



CMS Communications: outreach

Marina Passaseo, INFN Padova

On behalf of
The CMS Collaboration



CMS Comms Structure & Activities

The Core Team

Head of External Communications

David Barney

Deputy Head of External Comms

Marina Passaseo

Comms & Outreach

Sofia Hurst

Nefeli Stathaki

Thomas McCauley

Physics Communication

Ansar Iqbal

Andrés Delannoy

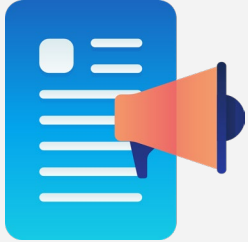
News
Briefings
Newsletter
Blogs

Social media
Interviews
Photos & videos
Brochures, posters
P5 Visits (real & virtual)
Lab tours (most)

Our Audiences

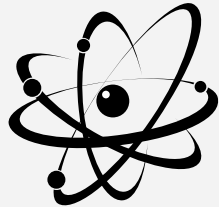
Education

Students, teachers, schools,...



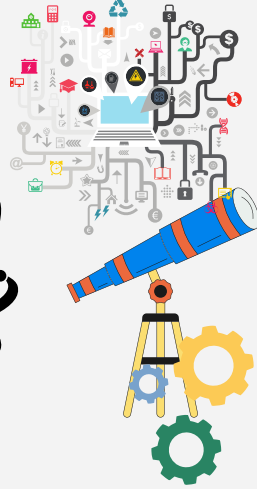
Press

Science minded



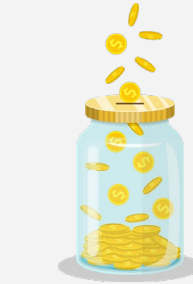
Other particle physicists

Other STEM



Academics

Politicians

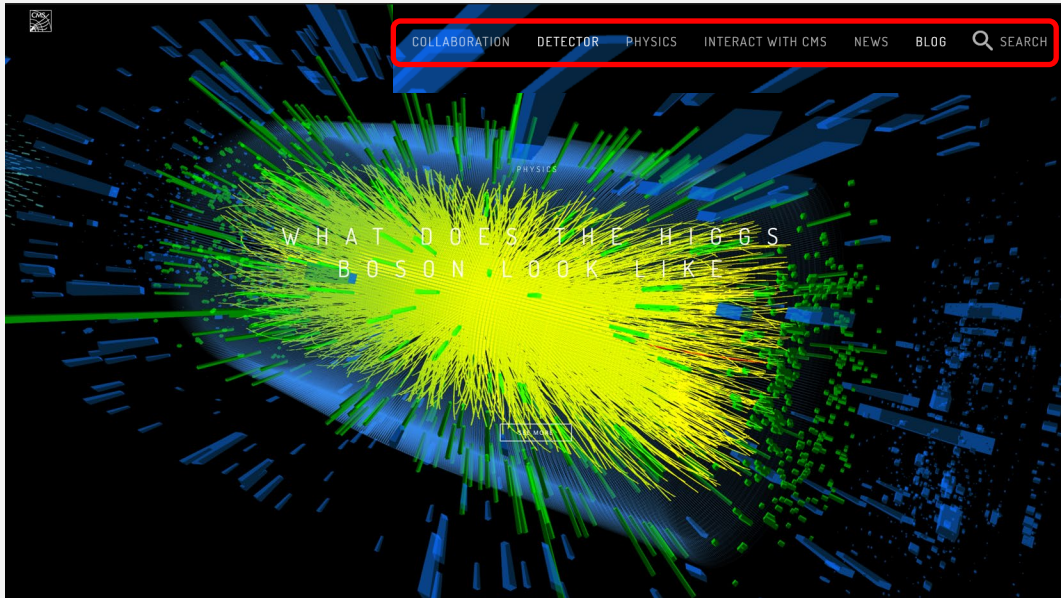


Funding agencies

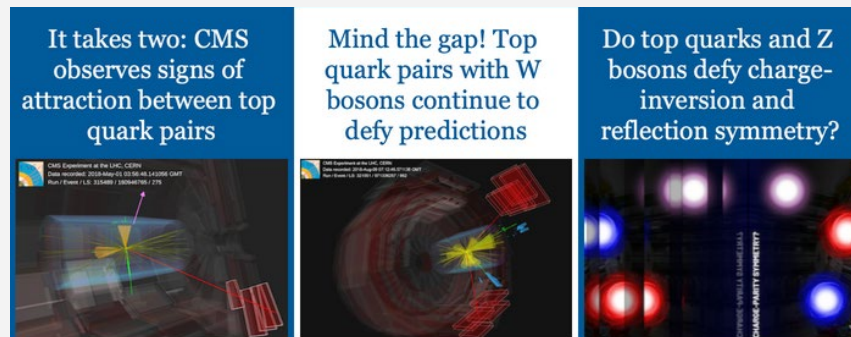
Public



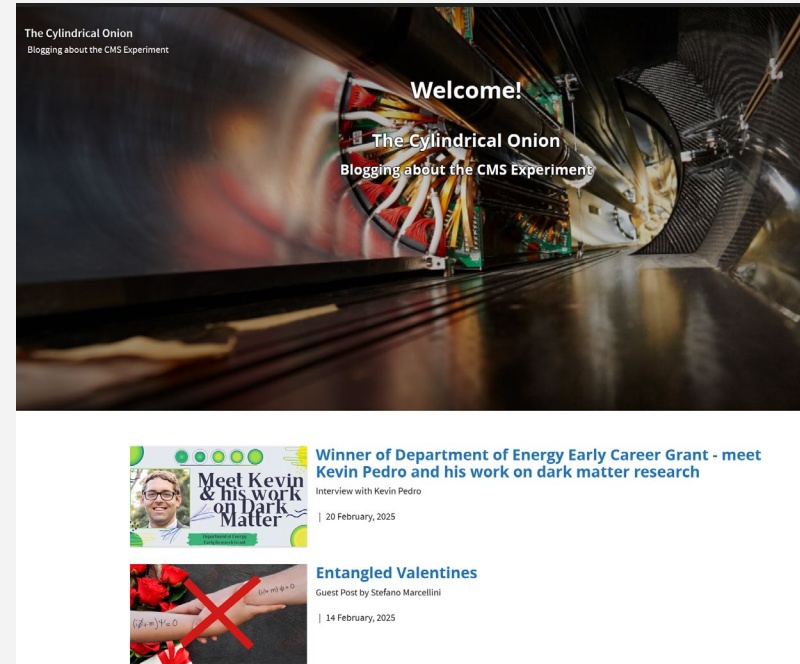
Public Website: The central hub for CMS information.



CMS web pages



Physics briefings



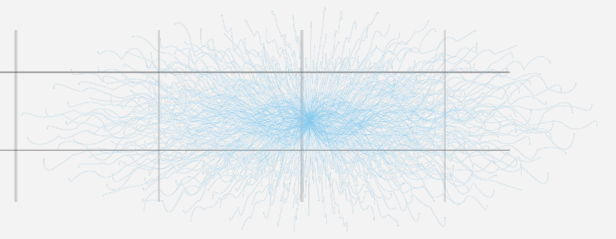
Articles



The main web resource is the CMS.CERN repository, featuring detector information, physics content, and news. It includes "The Cylindrical Onion" blog for enthusiast experiences and "Physics Briefings" and articles explaining the latest CMS collaboration activities and results.



The newsletter

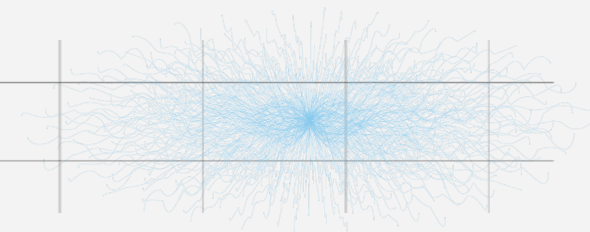


The monthly CMS newsletter, Point Cinq, summarises all the activities, results and news from the previous month. It is sent via email to everyone at CMS. Since March, a public version has been available to the outside world subscribers.

Subscribe at cms.cern/newsletter



Audio Visual

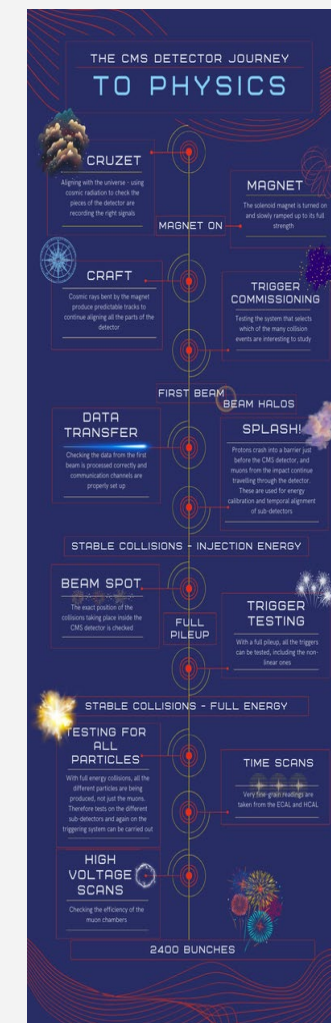
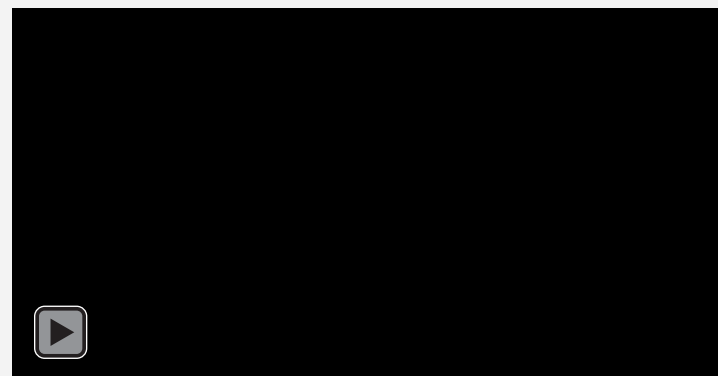
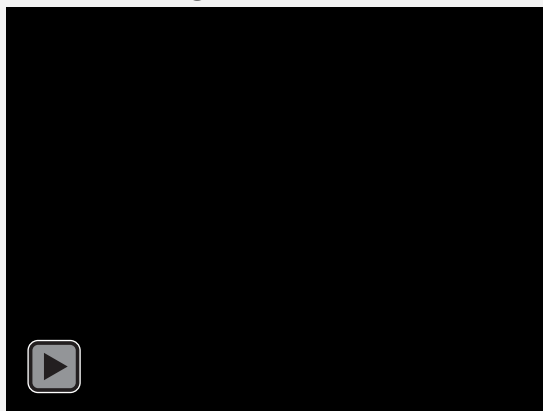


•Visual Communication:

- Posters, brochures, banners, standard images of CMS (photos and 3D representations),
- event displays (static, animated, and user-adjustable), and animated slices of the detector
- Virtual Reality

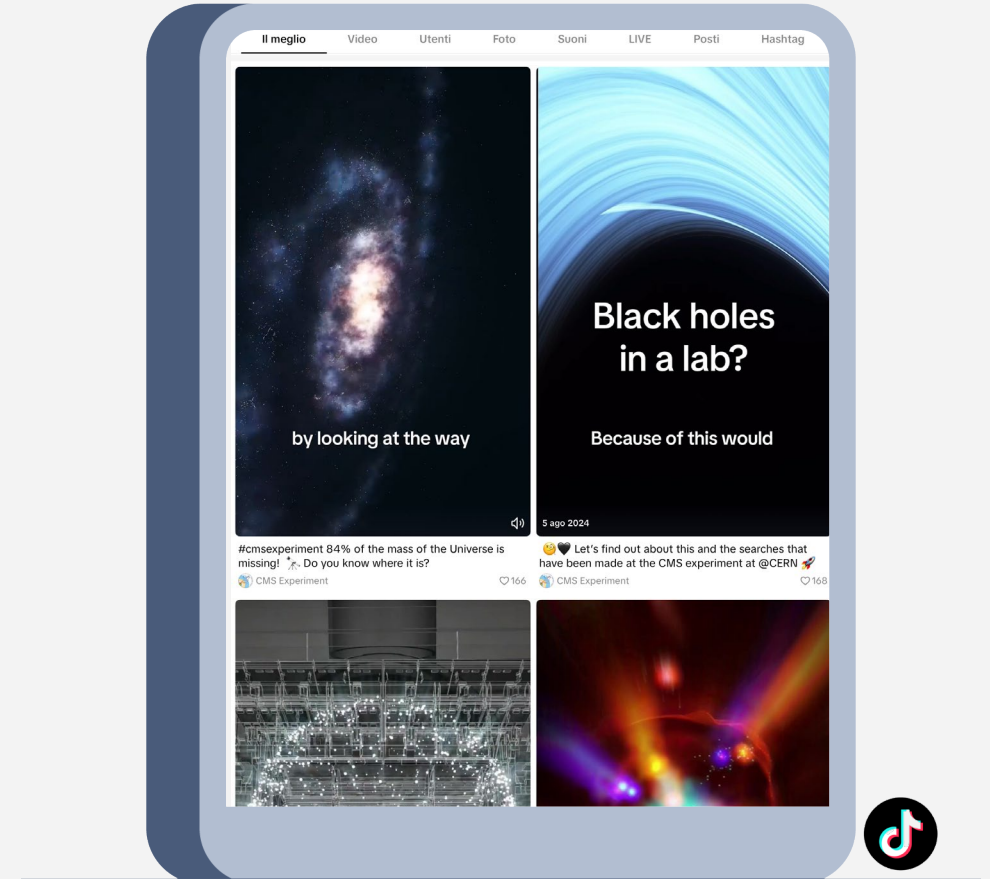
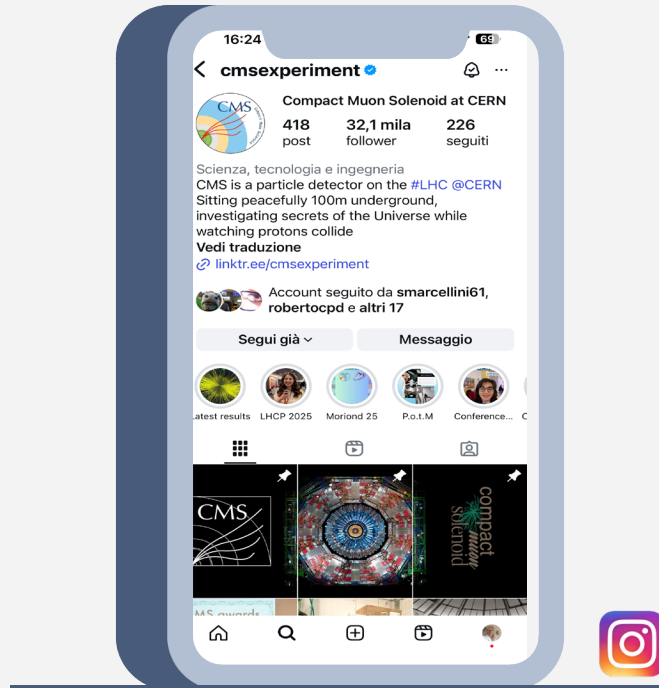
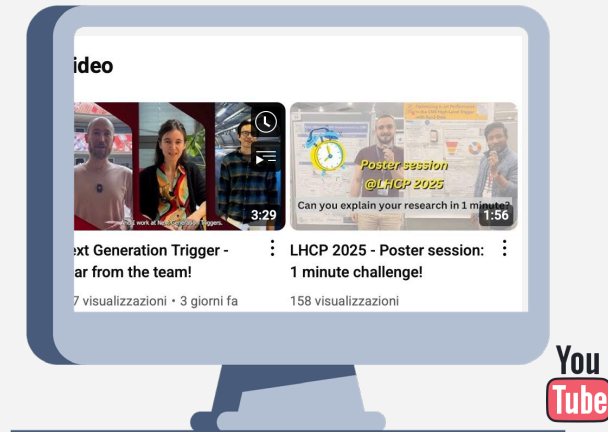
•Video Production:

- Creating engaging videos for various platforms.
- Timelapses to show long term activities at P5
- Showcasing research, technology, and the people behind CMS.



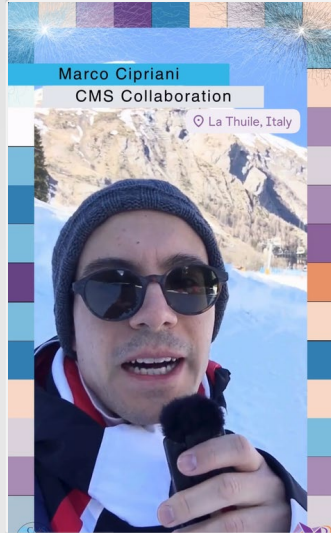
Social Media engagement

We are present on YouTube, Facebook, Instagram, TikTok, X, Bluesky, LinkedIn targeting people of different age and background, highlighting discoveries and results, event coverage, behind-the-scenes glimpses



CMS has seen increased engagement through initiatives like the photo of the month voting or visits live streaming. The goal is to shift from traditional broadcast-style communication to more interactive, community-building approaches that encourage participation from both collaboration members and external audiences.

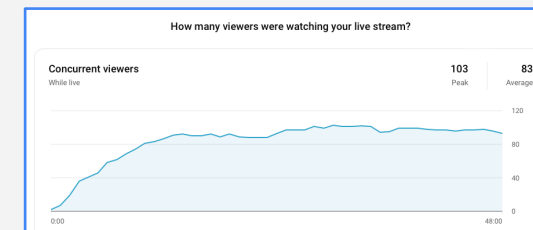
Live events



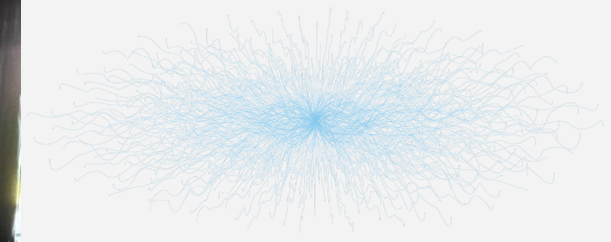
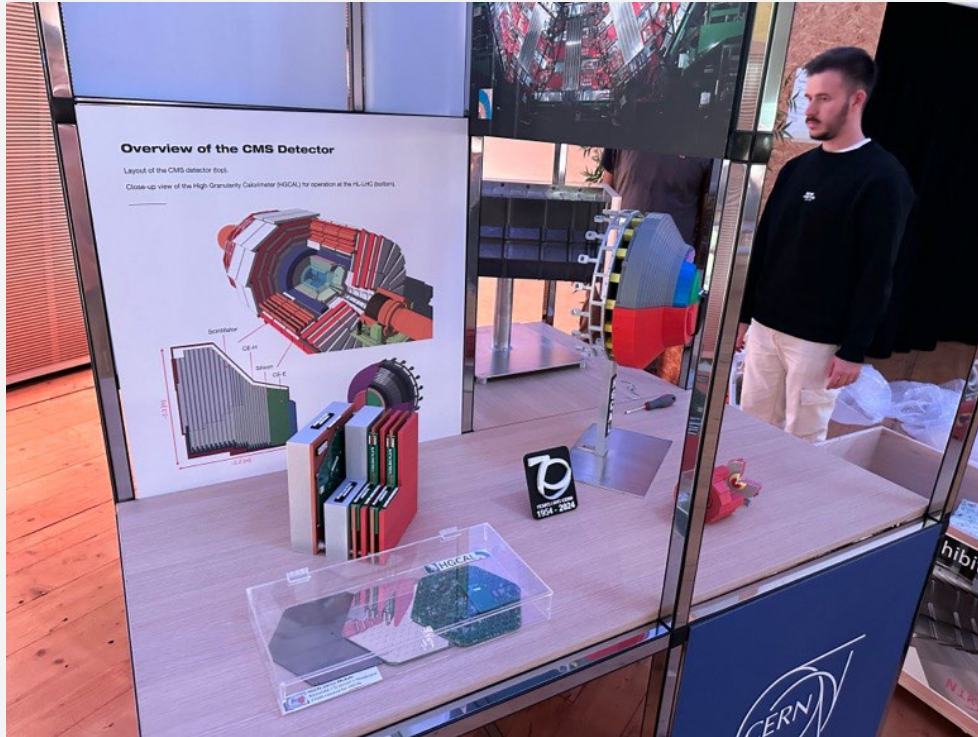
Coverage of Conferences & Workshops: On site interviews to CMS speakers

•**Tours and Visits:** Guided tours of CMS facilities, in-person and virtual. Live streaming on Youtube, Instagram and TikTok

•**Local connection:** We are working to improve relationships with local communities, especially around the P5 site, participating in events like the Cessy color run



Visits at P5



Posters and exhibits being produced, with focus on HL-CMS, TC, Physics, Coordination Areas
Guides training not only about safety and detectors, but also focusing on stories to fascinate people

CMS is not only about physics; it is about history

When excavating the ground around P5, remains of a Roman Villa were found – **a couple of thousand years old**. Pottery and coins were also found. After examination the villa was covered again with earth. It is underneath the field just outside the fence. The roads around CMS are all “Roman roads” too. And a Roman forge was found nearby.



And, of course, CMS is exploring the history of the Universe, from 13.7 billion years ago to the present day!

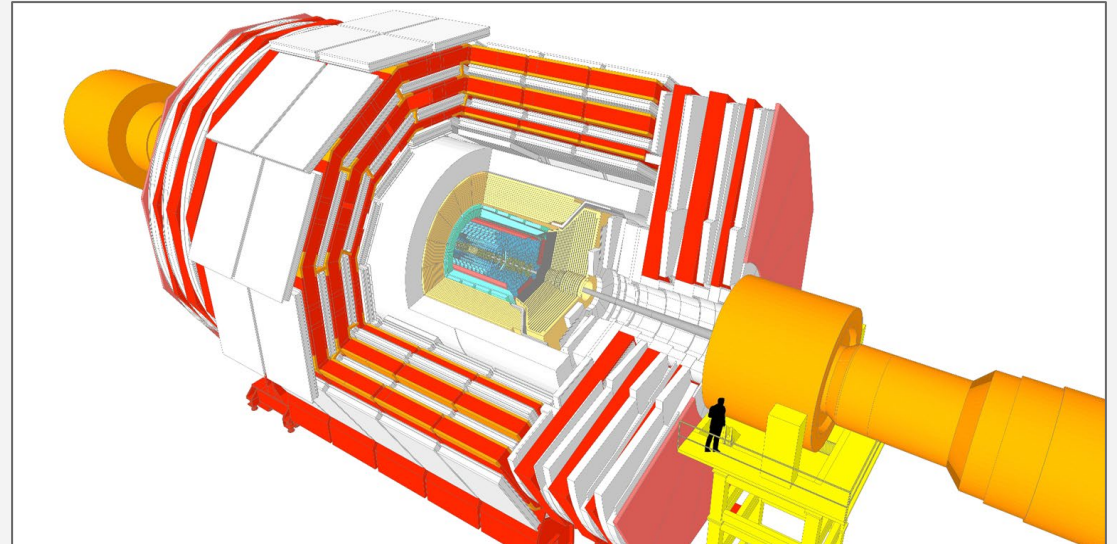
The mountain range to the west of CMS is the Jura. It is fun to ask visitors what they know about the Jura: most know nothing! So are then surprised when you tell them they gave their name to the “Jurassic” period of pre-history, more than 150 million years ago. So we have “Jurassic Park” just outside!

Tip: always ask the visitors about the Jura!



Detector models

Updated version of CMS sketchup image for Hi-Lumi
CMS are made available to everyone in the
experiment to be used in presentations and
documents

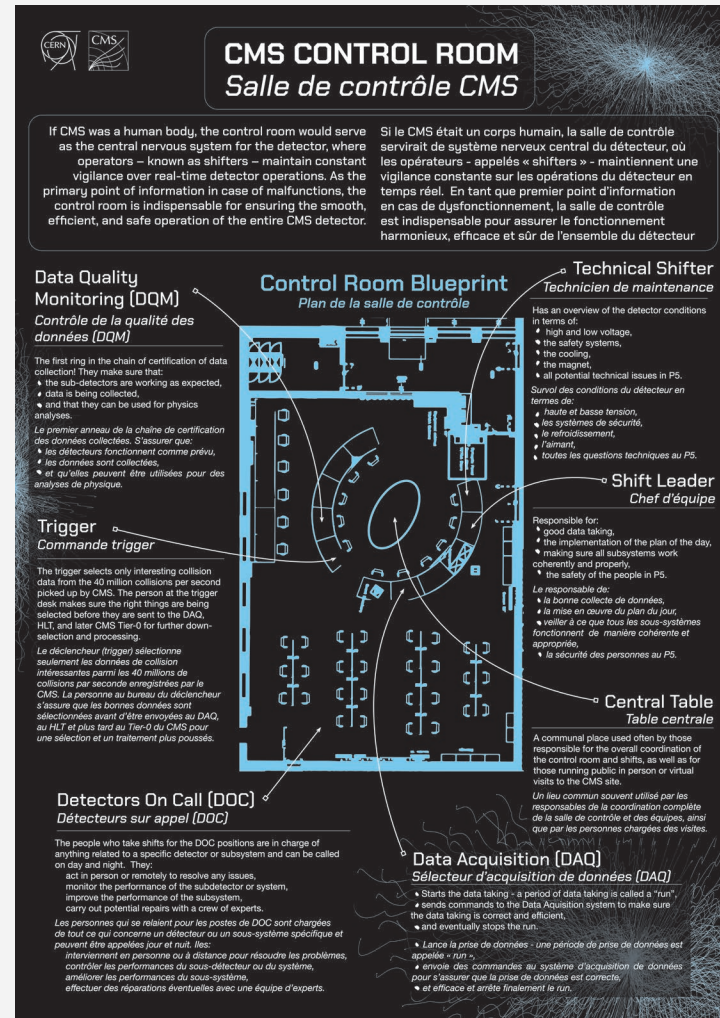
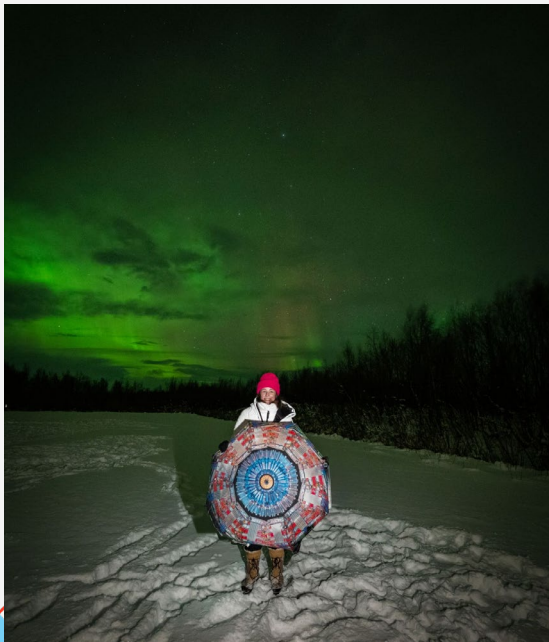


We also produce printed
3D models to be given as
gifts, to celebrate
occasions, as aides to the
guides.
Visitors can buy them in
our shop.



Design and Print

Graphic designs have been created and incorporated into merchandise, they are included in presentations and posters to reach a visual identity



Archive

Contributions from all systems groups: photos, videos, timelapses

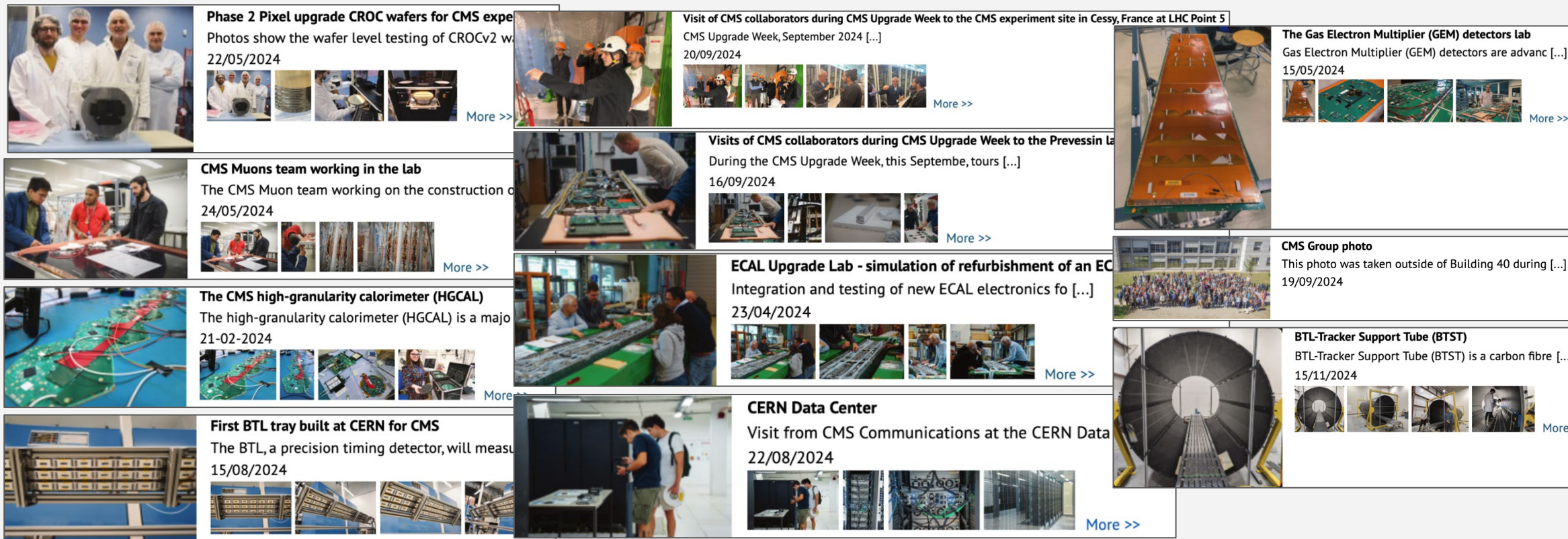


This comprehensive documentation captures the complete construction and installation process of HL-LHC for inclusion in a commemorative photo book.



Archive

They all go (together with our productions) to our CDS archive as a resource for the whole collaboration

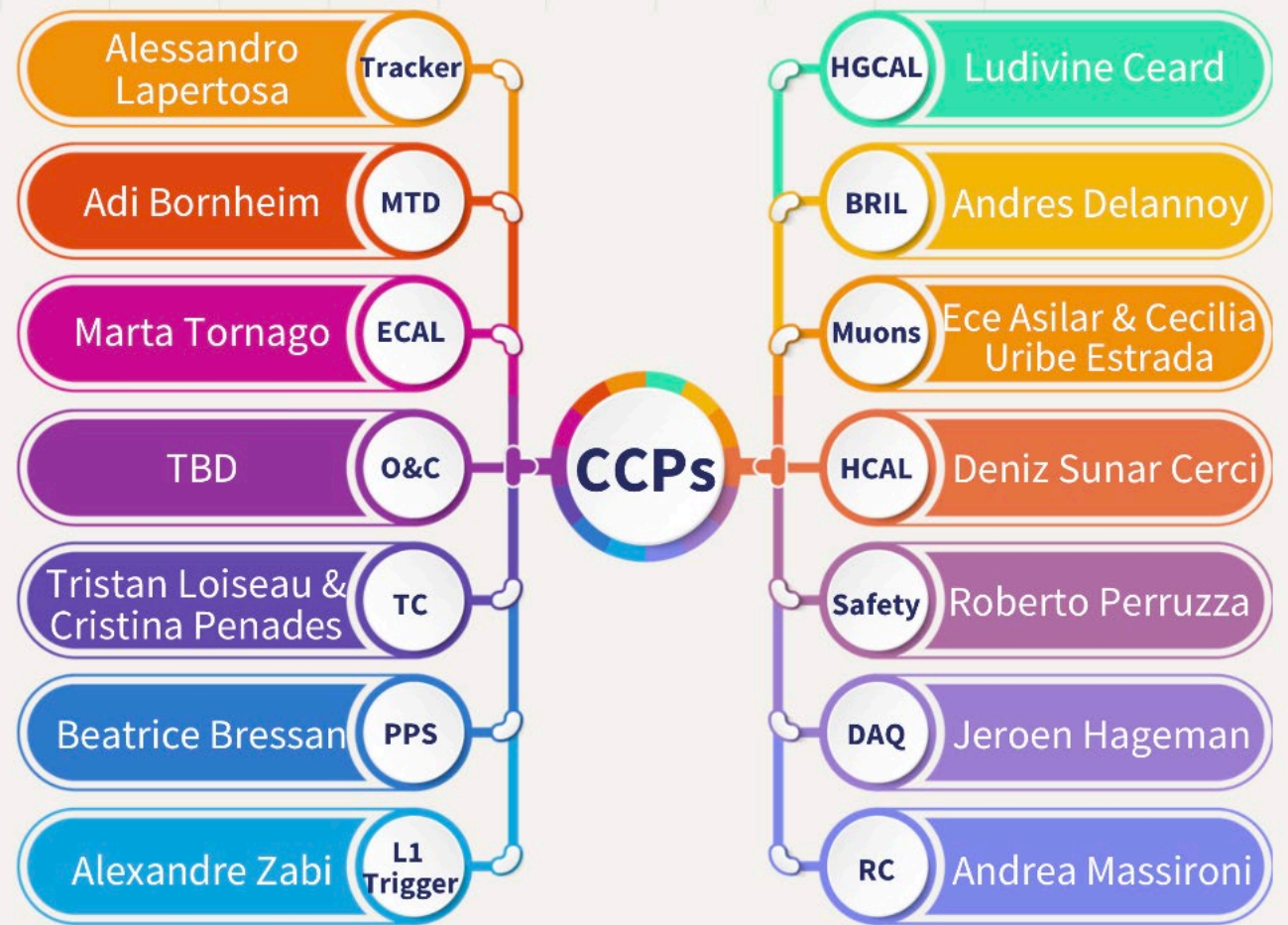


The documentation will serve as both a technical record and visual narrative of the experiment's evolution from conception to completion.



Collaborations

None of this work could be done without the invaluable support of our subsystems communication contact persons (CCP), who volunteer to help us gather and convey all the interesting news produced by the work of CMS members.

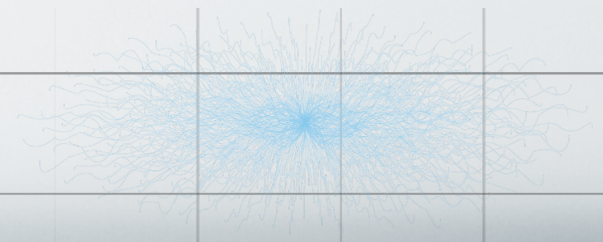


Collaborations

- **Open Data:** the release of 10 years of data is an important boost for spreading knowledge of our work, researchers, educators, and enthusiasts worldwide can access and analyse real collider data. (talk by Julie Hogan on Friday morning)
- **CERN Communications Team:** The Comms Team works with the CERN Communications team to increase the visibility of CMS results and announcements, leveraging CERN's wider audience base. CERN provides communication through written media, social media, and long-form videos
- **Content Creators** that visit our experiments let us reach audiences we don't currently reach and in languages that we don't speak
- **IPPOG:** CMS collaboration in one of the member of the IPPOG, and the Comms Team takes part in the IPPOG activities like the Masterclasses
- **LHC Outreach Group (LOG):** The Comms Team participates in monthly LOG meetings, which include representatives from the communication teams of the four LHC experiments, as well as CERN Communications. These meetings facilitate collaborative outreach projects and foster a communications community within CERN



Conclusions



After approximately two years of dedicated work, we have significantly boosted collaboration engagement and transitioned nearly all our activities to sustainable operations that don't depend on a handful of individuals working in overdrive---though a few such cases still remain. Despite this shift, our overall output has actually increased compared to two years ago.

The high-energy physics field faces significant challenges in the years ahead, and our field's continued success and growth will depend on exceptional communication from all HEP participants across diverse audiences, supported by specialized communication experts.

