



06.01.2017

Dear all,

First of all: We wish you all the best for 2017! We are looking forward for a great period of Masterclasses during IMC17. To support your preparation we will send out circulars every Friday with valuable information from now on. Today we have some information on the use of social media for your Masterclass.

////////// TWITTER //////////

We run a Twitter account, @physicsIMC (<https://twitter.com/physicsIMC>), and have chosen the hashtag #LHCIMC17 for tweets about the 2017 Masterclasses. Here are some ways to help International Masterclasses grow on Twitter:

- Follow our account and let your colleagues and friends know we're online. We welcome both institutional Twitter accounts (institutes, universities, funding agencies, etc.) and individual accounts.
- Use hashtag #LHCIMC17 for your tweets, so we can retweet, and tag our Twitter account (@physicsIMC).
- Tell the teachers who will come to your institution for an IMC session about our account and associated hashtag. Please encourage teachers and students to tweet before, during, and after the Masterclass. They should be encouraged to share their impressions, post pictures, etc. – and pose questions!
- Check authorizations before putting someone's picture online, especially when that person is a minor.

////////// FACEBOOK //////////

Our facebook page is <https://www.facebook.com/InternationalParticlePhysicsMasterclasses/>  
We have ~ 9500 likes. It would benefit greatly from your posts: please feel free to add content and comments!

And a kind reminder: If you have not registered yet and your institute is not present in the schedule <http://physicsmasterclasses.org/index.php?cat=schedule>, we are still willing to take you.

Kind regards,  
Uta + Ken