

# 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 15<sup>th</sup> June 2018
- Send contributions to:  
[newsletter-editors@ivoa.net](mailto: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](mailto: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 displayed under the heading #ivoa18ca. The results are categorized into Top, Latest, People, Photos, Videos, News, and Broadcasts. The main content area shows three tweets. The first tweet is from IR Science Archive (@NASA\_IRSA) dated May 29, announcing the release of HiPS image capabilities and including a video demonstration titled 'IRSA Tutorial: HiPS Image Introduction'. The second tweet is from IVOA (@IVOAastro) dated May 28, announcing the start of the IVOA Interop in Victoria, Canada, and encouraging the use of the hashtag #IVOA18CA. The third tweet is from ESA ESDC (@ESAesdc) dated May 29, mentioning Jesus Salgado and the #virtualobservatory project, and encouraging the use of the hashtag #IVOA18CA. The left sidebar contains search filters, a 'Who to follow' section with three profiles (ADVANCED ARMOUR, Chris G - NSF, and Chris B - NSF), and a 'Trends for you' section with two trending hashtags: #KraftBearHugs and #ALLCAPS.

Home Moments Notifications Messages #ivoa18ca Tweet

## #ivoa18ca

Top Latest People Photos Videos News Broadcasts

**Search filters** · Show

**Who to follow** · Refresh · View all

**ADVANCED ARMOUR** @...  
Follow  
Promoted

**Chris G - NSF** @ChrisG\_...  
Follow

**Chris B - NSF** @NASASp...  
Follow

Find people you know

**Trends for you** · Change

**#KraftBearHugs**  
Use #KraftBearHugs and we'll donate \$1 to SickKids.  
Promoted by KRAFT Peanut Butter

**#ALLCAPS**  
55.6K Tweets

Thomas Boch and 1 other liked

**IR Science Archive** @NASA\_IRSA · May 29  
We have released HiPS image capabilities in time for demos at #IVOA18CA see a video demonstration here:

**IRSA Tutorial: HiPS Image Introduction**  
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](http://youtube.com)

IVOA @IVOAastro · May 28  
IVOA Interop in Victoria, Canada starts today! Please use the hashtag #IVOA18CA @IVOAastro

Christophe Arviset liked

**ESA ESDC** @ESAesdc · May 29  
Jesus Salgado and the #virtualobservatory help forecast the future!! (i.e. planned #astronomical observations) #IVOA18CA

OVAP protocol: Output

# 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 15<sup>th</sup> 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.



# Backside title for handout

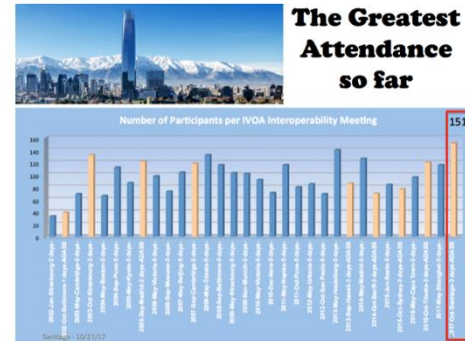
Single column area. Goes all the way across. There's a 0.25 in (6.35mm) margin on all sides of the writing area. The text should be justified. You can mix-match columns on one page, so long as you follow the IVOA Corporate Design; in short, you can have a single column, then a two-column (same width) 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)

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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.

- IVOA co
- Example
- any con

draft.  
used for  
ls):



# Outreach: Handouts

find out more



[www.ivoa.net](http://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](mailto:media@ivoa.net)
- New members welcome!!!