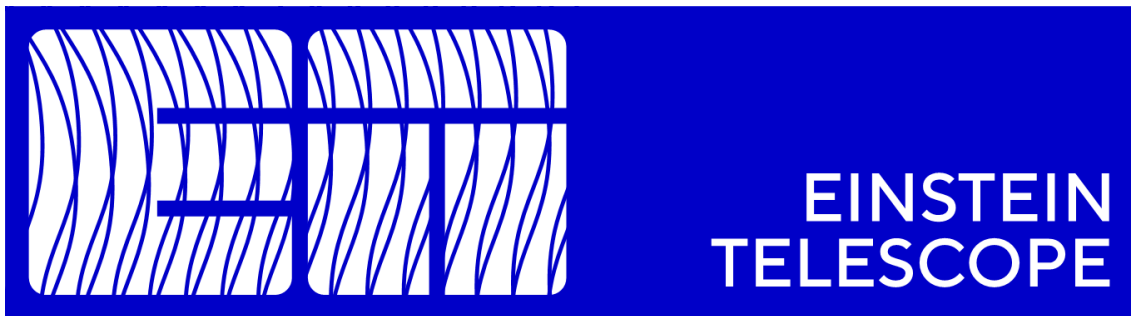




Preparatory Phase for the Einstein Telescope Gravitational Wave Observatory

Deliverable 10.2

Launch consortium website and social media accounts

Lead beneficiary: EGO

Delivery date: 31 August 2024

Dissemination level: public

Version: 2.0



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DOCUMENT INFORMATION

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Authors	<i>Yuliya Hoika (UW), Vincenzo Napolano (EGO), Dorota Rosinska (UW)</i>
Deliverable number	D10.2
Deliverable name	Launch consortium website and social media accounts
WP	10

Version	Date	Author	Description
v 0.1	26/09/2024	EGO, UW	Creation
v 0.2	04/10/2024	EGO, UW	Approval by WP10 members (UW, EGO, INFN, Nikhef, AEI, UCAR, NCAC, IFAE, NCBJ)
v 1.0	16/10/2024	EGO, UW	Approval by ET consortium and Mario Martinez
v 2.0	26/02/2025	EGO, UW	Implementing update in accordance with the EC comments

Deliverable 10.2: Launch consortium website and social media accounts

INTRODUCTION

Work package 10 (WP10): Education, Outreach, and Citizen Engagement is tasked with promoting the groundbreaking scientific potential of the Einstein Telescope (ET) to the broadest possible audience, encompassing the fields of astronomy, cosmology, and fundamental physics. This initiative is coordinated across all member countries of the ET Consortium.

Deliverable 10.2 (D10.2), which involves launching the Consortium's website and social media accounts, aligns with objective 2 of this WP: **Create, disseminate, and curate ET Consortium communications and outreach materials**. It is also related to task 10.2: **Develop and maintain the ET Consortium website and social media platforms, supported by high-quality multimedia materials**.

A diverse group of communication experts from various institutions was directly engaged in the completion of D10.2 for the ET-PP project. Key contributors include Vincenzo Napolano (EGO), Yuliya Hoika (UW), Dorota Rosinska (UW), Magda Jakubiak (UW), Guglielmo Rossi (EGO), Sascha Rieger (AEI), Susanne Milde (AEI), Christofer North (UCAR), Martine Oudenhoven (Nikhef), Matteo Serra (INFN), and Joseph Freixanet (IFAE).

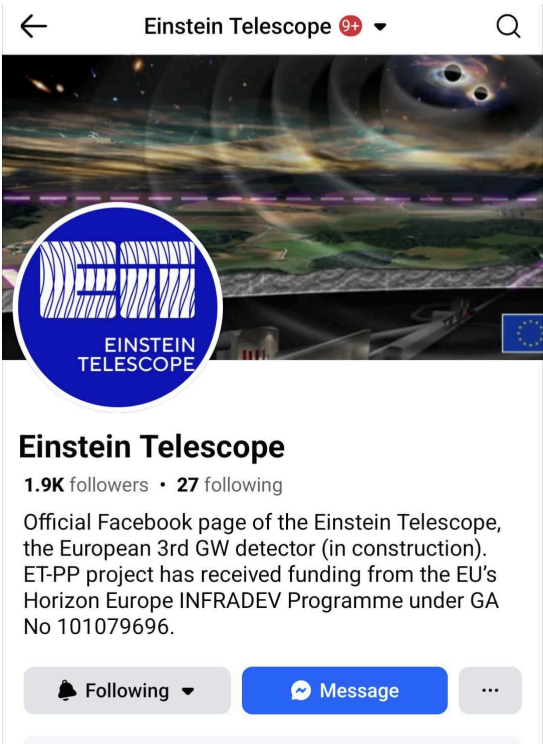
SOCIAL MEDIA

To achieve the communication goals of ET, we initiated our social media presence with a *Facebook* profile (www.facebook.com/EinsteinTelescope/), in line with the Strategic Media and Communications Plan (D10.3). Since September 2023 the profile has been managed by the Communication and Outreach Officer, a position established as Milestone 10.1 (M10.1), with the support of all members of WP10.

To ensure the flow of information and text verification, an *editorial group* was created, consisting of WP10 members. Content management tools are used to manage the working processes.

Currently, the ET Facebook community has about 2,000 followers, with weekly posts focusing on community building, inspiration, information, and education. Our target audience includes scientists, the general public, media, “astro geeks,” science educators, and students.

D10.2 Launch consortium website and social media accounts



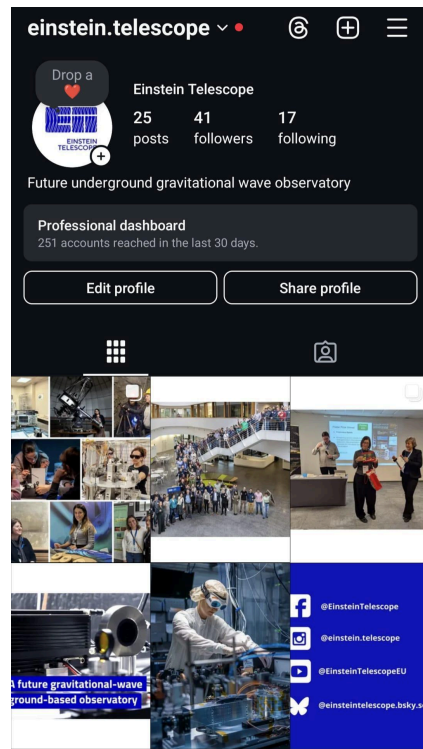
We aim for an informative and approachable tone, using plain language to make complex concepts accessible to a broad audience.



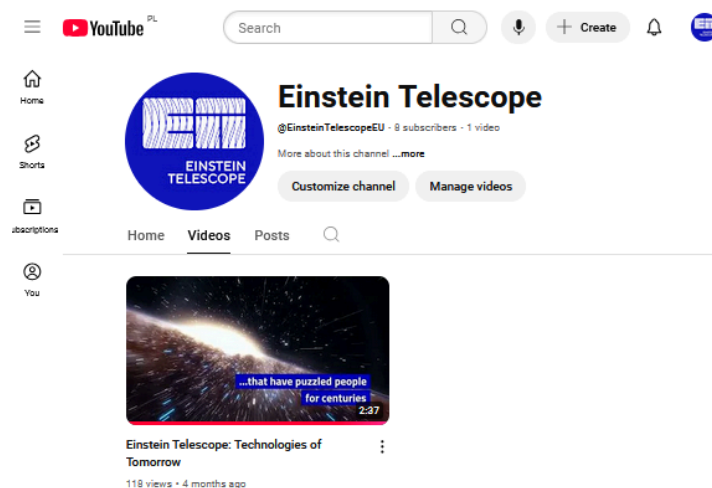
At the next stage we have successfully launched an **Instagram** profile and a **YouTube** channel, as outlined in the second stage of the Strategy.

D10.2 Launch consortium website and social media accounts

On **Instagram** (@einstein.telescope), we will focus on building a community and inspiring engagement. Using a relaxed tone and visually appealing content, we want to highlight the professionals behind the project and showcase its progress. Starting in early 2025, we introduced the tag #ET_young to present early career researchers involved in the ET project. Posts will feature high-quality visuals, infographics, and animations, all aligned with the ET's branding to make complex topics accessible and engaging.

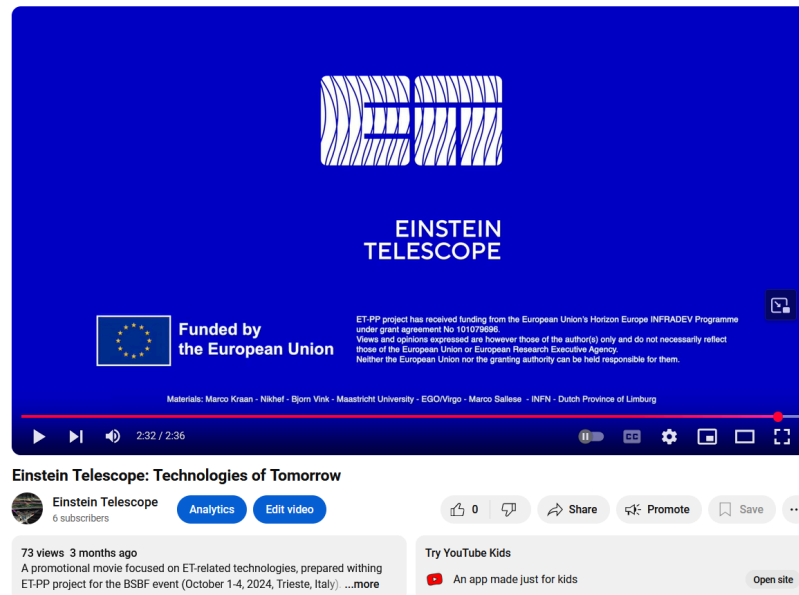


YouTube will serve as a platform to share video content with the public and the scientific community. In future the channel will offer explainer videos, project updates, interviews, and behind-the-scenes insights into the technical aspects of the ET project.



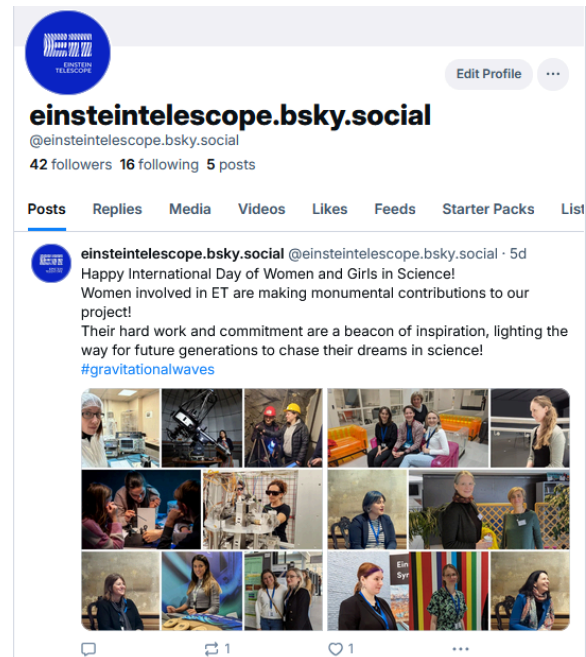
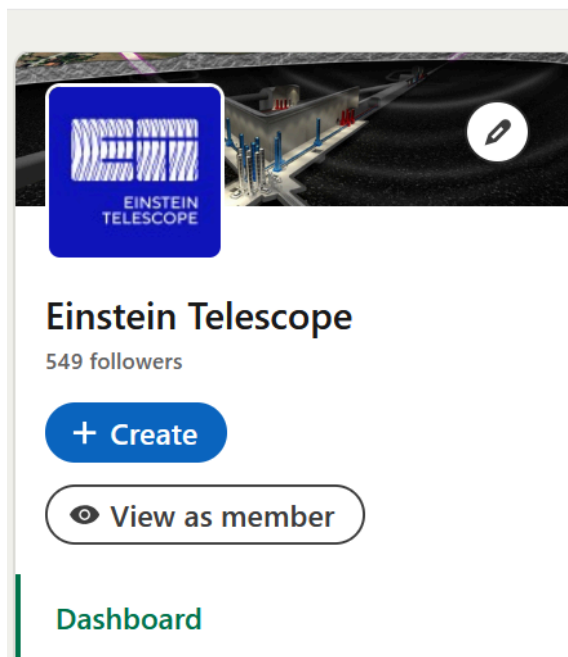
Our first professional video, presented at the Big Science Business Forum in Trieste (1-4 October 2024) and at the 3rd Einstein Telescope Annual Meeting in Warsaw (12-15 November 2024) has already been published.

D10.2 Launch consortium website and social media accounts



As the next step in our strategic communication efforts, we have activated a **LinkedIn** channel to foster a professional community and are planning to develop our **BlueSky** profile as an alternative to Twitter/X mentioned in Strategic Media and Communication Plan (BlueSky is gaining popularity due to its unique features: it is built on the AT Protocol, which emphasises decentralisation, providing greater user control, interoperability, and customisation; ad-free experience; stronger focus on user privacy).

A BlueSky profile (@einsteintelecope.bsky.social) was recently created, and we are now in the early stages of building our presence on the platform.



WEBPAGE

We began developing the website by selecting a contractor through a competitive process, ensuring full compliance with the European Union's principles of transparency and equal treatment. After several months of intensive collaboration between WP10 members and Betawerk digital agency, in early **October 2024** the new website was launched in a testing environment with all functionalities active. The structure was approved by the ET Management.

After this milestone, the website underwent a thorough content review. The first phase, conducted by ET scientific community representatives (including Instrument and Observational Science Boards), concluded in **mid-February 2025**, followed by a management review to ensure alignment with ET's strategic vision. For the second phase a dedicated Review Panel was called by ET-PP coordinator Mario Martinez, containing ETO and ETC members as well as communication specialists. The Panel started their work in **mid-February**.

With both reviews completed and all necessary changes implemented, the website will become publicly available by **April 11, 2025** (<https://einsteintelelescope.eu>). It will serve as a central hub, offering a comprehensive overview of the project's goals, progress, and significance while emphasising its collaborative and supranational nature. As a neutral and accurate information source, it will also provide links to the official websites of the candidate locations for hosting ET.

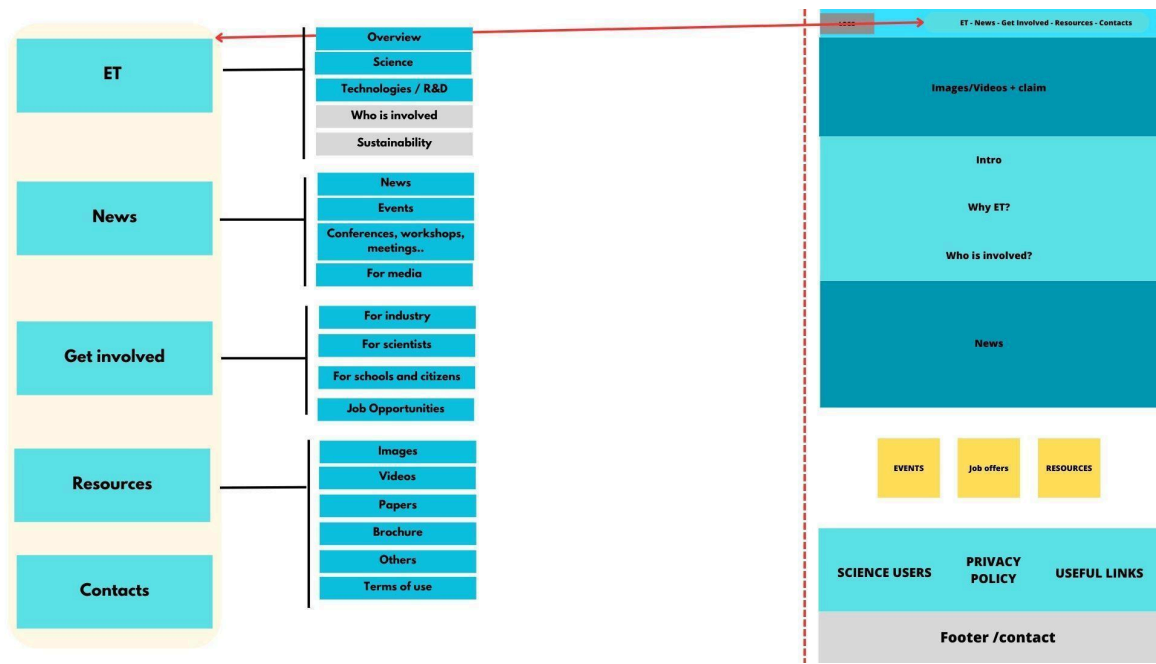
The webpage functionalities include:

- landing page with an introductory video and current news;
- gallery;
- news module;
- events module;
- promotional materials (brochure about ET technologies; promo video);
- all important links from the old website (such as the Einstein Telescope Wiki, Indico, TDS, and other useful resources);
- Google analytics;
- Privacy Policy;
- desktop and mobile versions;
- possibility of translation into 8 European languages.

The website integrates recently developed *visual identity* for the Einstein Telescope and is ready to serve as the project's primary communication platform. The WP10 team contributed to its development, delivering professional content, materials, news, and information tailored to various target groups. Additionally, we have ensured the website complies with *European accessibility guidelines*.

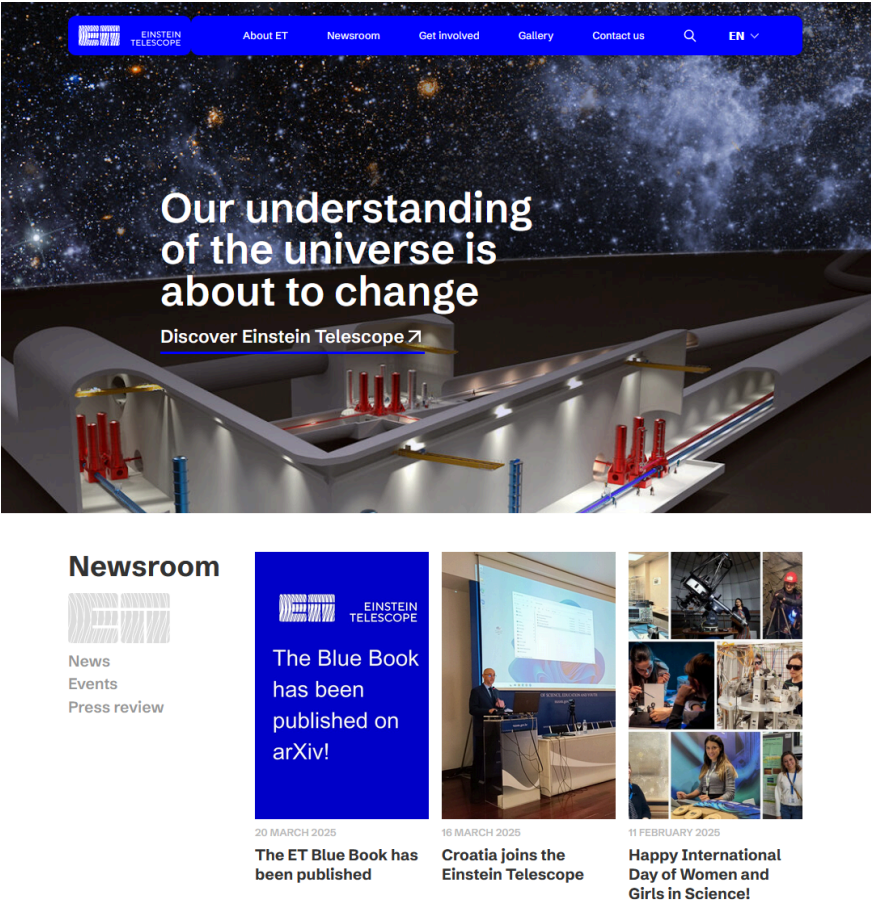
The webpage's structure/navigation tree is shown below:

D10.2 Launch consortium website and social media accounts

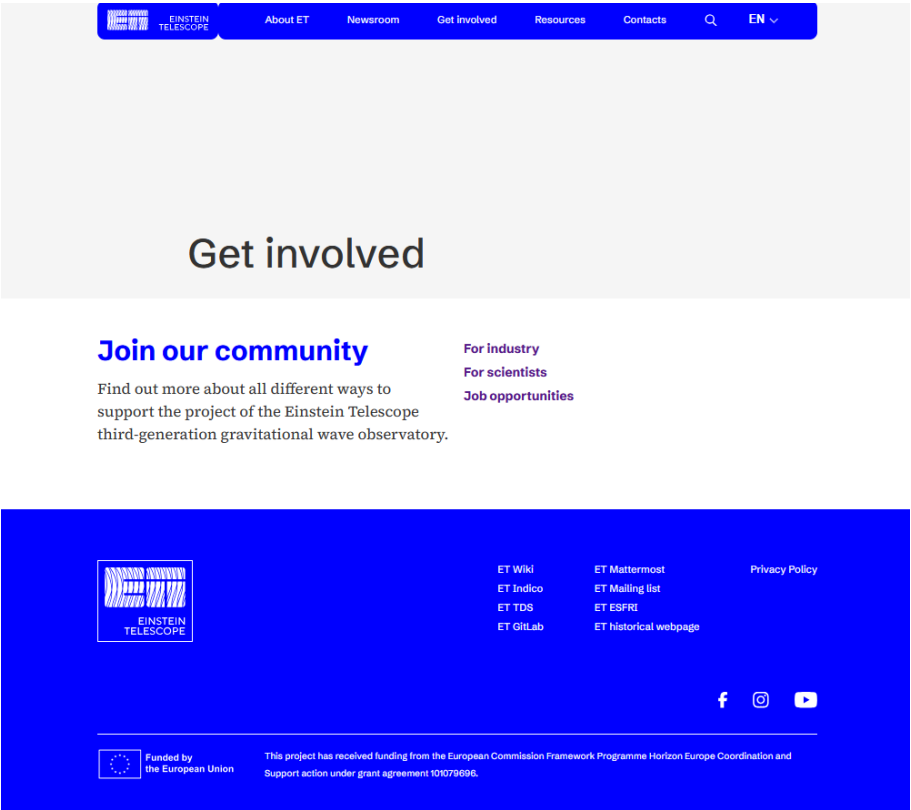


The interface of the new page is shown below:

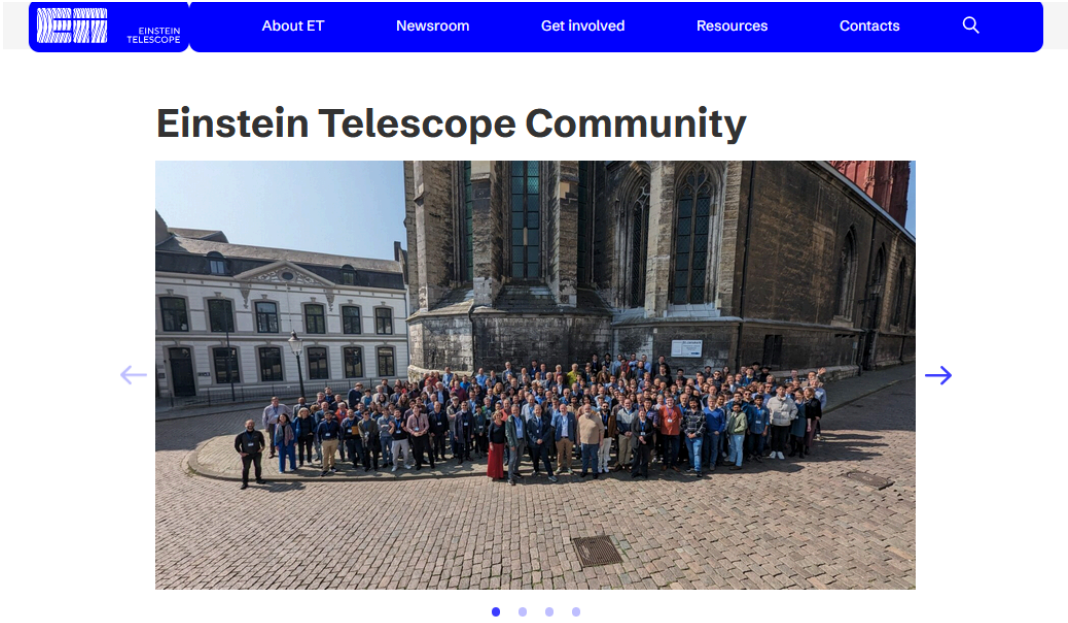
Home page



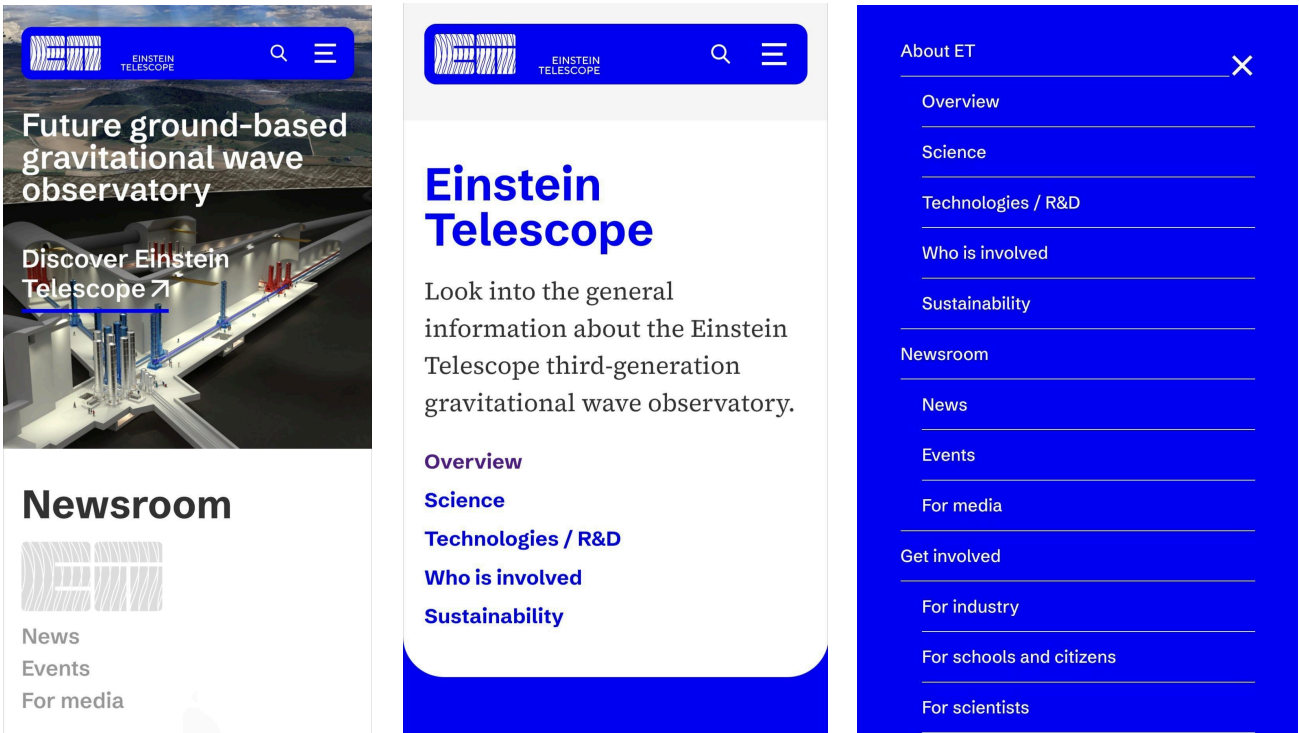
Get involved page



Gallery page example



Mobile version



HISTORY OF CHANGES		
Version	Publication date	Change
0.1	26.09.2024	Initial version
0.2	04.10.2024	Version approved by WP10 members
1.0	16.10.2024	Version approved by ET consortium
2.0	26.02.2025	Implementing update in accordance with the EC comments