

# NuSTEC Outreach Working Group Report

Conveners: Teppei Katori, Vishvas Pandey



- **Listserv: NuSTEC-News** (Subscriber ~ 550)
  - Summarize latest nuxsec papers
  
- **Webpage**
  - General info and resources (workshops, etc.)
  
- **Facebook: NuSTEC-News** (Follower ~ 1000)
  - Highlight the latest nuxsec activities

- ◆ **Scope:** To enhance NuSTEC's (and community-wide neutrino cross section activities) outreach to and engagement with:
  - the broader neutrino and scientific community
  - (social media) science enthusiasts (similar target audience as Fermilab neutrino)

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  - Summarize latest nuxsec papers
  - Highlight WG activities
- **Webpage**
  - General info and resources (workshops, etc.)
  - Add dedicated WG pages
- **Facebook: NuSTEC-News** (Follower ~ 1000)
  - Highlight the latest nuxsec activities
  - Outreach events
- **Twitter: NuSTEC-News**
  - Highlight the latest nuxsec activities
  - Outreach events
- **NuSTEC Outreach Events:**
  - Share your theoretical work/model/features (e.g. RPA) with broader audience (zoom-live or pre-recorded videos)
  - Present your experimental work/R&D ideas/technologies (e.g. LAr technology) to broader audience (zoom-live or pre-recorded videos)
  - Early-career Outreach Competitions (live or pre-recorded videos)
  - Ask A Nu-Xsec Scientist events on social media (e.g. live tweeting)

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- **Support from NuSTEC Board/Collaboration:**

- Creating content: Send any key activity and updates from your experimental collaboration/theoretical work
- Encourage your collaborators to subscribe to mailing list, social media, and to join events

- **Support from Fermilab's Office of Communication:** Although, NuSTEC is not technically a collaboration like other FNAL experiments but we have representatives from all FNAL neutrino experiments and our broader focus (social media) target audience would be the same as all neutrino experiments.

- We reached out to Sam Zeller:

Her experience from the MicroBooNE and FNAL Neutrino Division: Set up your own social media pages, let the Fermilab Communications Office know about the existence of these feeds and who is managing them. They then often re-amplify our social media posts.

- Need Fermilab contact to get us officially in loop with the Communications Office - Jon Paley?