



SKACH

Outreach and Communications

SKA Days, Geneva September 2024

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skach.org

#SKACH



SKACH Outreach and Communications

SKA Days 3 September, 2024

- 2021 – 2022 Development and Launch
- 2023 – 2024 Internal focus becomes external
- Strategy 2025-2026
- How you can be involved

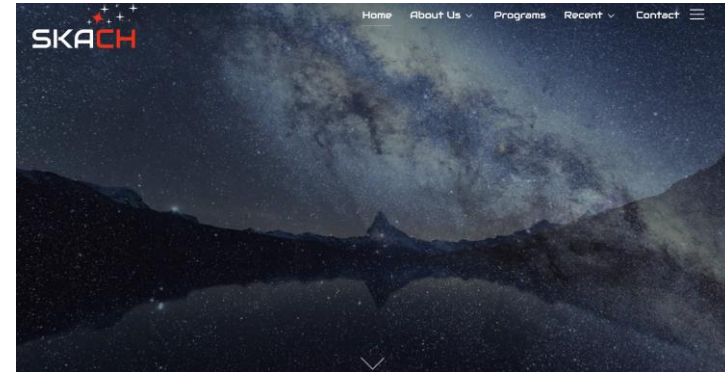
SKACH Outreach and Communications 2021-2023



SKACH

← Developed the brand

→ Established media assets



← SKACH at WEF, Davos 2022

→ Building Switzerland's astro community



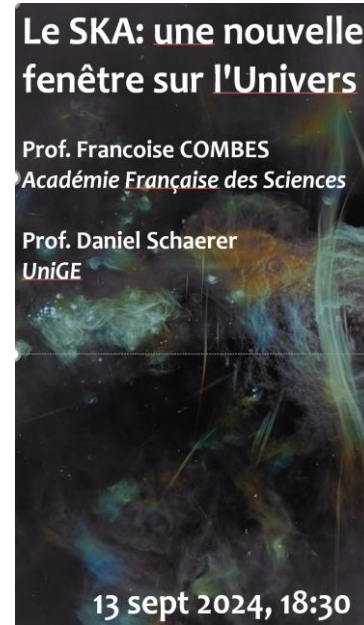
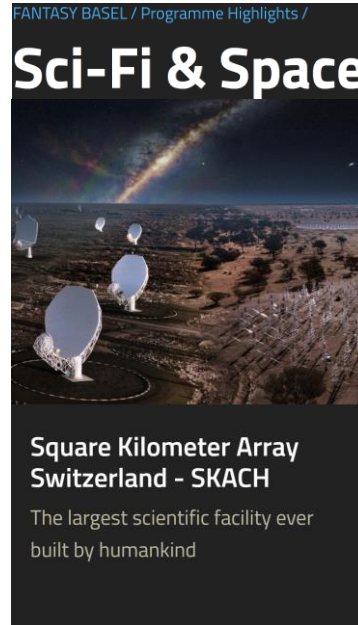
SKACH Outreach and Communications 2023-2024



Building External Outreach and Communications in Switzerland



Public Events



News



Swiss astronaut welcomes participants to first Cosmology in the Alps



Sciena - Swiss Science Today
@Sciena_ch

Featuring the best #science, #research and #technology news from federal institutions @ETH_en @EPFL_en @psich_en @WSL_re: @EawagResearch

Media & News Company | sciena.ch | Joined June 2018

745 Following 2,416 Followers

Followed by EPFL Center for Quantum Science & Engineering, you follow

Posts Replies Media

Sciena - Swiss Science Today reposted

EPFL @EPFL_en · Jan 19

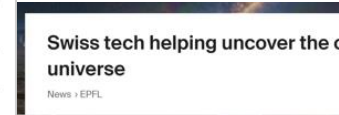
With its secretariat hosted at EPFL, the Square Kilom (SKACH @ska_switzerland) consortium is celebrating membership of a global project to develop the largest supercomputer in the world.



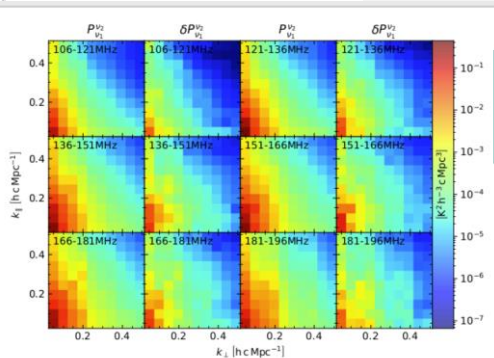
Swiss scientists win time on top European supercomputer



Swiss tech helping uncover the origins of the universe



secretariat hosted at EPFL, the Square Kilometer Array Switzerland is celebrating two years' membership of a global project to



SKACH Team successful in Science Data Challenge 3a



European Supercomputer Aids Heidelberg Astrophysics

9 January 2024

Astronomy/Space | Computer Science

Heidelberg researchers receive computing time for simulating the behaviour of cosmic gases and plasmas during star formation

A Swiss-German research team hopes to unlock the secrets of star formation using Europe's fastest computer - the LUMI-G supercomputer in Kajaani (Finland) run by an international consortium. The researchers have received computing time on



LATEST rra Funding Boosts Fire Ant Eradication Efforts Exhibition of Draft community participation plan School Holiday

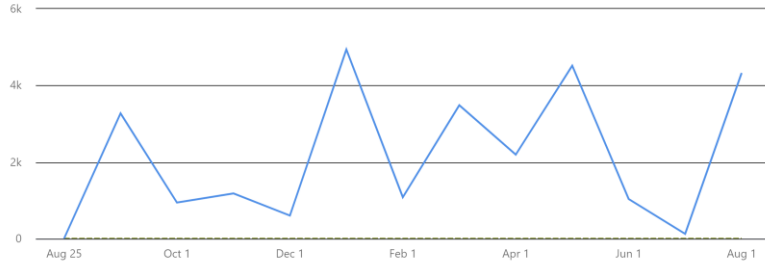


Increasing social media reach: LinkedIn



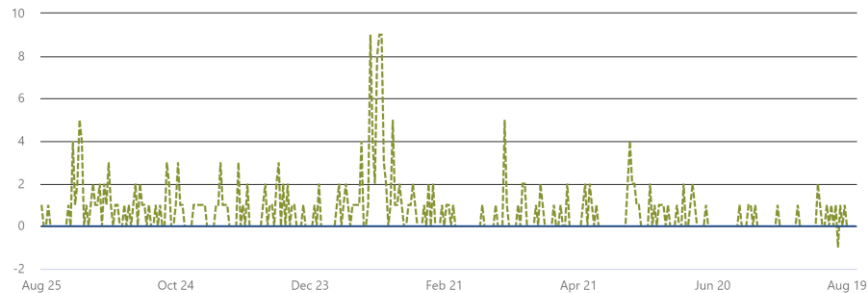
Metrics

Impressions ▾



✓ Organic 27,704

Follower metrics ⓘ



✓ Sponsored 0

✓ Organic 254

- 500 followers – more than double a year ago
- 27,000+ impressions in last 12 months – most of these in 2024

Most viewed posts:

- SKA Days
- SwissTech helping uncover the origins of the universe
- Claude Nicollier welcomes Cosmology in the Alps participants impressions
- Fantasy Basel
- IAU Cape Town (multiple posts)

Increasing social media reach: Twitter/X



- Increased followers by 63 (from 100) since September 2023
- Twitter increasingly being sidelined and many colleagues only focusing on LinkedIn

Making Waves Podcast:



- First episode complete
- Second episode currently being recorded
- Recently gathered content in South Africa
- Funding for three further episodes
- Initially in French
- Will apply for Agora rolling call funding to produce additional episodes and work on German and Italian language versions

SKACH Progress Report



Hot off the press!

- 48 pages
- Progress on all aspects of SKACH
- 10 hard copies each consortium member
- Available on SKACH website from next week

Analysis media assets



- Images and video SKACH key meetings
- Images SKACH board (group and individual)
- Images and video and content via SKAO

What we don't have:

- Broader imagery and summaries of consortium members work and contributions
- Updated SKACH 'corporate' video
- Branded radio astronomy 101 content
- SKACH Media Kit (German, French Italian)

Strategy 2025-2026



Objectives:

1. Build awareness of SKACH in Switzerland outside a scientific audience
2. Bring Radio Astronomy and SKACH associated fields (computer science, engineering etc.) to a wide public audience, particularly young people
3. Promote the SKAO and Switzerland's contributions
4. Promote, when possible, Switzerland's Industrial Return partners
5. Fundraising



Strategy 2025-2026



Outreach and communications areas of focus:

- Public outreach
 - Update website
 - Increase media coverage
 - SKA-mid press visit
 - Roadshow SKACH at strategic public events with SKA Simulator, SKA Low model, lego display
 - Roadshow SKAO Indigenous Art Show
 - Grow Radio Cosmos (episodes and languages)
- Consortium communications
 - Increase media friendly SKACH and partner content
 - Develop SKACH media kit in German, French and Italian
 - Establish relationships with communications teams in partner institutions
 - Develop SKACH annual Awards

Strategy 2025-2026



How can you help?

- Share any new research or story ideas
- Feel free to use any SKACH resources that are developed
- Facilitate a SKACH visit to your institution to gather content and meet key communications contacts
- Help out at SKACH attended public events near you
- Always get in touch if you need support or assistance





Questions?