# MAGIC Social Media Proposal

M. Manganaro, A. López Oramas, D. Elsaesser

September 17, 2018

## 1 Introduction

MAGIC Social Media pages (Facebook, Google+ and Twitter) were born in July 2014 inside the MAGIC Outreach and Multi-wavelength working group. The idea at that time was to advertise the MAGIC webpage and get people aware of our work, attracting them to the MAGIC webpage, where more detailed outreach topics should have been treated. Since then, MAGIC Social Media have been very active even if maintained by few volunteers at the time. Volunteers try to post 3 times a week and the covered topics are: MAGIC papers accepted or published, MAGIC life on shift, general outreach information about astroparticle phyiscs, MAGICians in Conferences and Collaboration Meetings. Contents of the posts are reviewed by the Outreach group by mailing list and they are posted after receiving the approval by at least two members of the working group which provide comments or suggestions. We have just reached 1180 followers on Facebook and 595 on Twitter (15 September 2018).

## 2 Analysis

Social Media are the advertising part of the Outreach. So it is important that the contents to be advertised are clear and common to the group members. In general Social Media pages link to a website in which the contents can be showed in a detailed, interactive and satisfying way to the user. Social Media themselves can not carry an exhaustive outreach message because of their nature (long posts are not read, information has to be concentrated in few lines of text, pictures are the main vehicles of the message). MAGIC Social Media are advertising MAGIC in general, but because of their Social Media nature the outreach we are doing with them is very limited.

## 3 Problems and discussion

Lately MAGIC Social Media are keeping on advertising the MAGIC Collaboration, posting about new MAGIC papers accepted on International Journals, MAGIC members participating in International Conferences, shifters on MAGIC site, curiosity about MAGIC telescopes and VHE Astrophysics in general. By short posts is not possible to speak extensively about physics and many times longer posts are shortened during reviews in the Outreach Group since they are not enough clear to a general public. Two problems can be identified:

- Where longer and extensive Outreach MAGIC contents can be found to be advertised by Social Media Group?
- Who is the audience of Social Media Posts?
- How to motivate more people to join (and actively work into) the Social Media Group?

### 3.1 Where

A website would be an optimal place to keep detailed contents about MAGIC Physics or longer texts giving more details on MAGIC papers or in general about VHE astrophysics topics. But since the existing MAGIC website is a complex structure, used for different purposes and not just for Outreach and last but not least very rigid to be updated often, maybe a blog will do. A blog published by the Social Media Group could treat topics more extensively and be linked by Social Media, keeping Social Media Posts short and compact in order to redirect people who are curious or who want to know more details to another more complete source of information.

### 3.2 General Public

Outreach can be done at different levels. So far MAGIC Social Media are speaking to an audience which is not well defined (a big part internal for sure, scientists in MAGIC or in other astrophysics experiments). It should be good to target difference audiences with different Social Media. For sure Facebook is not popular among students, for instance. This maybe needs a discussion: do we want to extend our audience or are we happy to stay auto-referential?Being people involved in Social Media volunteers and already overwhelmed by other research activities, how could we maintain other Social Media as Instagram for instance?

### 3.3 Lack of workpower

So far Social Media Group has been run by volunteers in the Outreach Group. For some reason this is not working well (volunteers who make the posts are 2 or 3 people and sometimes is not easy even to find other 2 referees in the group to check a draft for a post). We should find a way to motivate more people to be active in the Social Media Group. Many people have joined but we need somebody who is actively working in preparing the posts and in following the possible topics that need to be advertised.

## 4 Possible solutions

MAGIC Social Media are very active advertising the MAGIC Collaboration even if only few volunteers are involved. More things can be done in order to expand the audience and improve the quality of Outreach to advertise. Manpower is a critical problem. We propose:

- the creation of a blog (Wordpress) where once a week an interesting AstroPhysics topic can be treated, directed to a general public but with

also links to scientific papers. So a day of the week (something like ♯MAGICWednesday for instance) can be dedicated to a longer outreach message.

- after deciding the audience within the Outreach Group, extend the Social Media to cover the audience properly (Instagram, something else??).

- motivate more people to join the Social Media Group (otherwise the previous points make no sense). This could be a solution but at the same time it is a problem: we need more people to join and help to improve our Social Media but how to do so is not straightforward. Maybe we should consider, copying from the Extra-galactic group, a role like "Post advocate" and assign it to somebody every Period, so the advocate could prepare posts during his/her "outreach period" following a scheme and support one of the active volunteers. The Outreach periods could be clones of the observational periods so we can connect better with the shifters and get some picture from them for a post. Also would be useful and part of the solution make people in MAGIC aware that MAGIC social media (and blog, if created) are a nice space to also make propaganda of local outreach activities they are performing and similar. This could help to increase the interest in MAGIC Social Media and also provide us with more material to advertise.