



24.02.2017

Dear all,

This week we were quite busy with preparations! It was the final week of Vidyo tests, moderators at CERN and Fermilab had training sessions, and during question time open points could be discussed.

Next week IMC17 will start, and to help you to communicate your event you are encouraged to use the press release and social media channels!

////////// PRESS RELEASE //////////

To help you promoting your local Masterclass we have prepared a press release, available at: www.physicsmasterclasses.org/index.php?cat=local_organisation&page=organisation

If you plan to issue the press release, please edit the section on local activities and add your contact details. Your local press office might help with this. If you receive any media response we would appreciate if you would forward it to us.

////////// 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:

- 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!
- 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.
- 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!

Kind regards,
Uta + Ken

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