

Media Group Meeting #3

Date: 2017-10-28

Time: 18:30 - 19:00 UTC

Location: 2017 Southern Spring IVOA Interop @ Santiago, Chile

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Distributed to media@ivoa.net

Attendees

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Agenda

Main goal: Discuss next steps of Media Group

1. Schedule / roadmap for tasks
2. Write and review procedures on TWiki
3. Social media
 1. usage: discuss what / how / when we should post
4. Website
 1. what should be on the front page of the IVOA page? Should we ask CSP / Exec before working on it?
 2. who is working on what parts of the site?
5. Outreach
 1. conferences are coming up (IAU, AAS, others). Can we make some material for them?
6. Newsletter
 1. summary of IVOA/ADASS meeting? Put some interesting news in the email announcement?
7. ADDENDUM: Interesting notes from closing remarks at Interop (from after the Media Group meeting)

Meeting Notes

1. Schedule / roadmap for tasks

Plan to get some of the website up for the next Exec meeting (early March). For example:

- Home page updated
- Look-and-feel done
- Some astronomer pages done

We will make a task list, and members can assign themselves a task so we don't step on each other's toes. We may use a kanban board (e.g., Trello) to track tasks.

For quick communication, we can use an app like Slack or WeChat. (JB: Slack has the benefit of there being an IVOA Slack channel already () and doesn't require your phone number, but if it's unavailable in China, we can try WeChat).

SO: we should schedule more meetings; use Doodle poll to figure out best times.

2. Write and review procedures on TWiki

We agreed that over time, we will write up the procedures on the different responsibilities we have, mostly, how we will post to social media (but also outreach and newsletter).

3. Social media usage: when / how / what we should post

We will write and review social media procedures on the TWiki page. Mostly, we'll need a "do not do this" list. For now, we have the following ideas:

- Guest tweets from scientists/developers on using VO to do their work, or showcasing a new tool/service
- Have AMA's (ask me anything sessions) for an hour
- Have scheduled announcements
 - we can write the announcements in advance, then have a social media manager post the messages at certain times.
- Tweet at good times (for example, ~10:00am - 3:00pm Mon-Fri), tweet at different times to get different crowds of people

Account pointers:

Twitter: <https://twitter.com/IVOAastro>

Facebook: <https://www.facebook.com/IVOAastro>

WeChat: YT still working it. A phone number is needed to create a WeChat account. (see **Action#6**)

Weibo: <https://m.weibo.cn/p/1005056397469427> From YT: We can't post to Weibo yet; we have to wait for verification.

4. Website

4.1. What should be on the front page of the IVOA page? Should we ask CSP / Exec before working on it?

Team decided that we should come up with a front page to present to CSP / Exec first. Make the front page general scientist/developer friendly. We should make it obvious what VO does / can do for scientists and developers; for example, have a “for astronomers” section with options “Look for data,” “Publicize my data,” “Visualization tools”, etc. (Look at Bruno’s presentation, slide 2, for more ideas http://wiki.ivoa.net/internal/IVOA/InterOpOct2017/20171029-Science_Priorities_wrapup_VO.pdf).

For developers pages, get examples from

- data providers
- implementations in IVOA Rec. documents
- WG’s

4.2. Who is working on what parts of the site?

We will make a task list and put the tasks on a Kanban board (Trello? Check with YT that it can be accessed in China). Then team members can take a task and work it.

Test IVOA website at: testnewvosite.wordpress.com

5. Outreach

5.1 Conferences are coming up (IAU, AAS, others). Can we make some material for them?

We brainstormed materials to handout at conferences:

- Handouts with VO tools/services on them, social media links, ...
- Conference swag: pens, stickers, pins, etc. Exec knows about these ideas, but is still working it out (who pays, what materials to buy, etc...)
- Put materials at IVOA member booths

Upcoming conferences and notes:

- AAS - American Astronomical Society
January 7-12, 2018, National Harbor, MD, USA
 - Python VO workshop: "Using Python to Search NASA's Astrophysics Archives", Vandana Desai, IPAC/Caltech
 - Record the workshop on video; post on IVOA site / social media (with proper consent)
 - Post Jupyter notebooks from workshop on IVOA site / social media
 - We should have VO material available for AAS, like a handout of useful apps and services. These should be finished by mid December.
 - Attend undergraduate reception with VO handouts
- EWASS - European Week of Astronomy and Space Science
April 3-6, 2018, Liverpool, United Kingdom
- ASA - Astronomical Society of Australia's Annual Scientific Meeting
June/July 2018
- IAU
August 2018

(Other meetings: <http://www.cadc-ccda.hia-ihp.nrc-cnrc.gc.ca/en/meetings/>)

YT to check for large Chinese astronomy meetings to advertize VO at.

6. Newsletter

We should write something which entices the general astronomer to read the newsletter in the body of the newsletter announcement. Pick out a couple articles to highlight?

Add a summary of ADASS / IVOA for the next newsletter? Should this be the editor's job?

7. Interesting notes related to the Media Group from the last day of the interop:

From Semantics WG closing remarks: put 'vocabularies' (e.g., UCD's) on ivoa.net. We should ask for more details on what they want (search bar w/ text completion?)

From TCG closing remarks: Groups can add their own 'how to provide data in VO' on the TWiki. We should look at what's put there and make sure it's visible from the website. TCG is supposed to review the how-to's, so once that page is in a good place, we can pull the notes up to the website

From CSP's closing remarks (2nd slide)

What do scientists need

1. Visualization tools
2. Simple easy access to reliable and relevant data ** important
3. Fast computation on new data
4. Easy comparison tools between data and models/theory
5. Data completeness and consistency
6. Reproducible data representation

Review of Actions

OLD ACTIONS

Action#5: (SO) make a Twitter account (**DONE**)

Action#5.1: (all?) pick a twitter handle for IVOA (**DONE**)

SO made Twitter and Facebook accounts with IVOAlliance, which Media Group OK'ed. JB presented Media Group status to Exec on Oct. 26. Christophe and rest of Exec wanted a different Twitter handle, one that was obviously astronomy-related and easily searchable. Exec and Media Group decided on IVOAastro. SO updated account names to IVOAastro.

Action#6: (YT/SO) - make Weibo and WeChat accounts (**WORKING**)

YT made IVOAastro Weibo and WeChat accounts, but they're not official. No results pop-up if I search for IVOAastro on WeChat, for example. They require a phone number to link the accounts to. Any volunteers?

Note on WeChat: The China-VO WeChat is widely used (how many followers?). Plan is to 'link' China-VO posts to IVOAastro posts; post some IVOA work on China-VO's accounts, tag IVOAastro on it. Hopefully that will bring users to

follow IVOA media, too. If not, at least IVOA work will be publicized on China-VO's page.

Action#6.1: (all?) pick usernames. Should they be the same as twitter handle? (**DONE**)
Using "IVOAAstro".

Action#7: (GI) make a workspace on the IVOA TWiki (**DONE**)
Linked on TWiki home page, too.

<http://wiki.ivoa.net/twiki/bin/view/IVOAMediaGroup>

Action#8: (JB) make a private Wordpress blog for testing website updates (**DONE**)
testnewvosite.wordpress.com

Action#9: (BB) look-over "Outreach" section of charter after Exec meeting (**OPEN**)

Action#10: (SO) look-over "Social Media" section of charter after Exec meeting (**OPEN**)

NEW ACTIONS

Action#11: (DB/JB) schedule the next meeting. Send out a doodle poll and organize topics.

Action#12: (JB/all) make list of tasks for website. All will add more tasks as they see fit.

Action#13: (YT) send popular upcoming Chinese astronomy conferences to team.

Action#14: (YT/all) get a phone number to link IVOAAstro wechat/weibo accounts to.

Action#15: (DB) send draft charter to Exec

Action#16: (LS) check if Slack is available in China; if not, see what other communication services are available and easy to use.

The following tasks weren't assigned to any one at the meeting, so I left them open to anyone. Either we can hold a meeting soon to discuss who takes the actions, or anyone can send a note to media@ivoa.net to lead the action. I suspect a couple of the actions would be covered by multiple people.

Action#17: (??) write a draft of the social media procedures in TWiki.

Action#17.1: (all) review the social media procedures draft

Action#17.2: (??) revise the social media procedures in the TWiki with the team's feedback

Action#18: (??) [for website] look through TWiki and IVOA Rec. documents for developer use cases implementing VO standards

Action#19: (??) look into a task list manager like Trello or Waffle.io and check if we should make an account for Media Group tasks. Must be available from China.

Action#20: (??/all) Post info from ADASS/IVOA on social media accounts.