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Short video formats to communicate big physics

As audiences increasingly favour visual content, the ATLAS Collaboration at CERN has embraced short video formats as a key tool for communicating scientific results. These videos —typically under three minutes and optimised for social platforms such as Instagram —distill complex research into accessible narratives, supported by strong visual storytelling. Designed to complement paper briefings, they offer a new entry point into the science behind ATLAS publications. We present newly compiled statistics on audience reach, engagement levels, and content performance, offering a data-driven reflection on the growing role of short-form video in connecting high-energy physics with broader audiences.

Secondary track

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