

**EINSTEIN
TELESCOPE**



**Funded by
the European Union**

Horizon Europe: Coordination
and Support Actions

WP10 SOCIAL MEDIA AND WEB PAGE UPDATES

Yuliya Hoika on behalf of ET-PP WP10
Barcelona, 22-24/07/2025

WP10: Deliverables and Milestones

DONE (Sept '22 - Aug '23):

D10.1 (University of Warsaw)

Initiate strategic media and communications plan (report)

M10.1 (University of Warsaw)

Appointing comm/outreach officer



DONE (Sept '23 - Feb '25):

D10.2 (EGO) 24M: Launch consortium website and social media accounts

D10.3 (Nikhef) 24M: Formulate strategic media and communications plan

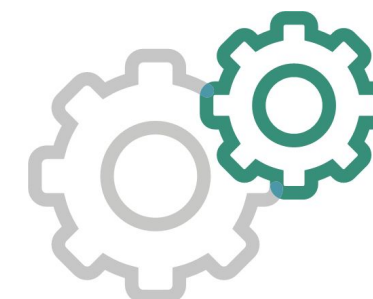
M21 (EGO) 24M: ET Consortium website and social media launched

NEXT (March '25 - Aug '26):

D10.4 (IFAE) 36M: Complete bank of graphics and multimedia resources

D10.5 (UKRI) 44M: Launch ECR mentorship and training programme

M22 (UW) 44M: Mentorship and Training programme established



SOCIAL MEDIA UPDATES

SOCIAL MEDIA

Building the ET community via Social Media

Communications Parallel Session in Bologna, May 2025



Rose:

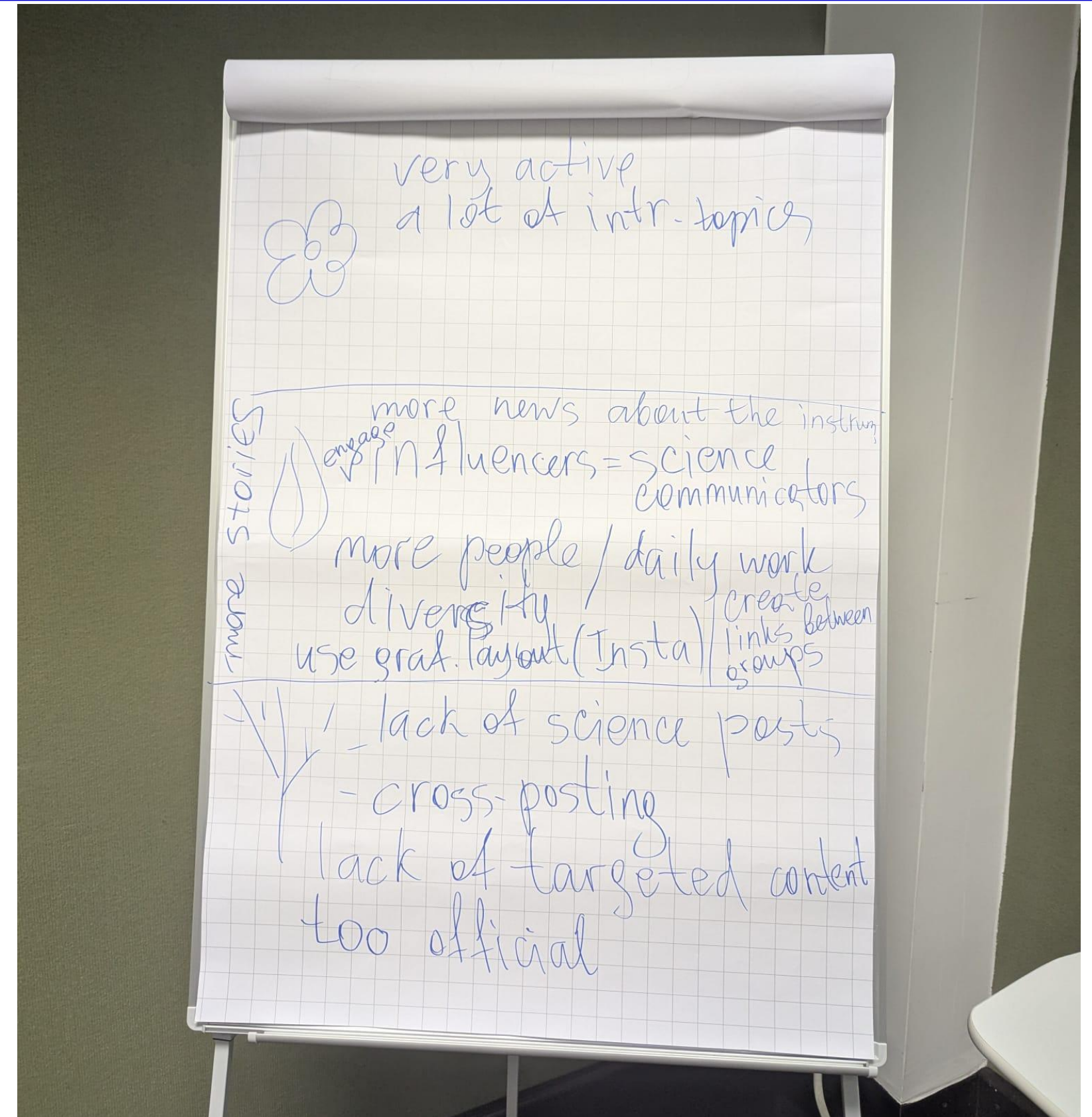
- Very active
- A lot of interesting topics

Buds:

- More news about instrumentation
- Engage Influencers = Science communicators
- More people / their daily work
- More diversity
- Create links between groups
- Use graphic layouts (for Insta)


Thorns:

- Lack of science posts
- Lack of cross-posting
- Lack of targeted content
- Too official




Parallel session on Communication - XV ET Symposium in Bologna


SOCIAL MEDIA




EinsteinTelescope




einstein.telescope



EinsteinTelescopeEU



einsteintelelescope.bsky.social



einstein-telescope

SOCIAL MEDIA

- Facebook: 1700 >> ~2,1K followers; purpose: **community building**, news showcasing the progress, people of ET, sharing partners' content, popular knowledge about ET



Einstein Telescope is in Europe.
Published by Yuliya Hoika
June 6

Earlier this year, the Einstein Telescope took another big step by expanding its collaboration with CERN.
The new agreement (signed in March 2025) focuses on key areas like engineering and safety - crucial for building a huge underground scientific facility like ET. CERN's engineering experts are bringing in their know-how in vacuum tech, materials, manufacturing, surface treatments, and civil engineering.
This partnership is not just about technical support - it's a ... See more





Einstein Telescope is feeling fantastic.
Published by Yuliya Hoika
July 14 at 5:53 PM

Our colleagues from the LIGO-Virgo-KAGRA Collaboration have just announced the observation of the most massive black hole merger ever seen through gravitational waves!
The event, named GW231123, was detected on November 23, 2023. It originated from the merger of two black holes - approximately 103 and 137 solar masses - resulting in a final black hole over 225 times the mass of the Sun
LIGO Scientific Collaboration, KAGRA Large-scale Cryogenic Gravitational Wave Teles... See more



Meet GW231123
a gravitational-wave signal from the most massive binary black hole observed to date
travelling from 2 - 13 billion light years away ...
HIERARCHICAL ORIGIN STORY?
The high masses and spins of GW231123's components indicate that they could come from previous black hole mergers.
GW231123 was detected by just two detectors of the global network
LIGO Hanford and LIGO Livingston
for a duration of 0.1 seconds, on November 23, 2023 at 13:54 UTC
EGO & the Virgo Collaboration
July 14 at 2:26 PM
The LIGO-Virgo-KAGRA Collaboration is happy to announce the detection of the merger of the most massive black holes ever observed with gravitational waves ... See more



Einstein Telescope is in Bologna.
Published by Yuliya Hoika
May 29

Faces that shape the future of science.
#ET_Symposium #GravitationalWaveCommunity
#et_young #WomenInSTEM #HorizonEurope





Einstein Telescope is in Bologna.
Published by Yuliya Hoika
May 29

See insights and ads



Einstein Telescope is in Bologna.
Published by Yuliya Hoika
May 29

You and 71 others

Boost post

6 shares

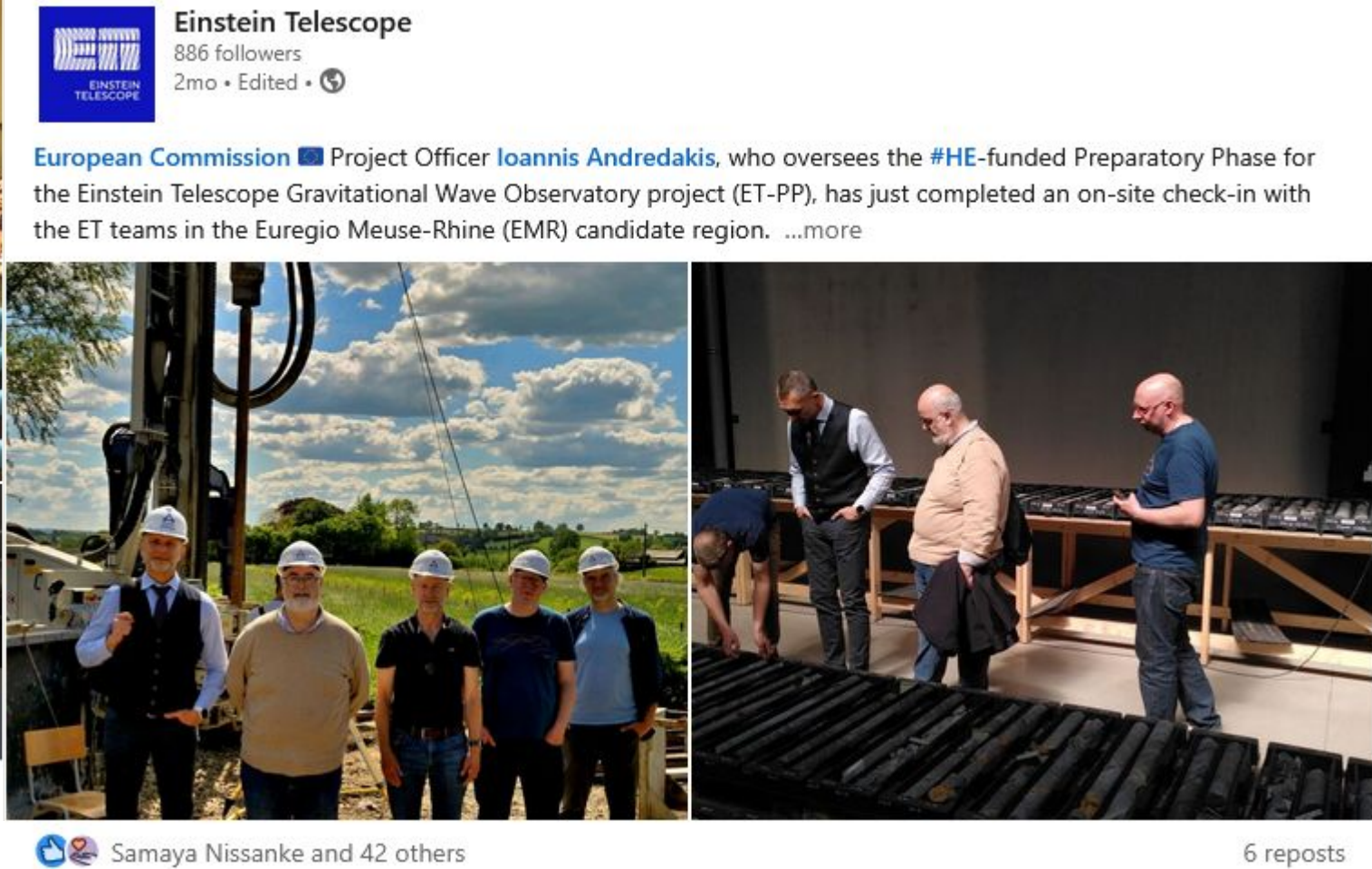
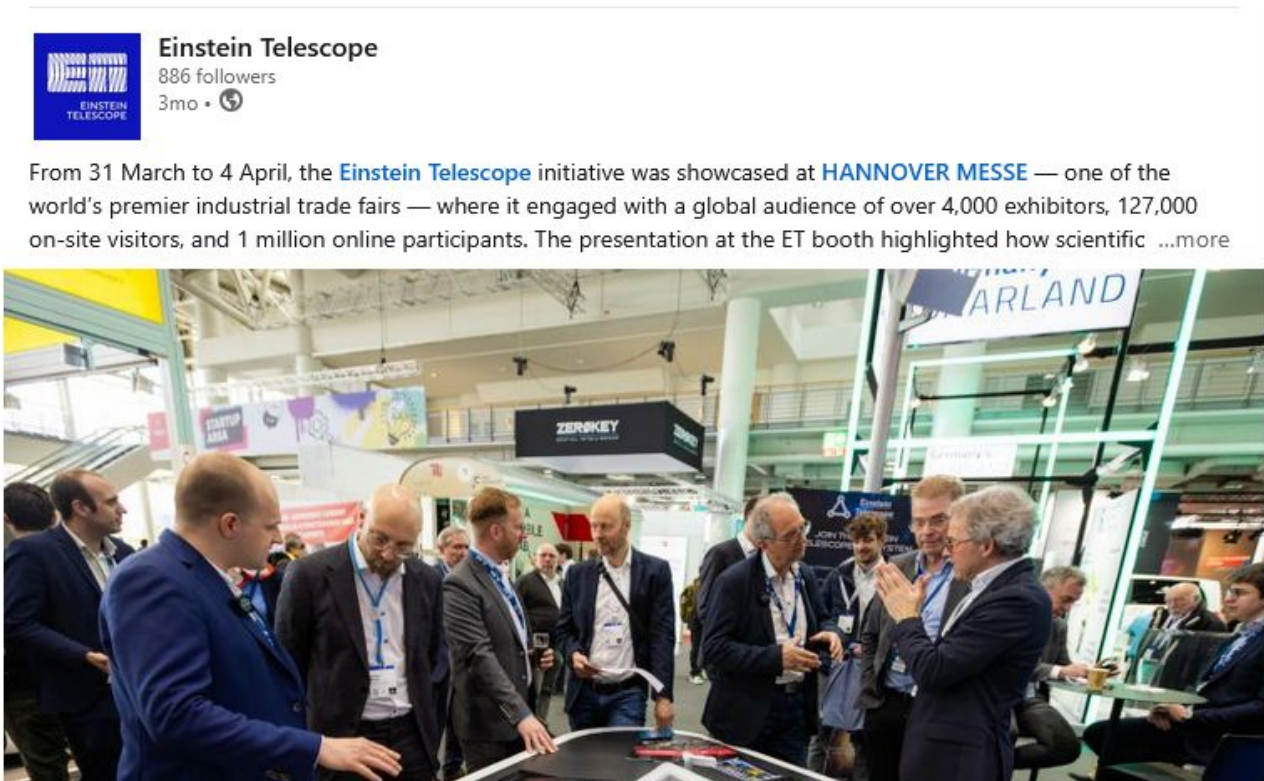


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6

SOCIAL MEDIA

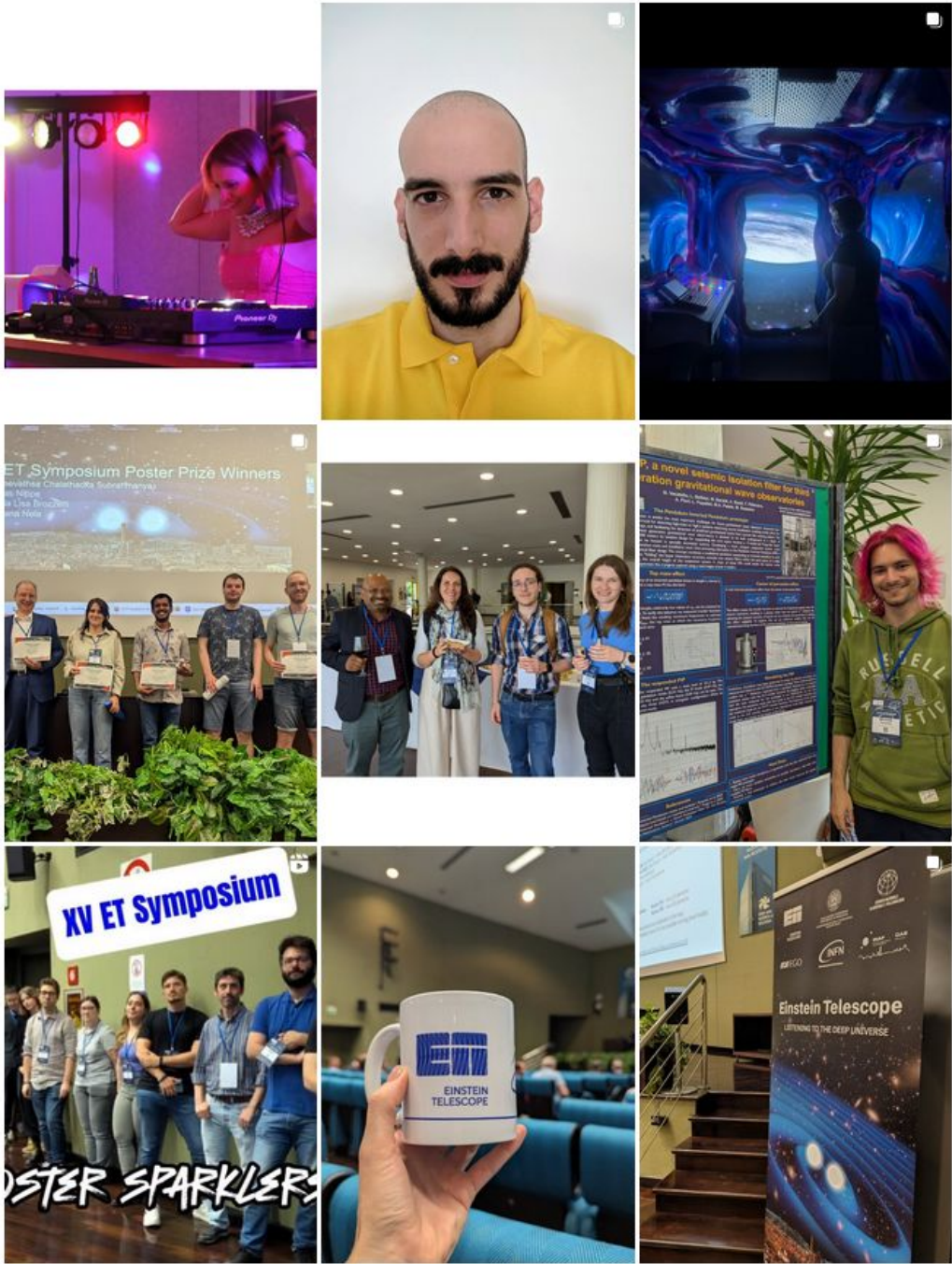
- **LinkedIn:** ~600 followers >> ~900; purpose: *professional community* building, connections with *industry*, attracting collaborations and financial support, establishing an *employer* profile for ET



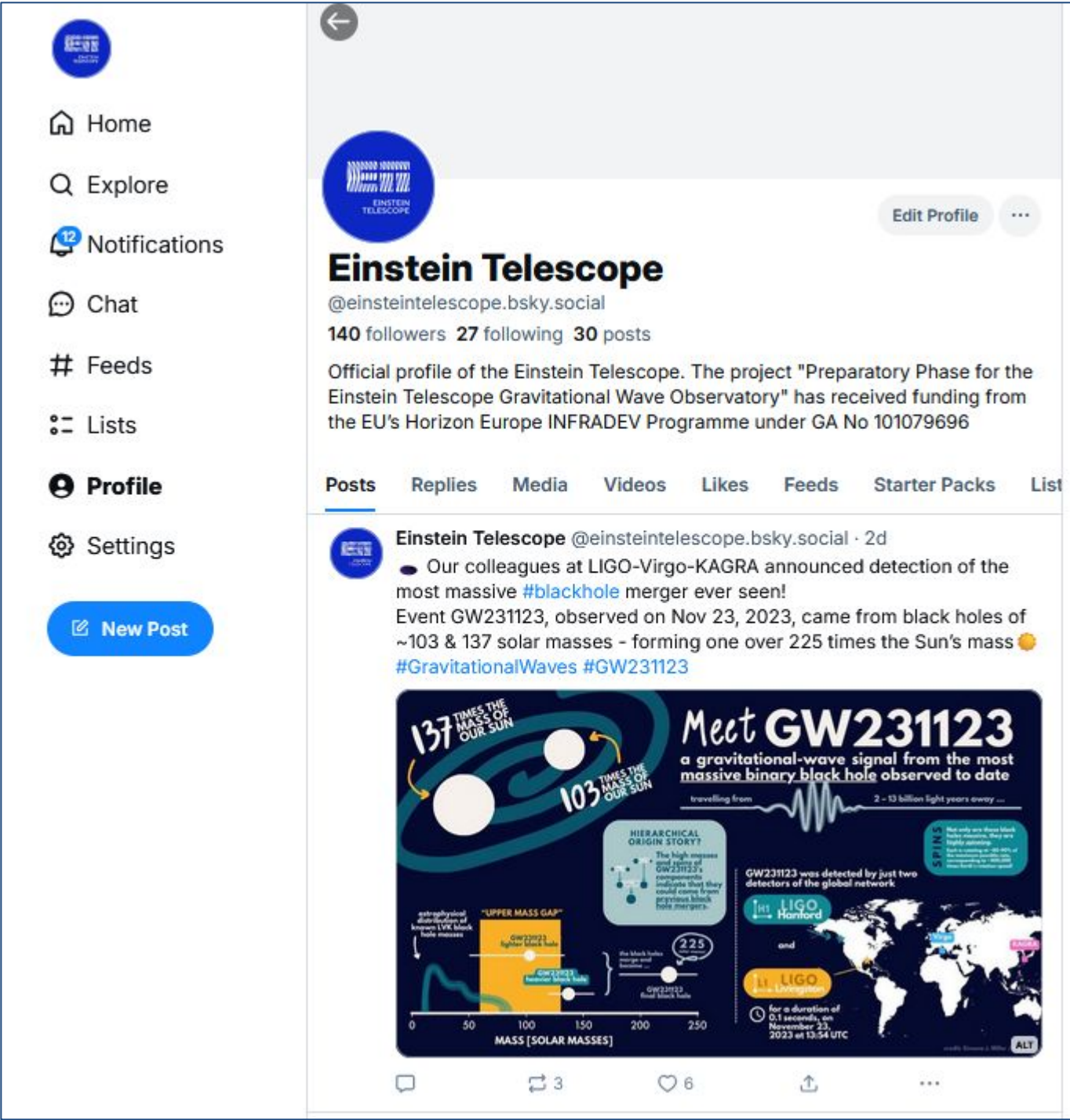
SOCIAL MEDIA

- **Instagram**; purpose: to build a community (in particular - *ECR*), to reach *young audience*, inspire and engage
- **BlueSky**: *info hub* for ET community by *sharing timely* project updates, research insights

INSTAGRAM



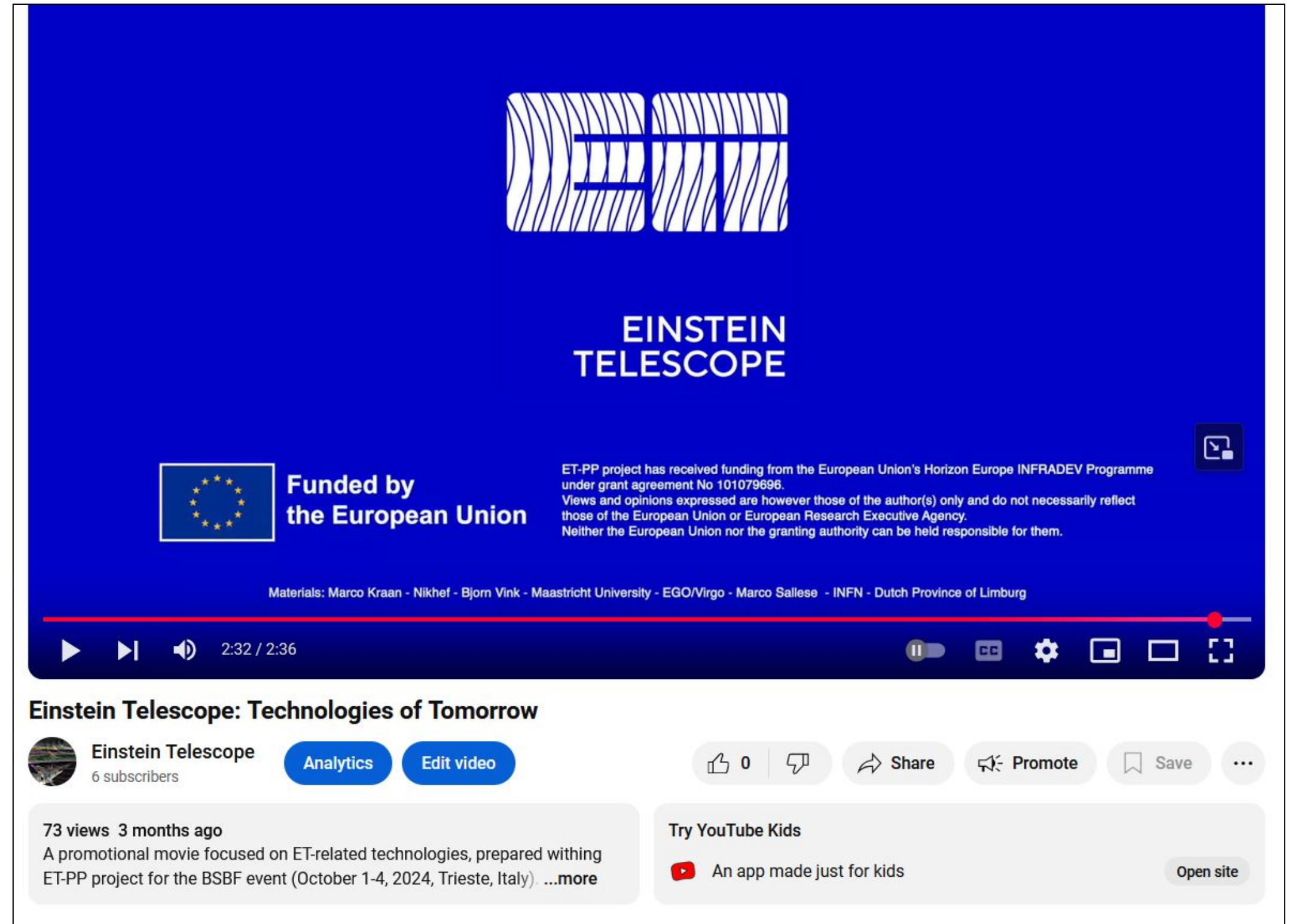
BLUESKY



SOCIAL MEDIA

- **YouTube**; long-term purpose: to inform and educate through *video content*.

For now - profile for **hosting and sharing** existing video content.



SOCIAL MEDIA

We strive to maintain balance and serve as a neutral source of credible information



Einstein Telescope is 😊 feeling wonderful.
Published by Yuliya Hoika
· July 25, 2024 · 🌐

To achieve the sensitivity needed for the future ET, we need incredibly quiet measuring equipment. Not only the mirrors must be stationary, but even the atoms in the mirror layers must barely move! This requires cooling the equipment to around -260C ❄️ without producing the vibrations that most cooling technologies do...

Tricky task? Read how engineers involved with the ET are addressing it: <https://buff.ly/4cRUBOz>

#einstein telescope #Cooling #et_observatory #et_tech... See more






Einstein Telescope is in Trieste.
Published by Yuliya Hoika
· October 2, 2024 · 🌐

Today, the Einstein Telescope was presented at the Big Science and Business Forum in Trieste, one of Europe's leading industrial events. The presentation was delivered by:

- ☀️ Antonio Zoccoli, President of INFN - Istituto Nazionale di Fisica Nucleare
- ☀️ Stan Bentvelsen, Director of National Institute for Subatomic Physics - Nikhef

R... See more






Einstein Telescope is 😊 feeling happy.
Published by Yuliya Hoika
· April 2 · 🌐

🔬 ✨ The Archimedes experiment – the first ever hosted at the #SARGRAV laboratory in the former Sos Enattos mine – is now fully constructed and preparing for its first measurements.

🔵 Archimedes is a cutting-edge quantum gravity experiment designed to explore the interaction between electromagnetic vacuum fluctuations and gravity. In other words, it's trying to weigh the vacuum – a bold step into one of the most mysterious areas of modern physics. While it directly tests condit... See more

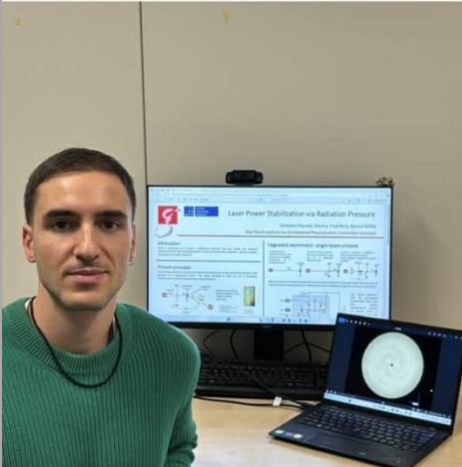



#ET_young



Einstein Telescope is 😊 feeling young.
Dec 5, 2024 · 🌐

🌟 At the recent annual ET meeting, the organizers awarded four young researchers for their o... See more



See insights and ads

Boost post

You, LISA Mission + 42

1 comment 7 shares

Like

Comment

Send

Share



Einstein Telescope
641 followers
1w · 🌐

Meet Ghada Mahmoud - an early-career systems engineer helping turn the Einstein Telescope from concept to reality. ...more



You and 51 others


6 comments · 3 reposts

Like

Comment

Repost

#WomenInSTEM




Einstein Telescope
Published by Yuliya Hoika
February 11 · 🌐

🌟 Happy International Day of Women and Girls in Science! 🌟

How amazing is it that women scientists around the world have shaped our understanding of the universe? From pioneering research to groundbreaking discoveries, their contributions are truly awe-inspiring ❤️.

Women involved in the Einstein Telescope are making monumental contributions to our project. Engaged and motivated, they are not only breaking barriers in the realm of #gravitationalwaves but also doing so with ... See more




See insights and ads



Boost post

SOCIAL MEDIA


CROSS-POSTING



Einstein Telescope
Published by Yuliya Hoika
June 17 · 🌐




PROF. DR. STEFANO VITALE
UNIVERSITY OF TRENTO AND INFN, ITALY



LISA Mission is 🥳 feeling fantastic.
June 17 · 🌐

Today, at the Le Bourget Airshow, the European Space Agency (ESA) and OHB System AG sealed their agreement to build the Laser Interferometer Space Antenna LISA.... See more



LISA Mission
March 19 · 🌐

Congratulations to our earth-bound friends and colleagues from the Einstein Telescope 🥳



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The Blue Book has
been published on
arXiv!




Einstein Telescope is 🥳 feeling cool.
Published by Yuliya Hoika
March 18 · 🌐

🌟 The Blue Book "The Science of the Einstein Telescope" has been published today on arXiv!
This is a milestone paper of the Einstein Telescope Collaboration and a... See more



You and 20 others

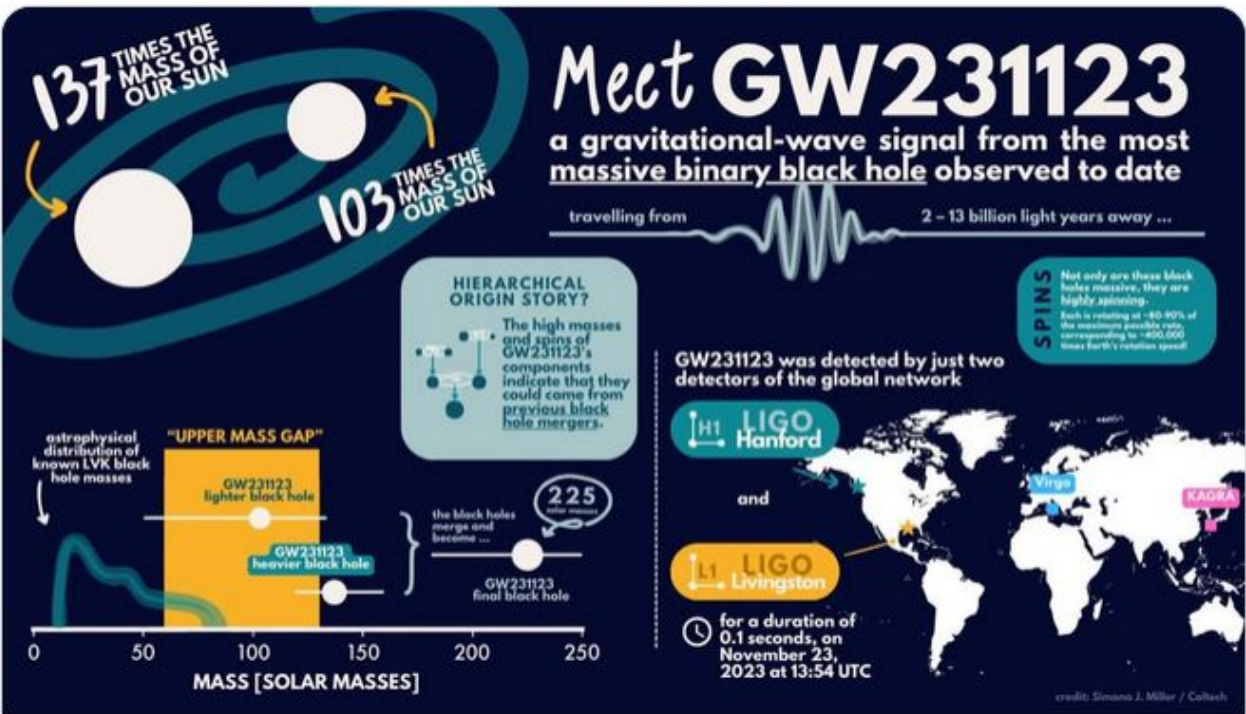
3 shares




Einstein Telescope is 🥳 feeling fantastic.
Published by Yuliya Hoika
July 14 at 5:53 PM · 🌐

Our colleagues from the LIGO-Virgo-KAGRA Collaboration have just announced the observation of the most massive black hole merger ever seen through gravitational waves! 🥳

The event, named GW231123, was detected on November 23, 2023. It originated from the merger of two black holes - approximately 103 and 137 solar masses - resulting in a final black hole over 225 times the mass of the Sun 🌟
[LIGO Scientific Collaboration, KAGRA Large-scale Cryogenic Gravitational Wave Teles... See more](#)



The infographic details the discovery of GW231123, a gravitational-wave signal from the most massive binary black hole observed to date. It shows two black holes, one 137 times the mass of the Sun and the other 103 times, merging to form a final black hole 225 times the mass of the Sun. The event was detected by LIGO Hanford and LIGO Livingston for a duration of 0.1 seconds on November 23, 2023 at 13:54 UTC. The infographic also includes a world map showing the locations of the detectors and a timeline of the event.



EGO & the Virgo Collaboration
July 14 at 2:26 PM · 🌐

The [LIGO](#)-Virgo-[KAGRA](#) Collaboration is happy to announce the detection of the merger of the most massive black holes ever observed with gravitational waves 🥳 ... See more

WEBPAGE UPDATES

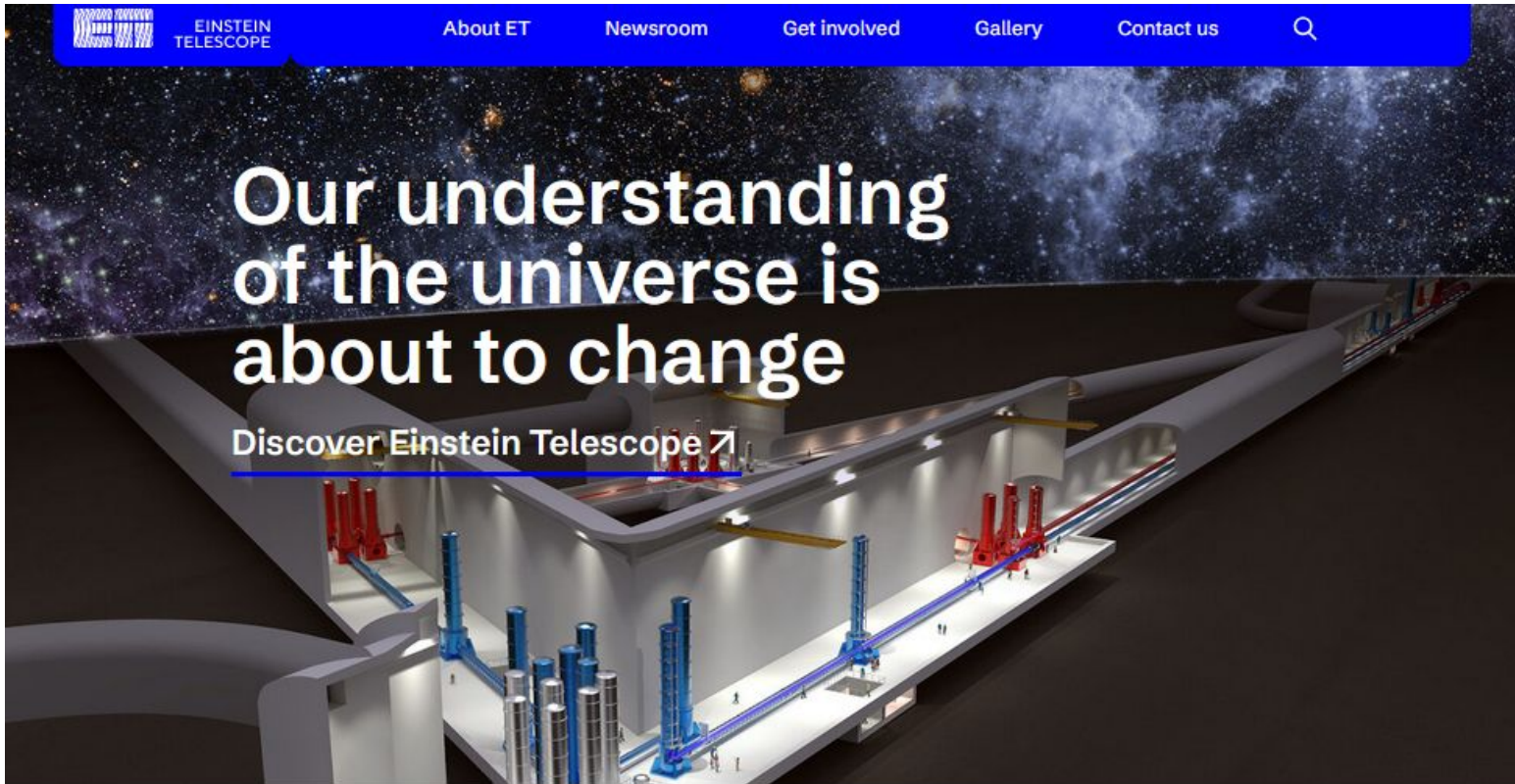
WEBPAGE

WEBPAGE: PROGRESS

- The page is live from **10 April 2025** (after Management review and improvements implementation coordinated by M. Oudenhoven): <https://einsteintelelescope.eu>
- Now Management is working on further procedures definition (ETO+ETC)

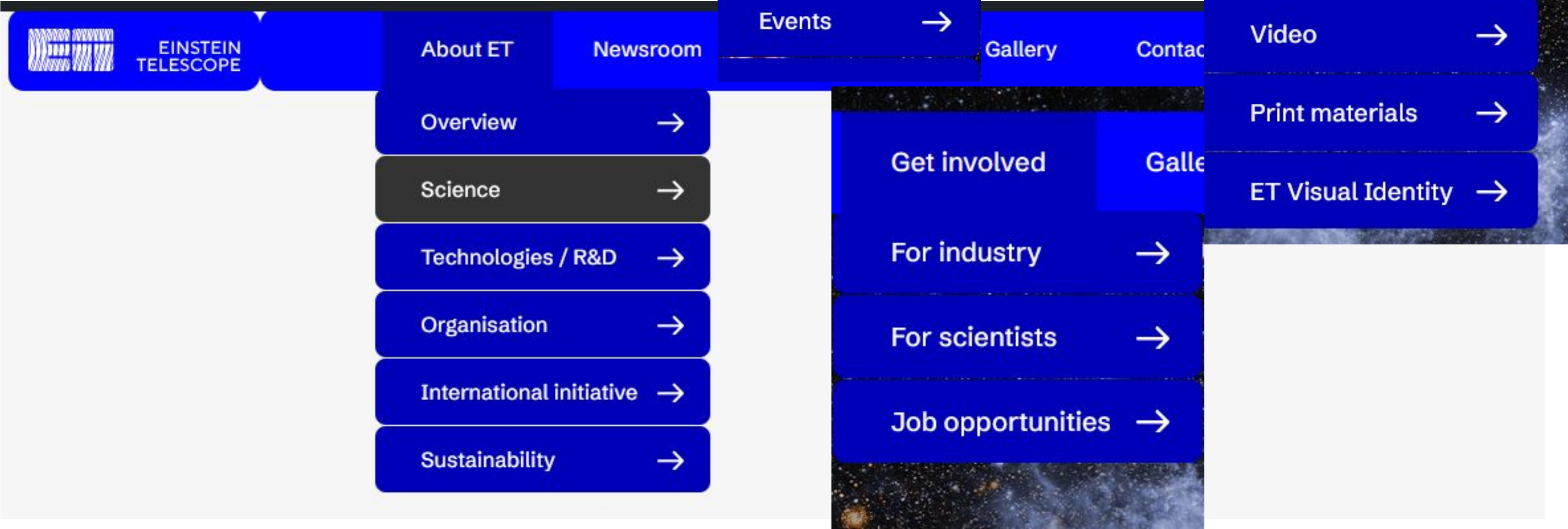
TO DO:

- Work on further development (additional funding)
- Start regularly creating new content for the page (news, interviews, images, etc.)



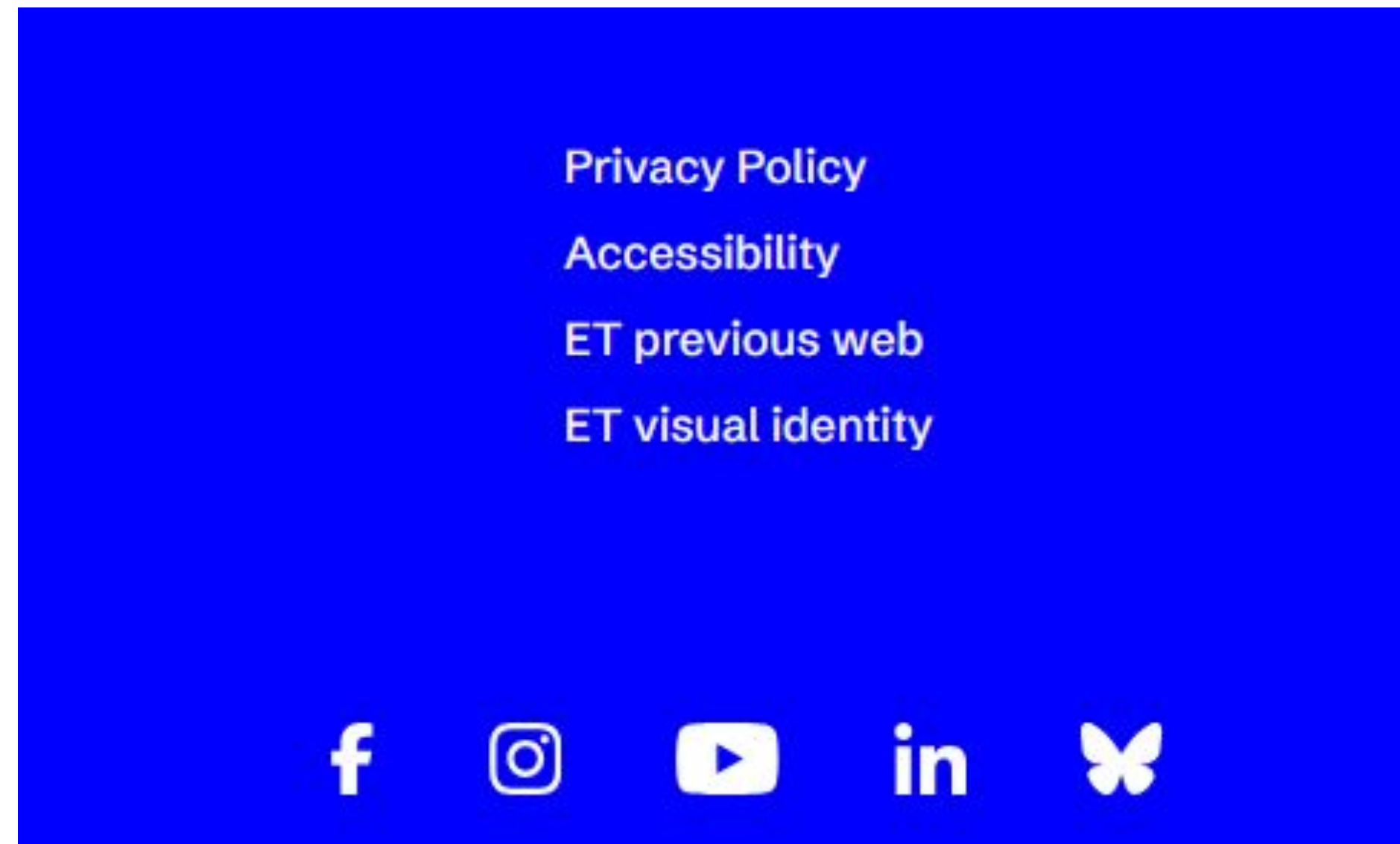
Website

What can be found on the page now?



Website

What can be found on the page now?



Website

Building community through the page

Website is meant to contribute to strengthening whole ET community, and providing support for 'ET entities' and stakeholders in their communication about ET.

**This is our shared tool
and it must serve us all.**

Website

Building community through the page

Website is meant to contribute to strengthening whole ET community, and providing support for ‘ET entities’ and stakeholders in their communication about ET.

This is our shared tool and it must serve us all.

This subpages are alive thanks to **WP7-WP10 cooperation:**

Events



24 NOV - 26 NOV

MAASTRICHT

APPEC TECH FORUM – Cryogenics and Vacuum. Academia meets Industry

[Read →](#)



3 DEC - 4 DEC

MADRID, SPAIN

BSIFS 2025 - Big Science Industry Forum Spain

[Read →](#)



11 MAR - 12 MAR

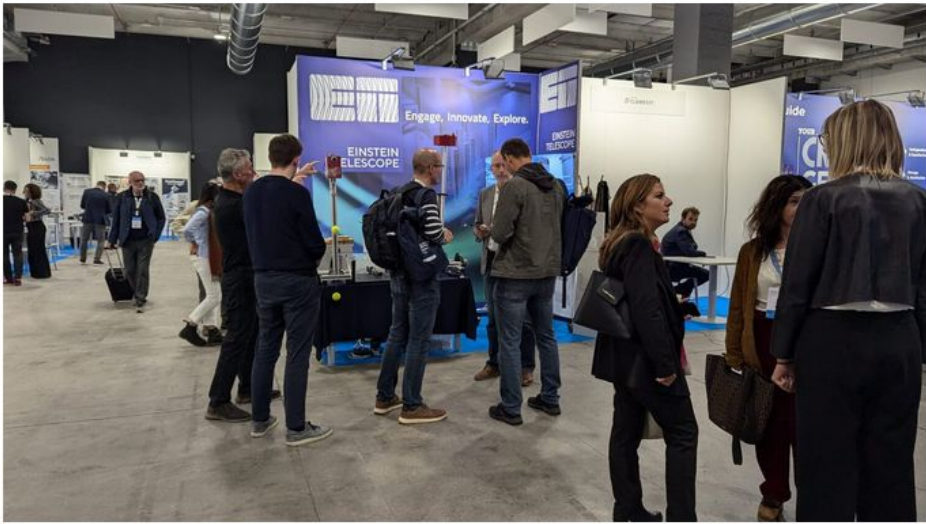
LUND, SWEDEN

Swedish Big Science Forum 2026

[Read →](#)

For Industry

Industry involvement is paramount to the success of the Einstein Telescope. It plays a vital role in driving technological advances beyond the current state of the art, while providing timely expertise needed to optimise production processes and reduce costs.



The Einstein Telescope at the Big Science Business Forum in Trieste, 2024.

Opportunities for industry

Collaborating with the Einstein Telescope offers industry partners a unique opportunity. It allows to contribute to cutting-edge scientific advancements while driving innovation in key technology areas. The project demands groundbreaking solutions in vibration-free cooling, ultra-high vacuum systems, seismic isolation, precision optics, and thermal control—challenges that push the boundaries of engineering and manufacturing. By participating, companies can develop new high-tech capabilities, gain access to international R&D networks, and position themselves as leaders in advanced technologies. Furthermore, the Einstein Telescope's long-term impact on industries like photonics, cryogenics, and precision engineering can open new business opportunities.

Website

Building community through the page

Publishing the site is only the first step. We will continue to expand it with new functionalities, additional sub-pages and the content requested by stakeholders.

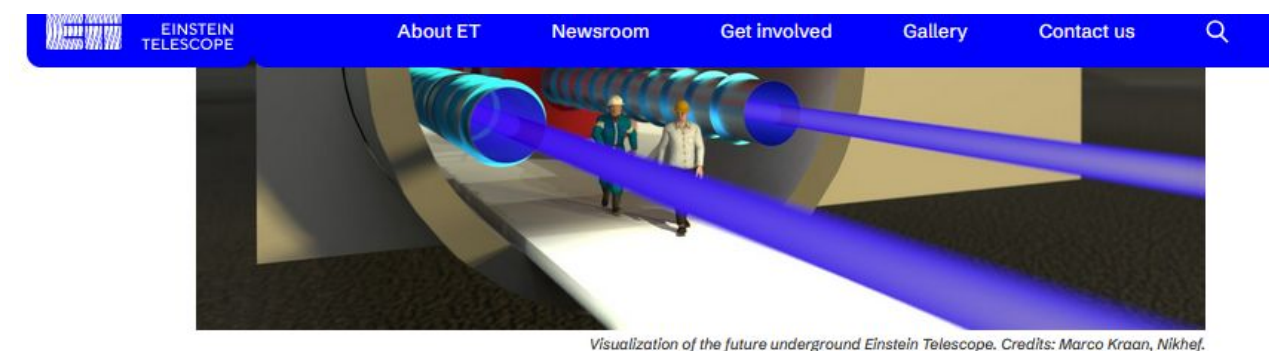
Website

Building community through the page

Publishing the site is only the first step. We will continue to expand it with new functionalities, additional sub-pages and the content requested by stakeholders.

Job Opportunities:

- There is a good potential for cooperation and networking



Visualization of the future underground Einstein Telescope. Credits: Marco Kraan, Nikhef.

Most recent vacancies

Mechanical Engineer for the Einstein Telescope (ET)

Nikhef is looking for a candidate with at least a bachelor's degree in mechanical engineering to work in the ET Engineering Department. The ET Engineering Department is charged with the design, procurement, installation, commissioning, operation, maintaining and eventually dismantling of the infrastructure and technical systems for ET research infrastructure independently of the location of the infrastructure (Euregio Meuse-Rhine or Sardinia). The selected candidate is an interdisciplinary engineer and will take an active role in the EU-wide ET organization. The focus of your work will be on the integration of the ET detector in the underground environment.

Application deadline: **August 1, 2025**

[Read more about the position](#)

PhD positions in Physics at the University of Ferrara

Call for applications based on qualifications and interview for admission to the 41st cycle. Admission to doctoral programs is based on an evaluation of qualifications and an interview. Applications must be submitted via the PICA platform, through the online procedure.

Job closing date: **12:00 noon on July 29, 2025**

[Read more about the position](#)

...

DISCUSSION “WORKFLOWS: STATUS AND FIELDS FOR IMPROVEMENT”

Current Situation

- **Comm personpower:** WP10 group, local comm representatives, ETO representatives, CEC representatives
- **Editorial group / Content management tool:** Editorial group exists. Communication currently takes place via WhatsApp. It works for now, but needs improvement.
- **Information flow**
 - Sources: ET Italia and ET EMR webpages and social media; collaborators' and GW community webpages and social media, personal contacts.
 - Very few interactions/initiative from the ET community's side.

DISCUSSION “WORKFLOWS: STATUS AND FIELDS FOR IMPROVEMENT”

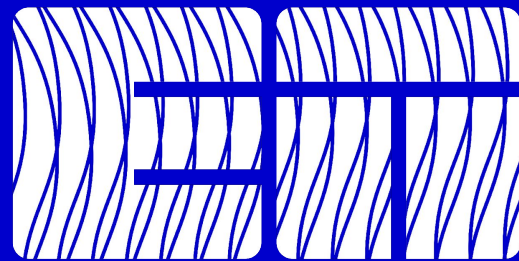
Key gaps

- We are not widely recognized as a Central Communication Hub.
- WP10 all group is shrinking...
- Missing content from non-candidacy countries.
- Missing scientific content.
- Lack (very few) info from the community (we have to “hunt” for the information)
- Contribution from editorial group - more input/ideas are needed.
- Lack of professional content management tool and dedicated communication app.
- Personpower / roles are not well defined
- ...

Improvement priorities

- Define and strengthen the role of the editorial group beyond WhatsApp.
- Establish a structured information flow (more channels are needed): other countries, ET groups...
- Ensure inclusion of content from non-candidacy countries and scientific topics.
- Implement and enforce the use of a content management tool (or choose a better alternative).
- Assign additional people for backup and support.
- ...

Thank you!



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