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Communicating the SINE2020 Neutron European Consortium

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SINE2020 – Science and Innovation with Neutrons in Europe in 2020 – is a consortium of neutron research facilities and institutions, funded under the European Union’s H2020 Framework Programme. Work-package 2 is dedicated to Outreach and Dissemination. In this presentation I will focus on a number of actions that proved successful in disseminating the project’s activities.

Collaboration with relevant projects and institutions is essential. By maintaining a network of communication officers who meet regularly, we help each other promoting our materials. This goes from a simple re-Tweet to having brochures, flyers, or presentations distributed at conferences, schools, and other events; press releases have been posted on broad-reaching newsletters, articles have been co-written, and we reach out to our contacts at universities to promote our websites.

We make use of channels external to the project, so that we can reach the ones who do not visit our website. We benefit from the European Commission’s news services to post our press releases. We post relevant articles on a science blog. We took part of the Native Scientist initiative in Munich and told 8-9 year olds about neutron scattering, in Portuguese.

We also run our own platforms. We send out all the news and events posted on our website via an electronic newsletter, which lets people know what is new and attracts traffic to the website. And by using Twitter and Facebook we realise how important it is to engage with students and scientists as well as of the right moments for our postings.

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