

SHARING AHEAD 2022 - Public communication of astrophysics across Europe



Contribution ID: 23

Type: **not specified**

Science communication of AHEAD2020 through the social media and webpage

Thursday, 3 November 2022 15:30 (20 minutes)

I will present the public outreach activities of the AHEAD2020 through the webpage and the social media accounts. The triplet “WHAT-WHO-HOW” will be analyzed in the context of the project. In particular, I will focus on the communication goals of the project, who is the audience and how this is achieved through a dedicated plan for the different target populations. Of high importance is the interaction with other parties, building and maintaining strong relationships. I will give some examples of the existing AHEAD2020 solid relations, while I will emphasize the need to strengthen the collaboration among all the institute members of the AHEAD2020 and establish new links, discussing several strategies.

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