coherence across platforms.

3.3 News

3.3.1 Responsible

Chief Editor (Convener of Writing Group)

3.3.2 Target Audiences

General Public, Media, Policy Makers, Students & Teachers

3.3.3 Description

The ATLAS Outreach & Education Team reports periodically on the goals and accomplishments of the experiment. Content includes:

- **Reports** on recent activities, such as new physics results, conference presentations, technological advancements, human achievements, etc.
- **Features** on major milestones, key physics topics, summaries of accomplishments, expectations for new exploration, etc.

3.3.4 Procedure

News articles follow a workflow involving editing and approval on a relatively quick timescale, depending on the topic and timeliness of the result. The procedure typically involves:

1. Initial writing by topic expert or team writer;

2. Compilation of support material (interviews, references, multimedia) by team;
3. Editing for physics accuracy;
4. Editing by team for English;
5. Approval by appropriate convener and/or management representative;
6. Publication on [public web pages](#);
7. Advertisement on social media.

3.4   Physics Briefings

3.4.1   Responsible

Chief Editor (Convener of Written Material Group)

3.4.2   Target Audiences

General Public, Media, Policy Makers, Students & Teachers, Scientific Community

3.4.3   Description

Physics briefings are periodic write-ups summarizing recent physics results (publications or conference presentations). The topic choice is typically proposed by a physics convener, physics coordinator, member of management or outreach coordinator. The idea is to summarize the publication in 2-3 paragraphs, supported by 1-2 images, in a voice that is as general as possible.

3.4.4   Procedure

Physics Briefings have the following workflow:

1. Topic is proposed by convener or coordinator;
2. Author is usually an expert on the topic, such as a primary author or sub-group expert;
3. Outreach provides assistance in writing, editing, and preparation of support material;
4. Following iterations, approval is sought from management;
5. Outreach publishes on public web pages (link is external);
6. Outreach advertises on social media.

3.5   Blogs

3.5.1   Responsible

Chief Editor (Convener of Written Material Group)

3.5.2   Target Audiences

General Public

3.5.3   Description

Short article or story written by a collaboration member about their experiences on ATLAS. It is meant to be written in a personal voice and to describe some aspect of life working on a

particle physics experiment (hardware, software, analysis, etc.). Some of the original blogs were about taking shift in the control room. Others have been about physics analysis, detector work during shut down, or reflections on the meaning behind recent results or potential discovery.

3.5.4   Procedure

Blogs have the following workflow:

1. Topic is proposed by convener or coordinator;
2. Outreach recruits authors from within the collaboration to write (sometimes on a specific theme);
3. Author has an account created on the blog site, adds portrait photo and short bio;
4. Author writes blog and submits it for editing;
5. Outreach writing expert edits the blog;
6. After iteration, blog is submitted to dedicated approver (not management);
7. Approver submits for publication (lightweight approval process only designed to check for faults or potential embarrassment);
8. Outreach advertises on social media.

3.6   Brochures & Posters

3.6.1   Responsible

Multimedia Group Convener, Chief Editor

3.6.2   Target Audiences

General Public, Policy Makers, Students & Teachers

3.6.3   Description

Brochures are designed to describe the various aspects of the experiment (detectors, physics programme, direct applications, etc.) to the public. The designs employ the official graphic charter of the experiment, including fonts, colour schemes, and logo, to enforce a common look and feel for ATLAS communication. Writing, event displays, plots, and other images are common across the various platforms, to ensure a coherent message. Current brochures cover:

- General ATLAS
- Physics
- Computing
- Direct Applications

Posters are typically designed to support specific themes, events or activities. They also employ the graphic charter and use common language, when possible.

Brochures and Posters are generally written in English and translated to other languages upon demand. Translations and funds for printing are provided by the requesting institution or by Outreach, if required for an ATLAS-wide event or activity.

3.6.4 Procedure

Brochure and poster development has the following workflow:

1. Brochure or poster is prepared by Outreach (occasionally with the help of a graphic artist or service);
2. Final version approved by Outreach and by Management;
3. Outreach publishes PDF on public web pages (link is external);
4. Outreach publicises availability to collaboration;
5. Outreach prints out with standard service, as needed;
6. Brochures or posters delivered to Secretariat and Visitor Centre.

3.7 Multimedia

3.7.1 Responsible

Multimedia Group Convener

3.7.2 Target Audiences

General Public, Policy Makers, Students & Teachers

3.7.3 Description

Multimedia material is developed by Outreach for a variety of uses and platforms. This includes standard Communication Platforms, such as the public web pages, social media and visitor centre. It is also developed at the request of collaboration members for usage in public talks and events, local and remote events. The material is designed by Outreach in cooperation with a physics or technology expert from the collaboration, typically with the help of CERN services or other professionals. Multimedia material can include:

- Photos
- Videos
- Animations
- Event Displays and Plots
- Mixed Media

The material is made to be general enough to serve the collaboration on multiple platforms and employs the visual identity defined by the Outreach group.

3.7.4 Procedure

Multimedia material development has the following workflow:

1. Request is generated by collaboration or an idea from within the Outreach group;
2. Requester, experts, Outreach identify target audience and messages to be conveyed;
3. Team iterates with developer to create material;
4. Approval is obtained from management;
5. Material is uploaded to CDS and installed at requested site;
6. Material is advertised to collaboration by Outreach.

3.8   Merchandise

3.8.1   Responsible

Multimedia Group Convener

3.8.2   Target Audiences

General Public, Policy Makers, Students & Teachers

3.8.3   Description

ATLAS Outreach develops and maintains a variety of merchandise (books, clothing, 3d event viewers, pens, cards, etc.) to disseminate information about the experiment either on its own or in support of public events. The material is typically conceived by Outreach and designed in partnership with a professional designer. On occasion, collaboration members might propose designs, perhaps as part of a competition, but the final look (colour scheme, fonts, logo) must comply by the ATLAS graphic charter before implementation.

3.8.4   Sales

Items of merchandise are generally sold to the collaboration and public for a minimal price, with any profits supporting the development of new merchandise, other Outreach projects, or charity. Most items are sold at the ATLAS Secretariat and thus require a CERN intermediary to deliver the items to the public and to collect payment.

CERN Outreach selects some of the items to be sold through Stores at reception. In addition, it has been arranged through 3rd parties to sell certain items online, such as books or CD's, however this is not yet possible for most of the merchandise. Negotiations are underway with CERN Legal Services to develop an ATLAS online store.

3.9   Educational Data

3.9.1   Responsible

Data & Tools Group Convener

3.9.2   Target Audience

Students & Teachers, General Public

3.9.3   Description

Educational data sets and exercises are developed from selected ATLAS data and software for use specifically by public audiences, students, and educators. All data are selected and published in line with the ATLAS privacy policy. A variety of data sets can be developed, depending on the needs of the applications, the capabilities of the target audiences, and the objectives of the exercises.

4 Core Team

4.1 Introduction

The full ATLAS Outreach team includes all 3000 members of the collaboration, most of whom contribute actively by hosting local exhibitions, events or public talks, giving interviews to local media, translating public documents, acting as guides for visits or virtual visits, writing blogs, and engaging the public by sharing their enthusiasm for science and the physics of the LHC. The **core team** described here is primarily engaged in developing platforms, content and strategy to facilitate these activities.

4.2 Organisation

ATLAS Outreach & Education, as with other major projects (detectors, computing, trigger, etc.), reports to the collaboration through the ATLAS Management and Collaboration Board. Figure 1 presents the internal structure of the project, as well as its position within the collaboration.
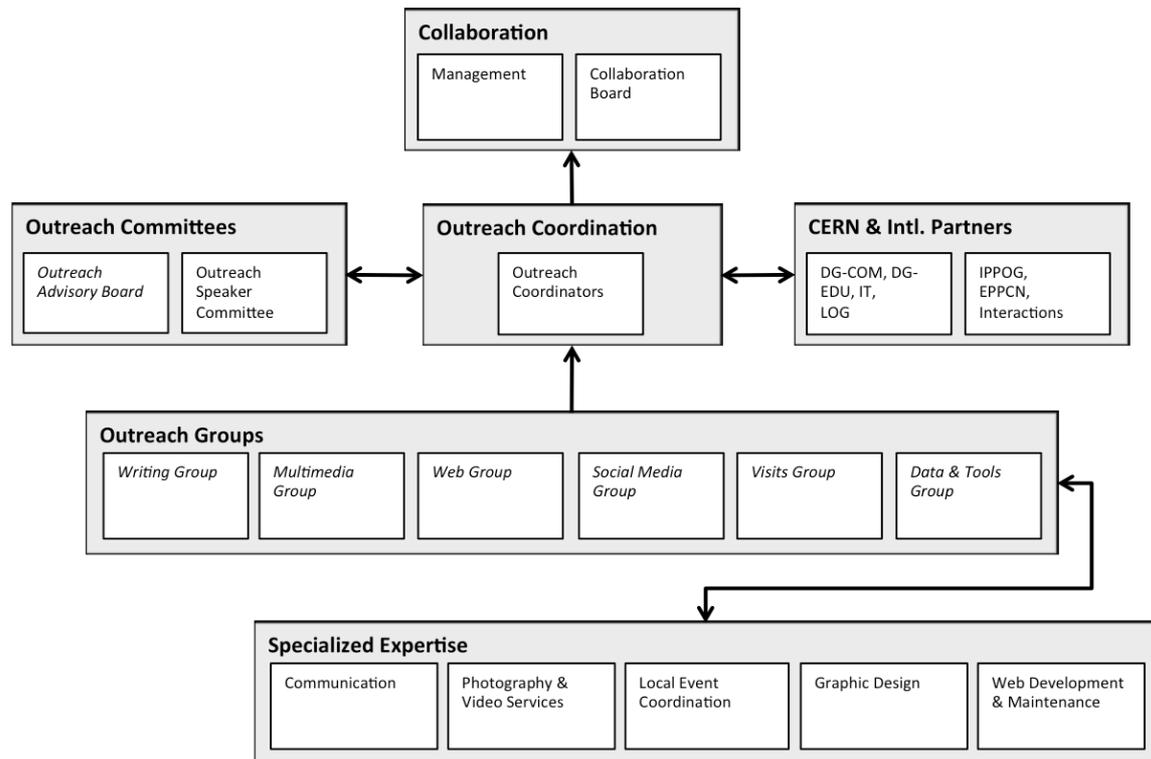

Figure 1. Organisational structure of the ATLAS Outreach & Education Project.

4.3 Coordination

There are two ATLAS Outreach & Education Coordinators, each elected to a **two-year term** by the Collaboration Board in a similar manner to other Project Coordinators serving the collaboration. Re-election requires a 2/3 vote. The terms "leap frog" each other, providing an overlap of one year, to ensure continuity to the programme.

The current coordinators are:

- Steven Goldfarb (2nd term) [1 Mar 2013 - 28 Feb 2015]
- Kate Shaw (1st term) [1 Mar 2014 - 28 Feb 2016]

The incoming coordinator is:

- Claire Adam Bourdarios (incoming) [1 Mar 2015 - 28 Feb 2017]

4.4   Writing Group

The Writing Group is responsible for content published across all platforms, including public web pages, social media, brochures, posters, exhibits, visitor centre, etc. When possible content should be shared across platforms to maintain a coherent and recognizable style for ATLAS.

Convener: **Coordination**

- Abha Eli Phoboo, *Writer & Editor*
- Isabel Trigger, *Contributing Blog Editor*
- Dhiman Chakraborty, *Contributing Editor*

4.5   Multimedia Group

The Multimedia group produces images, video and other media supporting Outreach content across platforms. They are responsible for enforcing the graphic charter concerning logo usage, colour scheme and fonts, and help to maintain a consistent look to all ATLAS content.

Convener: Riccardo Bianchi

- Riccardo Bianchi, *Graphics*
- Claudia Marcelloni, *Photographer & Producer*
- Carolina Deluca, *Illustrator*
- Eric Jansen, *Event Display Checking*

4.6   Web Group

The Web Development Group is responsible for developing and maintaining the ATLAS public web pages. This includes design and development of the platform, as well as population of the pages with content. The current focus is on implementation of the new public web pages in Drupal. A webmaster will be sought to convene this group, once the new system is installed and approved.

Convener: **Coordination**

- Paul Schaffner, Web Designer for existing pages
- Michael Barnett, Advisor for existing pages
- Claudia Marcelloni, Project Organizer for new development
- Steven Goldfarb, Project Organizer, Drupal Hacker
- Peter Watkins, Advisor
- Christine Kourkourmelis, Advisor, Alpha Tester
- Abha Eli, Contributor & Policy Developer

- Riccardo Bianchi, Developer & Advisor
- Chip Brock, Sascha Mehlhase, Andreas Hoecker, Alpha Testers

4.7   Social Media Group

The Social Media Group is responsible for the development of social media strategy, content development, and usage on the supported outreach platforms (currently Facebook, Google+ and Twitter).

Convener: **Clara Nellist**

- Clara Nellist, Contributor & Policy Developer
- Steven Goldfarb, Contributor
- Kate Shaw, Contributor
- Abha Eli, Contributor & Policy Developer
- Claudia Marcelloni, Contributor

4.8   Visits Group

The Visits Group is charged with developing and maintaining procedures, material, and facilities for visitors coming to see the ATLAS Experiment, including the Visitor Centre, Underground Visits (during shut downs) and Virtual Visits.

Co-Conveners: Ewan Hill, Clara Nellist

- Kate Shaw, AVC Coordinator
- Lucie Aguirre, Virtual Visit Coordinator
- Ewan Hill, Virtual Visit Operations Manager

4.9   Data & Tools Group

The Data & Tools Group is charged with identifying real and simulated data sets for public use, and providing access to these data in line with ATLAS policy, in coordination with the data preservation and data protection groups. The group also oversees the development of educational tools for the public, such as those used for Masterclasses.

Convener: Felix Socher

- Kate Shaw
- Claire Bourdarios
- Farid Ould-Saada
- David Rousseau

4.10 Specialised Expertise

Expertise in domains that are specific to ATLAS Outreach are necessary for the development and effective functioning of the project.

- Claudia Marcelloni, Communication Strategy
- Connie Potter, VIP & Local Event Coordinator

References

[1] ATLAS Outreach and Education Support : http://cern.ch/atlas-outreach
[2] CERN Communications Strategy : http://communications.web.cern.ch/strategy
[3] ATLAS Public Web Site : http://atlas.ch
[4] ATLAS on Twitter : https://twitter.com/ATLASexperiment
[5] ATLAS on Facebook : https://www.facebook.com/ATLASexperiment
[6] ATLAS on Google+ : https://plus.google.com/+ATLASExperiment
[7] ATLAS on YouTube : https://www.youtube.com/TheATLASExperiment

Appendix I - ATLAS Outreach Mandate

Charge

The coordinators are charged with the planning and implementation of the ATLAS-wide Outreach programme. This includes the development and operation of platforms, content and strategy for communicating the goals and accomplishments of ATLAS to specific target audiences. The coordinators update this strategy periodically in an Outreach Plan approved by management and presented to the collaboration.

Target Audiences

- General Public
- Decision Makers in Science & Technology
- Students & Teachers

Platforms

- Public Web Pages
- Social Media
- Visitor Centre
- Underground Visits
- Virtual Visits
- Local Events
- External Events
- Masterclasses and Other Student & Teacher Programmes
- Educational Tools

Activities

- Development and maintenance of platforms;
- Reporting of news, discovery, and features for public web pages, social media, and external media;
- Coordination of requests by media for information, material, visits, and interviews;
- Development of material for brochures, posters, exhibits, and public presentations;
- Creation of multimedia material for online platforms;
- Training of collaboration members for media and public communication;
- Support for Masterclasses and other student and teacher programmes;
- Development of material for local and remote public exhibits and events;
- Research and development of methods and content to increase the reach and effectiveness of the programme.

Partners

Many of these activities and platforms require partnership with other groups and organizations, including ATLAS Physics, Computing, and Technical Coordination, CERN DGO Communication and Education, the LHC Outreach Group (LOG), and the International Particle Physics Outreach Group (IPPOG). The coordinators are expected to represent ATLAS on appropriate organisational bodies and to coordinate activities with these groups.