



18.01.2019

Dear all,

International Masterclasses are on Social Media. Our hashtag is #LHCIMC / #lhcimc. Use it on our social media channels, Twitter or Instagram! We hope you will use the hashtag to communicate your Masterclass experience to your region and the world!

Here are some ways how you can benefit and help IMC to grow on social media:

- Use hashtag #LHCIMC / #lhcimc for your tweets and posts.
- Tag our Twitter account (@physicsIMC).
- Tell the teachers who will come to your institution about our account and hashtag. Please encourage teachers and students to post before, during, and after the Masterclass. They should share impressions and post pictures.
- During your Masterclass, place our hashtag on a chalkboard or whiteboard where the students can see it and let them know that they can and should make some posts.
- Students can check our hashtag to see other students in Masterclasses worldwide.
- Follow our account on Twitter and let your colleagues and friends know we're online. We welcome, follow 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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