

# FRB-ITALY

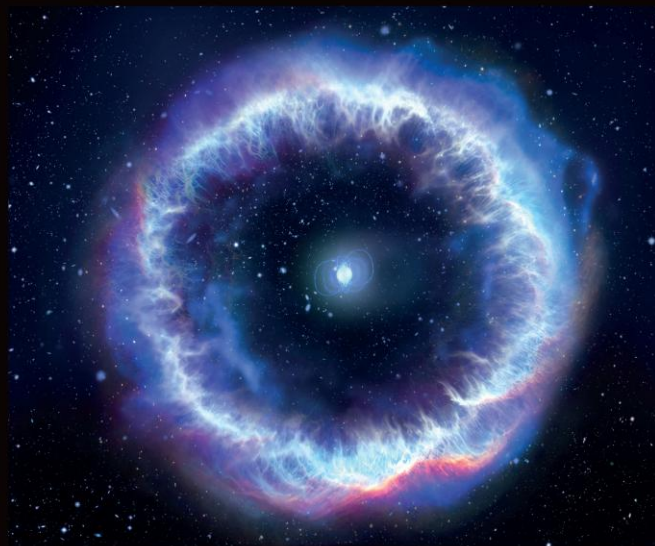
STRATEGIES FOR EFFECTIVE SCIENCE COMMUNICATION

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**Universi** è una rivista semestrale di divulgazione scientifica che presenta le attività e i risultati dell'Istituto nazionale di astrofisica. Un viaggio nello spazio, tra stelle, pianeti, satelliti e missioni fantastiche.

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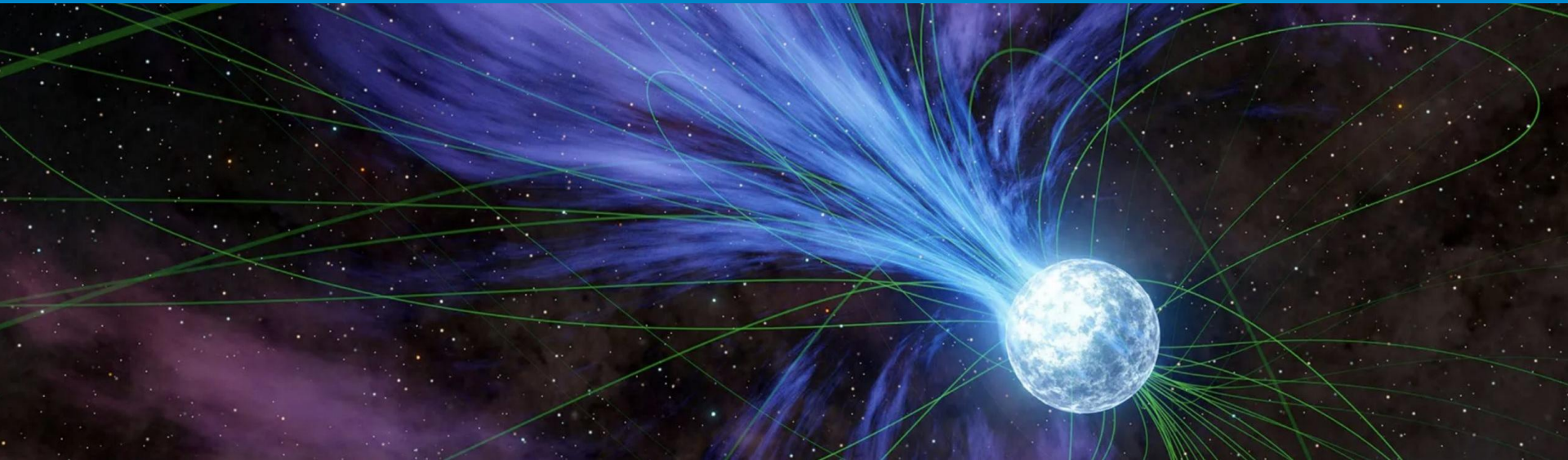


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# Introduction

- Fast Radio Bursts (FRBs) are among the most fascinating astrophysical phenomena discovered in recent decades
- The Italian scientific community around FRBs is growing
- Communication plays a strategic role in fostering development and collaboration



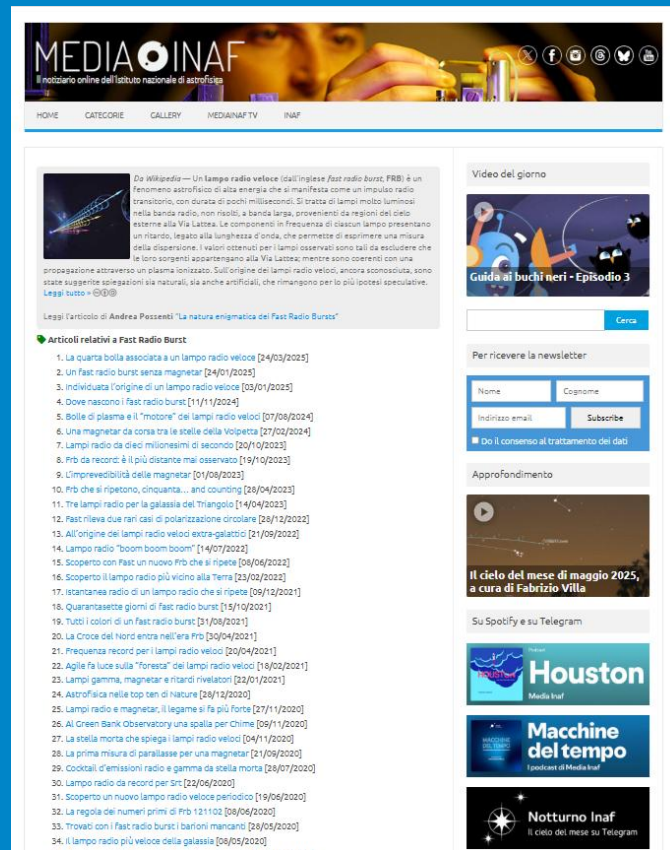


# Why Science Communication matters

- Makes complex science relatable
- Engages experts and the public
- Supports funding and collaboration

## About 70 news on FRBs in ten years!

and videos...



# Goals of the Communication Strategy

- Increase the visibility of the Italian community
- Build a recognizable community identity
- Attract media and young researchers



# Strategy 1: Website

- A website where anyone can find articles, studies, and resources
  - Public + scientific content
  - Long-term archive and outreach resources
- 
- A great deal of material already exists — and continues to be produced — in English, which we could translate or adapt into Italian with the help of the FRB community

## Strategy 2: Press Releases (and News)

- Tailored to reach both general and specialized scientific media, ensuring broad and relevant coverage
- Collaborate closely with both local and central press offices to ensure consistent messaging and timely distribution
  - <https://tinyurl.com/formulario-inaf>
- Strategically timed to coincide with key milestones, such as major publications, events, and scientific discoveries



## Strategy 3: Social Media

- X (formerly Twitter) to engage directly with journalists, sharing updates, news, and resources in real-time
- Instagram/Facebook for the general public
- Telegram channel (with a dedicated bot)
- Infographics, videos, and impactful quotes to enhance engagement



# Tone and Style

- Clear, accurate, engaging
- Use analogies and storytelling
- Avoid hype, highlight relevance
- Avoid self-referentiality

These points help build clear, effective, and audience-centered communication, capable of explaining complex concepts without being heavy or distant.

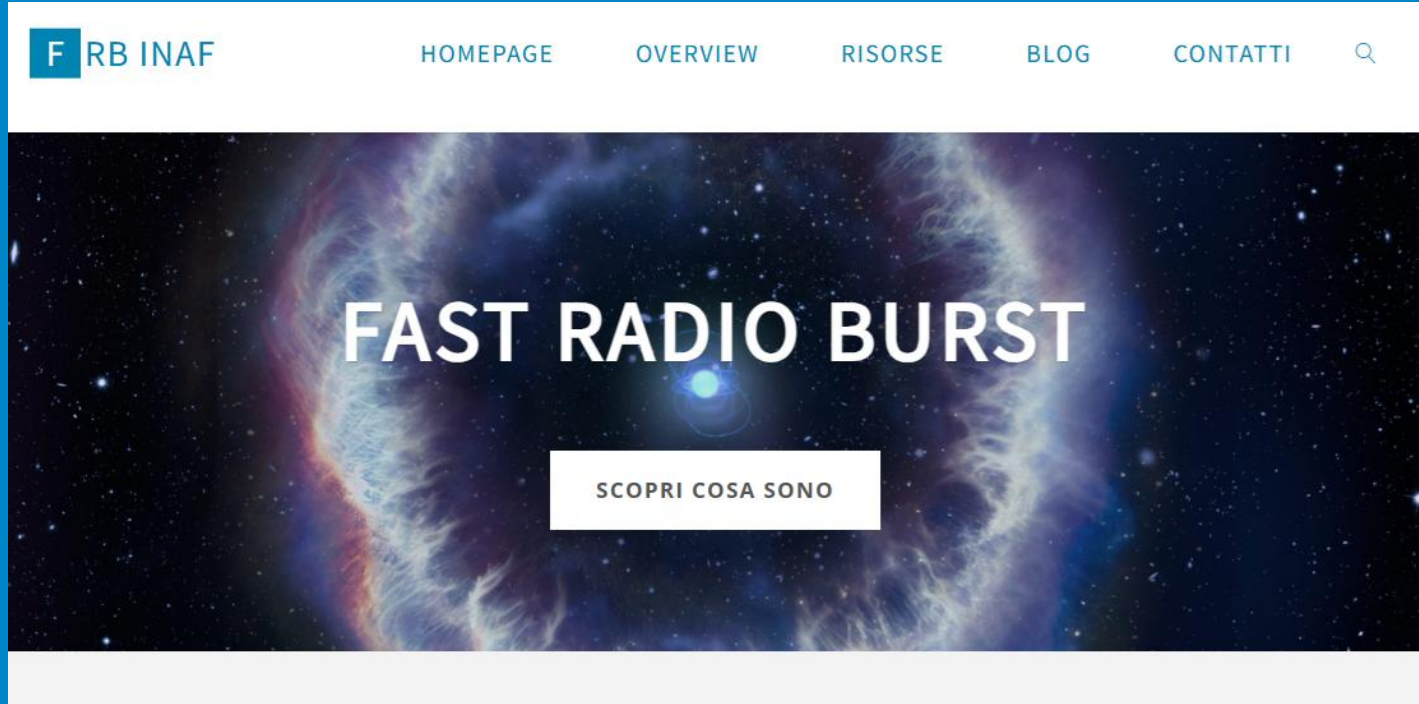
# Measuring Impact

- Website and social metrics
- Press mentions
- Community and public feedback

# What's Next?

- Build the website
- Create social media profiles
- Train researchers in communication
- Develop educational content (Rachele Toniolo et al.)

<https://frb.inaf.it/>



# THANKS!

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