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Channelling Our Efforts: Europlanet in Social Media

Helen Usher^{1,2}, Sarah Roberts^{2,3}, and Anita Heward²

¹Open University, School of Physical Sciences, Planetary & Space Sciences, United Kingdom of Great Britain and Northern Ireland (helen.usher@open.ac.uk)

²Dill Faulkes Educational Trust, United Kingdom of Great Britain and Northern Ireland

³Swansea Academy of Inclusivity and Learner Success (SAILS), College of Science, Swansea University, United Kingdom of Great Britain and Northern Ireland (s.g.roberts@swansea.ac.uk)

The (small) Europlanet social media team has agreed aims of: Informing, Enthusing, Engaging, Encouraging and Celebrating the European Planetary Science Community and the wider community too. Their work supplements the more traditional channels of website, newsletters and mailing lists.

But how can this be done most effectively? What channels should be used? What content? What frequency?

If the needs of the communities are to be met, they first need to be identified. There is currently a lack of data for this.

The proposed interactive poster will pose some questions for the community to consider during EPSC2020, link to a survey for data collection, and use the interactive, virtual nature of the meeting to stimulate a wide discussion. The data and views of the community will then be used to inform the social media communication strategy for the remainder of the Europlanet 2024 RI Programme.