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Social media and innovative outreach

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People are hungry for knowledge and entertainment, and they're seeking it on social media. When most physicists think of science outreach, they often think of in-person talks to a room full of people, open houses, or written articles in big-name publications. But scientists have an opportunity to reach a bigger, broader, more diverse audience through social media platforms. In this presentation, we'll provide an overview of the major platforms (such as Facebook, Instagram, Twitter, Snapchat, and YouTube), best practices for posting on them, how to use them to augment outreach you are already doing, and whom you can expect to reach. We'll also discuss examples of other innovative methods of outreach (such as virtual reality, 360 tours, and games) and how to help this content (as well as traditional articles) flourish through sharing on social media.

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