SEC Long-Term Organization
November 20th, 2020

GENERAL AGENDA:
- ➢ Discuss web presence, especially social media
- ➢ Long-Term Organization White Paper progress & to-dos (Gantt chart)

ATTENDEES: Kristi Engel, Joshua Barrow, Garvita Agarwal, Fernanda Psihas, Sara Simon, Tiffany Lewis

MINUTES:

Web Presence
- ➔ So far, a lot of the web presence for the different initiatives has been really scattered
    - ◆ The Long-Term Organization website has been widely understood by people to not really be meant for use until after the Snowmass process is over, but this is perhaps not ideal and keeps us from having a cohesive web presence (and also wasn't necessarily the idea…)
        - ● Probably want to, at a minimum, hyperlink the other websites and social media accounts of the other initiatives on our page
    - ◆ Inreach has been doing really with this whole web presence thing (website) and has a Twitter account (@SEC_Inreach)
        - ● Their views are very in line with ours (they even use the same webpage editing interface), and they agree there should probably just be one webpage with multiple people editing it
- ➔ Really want a cohesive web presence in terms of goals, etc.
    - ◆ Not just long-term, but also in terms of global presence
    - ◆ Want to bring our website to all Key Initiative leaders to get their views on this as a thing multiple people edit over their leadership term
- ➔ Want to build our web presence up now—linking to events and other relevant pages/sites (but don't clutter)—so it shows up in Google searches and is thus easier for new members to find and get involved through it
    - ◆ Can always rebrand in the future to deal with renaming the organization, absorbing the Key Initiatives into their long-term forms, etc.
    - ◆ Link events to the webpage with the goal of boosting involvement
- ➔ Maybe structure it as a website with different pages for each initiative
    - ◆ Acts as one central hub for information
    - ◆ Ask initiatives what they would want on each page

- ➔ In terms of social media, want to have a really clear goal/vision if we're going to do this
  - ◆ What kinds of content would we want?
  - ◆ Who is our target audience and what platform(s) would best reach them?
  - ★ Want to settle on these sorts of things before we decide if this is worth anyone's time to do
- ➔ It's not just what information we're giving, it's who we're giving it to and what we want them to do with that information
  - ◆ Tiffany encourages all of us to consider the JAM Tool
  - ◆ Addressing these sorts of things would help us to define our goals/focus our actions
  - ◆ Want to disseminate information with a specific goal in mind
    - ● Don't "firehose" information; not everyone wants to know everything
    - ● Too much information is also not helpful because it's hard to wade through unless incredibly carefully organized
- ➔ Want to propagate deadlines and ways to get involved
  - ◆ But also want to promote the kinds of things people care about
  - ◆ *Consideration:* Wanting to get the people who are already "involved" in Snowmass actually involved rather than trying to recruit new people *vs.* Letting Early Career members know what we're doing for them and the field of HEP
    - ● For the latter option, think of the kinds of things the social media accounts for an elected official might post to inform their constituents and solicit feedback from those constituents
    - ● Though also for this latter option… Isn't this Inreach's job? We don't want to just create more and more Twitter/Facebook/Instagram pages— quality over quantity
  - ★ Letting Early Career members know what we're doing for them and the field of HEP is the kind of thing we want Inreach to do if that seems reasonable to them
    - ● Maybe an announcement about their Twitter at the beginning or end of the "Big Questions in..." seminar series talks?
    - ● Person currently in charge of @SEC_Inreach right now has already agreed to reach out and promote other groups in this capacity

- ➔ What kind of content do we want on our social media?
  - ◆ What is/isn't on-message?
    - ● Easier to have a consistent voice/brand if just one person is doing the posting, so maybe have people run everything through a designated account manager?

- ◆ How do we decide what gets posted?
- ★ Having some trouble here delineating what our goals are with this
  - ◆ Are we interested in getting people involved right now, or reaching people in the long-term?
    - ● Right now, we're leaning towards, and more involved in, the former (though obviously that focus will change eventually); people may think there aren't things for them to do so recruiting people isn't the most effective thing for us at the moment
      - ○ We will continue bleeding people until we give them something to do, so we need to figure out how to communicate the actually quite large number of things that need doing
  - ◆ The challenge would be to come up with almost a sort of digest that says what each Frontier and Initiative is doing so people can see what there is to do
    - ● Theoretically, we already have this through a monthly newsletter posted in the "All Convener Meetings" (Jun., Jul., Aug., Sep., Oct., Nov.), but they basically say the same thing ten times over every time and it's not actually informative on the level that would be helpful
      - ○ Maybe we can break this up a little?
- ➔ Building off of/learning from the Twitter presence Inreach already has, how do we reach more people using this platform to more effectively spread our message? (For reference, @SEC_Inreach has 85 followers at the time of this meeting)
    - ● *If you don't have a Twitter, go make a Twitter and follow this account to boost their visibility*
  - ◆ Do we put forth effort to retweet the accounts of large experiments? Can we have them tag us?
  - ◆ Need to have a set of concrete goals for our messaging along with a way to identify the service the messaging would provide
    - ● Should we consider having a single goal per account towards this purpose?
    - ● Antithetical to this idea, accounts like the Fermilab Twitter have multiple goals; they post various kinds of things for outreach or public education or tracking lab achievements & progress, etc.
  - ◆ Want to do some research into what kind of goal structure is effective and what successful science accounts (National lab, experiments, existing Early Career organizations, etc.) do
    - ● Can look at the kinds of people who follow these accounts, too, to determine if their posting structure will serve our target audience

- Possible accounts to look into (follower count):
    - [@Fermilab](#) (73.5K)
    - [@LosAlamosNatLab](#) (47.6K)
    - [@BrookhavenLab](#) (41.4K)
    - [@argonne](#) (68.4K)
    - [@BerkeleyLab](#) (71.7K)
    - [@CERN](#) (2.5M)
    - [@doescience](#) (24.7K)
    - [@ATLASexperiment](#) (90.5K)
    - [@HAWC_obs](#) (1,930)
    - [@NASAFermi](#) (70.1K)
    - [@uw_icecube](#) (11.6K)
    - [@VRubinObs](#) (9,050)
    - [@theDESurvey](#) (4,308)
    - [@stsci](#) (8,421)
    - [@DUNEScience](#) (3,713)
    - [@LIGO](#) (108.1K)
    - [@novaexperiment](#) (2,677)
    - [@SLAClab](#) (24K)
    - [@Livermore_Lab](#) (39.8K)
    - [@NASAGoddard](#) (694.4K)
    - [@NASA](#) (41.9M)
- There's a mix here of accounts for the general public and accounts for scientists. It's also worth mentioning that each of these organizations is engaging in positive publicity for an instrument or facility. That is slightly distinct from our organization because we don't have a facility to publicize.
→ Ideally, someone will follow the [Inreach Twitter account](#) because they're interested in their colloquium series
  ◆ This is also our target audience concerning what we're doing globally and involvement in the White Papers
  ◆ We could retweet other accounts with this account to reach that audience, but this seems like a lot of work
    - Can we reach out to accounts like [@Fermilab](#) and get them to let us use their platform to advocate for what we're doing? (I.e., leverage other accounts?)
    ★ It's less likely that they would allow us direct access to their accounts, but we *can* likely form a close relationship with them for cordial exchange through mutual interest in what's posted

- - ○ Maybe do this in a targeted way where we tag the relevant accounts and use lots of hashtags to really increase exposure
  - ➔ Also cross-posting to Instagram and Facebook would be good to increase engagement with different demographics
    - ◆ Each of these platforms tends to have a certain type of user, and HEP has members of all types, so by posting to multiple places and pointing to our accounts on other platforms, we can reach more people
      - ● We have a lot of talent within SEC, so making a logo and even having an Instagram presence should be pretty doable in terms of having pictures to post to go along with announcements
    - ◆ Having a Facebook can be essentially as good as having a website these days in terms of accessibility and dissemination of information
  - ➔ We do want to be careful with this though; don't want a repeat of what has already happened where we have two YouTube accounts ([Snowmass Early Career](#) & [Snowmass Inreach](#))
    - ◆ This happened because we weren't able to readily produce the credentials for the SEC channel when needed and there were some questions about whether or not the channel was unlisted
      - ● Should we delete one?
      - ● For the record, if you search "[Snowmass Frontier Introduction](#)," the [Snowmass Early Career channel](#) and the associated videos ([I](#), [II](#), and [III](#)) pop up no problem
    - ◆ Want to invest in common infrastructure to make clear what is official messaging (want cohesiveness or at least the appearance of cohesiveness); don't want people to have to reinvent the wheel

LTO White Paper
- ➔ Josh has been working on getting the Survey subfile completed
- ➔ Garvita attended the CommF02 [meeting on Monday](#)
  - ◆ They're fine with us working alone (not being [grouped with other LOIs](#), as explained in the [CommF05 11/10 meeting](#)), but they want us to come in, probably in a few weeks or so, and give a couple of slides on our paper <u>even though they know we are not submitting our final White Paper to their Topical Group</u>
    - ● They just want to stay involved and provide assistance if needed/wanted

<u>Key Takeaways</u>

- ★ Right now, want one major account for all platforms that is SEC-oriented as a kind of uniform front
  - ○ Can fractionate in the future as outgrowth from this account if need be
  - ○ Initiatives to produce a set of goals we want to accomplish with social media (have concrete objectives before moving forward)
- ★ Also want to produce a list of resources currently available
  - ○ At least want leadership of each Initiative to know the tools they have available to them and make sure they have the log-in credentials
  - ○ Tools:
    - ■ [SEC YouTube](#)
    - ■ [SEC webpage](#)
    - ■ [Inreach Twitter](#) for announcements
- ★ For the White Paper, want to at least start enumerating some of the things from the CommF05 (Kristi) and CommF02 (Garvita) meetings into [the Overleaf](#)