

SCIENCE COMMUNICATION IN A FRAGMENTED MEDIA LANDSCAPE



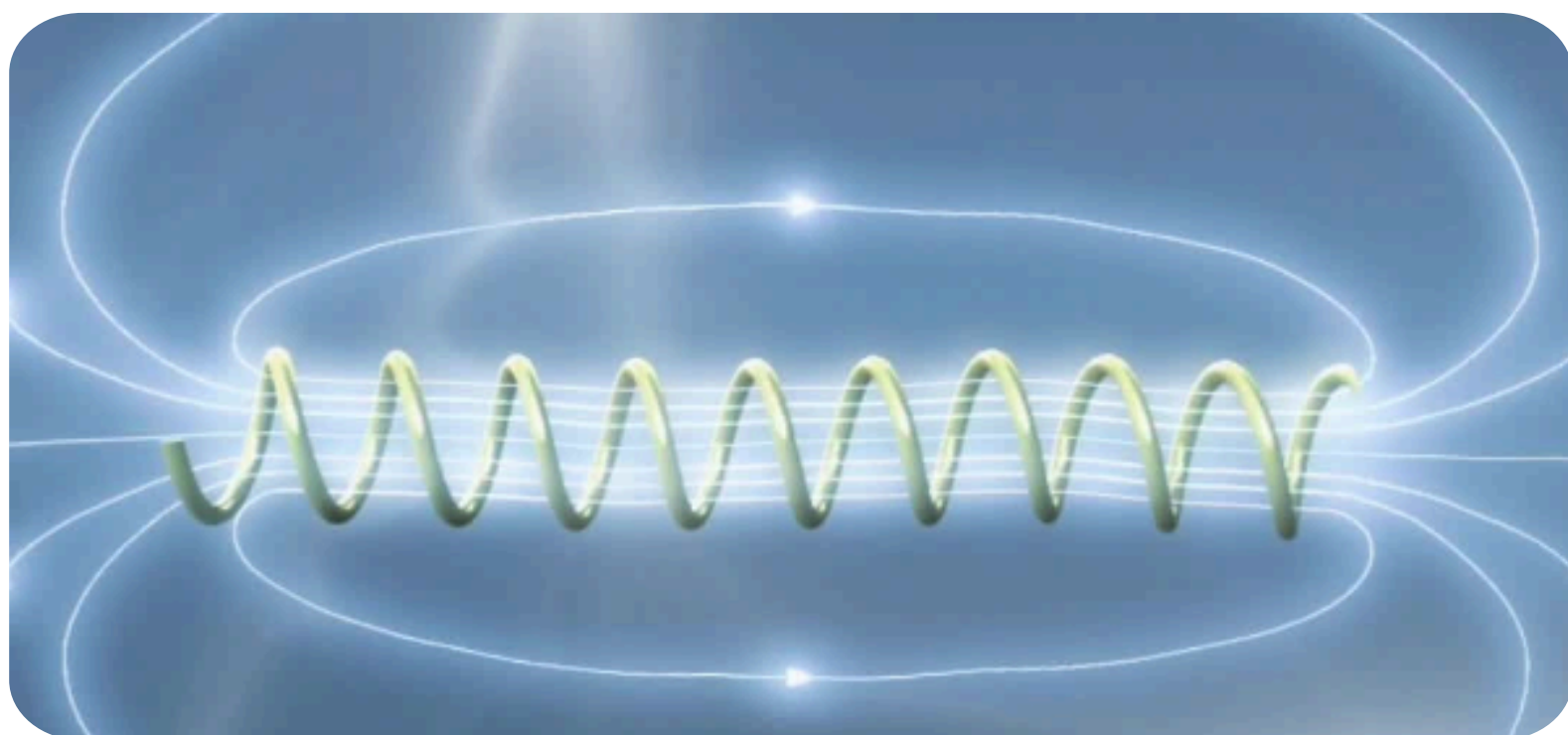
Why do outreach?
@agreatquestion

Science doesn't stop at the lab. Communicating discoveries helps build trust, fight misinformation and inspire future scientists.



Tailoring the Message
@tothepatform

Social media isn't just a traffic tool anymore. It is the message. ATLAS Outreach has adopted a strategy of creating social-media-specific content – in addition to traditional communications – to meet people wherever they are.



490 3900 7890



Knowing our Audience
@theyareeverywhere

TikTok and Instagram help us reach students and younger audiences. LinkedIn connect us to science communicators, professionals, and policy watchers. Bluesky and Threads are small but growing, with thoughtful community. YouTube is both an archive and a platform, allowing us to connect with educators and science enthusiasts.

Tailoring content to the culture of each platform makes our communication more effective and human.



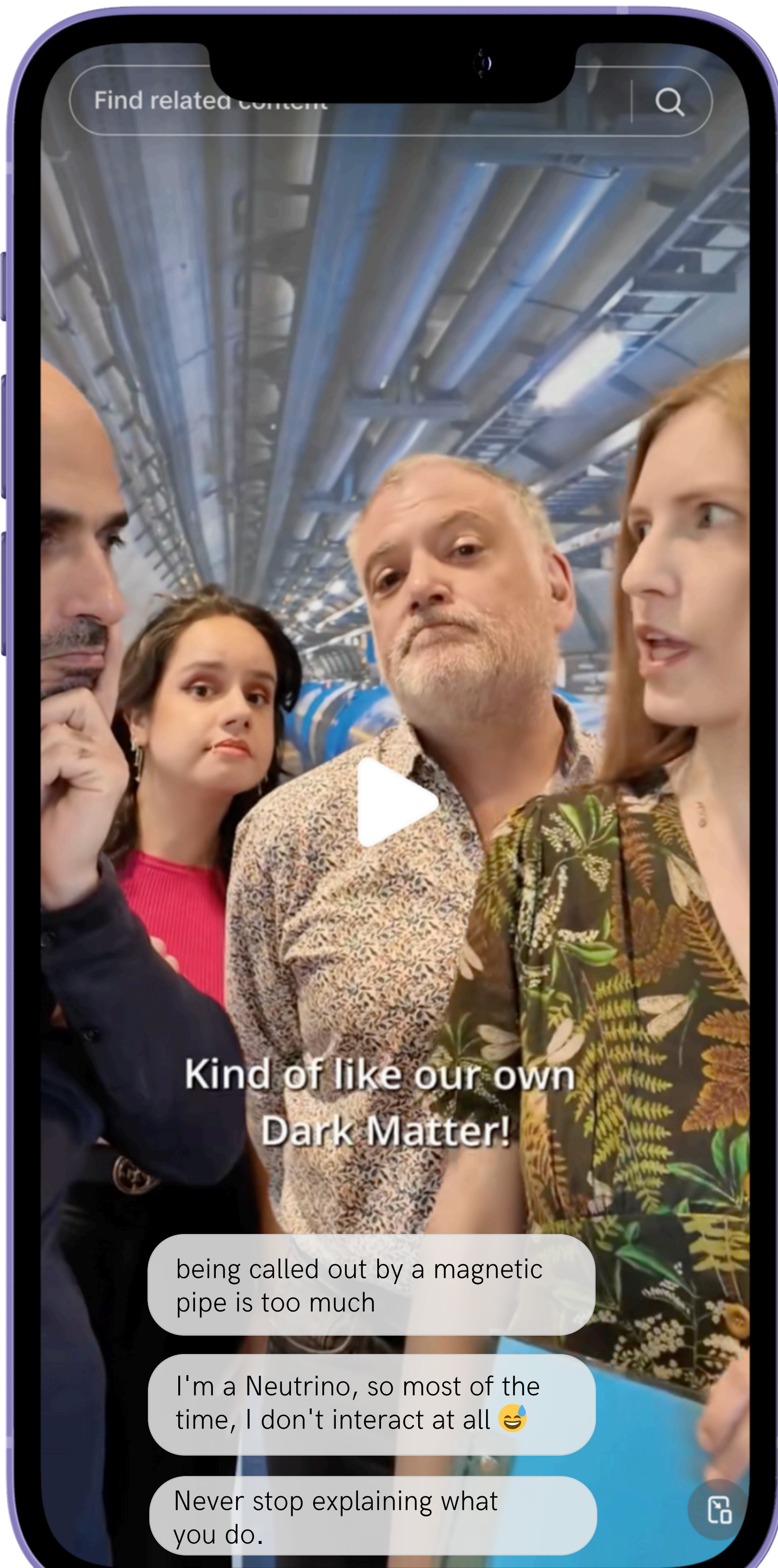
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Things are changing
@unfortunately

That said – Social media isn't what it used to be. Traditionally popular social media platforms are losing users, trust is low and echo chambers are deepening. Many official channels are leaving social media. Science communication strategies must **continually adapt** to stay effective.

105 replies 1056 likes



ATLAS @ATLASExperiment

A strategic shift in communication strategy: **a thread.** (1/?)



ATLAS @ATLASExperiment

Posting more human-focused content: faces, stories, behind-the-scenes. (2/?)



ATLAS @ATLASExperiment

Growing on **Bluesky** and **Threads** where scientific communities are beginning to take root.
Continuing to grow existing (and currently healthy) communities on LinkedIn and Instagram. (3/?)



ATLAS @ATLASExperiment

The future of science communication on social media is decentralised, authentic and responsive.
For ATLAS Outreach, that means being **adaptive** to sudden changes in trends and platforms and **encouraging** ATLAS members to do **personal outreach.** (end/?)

392 replies 1233 likes



Humanising Science
@peopletrustpeople

In this divisive media environment, humanising scientists is more critical than ever. ATLAS Outreach is spotlighting real ATLAS scientists with multilingual Virtual Visits on YouTube and an upcoming TikTok series

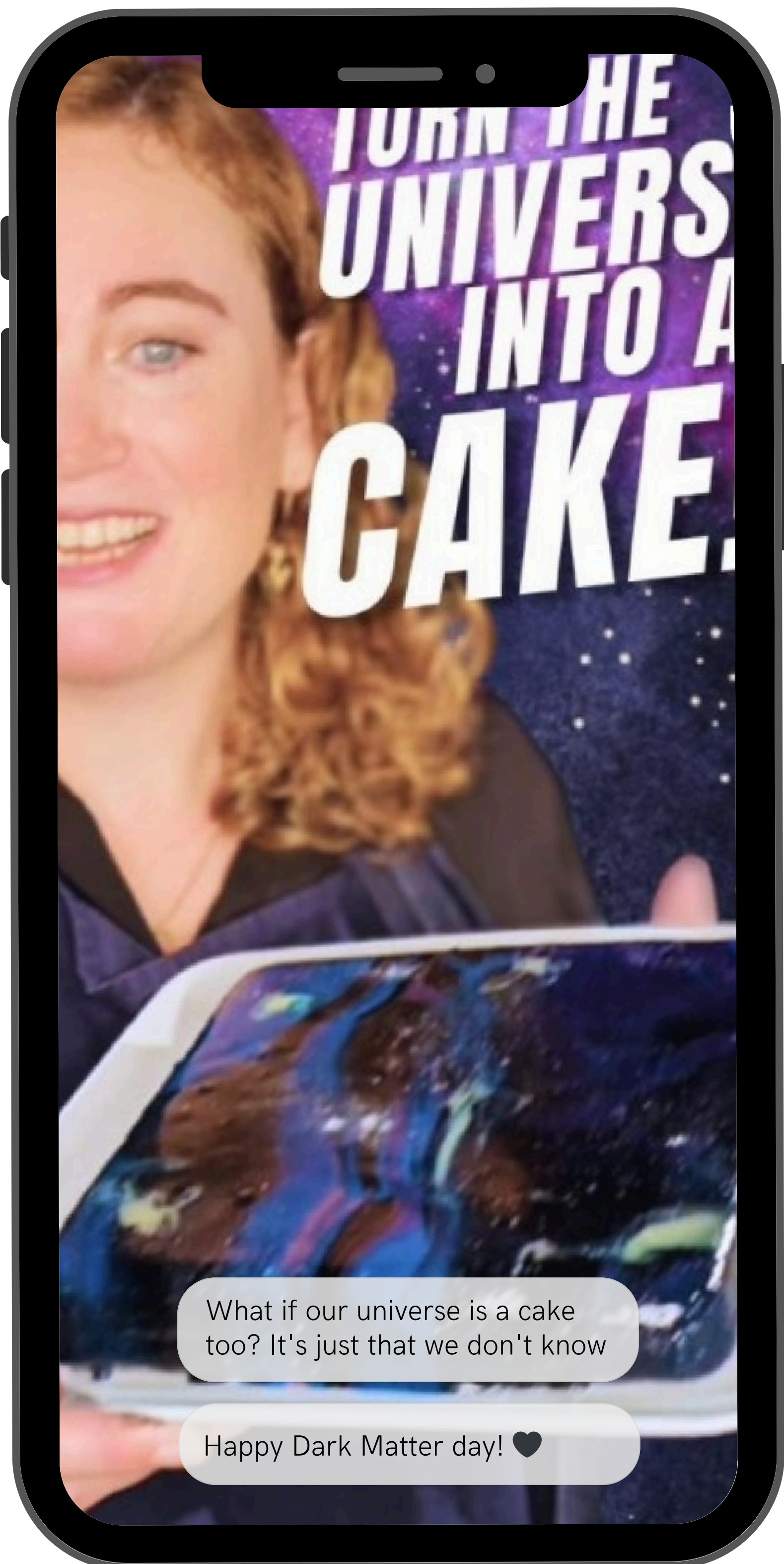


And there are Challenges
@timeconsumingones

Effective science communication on social media requires:
Time-consuming video content
Balancing scientific accuracy with engaging social content
Making human-centred content while representing the large, collaborative nature of LHC experiments

ATLAS Outreach adjusts its strategy to fit the moment — but doing so brings logistical challenges.

335 replies 685 likes



Like and Subscribe
@ATLAS_StatsBot

Here's where we stand in 2025:

X (Twitter): 95.5K followers ↓
Instagram: 71K
TikTok: 50.6K
Facebook: 44.2K
Threads: 16K
YouTube: 10.3K
LinkedIn: 10.4K
Bluesky: 1.4K

The decline in followers on X is the result of a broader shift. ATLAS is moving with its audience — growing on new platforms and rethinking how and where we connect.

542 replies 1358 likes

KATE SHAW (SUSSEX) & KATARINA ANTHONY (CERN) ON BEHALF OF THE ATLAS COLLABORATION