



Website, Logo, Social Media update ET – PP WP10

Vincenzo Napolano (EGO) – ET-PP wp10 co-coordinator

ET Collaboration Annual Meeting, Orsay - 15 November 2023

WP₁₀ Tasks

WP10, in close collaboration with WP1, will establish procedures for coordination of outreach and communications across national networks and WPs. It will create, disseminate and curate high-quality promotional materials on ET science and technology, and design educational resources on ET science and technology

- 10.1 Establish a **network of communications and outreach points of contact**, with robust procedures for gathering and disseminating news updates and outreach materials.
- 10.2 **Develop and maintain ET Consortium website and social media platforms**, supported by **high-quality promotional materials** on ET science and technology
- 10.3 Develop strategic plan for ET Consortium engagement with the scientific community, funding agencies, politicians and other key stakeholders.
- 10.4 Develop a sustainable **mentorship and training programme** for ET Early Career Researchers (ECR)

How can we promote ET in the most efficient way? - a discussion during previous Barcelona meeting

- 1. Principles and procedures for gathering and disseminating news updates – **network of POCs**
- 2. How to ensure **smooth and efficient information flow** to and from WP10? (local and global communication)
- 3. How can WP10 best support ET comms strategy?
- 4. What does each WP / Board see as their **key comms & outreach goals and needs**?
- (we have already input from WP7 and discussion with WP1, WP4, WP8 and OSB)
- 5. Scope of the ET website and social media accounts? (focusing on targets)
- 6...

WP10 update

- WP10 is formed by a large community with huge experience on outreach and communication activities in the framework of LIGO/Virgo and LISA gravitational wave experiments
- 30 experts from 15 countries (FTE, in-kind contributions, ~100 PM)
- Collaborating institutions: UW, EGO, UKRI, AEI, NIKHEF, IFAE (University of Valencia), INFN, NCBJ, Wigner ..
- *May 2023 **Vincenzo Napolano (EGO)** is the new co-convenor of WP10, who took over from Martin Hendry*
- May 2023 – **Martine Oudenhoven**, appointed the communication responsible of ETO
- 1st July 2023 – **0.5 FTE Communications and Outreach officer (EC) at UW, Y. Hoika** will support WP10 activities
- 1.07-31 - 0.15 FTE C&O officer at UW (national funds - MNiSW) **M. Jakubiak**
- **From July 2023 Josep Freixanet** from IFAE joined the ETO Comm. Office.
- **From Oct 2023 Matteo Serra** from INFN appointed, Comm Resp for ET Italy
- → **great potential to significantly increase visibility and social awareness of the ET project.**

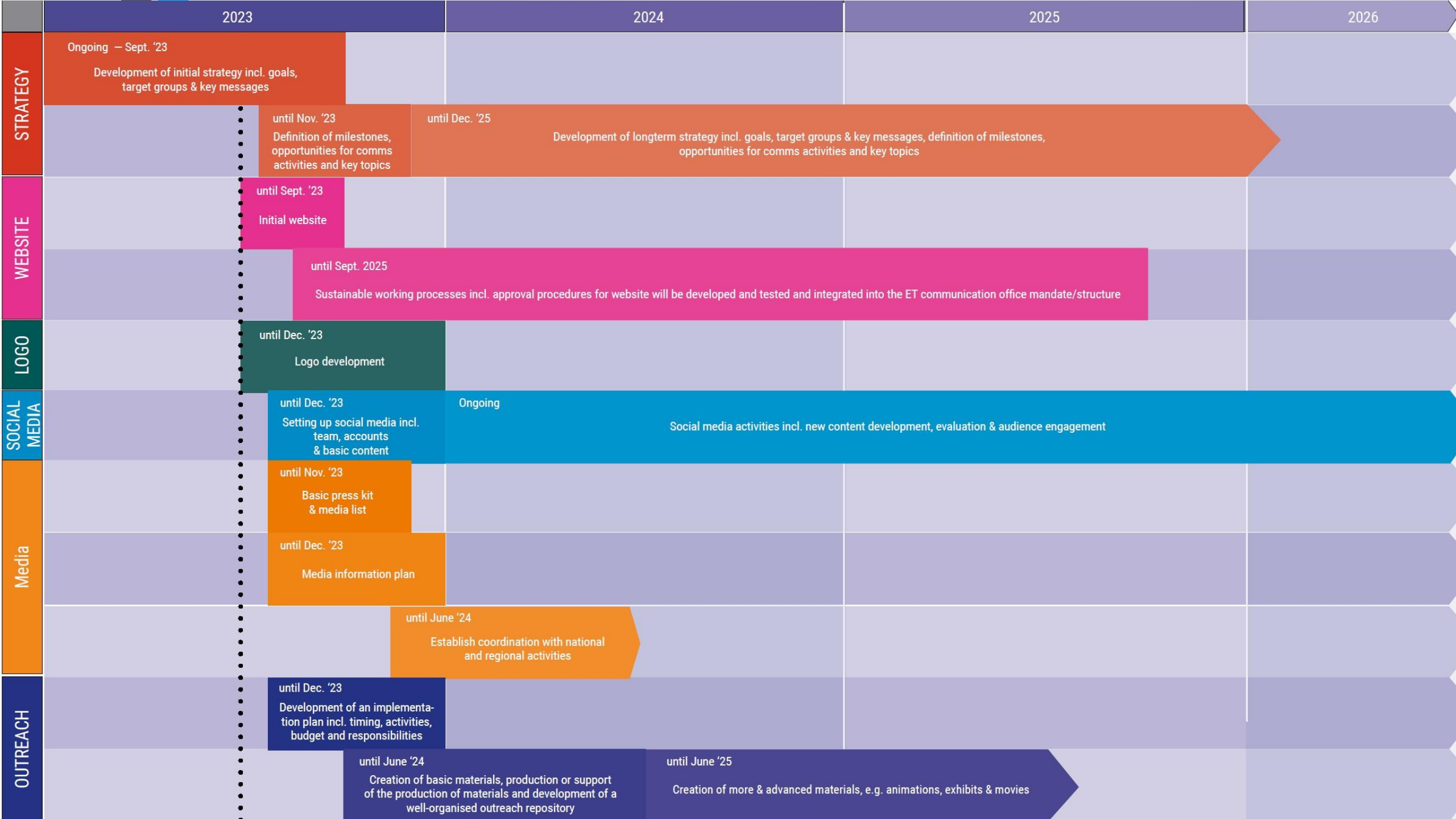
WP10 Deliverables (ET-PP proposal)

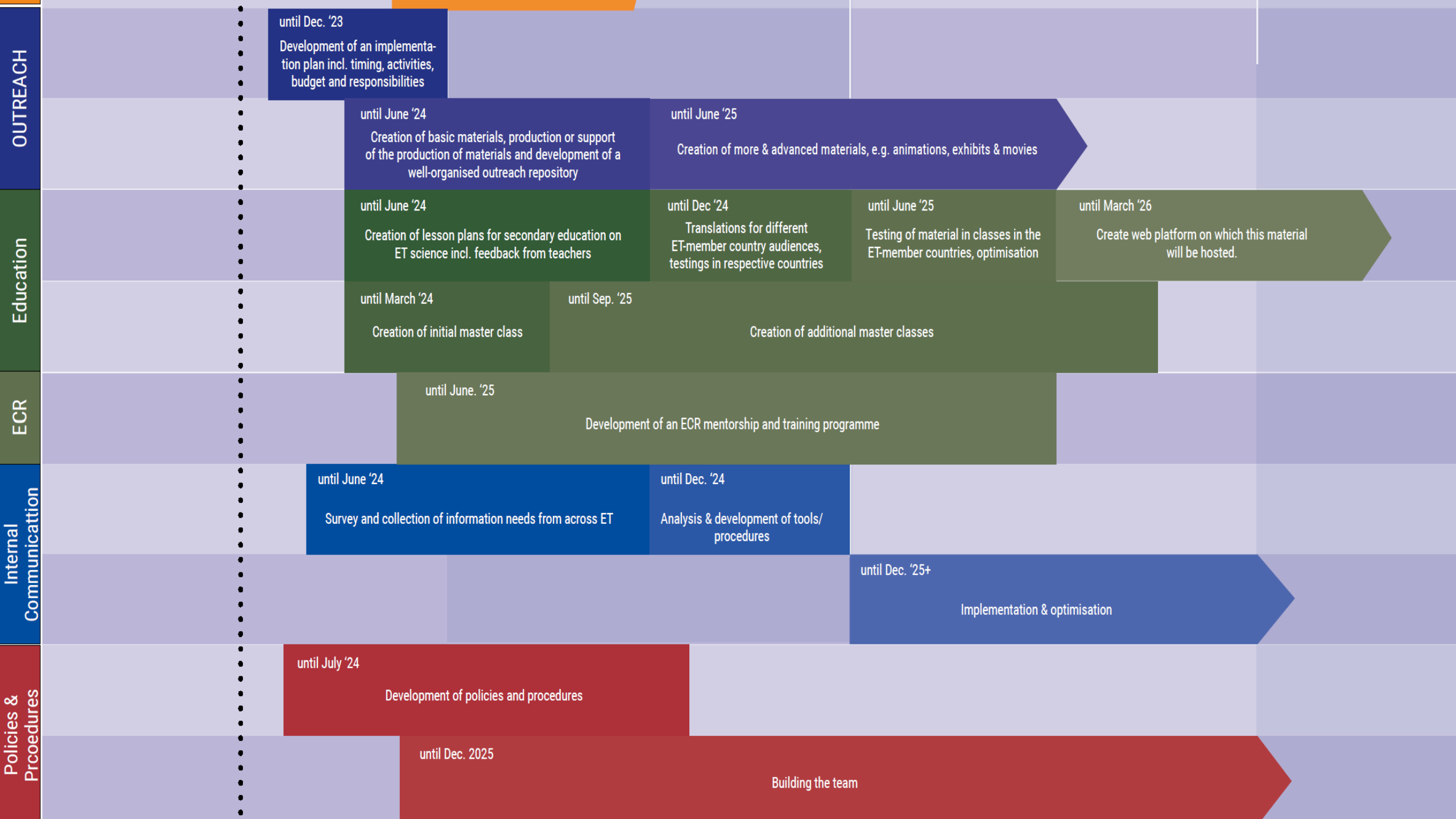
Deliverable	Short description	Leaders	Lead Institution Country	Timeline (month)
D10.1	Initiate strategic media and communications plan (appointing comm/outreach officer)	Dorota Rosinska Susanne Milde Vincenzo Napolano Martin Hendry	University of Warsaw Poland	11
D10.2	Launch of ET website and social media accounts	Vincenzo Napolano Sascha Rieger Chris North/Giada Rossi	EGO Italy	24
D10.3	Formulate strategic media and communications plan	Martine Oudenhoven Susanne Milde Vincenzo Napolano Gideon Koekoek	NIKEF Netherlands	24
D10.4	Complete bank of graphics and multimedia resources	Isa Cordero Livia Conti Sascha Rieger	IFAE (University of Valencia) Spain	36
D10.5	Launch ECR Mentorship and training programme	Gideon Koekoek Martin Hendry Marek Biesiada	UKRI UK	44

How we are working

- A work plan will be drawn up for the different deliverables, for which **leadership group(LG) approval will be sought.**
- Once the plan has been approved, the actions will be implemented, with periodic checks with the LG on results and impact.
- The various deliverables and action areas (web, media, outreach, education...) will be designed and implemented by the WP10 subgroups, which will interact directly with LG.
- There will be periodic all hands meetings for keeping all updated.

WE DEFINE THE LG GROUP WILL BE FORMED BY DIRECTORATE; ET_PP PI and ET COLLABORATION SPOKESPERSONS





Communication Tools

There are some standard communication tools, which we must quickly make available. This will also trigger reflection on the preliminary contents and messages to be conveyed:

- **Website.** Plan of implementation ready for approval. We foreseen the publication in 4/5 months
- **Social Media.** Plan for policies and implementation in preparation. We would like to start in 4/5 months from now.
- **Media Comm. Plan and Press Kit.** This requires probably a further internal clarification of the objectives and messages of a sovra-national media communication at the present stage and will take several months.

We must clearly distinguish between tools and content. In some cases we can define the tools before or in parallel with the content, in others not.

THE ET.eu WEBSITE

The ET website will serve the function of providing an institutional presentation and an initial outline of the scientific content.

It is targeting mainly those who who have become aware of ET through other routes: **social media, mainstream media, social and professional contexts...**

The homepage and the content of the site (in this first phase) should then address three main audiences:

- **Relevant Stakeholders (wider scientific community, policy makers...)**
- **Media**
- **General Public**

The objective is to represent the joint and supranational effort of the GW community for Einstein Telescope, both as ETO and ET Collaboration

WE ARE SELECTING AN EXTERNAL PROVIDER

LOGO

ET - News - Opportunities - Community - Contact

Images/Videos + claim

Intro

Why ET? / Science

Who is involved?

News

Gallery

Conferences

Job offers

Resources

link to ET-PP

link to Internal

Footer

ET supranational website

- The objective of this website is to represent the joint and supranational effort of the gravitational wave community for the realization of the Einstein Telescope, both as ETO and ET Collaboration. This naturally includes institutions and scientists from countries that are not directly candidates to host ET.
- **Selection of the Website Developer almost finalized**
- We have created a brief outlining the primary requirements for our future official website. The brief was sent to 13 agencies, and we have received 5 proposals. We will be choosing an agency in the next weeks and move forward with the website. Warsaw University is currently conducting the **selection process** in accordance with internal procedures.
- **A preliminary step for the finalization of the website is the realization of a new logo and visual identity.**
- Web texts and contents in process
- Yuliya Hoika (UW) is coordinating this effort

website timeline

June 15th - Definition of the leadership group (LG) to be asked for approval: ETO directorate, ET-pp Principal Investigator, ET spokespersons

July 15th Approval from the LG of ET website realization plan, preliminary layout and navigation tree

1st/2nd month – Selection of the external web designer

.....**LOGO/VISUAL IDENTITY FINALIZATION**.....

3rd/4th month - Parallel preparation of the general contents of the website (texts and images). Preliminary approval by LG.

3rd /4th month– Realization of the web and graphic interface of the website, consequent adaptation and refining of the contents.

5th / 6th month– Definition of a standard procedure of creation and update of news and specific contents (below a proposal)

5th / 6th month – Inclusion and production of possible multimedia contents and social media feed

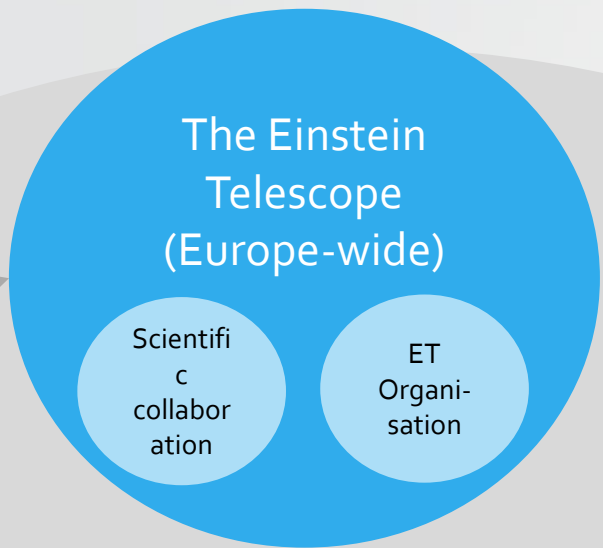
7th month – Final approval by LG and publication of a ‘basic’ version of the website

8th month -.... A standard procedure for content creation and update starts

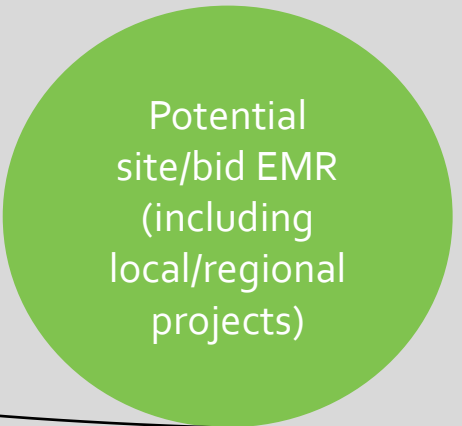
Communication 'entities' Einstein Telescope

Should appear as one, even though behind the screens there are different entities

(The) Einstein Telescope



Also need to ensure commitment/support, but on a different level than potential host countries



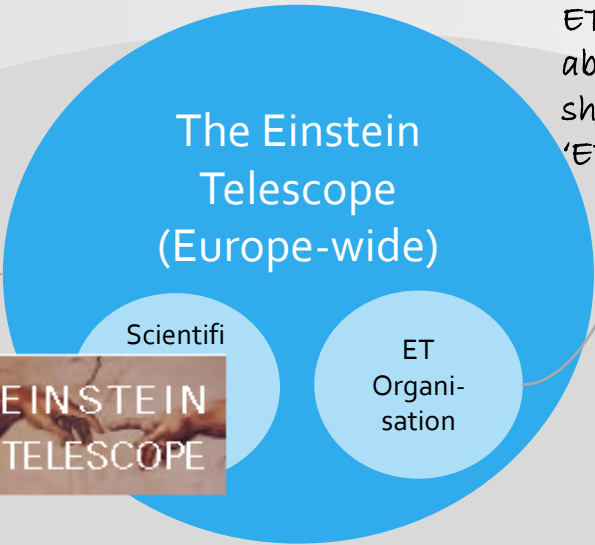
The potential sites are 'special cases' with very specific communication needs and aspects. E.g. building a host consortium with local/regional stakeholders, different level of commitment from governments, more dialogue with local/regional stakeholders to ensure their support etc. This means that they are really different entities/identities in practice.

LOGOS

Should appear as one, even though behind the screens there are different entities

ET-PP is thinking about (new) logo, should be shared for 'ET Europe'

(The) Einstein Telescope



Also need to ensure commitment/support, but on a different level than potential host countries



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-> For more details see the communication session tomorrow 9.40 am, Polivalent Room, 6th Floor

Towards a logo and a visual identity for ET

- At the moment, the supranational initiatives of the Einstein Telescope lack a cohesive and distinct visual identity.
- We suggest to develop a new logo and a visual identity, that will help to:
 - strengthen the community and Einstein Telescope initiative at a European level;
 - come across as a reliable and consistent initiative, that stakeholders can easily relate to and recognise;
 - make an emotional connection to both internal and external stakeholders, that matches the revolutionary science and technology of the future that come with the Einstein Telescope.
- As we are currently working on a new website, it becomes essential to have a new logo and unified visual identity. **Therefore, we have decided starting the logo design process to ensure it is completed before the website is launched**
- **Implementation plan (approved by the Management foresee to rely on professional graphic designers starting with an 'extended' brainstorming session.**
- **BRAIN STORMING SESSION ON THURSDAY 12.05 pm at the plenary of ET annual meeting in Orsay 😊**

Logo timeline

- **July 2023:** Develop work plan for logo and visual identity (this document)
- **August 2023:** approval leadership group on work plan
- **End of November 2023:** briefing ready (this includes the brainstorm session)
- **November/December 2023:** designer selected
- **December 2023/January 2024:** Concept logo

Social Media present status

	Facebook	LinkedIn	Twitter / X	Instagram	YouTube	ResearchGate
EGO	<u>YES</u>	<u>YES</u>	<u>YES (?)</u>	NO	NO	
IT	NO	<u>YES</u>	<u>YES</u>	<u>YES</u>	NO	
NL/EMR	NO	<u>YES</u>	<u>YES</u>	<u>YES</u>	<u>YES</u>	

FB: we repurpose ([@EinsteinTelescope](#)), into general project profiles, both for ETO and ET Collaboration

For LinkedIn and Twitter we will consider if re-activate the existing accounts, that remained dormant for a long time, or changing the name.

Also here the whole process is strictly interviewed with the creation of the new visual identity

Social Media (re)-launch

To achieve strategic communication goals and reach target groups we will use social media:

- to share updates,
- to interact with the community,
- to inform about any events/actions open to public,
- to spread educational materials,
- to build professional networkings,
- to show science with a human face,
- to disseminate research results.

In the production and publication of social media content, we envisioned two phases starting in November 2023. A first phase of 4-6 months in which we will share the content of the posts with the leadership group (LG) before publication, in order to progressively 'tune' the type, style and tone of voice of our social media contents.

After these first 4-6 months we plan to post with more autonomy and request approval from LG only for content related to more sensitive topics

Social Media next actions

November 2023

- taking over the control of ET Facebook page
- posts about ET Annual meeting in Orsay
- chose a graphic designer to create a visual identity
- setting up Twitter and LinkedIn accounts

December 2023

- intensified content creation: plan + graphics + texts + multimedia
- ...
- ...



Einstein Telescope 😊 motivato/a a Orsay, Francia.

13 novembre alle ore 15:05 · 🌐

🌐 In the 16 months since the ET collaboration was officially established it has grown further. Today it includes over 1500 members from 217 institutions across 24 countries! 🌐

The 2nd ET Annual Meeting, scheduled for November 14-16 at the Paris-Saclay University in Orsay, will bring together this global community — both in person and remotely. It's a great chance for everyone to meet, recap the past year's achievements, and discuss key aspects of ET.

The meeting is hosted by ... Altro...



👍 Tu e altri 41

Condivisioni: 12