

## ESO Committee – Annual Report 2016

Public Relation Committee (Chair: Paola Santalucia)

Social Media Committee (Chair: Milan R. Vosko)

Public relation Committee	Social Media Committee *created 2016
-Paola Santalucia (Italy), <i>Chair</i> -René Handschu (Germany) -Nikolaos Kakaletsis (Greece) -Mahesh Karandikar (India) -Else Charlotte Sandset (Norway) -Florin Scarlatescu (Romania) -Ted Trajcheski (Macedonia) -Milan R. Vosko (Austria) -Marialuisa Zedde (Italy)	-Milan R. Vosko (Austria) <i>Chair</i> -Hrvoje Budincevic (Croatia) -Francesco Corea (Italy) -Marialuise Zedda (Italy) -Halvor Øygarden (Norway) -Stephen Makin (UK) -Natalie Nasr (France) -Andreas Charidimou (USA)  Supported by: - Jennifer Thomsen (ESO Head Office) -Shiri Berzack (Kenes Group / ESOC)

## Media and communication channels for ESO

- E-Mails (all ESO Members, ESO-EAST collaborators)
- Blogs
- Monthly ESO Newsletter in collaboration with Congrex (Jennifer Thomsen).
- ESOC 2016 breaking news/press release/interviews in collaboration with YSP Committee
- Interview platform on different scientific topics to opinion leaders, ESO members and ESO partners.
- Dropbox (exchange between Responsibles).
- Social Media (regular and frequent posting of latest science, announcements):

[Facebook](#)/Likes: 2015: 104/1429 2017: 206/2182

[Twitter](#)/ Follower: 2015-289 2017: 2431

[LinkedIn](#)/ Members: 2015: 972 2017: 1548

[ESO YouTube Channel](#) / Abonnement 2017: 17

- Development of a strategy plan for ESO/ESJ blog in collaboration with YSP Committee.
- Other – e.g. Research Gate

## PR strategy and plans:

- Variety of communications channels
- ↑ Number of members, tweets, likes....
- Optimizing sites and accounts
- Enhancing communication and using of communications channels also by other committees of ESO.

Do not hesitate to spread news:

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