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The SKA: how to leverage social media for a global project with distributed infrastructure

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The Square Kilometre Array (SKA) is an international project to build the world's largest radio telescope. With infrastructure on two separate continents, 20 countries and over 100 organisations involved in its design, the SKA project is a truly global endeavour, involving partners and activities spread around the globe in many countries and many time zones. How do you engage with such different audiences and make the most of social media in the 21st century to promote a global project like the SKA?

In this talk we will present our proactive social media strategy, presenting some of our initiatives and tools to promote the SKA online as well as sharing some of our experience.

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