

IVOA Media Group Meeting #1

Thursday, 20th June 2017 @ 23:00 UTC

Notes: DB

Original: 21Jul17

Updated: 24Jul17 – BB & DB feedback

Distribution to ivoa-editors@ivoa.net

Present:

Deborah Baines	dbaines@sciops.esa.int	DB	ESA-VO
Bruce Berriman	gbb@ipac.caltech.edu	BB	USVOA/NAVO
Jamie Budynkiewicz	jbudynkiewicz@cfa.harvard.edu	JB	USVOA/SAO
Simon O'Toole	simon.otoole@aao.gov.au	SO	Aus-VO
Li Shanshan	lishanshan@bao.ac.cn	LS	China-VO
Yihan Tao	y.tao@nao.cas.cn	YT	China-VO

Regrets:

Theresa Dower	dower@stsci.edu	TD	USVOA/NAVO
Giulia Iafrate	iafrate@oats.inaf.it	GI	VObs.it
Maria Patterson	mtpatter@uw.edu	MP	USVOA

Agenda:

1. IVOA Newsletter
2. Social Media presence
3. Web Pages
4. VO Portal
5. Outreach
6. Media Group Charter
7. AOBs
8. Review of actions

Notes:

1. IVOA Newsletter

DB: who wants to be editors or are you all happy to remain in the ivoa-news-editors@ivoa.net email list?

All happy to remain in the list and as editors.

2. Social Media presence

SO is taking the lead with the media presence (already takes care of AAO social media presence).

DB: What shall we propose to the Exec, twitter, facebook, instagram, blogs, etc?

SO: Twitter is not acceptable in China, we need to be mindful of that. For Facebook, we have to decide if we have a page or group. Blogs are a lot of work, trying to get content for a blog is harder than content for social media. End up having to ask for content and chasing people. BB – agrees blogs are hard work, put them at the end of the list of priorities.

YT: WeChat is for messaging in China. The China-VO have an institute account we could use to post IVOA news translated into Chinese . Microblog/weibo is similar to twitter. Both are predominantly in Chinese.

SO: extending the reach . WeChat and microblog/weibo.

Logistics , how to do this. If we tweet something, do we then email to YT/ LS/ China-VO to distribute news in Chinese?

JB: can we also use some social media management tools, such as Hootsuite (there's also Buffer, others...).

SO: Are there any other countries where Twitter and Facebook are not available, is Russia ok?

DB: I think Russia is ok, I'll ask colleagues at ESA who frequently visit.

SO: What's the most popular social media platform in China for astronomers.

YT: both WeChat and weibo

SO, YT: agree it's a good idea to set up something for both platforms: WeChat and weibo.

SO: In Facebook you can have a group or a page. Groups have more interaction and are easier to manage than a page. The Astrostatistics group on Facebook is a good model. My feeling is to go for an IVOA public group.

As the Media group we'd initially set up the Facebook page, add the content, then the aim is as time goes on we'd act as moderators with members contributing and discussing content.

All agreed it sounds like a good idea to propose to the Exec that we open an account in Twitter, a Facebook page, and the approximate equivalents in Chinese social media in WeChat and Weibo.

- **Action#1:** on SO: Draft a proposal for the Exec for the social media IVOA presence.

3. Web pages

DB: who wants to take the lead? Can we review what needs to be updated? The following has been suggested by the Exec: front page needs to be reworked, the website needs to link to the baseline info, history, docs. Possible future resources may come from INAF.

JB: Happy to take the lead.

SO: We need to improve the look and feel and improve the site for general astronomers. Most internal IVOA work happens on the wiki, took a while to find this out.

- **Action#2:** on DB: Ask Santosh (and Giulia?) on the details about the website, does it have a content management system? If yes, which one and how easy is it to use. cc JB.
- **Action#3:** on all, JB to lead: Start reviewing the web pages with this main question in mind: What do astronomers want to get out of the website?

4. VO Portal

DB: VO portal: takes the place of the current "for Astronomers" view. Defining what should be in a VO Portal is in coordination with the CSP. Given the number of areas the Media group have been asked to take care of, I'd like to recommend that the CSP take the lead.

All agree

DB: I'm also going to have another discussion on this with Bruno Merin (CSP chair).

5. Outreach

DB: who wants to take the lead? Message from the Exec: get the VO out to the astronomy community and science community at large

BB: Happy to take the lead on the outreach activities. He hopes to coordinate activities with those of NASA archives (NAVO) and such outreach activities as are planned by the USVOA, as well as those of other IVOA partners.

SO: IVOA outreach is really important, we sometimes encounter negative opinions of the VO in the community.

JB: Astronomers are using tools and don't know they are using VOTools (e.g. TOPCAT), this is a good point to get across. Another point, it's nice to be able to give some kind of publicity material away at conferences (pens, stickers, etc).

DB: This is a good subject to raise to the Exec.

6. Media Group Charter

DB: we've been asked by the Exec to create a Media Group Charter, to deliver to the Exec before the Santiago Interop. We already have the old newsletter charter.

Agreed we'd start drafting the charter, DB will start an initial draft, the leads from each area (and all) can contribute.

- **Action#4:** DB: start a Media Group charter draft and distribute to the group for contributions and comments.

7. AOBs

None

8. Review of actions

Action#1: on SO: Draft a proposal for the Exec for the social media IVOA presence.

Action#2: on DB: Ask Santosh (and Giulia?) on the details about the website, does it have a content management system? If yes, which one and how easy is it to use. cc JB.

Action#3: on all, JB to lead: Start reviewing the web pages with this main question in mind: What do astronomers want to get out of the website?

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