

# Channelling Our Efforts: Europlanet in Social Media

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The (small) social media team supplements communication undertaken through the Europlanet website and newsletters. It aims to: **Engage**, **Inform**, **Enthuse**, **Inspire** and **Celebrate** the planetary science community. But how is best to do this most effectively and efficiently given limited resources? The community's views are sought..

Engage

Celebrate

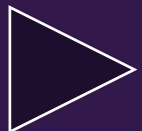
Enthuse

Inform

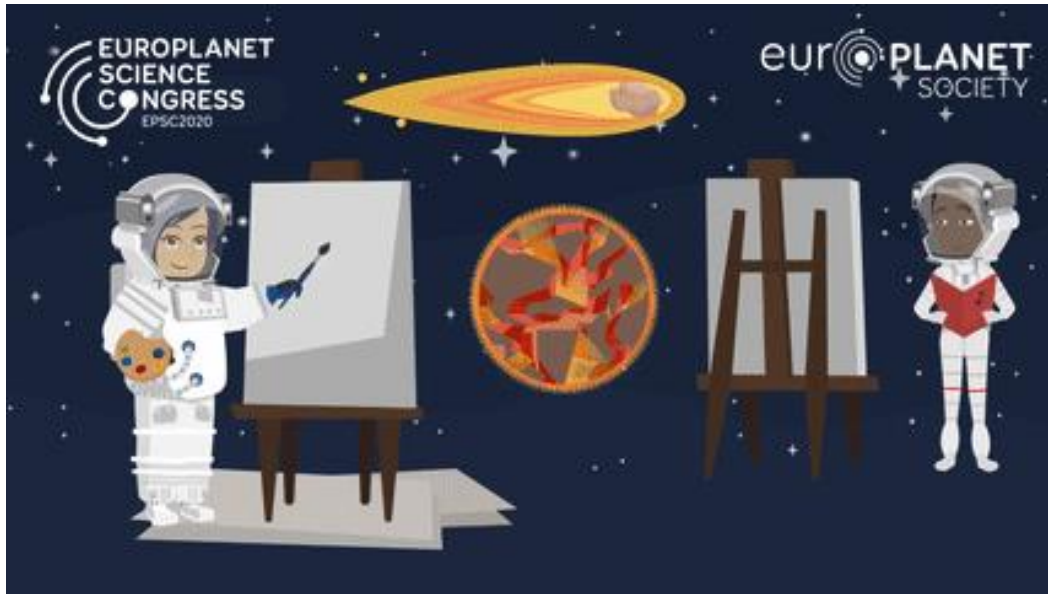
Inspire

eur  PLANET 2024  
Research Infrastructure

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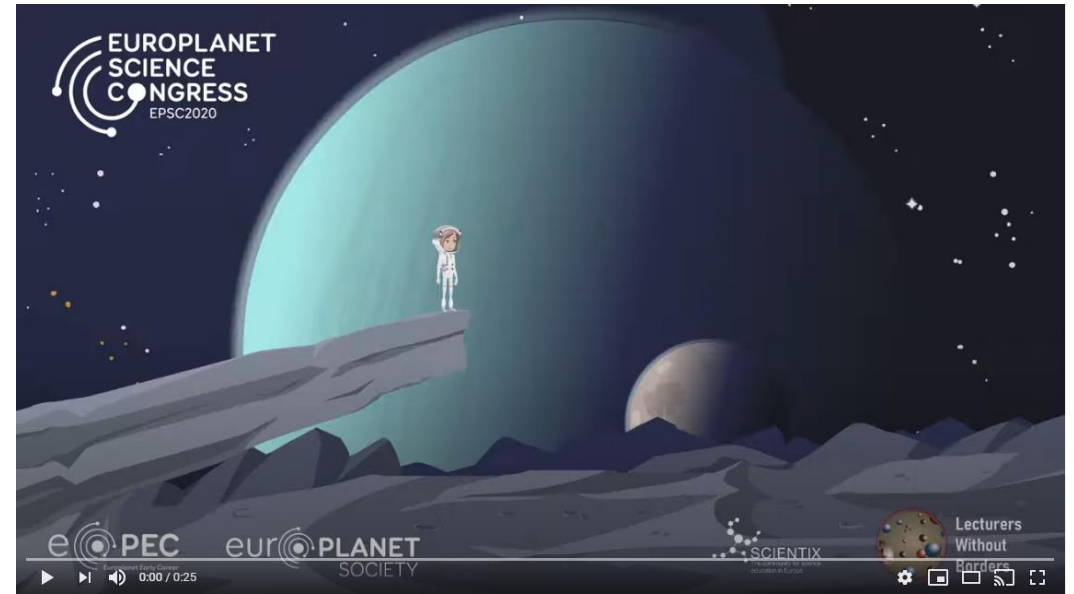
# Engage



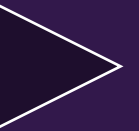
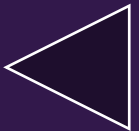
🎧 **Europlanet** @europlanetmedia · Aug 12

Competition time #InspiredByOtherWorlds - Open to All Ages!! As part of #EPSC2020 connect your creative and scientific sides and show us/tell us through any artistic medium (including video) how planetary science has inspired you [europlanet-society.org/inspiredbyothe...](https://europlanet-society.org/inspiredbyothe...)

# Inspire



🏠 **Calling Educators** - we're excited to launch another new initiative which takes advantage of #GoingVirtual . We bring you #EPSC2020SchoolsLive 😊 opening up planetary science directly to (primarily high school) students. Organised by Lecturers without Borders and the Europlanet Early Career (#EPEC) Network, teachers and students are invited to join in virtually (suggested age range 12-18 years old or older).



# Inform



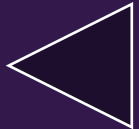
# Enthuse

**Europlanet** @europlanetmedia · Jul 3

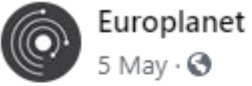
CALLING AMATEUR ASTRONOMERS - ESA and NASA need your help to observe Venus. The Parker Solar Probe (NASA) and BepiColombo (ESA) missions will flyby Venus on July 11th and October 15th. Both missions will obtain observations of Venus coordinated with the Akatsuki mission (JAXA)

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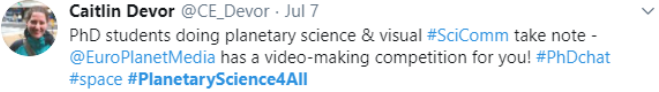
This tweet includes a collage of images. The largest image shows a full view of Venus. Smaller images show Venus in various phases (crescent, gibbous) and specific mission flybys, such as the Parker Solar Probe and BepiColombo. The tweet also includes engagement metrics: 5 replies, 192 retweets, and 288 likes.



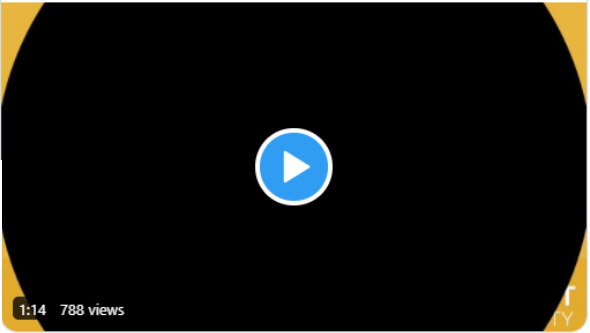
# Celebrate



🌋 Volcanoes & Outreach - This month's #EPECProfile highlights Dr Petr Broz @Chmee2, an award-winning researcher at the Institute of Geophysics, Czech Academy of Sciences, focusing on volcanism across the solar system. He also works to popularise geophysics <http://ow.ly/2LvY50zx9UC>



🌐 Europlanet @europlanetmedia · Jul 6  
📺 Calling all planetary science PhD students: We're really excited to announce our #EPEC #PlanetaryScience4All competition - a chance for you to showcase your research to a wide audience, and at a special session at #EPSC2020. We're looking forward to seeing your creativity!  
[Show this thread](#)



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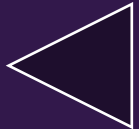
**OVER TO YOU..  
HAVE YOUR SAY**

- How can we more effectively serve you?
- What else can we share that would be useful...or even just fun?
- How can we engage a wider audience?
- Should we use other channels? Instagram, LinkedIn, TikTok, WhatsApp?
- When do you read Twitter and Facebook?
- Would you like to engage more with us – conversations on themes?
- Should we be engaging with Early Career Scientists more?
- How do we drive new, original content?

**Any and all ideas welcomed...**

**Fill in our survey, and let us know**

**And let us have a chat in EPSC too 😊**



**Survey**

