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The importance of visual representation

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Science communication is a field that has been evolving over the years. Visual communication has proved to be a critical allied for communication and outreach. The democratisation of technology, the development of 4G / 5G, and social media establishment pushed visual communication as a vital tool for any communication strategy. In large research organizations such as CERN, the archive of images, articles, and videos are not only part of their heritage and memory, it is also a communication tool. A healthy image database open to everyone is key to facilitate assets for user-generated content. In a knowledge-intensive organization, it is important to balance the audiovisual archive needs as technologies evolve and the demand for content creation. With images, diversity can be shown without explaining it. I want to go through my experience at CERN as a videographer and photographer from 2013 to 2020, during the explosion of social media and user-generated content, and talk about the importance of creating images for others to be used on their articles, press assets, presentations and their social media publications. I would like to set **the example of the work done with the WIT group at CERN and the importance of being involved in diverse groups to make them part of the conversation**. WIT members will explain how important these images are for their communication strategy and their social media impact.

Collaboration / Activity

media content creator / CERN

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