

Electronic Publications, a Useful Technique for Astronomy Outreach

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Abstract

Thanks to modern technology, astronomy can be communicated to the public through a variety of techniques, from classic conferences (also upgraded to the video projectors, etc.) to TV, print media and social media platforms such as Facebook, Twitter, LinkedIn, MySpace, etc.

We are going to present advantages of electronic publishing, starting from informing the public with latest astronomy news, to providing a place for public debate. In an era of global crisis e-publishing is a must do, be it seen from the financially perspective, or the desired impact to the public.

We are going to present a constant example of year electronic publication dedicated to promoting science and communication; also, the Science Communicators Network Interested in spreading the word of astronomy. The aim is to establish connections with all OEP participants with a view to know each other and try to work in common for the better message transmission to the public. Together, we might build a single platform with multiple educational results.