

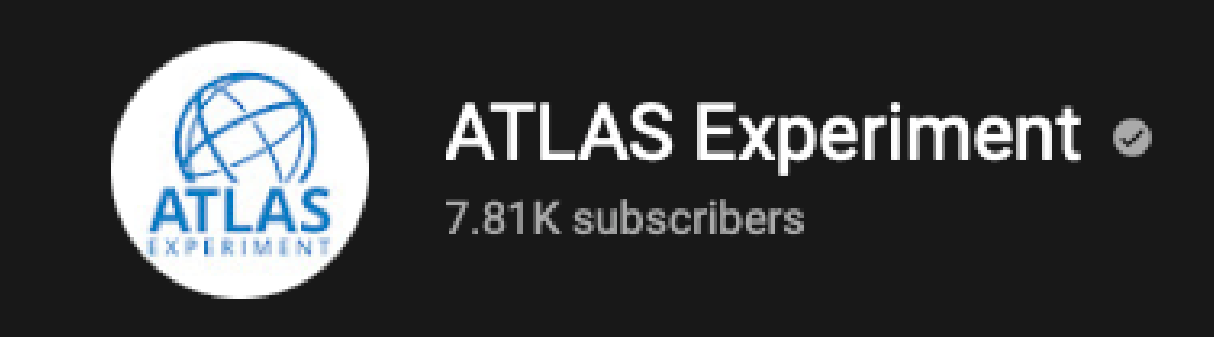
# Live on YouTube! ATLAS public talks go digital



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on behalf of the ATLAS Collaboration

30th International Symposium on Lepton Photon Interactions  
at High Energies, Manchester, UK, January 2022

Originally the ATLAS YouTube Live programme was created as a way to engage audiences in public events due to the cancellation of in-person events. It has since become a regular feature of ATLAS communications.



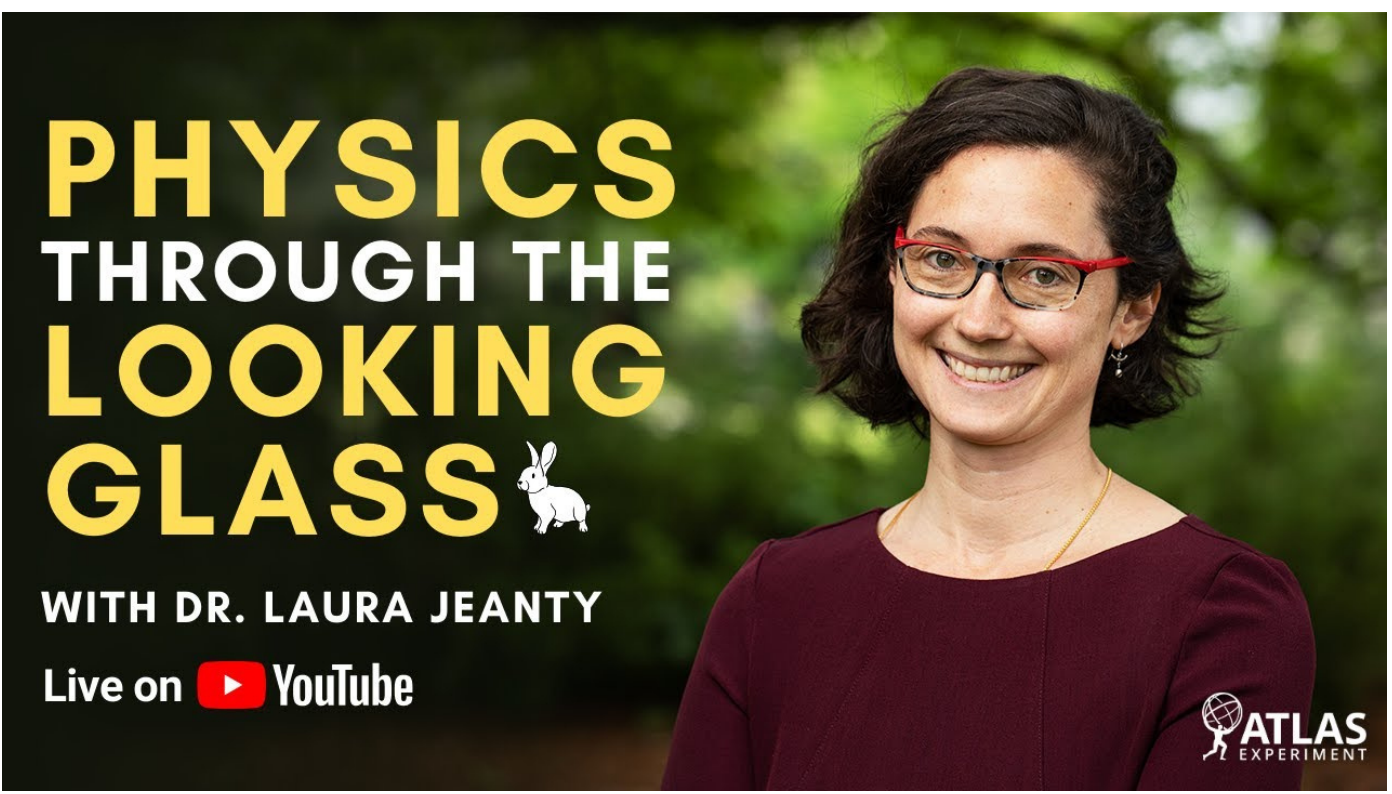
Launched in May 2020, the ATLAS YouTube Live series brings public talks to the digital audiences.

Members of the ATLAS Collaboration are invited to give a **30-45 minute online talk** aimed at the **general public** live on Youtube, with a live **Question and Answer** session held afterwards. Some questions are collected in advance from Instagram stories as an additional way to increase interest in the talks.

Thumbnails and descriptions are **custom-made** for each talk and the events are advertised on other ATLAS social media platforms to increase audience attendance. Our analytics show that most people attend the live talks through external links.



The talks were advertised on Twitter (left), Instagram and Facebook. And for the first time for the latest talk, a dedicated short video was created for TikTok.



Physics Through the Looking Glass  
May 2020

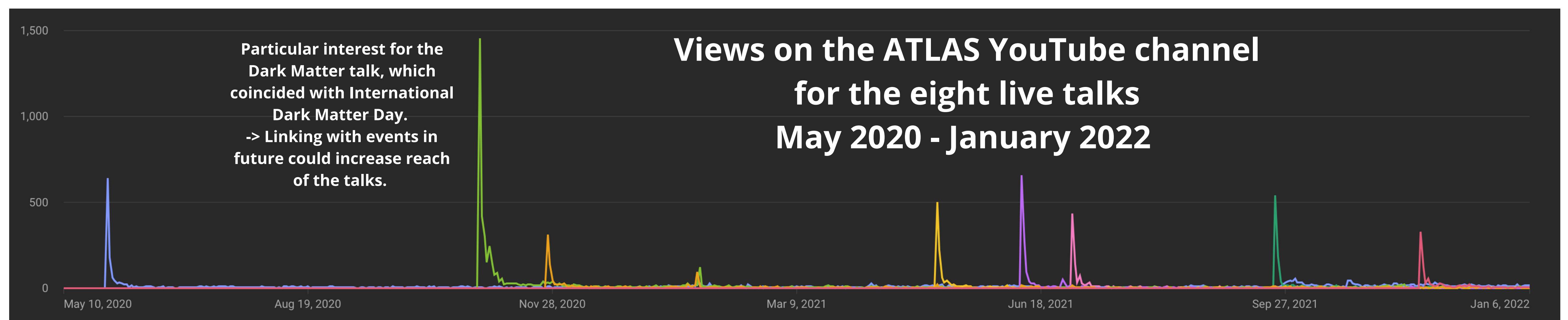
Presenters gave their talks from their offices or at home.



What particle collisions should we save?  
November 2021



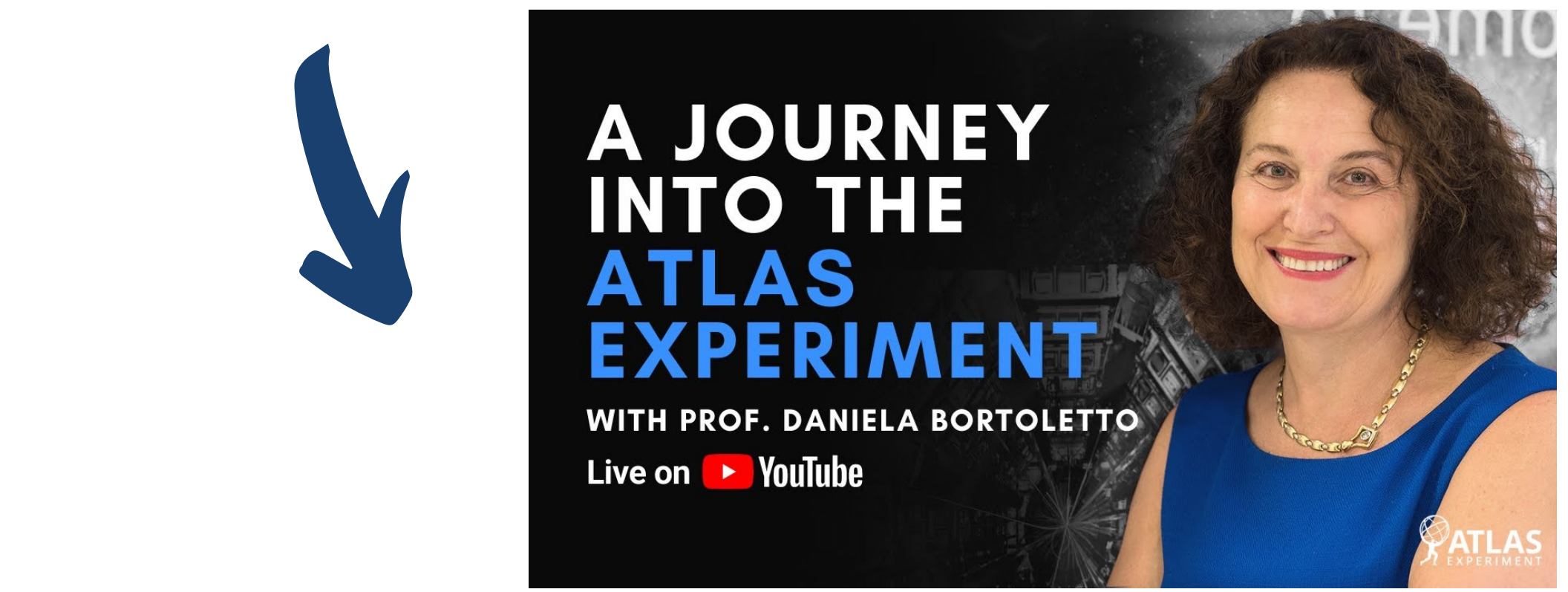
How the ATLAS experiment searches for Dark Matter  
October 2020



Views on the ATLAS YouTube channel for the eight live talks  
May 2020 - January 2022



Studying the top quark at the LHC  
September 2021



How elementary particles are detected  
November 2020

Many viewers attended live. In addition, the videos remain available on the platform afterwards, which enables watching at a later date. This increases the accessibility of the talks for people who are not available in the (European) evening to attend. Talks cover a **range of topics** and there is particular focus on areas which have not often been given the spotlight in public ATLAS talks.



Deciphering the Higgs boson  
July 2021

All talks include an online live transcription through an automated service.

The YouTube live chat feature allowed the audience to ask questions when they thought of them, and discuss together, showing engagement with the content being presented.



Understand the Software & Computing behind Particle Physics  
May 2021



How to study matter at a trillion degrees  
May 2021

Total views on each video range between **~1k - 6k each!** Far more than would be able to attend an in-person event.

