

**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

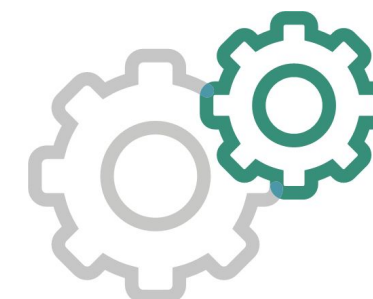
M21 (EGO) 24M: ET Consortium website and social media launched

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




1. SOCIAL MEDIA AND WEBPAGE UPDATES


SOCIAL MEDIA




EinsteinTelescope




einstein.telescope



EinsteinTelescopeEU



einsteintelelescope.bsky.social



einstein-telescope

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

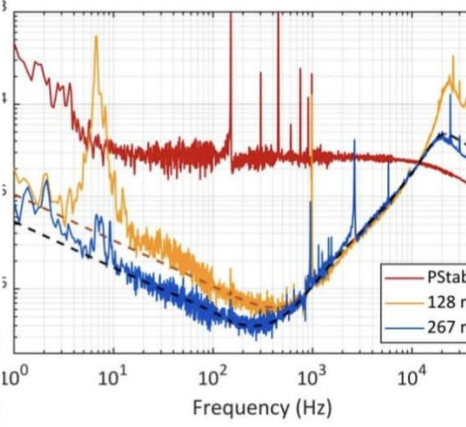
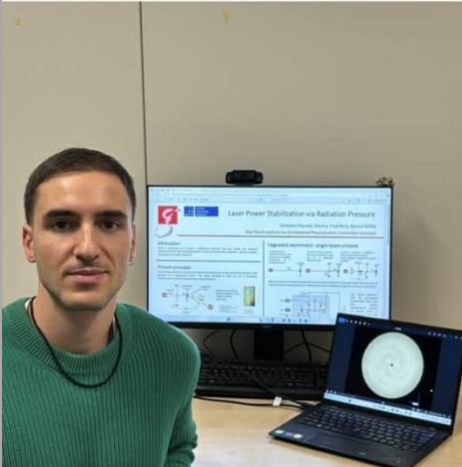



#ET_young




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 🥳



EINSTEIN TELESCOPE

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.

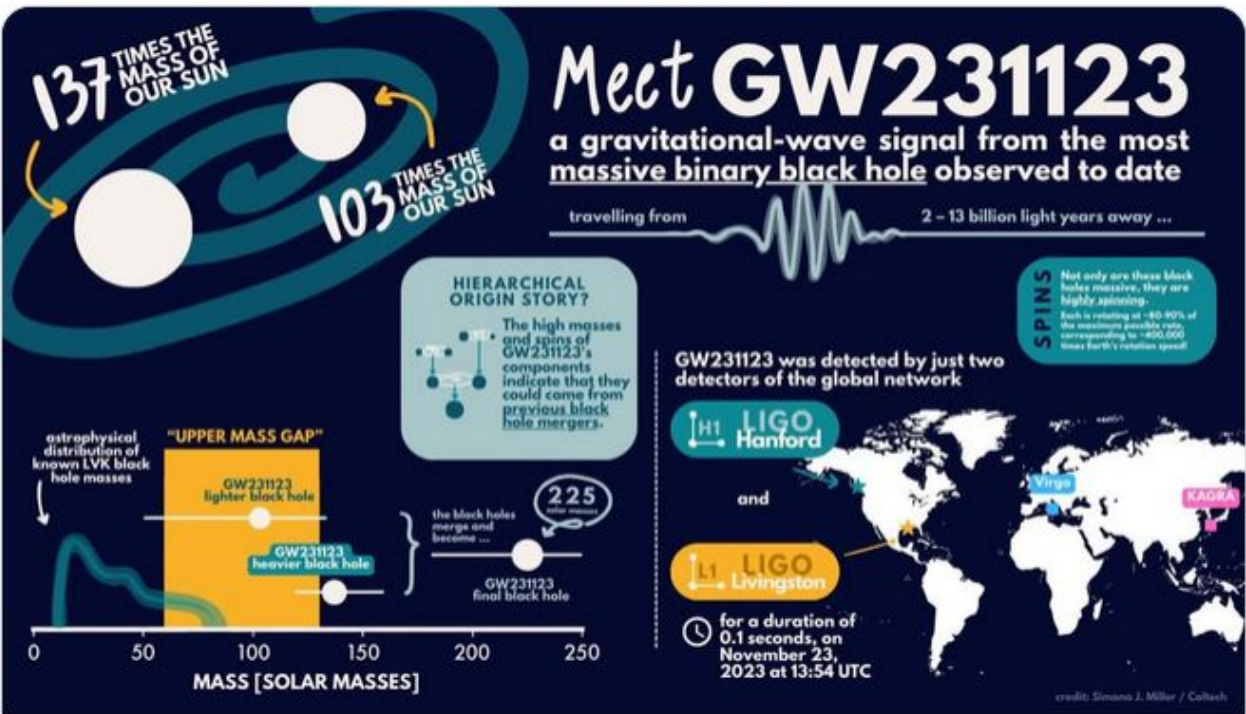
Published by Yuliya Hoika

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 with masses of 103 and 137 solar masses merging to form a final black hole of 225 solar masses. 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 mentions that the black holes were travelling from 2-13 billion light years away and that the event was detected by just two detectors of the global network.



EGO & the Virgo Collaboration

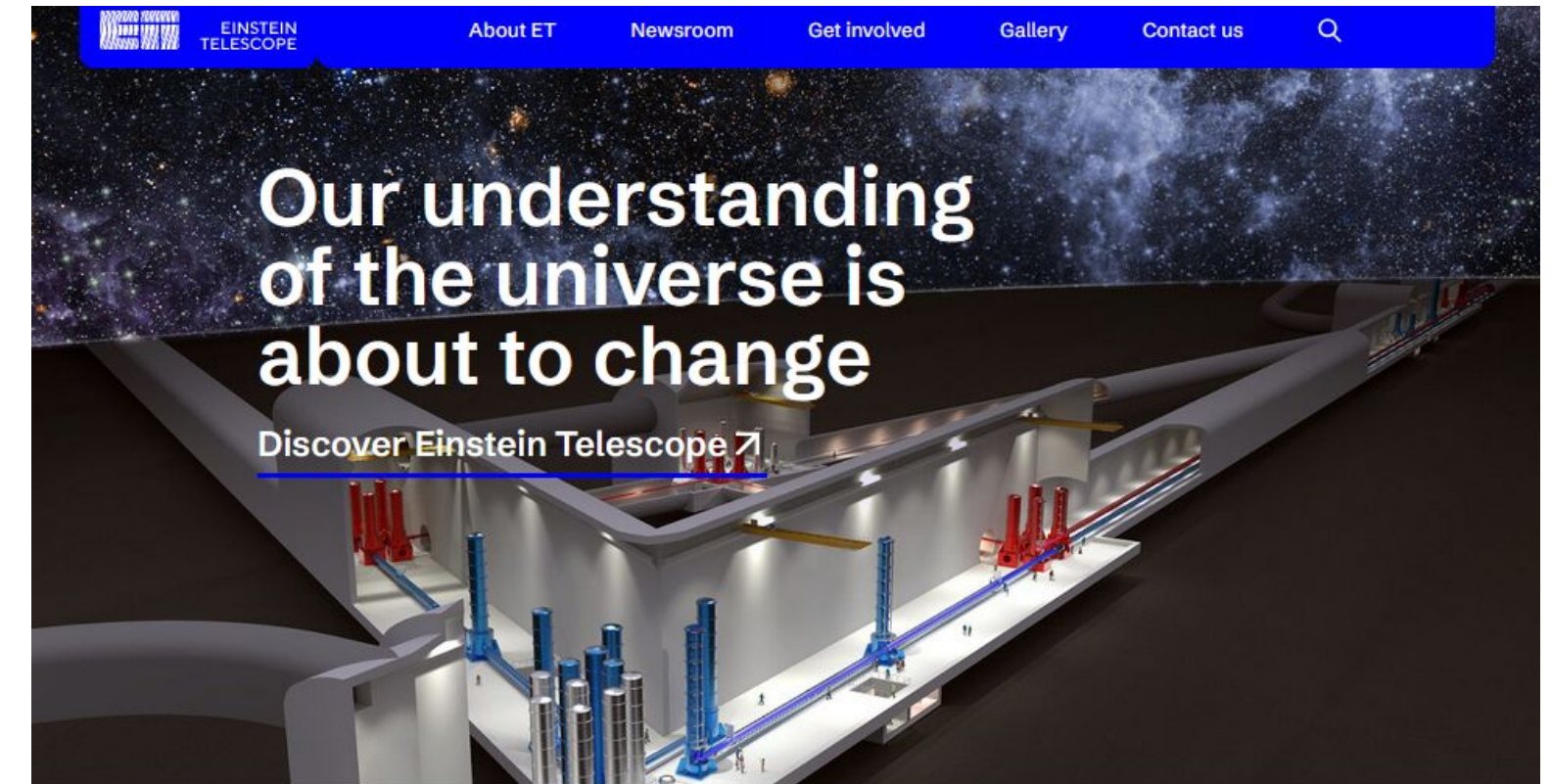
July 14 at 2:26 PM · 🌐

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

WEBPAGE: PROGRESS

- The page is live from **10 April 2025** (after Management review and improvements implementation coordinated by M. Oudenhoven): <https://einsteintelelescope.eu>
- Officially presented at the XV ET Symposium in Bologna
- Now Management is working on further procedures definition (ETO+ETC)
- Collaboration with other ET (PP) groups



Newsroom

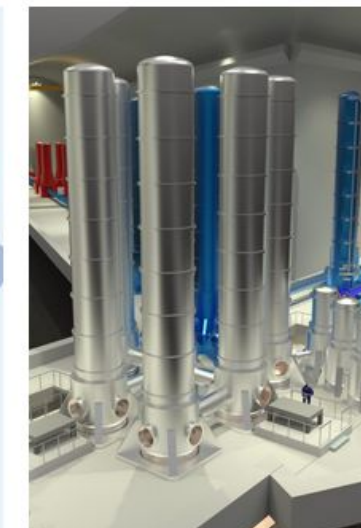


News
Events



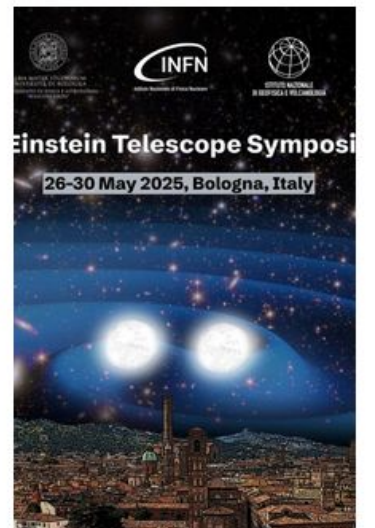
10 JULY 2025

Einstein Telescope selected as national priority in Germany



2 JUNE 2025

Einstein Telescope expands collaboration with CERN



27 MAY 2025

XV Einstein Telescope Symposium is taking place in Bologna 26-30 May

Website

Building community through the page

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

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

Events, For Industry

Job opportunities:

There is a good potential
for cooperation and
networking

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

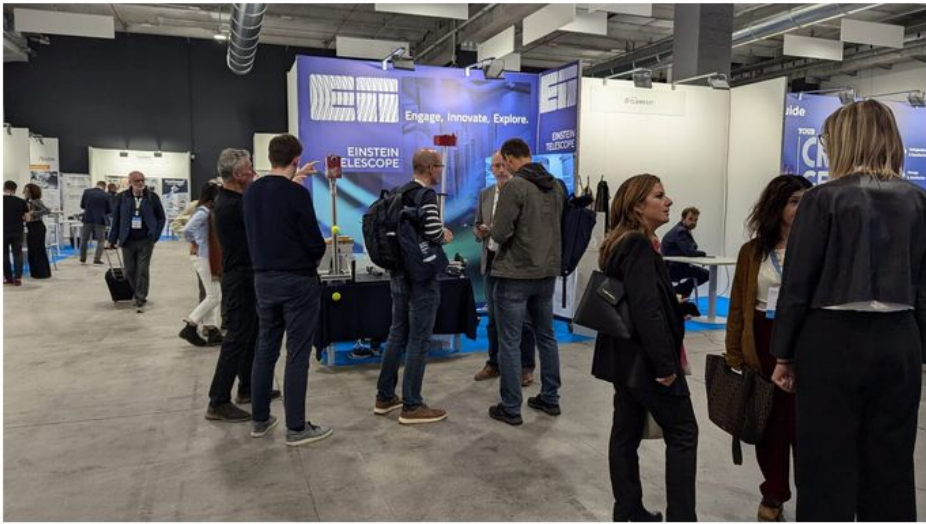
LUND, SWEDEN

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.

DISCUSSION “WORKFLOWS: STATUS AND FIELDS FOR IMPROVEMENT”

Key gaps/challenges to discuss

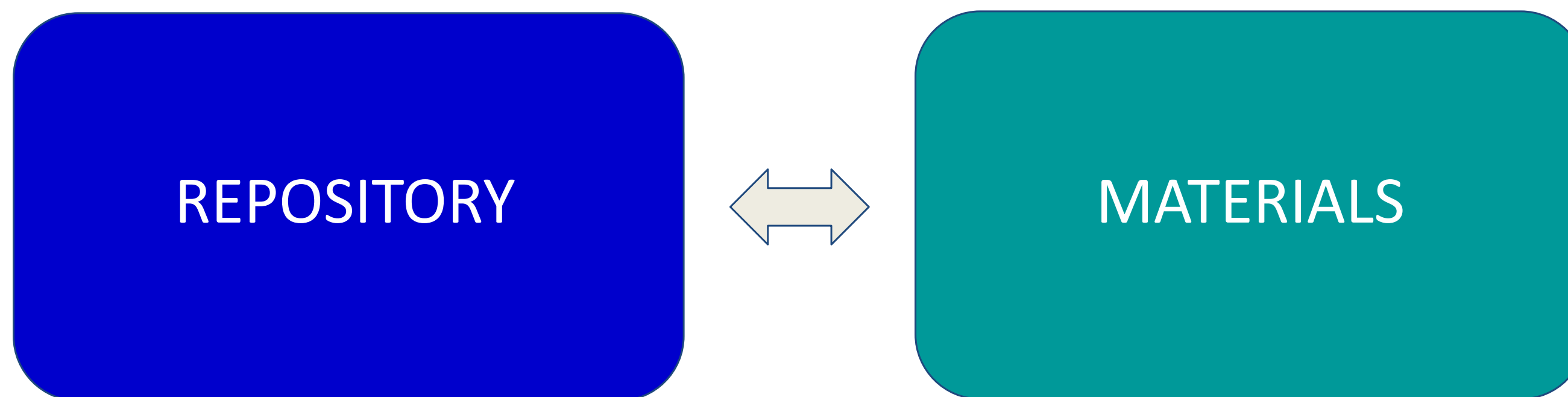
- We are not widely recognized as a Central Communication Hub.
- WP10 all group is shrinking...
- Missing content from non-candidacy countries.
- Missing scientific content.
- Lack (very few) info from the community (we have to “hunt” for the information)
- Contribution from editorial group - more input/ideas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

Outcomes

- Move to the establishing of the Central Communication Office (collaborating with CEC/ETC and local comm groups)
- Define and strengthen the role of the **editorial group/board**
- 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.
- ...

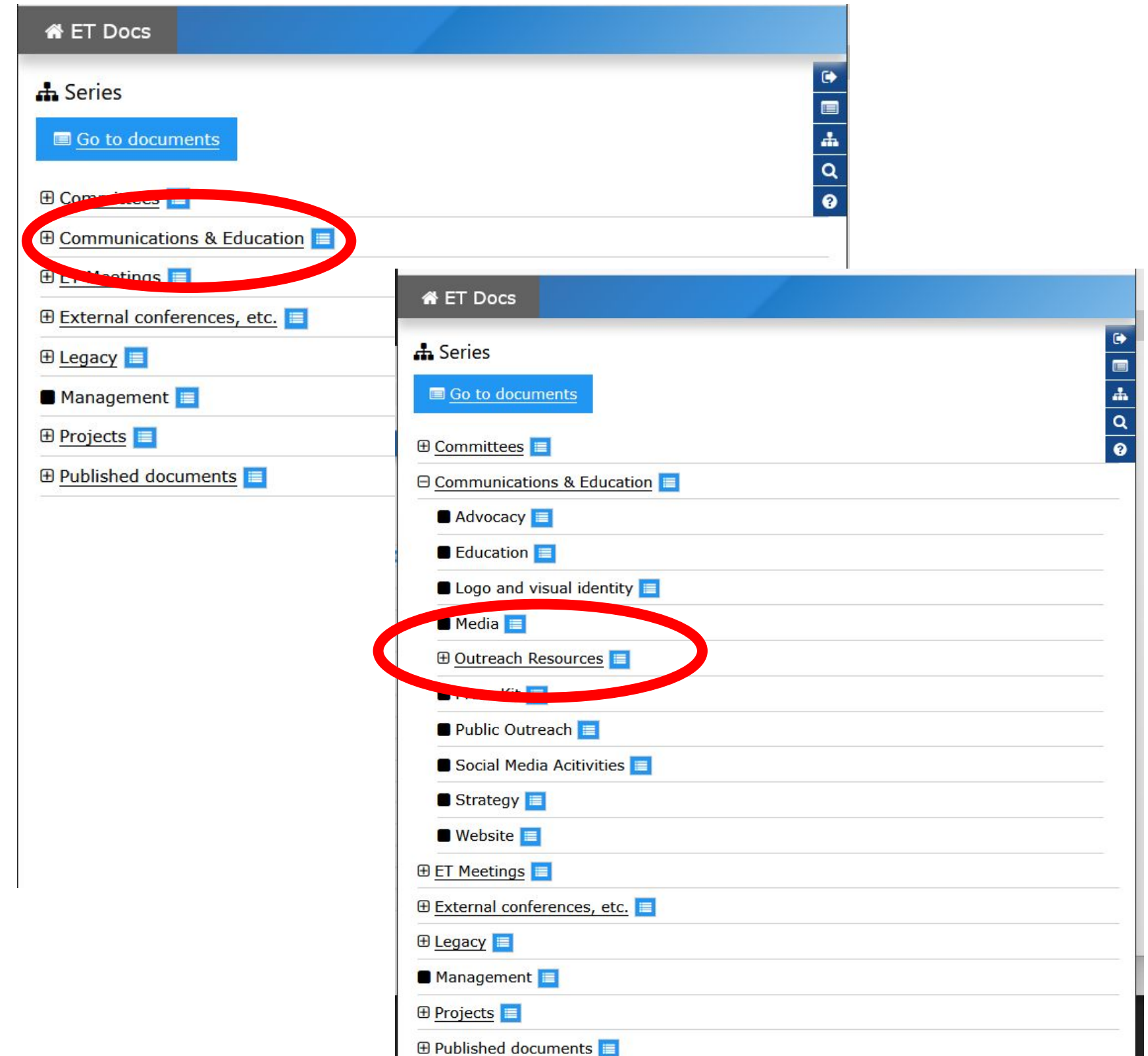
2. D10.4: Complete bank
of graphics and multimedia
resources

D10.4: Complete bank of graphics and multimedia resources: **status** and next steps (IFAE, 36M)



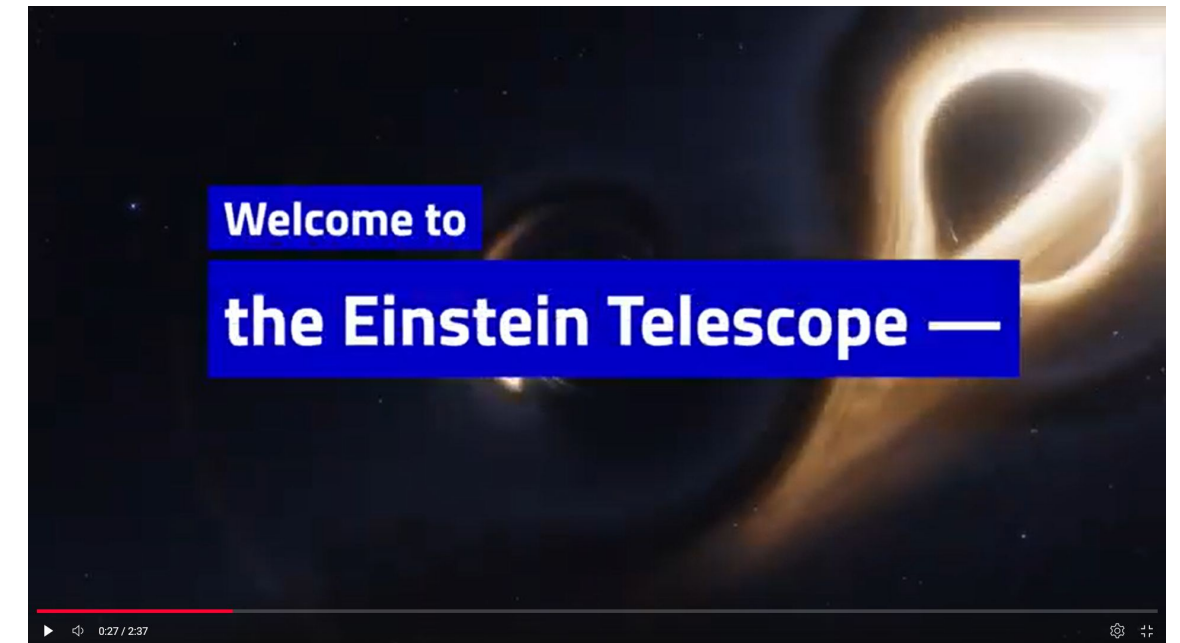
The Outreach Repository is:

- **ET TDS settled**
20.06 - workshop with *Gary Hemming* on how to use it. We are organising existing materials and will upload them
- **there is an additional content type *Outreach Material***
- **additional Outreach Material information for each file:**
Credits, Licenses & use restrictions, Captions & descriptions
- **additional features requested:**
 - preview thumbnails and grid view for images & videos
 - flag icons in file preview to indicate language versions
 - more generous size limitations for video files (workaround currently needed)
- **files are organised by series:**
e.g. keywords (linked to Blue Book chapters?), file type < existing, others are possible. ***Discussion needed on structure.***



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

- **Materials** collection in progress
 1. **Einstein Telescope visual identity:**
 - [BrandBook](#),
 - [graphics](#) and [logo files](#) (multiple formats),
 - Communication [templates](#) (presentations, documents, digital materials),
 - [mockups](#) for various promotional materials
 1. **Social media and digital communications**
 - ET [Social Media Content Plan](#), coordinated via Asana
- Promotional multimedia content**
 - Official Einstein Telescope promotional [video](#) ([on YouTube](#))
 - [Photo](#) albums capturing highlights from significant events
 - [Video](#) recordings documenting key ET events and conferences
- 4. **Printed and digital promotional materials (WP7 & WP10)**
 - [Brochure](#) highlighting ET technologies and innovations
 - Design and implementation of the ET [exhibition booth](#) (debuted at the Big Science Business Forum event, October 2024, Trieste, Italy)



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

NEW

- **Infographics project: dissemination of BlueBook - Science of ET**
Group D10.4 is now cooperating with OSB members (conceptual/content input) and graphic designer
- we have funds for 10 infographics
- some infographics are specifically for chapters of the Blue Book, some more general
- designer has been selected (UW)



Open questions:

- **which keywords should be included?**
 - top-level categories could include Astrophysics, Detector Technology, Data Analysis
 - sub-topics could include chapters of the Blue Book, specific technology e.g. cryogenics, vacuum, suspension
 - a coherent & comprehensive system should be defined before the repository is filled
- **naming convention**

Ideally, file names should also be systematic.

which additional infographics could we produce?
- **who could work on more infographics?**

3. Educational activities: from Science to Society

3. Educational activities: from Science to Society (Matteo Tuveri)

GRAVIS Project: science + connecting ET with schools and society:

- ET physics (embodied and visual activities); drawings and descriptions; Storytelling; Meeting with ET scientists (real stories)
- Scientificalisation
- Metaphorically visualizing of the invisible

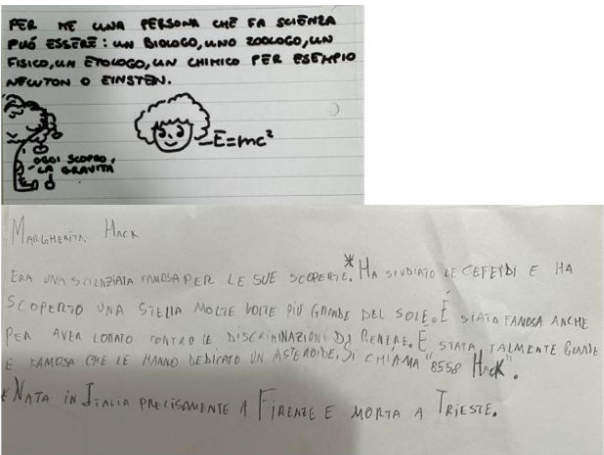
OUTCOMES:

Communication

- Use metaphors to make ET concepts accessible
- Address students’ and society’s need for scientific knowledge
- Engage with local communities to integrate ET into the territory
- Promote active public involvement through citizen science approaches
- Use digital and social tools to narrate ET through students' words and ideas, mediated by researchers

«Scientificalization»

Draw and Describe a Scientist Test



Initial perception of scientists: (Person: Einstein-like – topics: chemistry/biology)

PHYSICS ???

Draw and Describe a Physicist Test



Pre physics – «I do not know» and Einstein related drawings

Post physics – everyone drew or described a physicist as a generic person

Science and Communication (DDETT) – Gender stereotypes

WORKING ON GENDER BIAS and ROLE MODEL

Gender of the character - Percentages



Middle School		Character's gender		
		M	F	«They»
Students' gender	M	19	0	4
	F	9	3	0

Primary School		Character's gender		
		M	F	«They»
Students' gender	M	15	1	2
	F	7	8	0

Frequency

ET is a collaboration!

Frequency

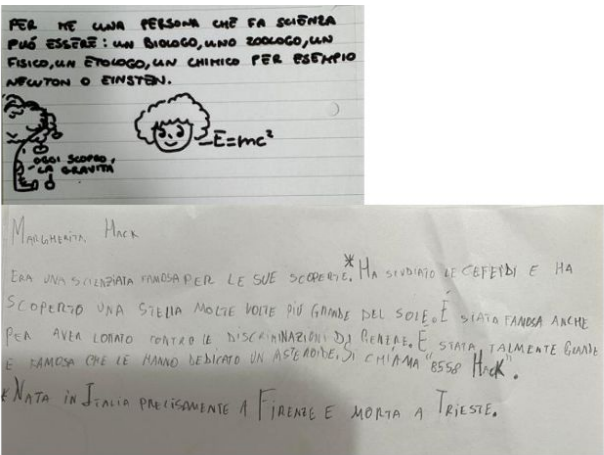
3. Educational activities: from Science to Society (Matteo Tuveri)

DISCUSSION

- How to use this methodology for ET in other communities

«Scientificalization»

Draw and Describe a Scientist Test



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PHYSICS ???

Draw and Describe a Physicist Test



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Frequency

ET is a collaboration!

Frequency

4. Launch ECR mentorship and training programme

D10.5: Launch ECR mentorship and training programme: status and next steps (UKRI, 44M)

Mentorship and training programme (MTP)

- A dedicated group of six members meets bi-weekly.
- Information on similar MTPs is currently being collected, including those from **LISA (LECS)**, GWECS, LAAC, ESO, IMPRS, the EuroPlanet Network, CERN, RAS, AGU, AHEAD2020, and various medical and engineering professional bodies. IMPRS Lecture weeks in Germany in Sept 2024 - a lot of input.
- Several meetings with colleagues from different organisations have been held.
- An informal body, the **MTP Council**, is planned to be established. This Council will assist in drafting the proposed training programme, including timelines, proposed content, guidance documentation, and more. It will also define success criteria for the mentorship and training programme and determine how progress should be monitored.
- A draft of the final report is expected to be completed by **November 2025**.

D10.5: Launch ECR mentorship and training programme: status and next steps (UKRI, 44M)

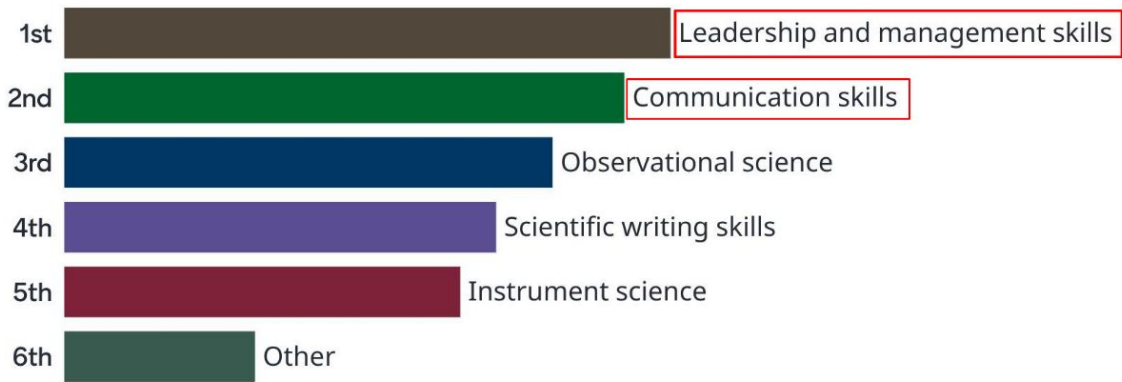
Promotion of the idea of MTP / Engaging potential mentors & mentees / Menti survey conducting

- LVK meeting in Melbourne (24-27 March 2025):
 - presenters from WP10: Martin Hendry, Dorota Rosinska
 - presentations about MTP and communication in ET in general
 - a meeting with ECR
- ET Symposium in Bologna
 - parallel session dedicated to MTP (M. Hendry)
- Amaldi Conference (Glasgow, July 2025):
 - A dedicated ECR workshop - from 10 to 12 July, ahead of the main conference.

Q1: Have you **previously taken part** in an Early-Career Mentorship and Training programme? *(Please select **all** that apply)*



Q5: Which of these **skills** should the ET MTP **prioritise** in its first phase?

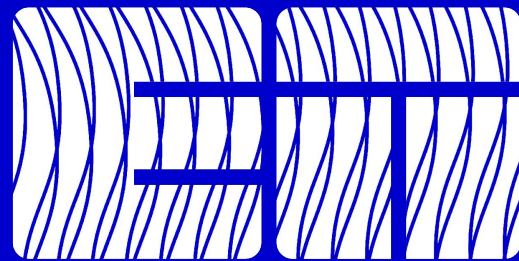


D10.5: Launch ECR mentorship and training programme: status and next steps (UKRI, 44M)

DISCUSSION:

- The Deliverable itself is meant to be a Programme/Plan. Implementation is not our part.
- The MTP should be introduced to the ETC and ETO. They may be interested in implementing this, especially in the light of the future proposal.
- Resources should be secured to implement the programme.
- We are aware of other existing programmes. The intention is not to duplicate but to create different MTP for ET.
- We also shouldn't recreate a wheel, but join the existing initiatives.

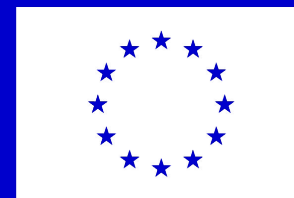
Thank you!



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TELESCOPE

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