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for the MAGIC collaboration

#meetTheMAGICians

Science communication and visibility of young researchers



Aims

Increase the individual recognition of early career scientists

- their individual achievements
- their contributions to science
- their responsibilities in the collaboration

Communicate science

- give a face to the “anonymous researcher”
- make physicists approachable to the public
- spark excitement about astroparticle physics
- motivate young people to start a physics career

Give visibility to the MAGIC collaboration

- the telescopes
- general research topics
- latest results

MAGIC on Social Media

Facebook:

- Active since 2014
- ~ 1700 Subscribers

Twitter:

- Active since 2014
- ~ 1500 Followers

Instagram:

- Active since 2020
- ~ 780 Followers

YouTube:

- Active since 2017
- ~ 150 Subscribers



@magictlescopes



<https://linktr.ee/magictlescopes>

Methods

Live Streams

- advertised via all social media channels
- streamed on YouTube, Facebook and Twitter via Streamyard
- 1 host
- 1-2 backstage helpers
- 2-3 invited early-career researchers from MAGIC
 - corresponding authors of papers
 - general experts on the discussed topics
 - conveners of working groups
- ~ 1 hour duration
 - general introduction
 - presentation of latest physics results
 - aspects of daily live as a MAGICian
 - live questions from the audience

Twitter campaigns

- large number of tweets on special occasions
 - Black Hole Week
 - Dark Matter Day
 - Women in Science Day
 - ...
- introducing MAGICians and their work via
 - short video clips
 - short personal statements
 - photos

Atmosphere

- professional, but not too serious
- including jokes and laughter
- showing all aspects of a physicist's life: fun, chaos, mistakes, successes, stress, friendships, ...

Reception

Live Streams

- ~ 60 viewers during live streams
- ~ 300 total views per video
- ~ 5 live questions each stream
- generally positive feedback

Twitter Campaigns

- ~ 1000 – 2000 impressions
- ~ 50 – 100 interactions
- ~ 5 retweets / likes

Challenges

- Accomodation of different time zones
 - voluntary engagement by full-time researchers
- ➔ limited time for preparation

