



26.01.2018

Dear all,

Did you know that IMC are on Twitter? This is our social media channel: we hope you will use it to communicate your Masterclass to your region and the world!

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

We run a Twitter account, @physicsIMC (<https://twitter.com/physicsIMC>), and have chosen the hashtag #LHCIMC18 for tweets about the 2018 Masterclasses. Here are some ways how you can benefit from it and help IMC to grow on twitter:

- Use hashtag #LHCIMC18 for your tweets, so we can retweet, and tag our Twitter account (@physicsIMC).
- Tell the teachers who will come to your institution IMC about our account and hashtag. Please encourage teachers and students to tweet before, during, and after the Masterclass. They should share impressions, post pictures, etc. – and pose questions!
- During your Masterclass, place our hashtag, #LHCIMC, on a chalkboard or whiteboard where the students can see it and let them know that they can and should make some tweets. Send us a picture of the hashtag notification on the board so we can share it to encourage other groups to do the same.
- Follow our account and let your colleagues and friends know we're online. We welcome – and retweet – 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.

Kind regards,
Uta + Ken

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