

IVOA Media Group Activities

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IVOA Media Group

Main areas of the group with the following people taking the lead in each area:

- IVOA Newsletter (Debbie Baines)
- Web Pages (Jamie Budynkiewicz)
- Social Media (Simon O'Toole)
- Outreach (Bruce Berriman)

IVOA Newsletter

- Call already out for contributions for the next newsletter, #19.
- Deadline 15th June 2018
- Send contributions to:
newsletter-editors@ivoa.net
- Short ~100 word articles highlighting any of the following:
 - new VO application or feature
 - software tutorials
 - outreach activities including workshops
 - upcoming events
 - All with a single small image

IVOA Web pages

- Media Group working on a redesign of the web pages <http://ivoa.net>. Currently focusing on the home page.
- Aim: to make the home page simpler, easy to navigate and more understandable for astronomers and developers new to the VO.
- To include a VO portal (informative rather than application style portal).

Social Media

- Twitter account & Facebook group: @IVOAAstro and the Chinese counterparts Weibo and WeChat.
- Procedure for social media posts sent to Exec.
- Contact us if want to tweet or have an article for social media: media@ivoa.net
- Ideas: Engagement with the community:
 - advertise a VO tool for a week with scheduled posts
 - Similarly catalog of the week posts
 - have guest tweets / facebook posts
 - More – contact us!

Social Media

- Hashtag agreed on Monday and posted on twitter

The image shows a screenshot of a Twitter search page for the hashtag #ivoa18ca. The top navigation bar includes Home, Moments, Notifications, Messages, and a search bar with the hashtag #ivoa18ca. Below the navigation bar, the search results are categorized by 'Top', 'Latest', 'People', 'Photos', 'Videos', 'News', and 'Broadcasts'. The main content area displays three tweets:

- IR Science Archive @NASA_IRSA · May 29**: "We have released HiPS image capabilities in time for demos at #IVOA18CA see a video demonstration here:"
Includes a video player for "IRSA Tutorial: HiPS Image Introduction" with a play button. The video description states: "This IRSA Tutorial includes a brief introduction to the newest IRSA Viewer feature - HiPS images. IRSA Viewer is available here: <http://irsa.ipac.caltech.edu...> youtube.com".
Engagement: 2 retweets, 4 likes.
- IVOA @IVOAastro · May 28**: "IVOA Interop in Victoria, Canada starts today! Please use the hashtag #IVOA18CA @IVOAastro"
Engagement: 3 likes.
- ESA ESDC @ESAesdc · May 29**: "Jesus Salgado and the #virtualobservatory help forecast the future!! (i.e. planned #astronomical observations) #IVOA18CA"
Engagement: 1 like.

The left sidebar contains sections for 'Search filters', 'Who to follow' (listing 'ADVANCED ARMOUR', 'Chris G - NSF', and 'Chris B - NSF'), and 'Trends for you' (listing '#KraftBearHugs' and '#ALLCAPS').

Outreach

Activities proposed by the Media Group (some should be in coordination with Edu IG):

- User stories from individual IVOA members on how science has been done using the VO and posting these on web pages / social media.
- VO announcements through professional society newsletters.
- Collect and disseminate info, best practices, use case examples, from community outreach workshops and tutorials.
- Produce handouts and other VO materials to give away at booths at scientific conferences.

Activities primarily aimed at undergraduate students:

- Develop slides and handouts to give to Summer internship programs that highlight VO-enabled tools and services. Ask institutions to add these slides to any Summer internship introductory presentations.
- Have someone at the AAS Undergraduate Fair to talk to students and hand them VO material (or any conference with undergraduate-focused events)

Discussions and actions

Monday meeting with Media Group & members of Exec & CSP:

- **Web Pages:** We have a draft version for a new home web layout. This was reviewed. Media Group will continue to work on the web home based on feedback from the meeting.
- **IVOA Newsletter:** continues as usual – articles for 15th June 2018.
- **Social Media presence:** We've come up with list of things to post without Exec approval, and sent this to the Exec (for approval!). Hashtags of Interop meetings:
#ivoa<year><country code> : #ivoa18ca
- **Media Group Charter:** Update has been sent to the Exec.
- **Outreach: Booth at IAU** Request from MA for IVOA handouts to be designed. Actions on the team to work on this asap.

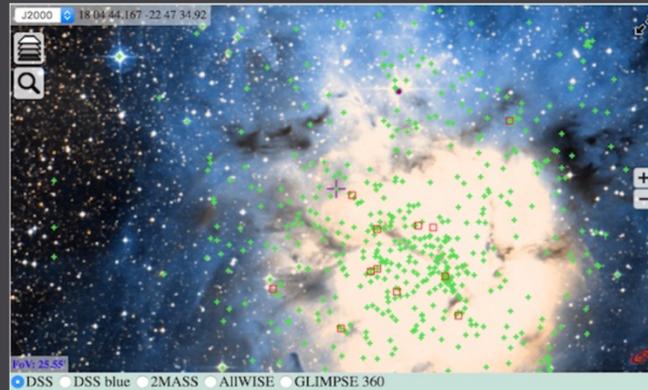
Outreach: Handouts

- IVOA corporate visual document – in draft.
- Example handouts for IAU (can be reused for any conferences / workshops / schools):

Main Title

Optional subtitle that can span across the box

Short highlights or a summary of your tool / service / whatever you are presenting. The background of the front page may be a high-resolution image of your choice (add image credits to the bottom). Or, you may choose one of the solid colors from the IVOA Corporate Design document.



- IVOA co
- Example
- any con

draft.
used for
(ls):



International Virtual Observatory Alliance

LOGOS OVERFILL
JUSTIFY RIGHT

Backside title for handout

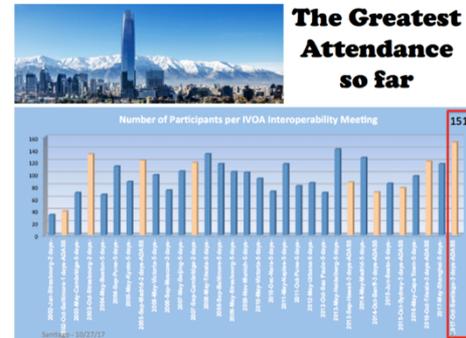
Single column area. Goes all the way across. There's a 0.25 in (6.35mm) margin on all sides of the writing area. The text should be justified. You can mix-match columns on one page, so long as you follow the IVOA Corporate Design; in short, you can have a single column, then a two-column (same width) section, followed by another single-column, full width section. The main body font should be "Tex Gyre Heros." at size 11pt.

Here's a new section that spreads across two columns. The columns are equally spaced. The columns can be created using two text boxes side-by side (with same 0.25 in / 6.35mm spacing in between). The text box heights and widths must be equal.

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Images can be placed in any column format. There should be at least 0.25 in (6.25mm) padding on all sides of the image / plots, excluding the caption.



Caption title. Description of the image / plot.
Captions are optional, but encouraged and preferred.
The color may be black or dark gray (#444247)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

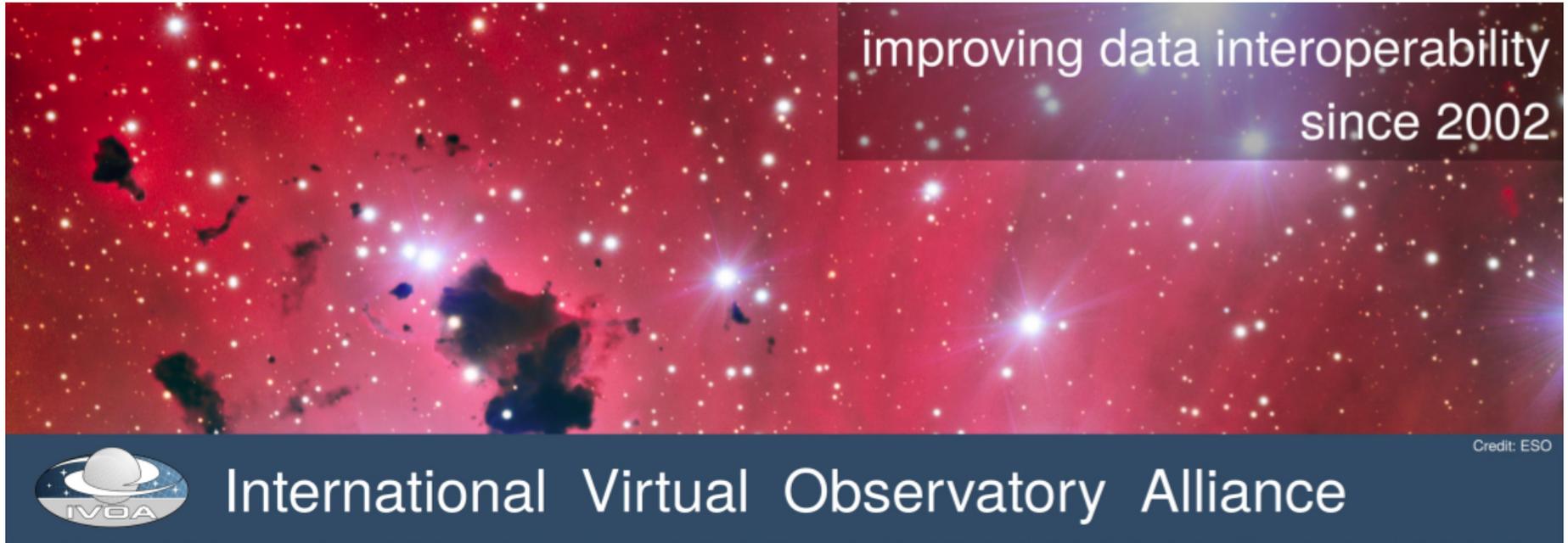
You may go back to a single-column format afterwards. Do **not** mix same-width 1:1 columns with 4:1 columns
Make sure the bottom section text falls at least 0.25 in (6.35mm) above the footer.

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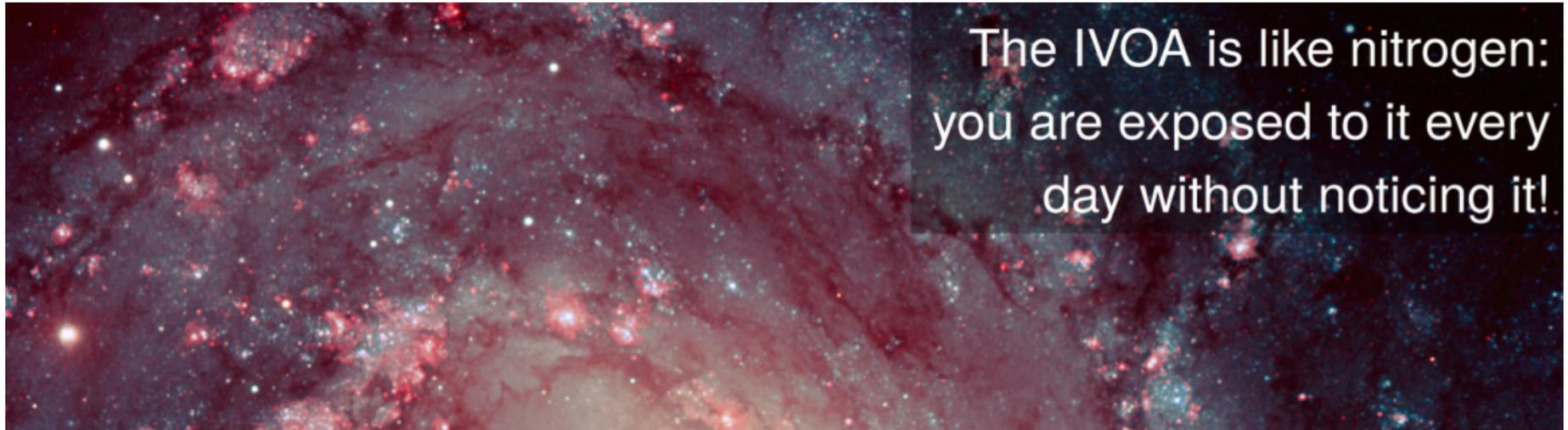


Outreach: Handouts



Many thanks Kai Polsterer!

Outreach: Handouts



The IVOA is like nitrogen:
you are exposed to it every
day without noticing it!

 International Virtual Observatory Alliance

Credit: ESO

Many thanks Kai Polsterer!

Outreach: Handouts

find out more



www.ivoa.net

Many thanks Kai Polsterer!

Summary

Where you can help:

- Newsletter articles
- Your own social media posts – spread the message about the VO and IVOA! [@IVOAastro](#)
- Contact us with any ideas, social media posts from the IVOA accounts, etc: media@ivoa.net
- New members welcome!!!