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Type: **Parallel session talk**

Sharing ATLAS Science: communicating to the public

Friday 30 July 2021 11:12 (18 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 –and the effect on target audiences evaluated with best practices are shared.

Collaboration / Activity

ATLAS Collaboration

First author

Email

Primary authors: ATLAS COLLABORATION; ANTHONY, Katarina (University of Udine)

Presenter: ANTHONY, Katarina (University of Udine)

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