

LSST Communications Office

Ranpal Gill Communications Manager – LSST/AURA





Large Synoptic Survey Telescope

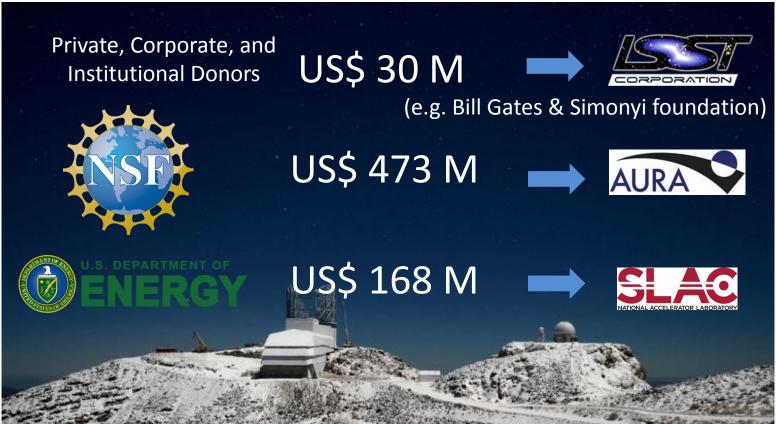






Construction Funding Partners & Managing Organizations

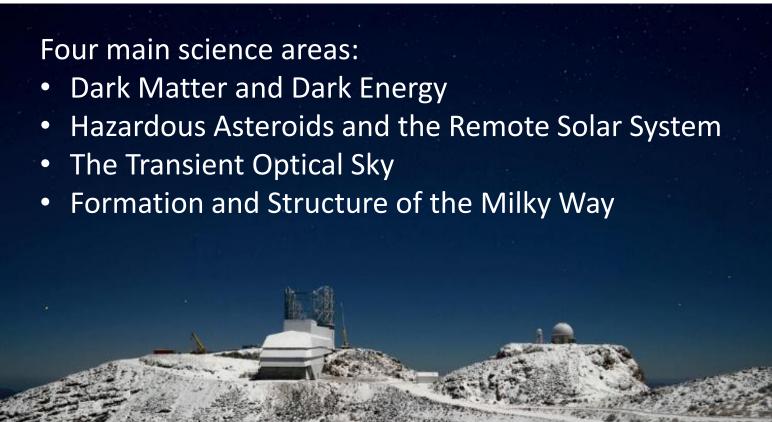






Science goals

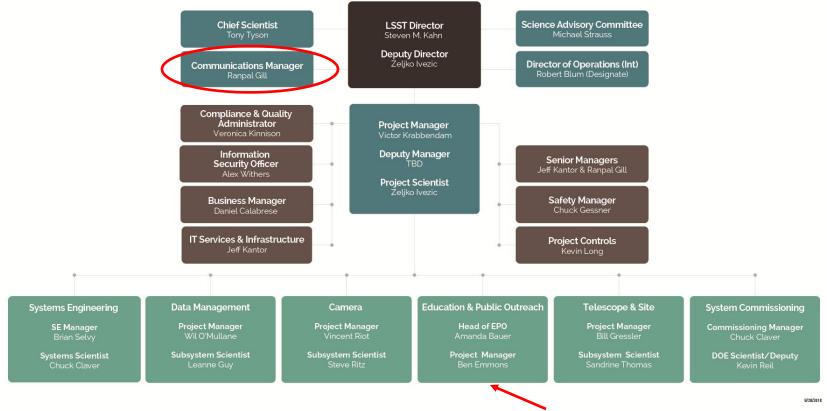






LSST Organization





EPO is not communications



Communications

EPO



Mission: facilitate communications between LSST and its **stakeholders** keeping them **informed** on construction progress, science opportunities, and other essential Project information.

The communications office is responsible for:

- Writing and distributing news updates, announcements
- Addressing inquiries
- Generating/updating website text & graphics
- LSST Branding
- Providing support for meetings, conferences, town halls
- Maintaining @LSST presence on social media
- Community surveys

Mission: offer accessible and engaging online experiences that provide **non-specialists** access to, and context for, LSST data so anyone can explore the Universe and be part of the **discovery process**.

During Construction, EPO will build:

- Formal education program based on online notebooks
- Operations website in English and Spanish
- Repository of multimedia resources
- Cloud-based EPO Data Center
- Capability to build citizen science projects
- Strategy for how EPO will measure success
- Communications Plan for Operations

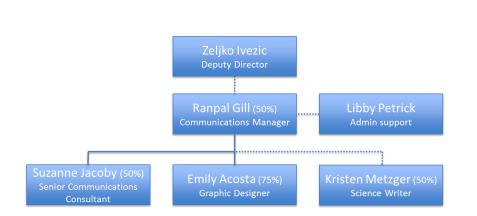
During Operations, Communications and EPO are a single department.



The Communications Team



FTEs: only 2.25!!





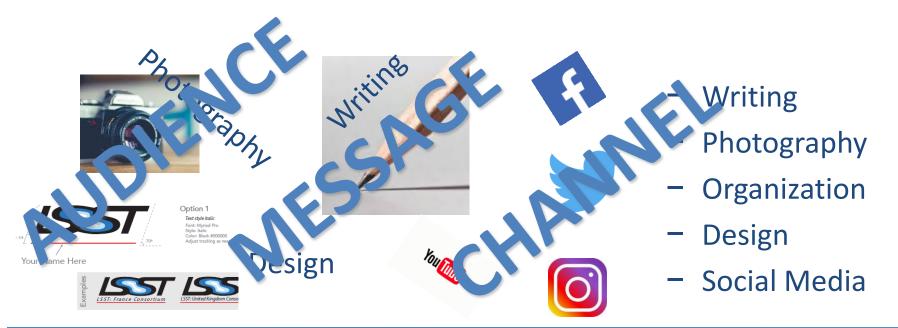
Combined professional experience: >~100 years!!



Communications Office



Mission: Facilitate **communications** between LSST and its **stakeholders** keeping them informed on construction **progress**, **science** opportunities, and other essential Project **information**.





Plans



- -Strategic plan
 - "what" we do
- -Implementation plan
 - "how" we do it
- -Quarterly plan
 - short term focus





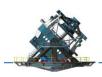


- 1. news & announcements
- 2. addressing inquiries
- 3. website updates
- 4. LSST branding
- 5. meetings, conferences, town halls
- 6. social media
- 7. community surveys





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News & Announcements





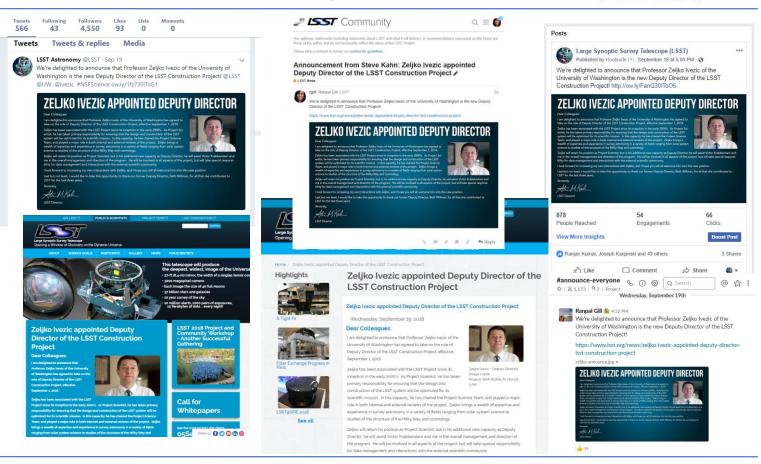
Send blank email to: lsst-digest-join@lists.lsst.org



1 announcement multiple channels



- Email
- Website
- Digest + link
- Social media:
 - Twitter
 - Facebook
- Community Forum
- Digital signage screen
- Slack







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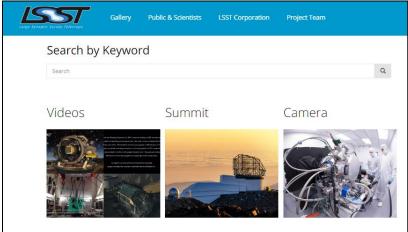


Inquiries







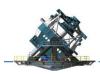






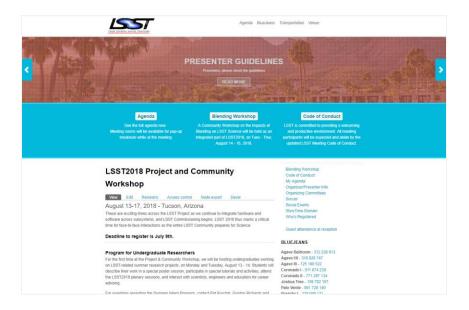


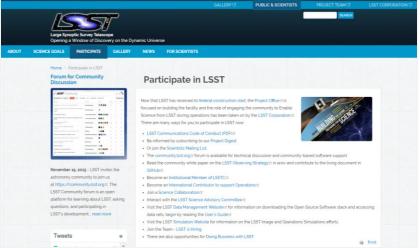
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Website

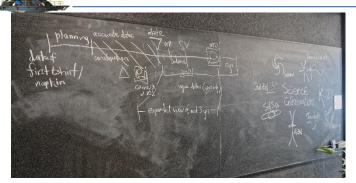






Webpages sprint













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LSST brand usage



All communications material carrying any form of LSST branding must abide by basic standards of professionalism, as well as LSST's values on workplace culture and diversity.

Ref: Brand usage guideline & LSST Meetings Code of Conduct





Ref: LSST Funding Acknowledgement

Acceptable logo alterations

Logo use with flag and name



Logo use with flag only





Logo use with name only



Option 1

Text style italic

Font: Myriad Pro
Style: Italic
Color: Black #000000

Option 2

Text with 20° shear

Font: Myriad Pro
Style: Regular
Color: Black #000000

Effects: Shear 20° — "MHorizontal Scale: 88%
Adjust tracking as nessasary





Code of Conduct



Meetings

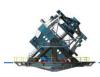
- Inclusion: child care, mothers rooms, color pallets/fonts, communication styles, disabled, cultural differences
- Diversification: organizers, committee, invited speakers, speakers, chairs

Fair employment practices

- Gender neutral vocabulary in job posts
- Diverse hiring committee, unconscious bias training
- Retention

A safe working environment

- Anti-harassment policies, communications code.
- Reminders of CoC at times of high stress



LSST "Brazil" presence?



- Website URL guideline
 - www.lsst.br?
- Logo guideline
 - We made some for you!
- Code of Conduct
 - template for meetings
- Sign up to digest
 - keep up to date
- General support



Send blank email to: lsst-digest-join@lists.lsst.org









Challenges



NASA'S mission to protect the planet from rogue asteroid and meteor threats has taken form in the Large Synoptic Survey Telescope (LSST) in Chile.



express.co.uk - 3 July 2018



Construction on the telescope in Chile began in 2015, with plans for it to begin operations around 2022. Now, nearly three years later, the new video shows how the enormous

The vast camera will then be blasted into space, forming the heart of the Large Synoptic Survey Telescope (LSST).

dailymail.co.uk - 17 January 2018





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Meetings









White paper timeline

Science Collaboration posters



Project & Community Workshop (PCW)





Meeting support levels





Attend meeting Promote to community:

- LSST-world email list
- Digest
- Twitter
- Facebook

Write news item



Digest – event

Digest – item

Website - event

Re-tweet



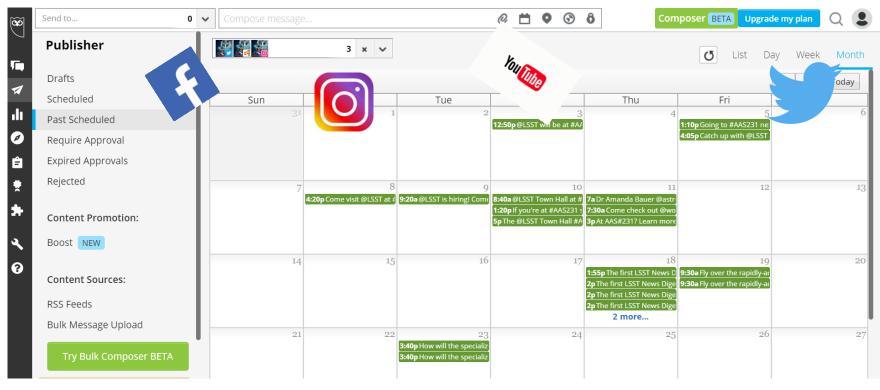


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Social Media

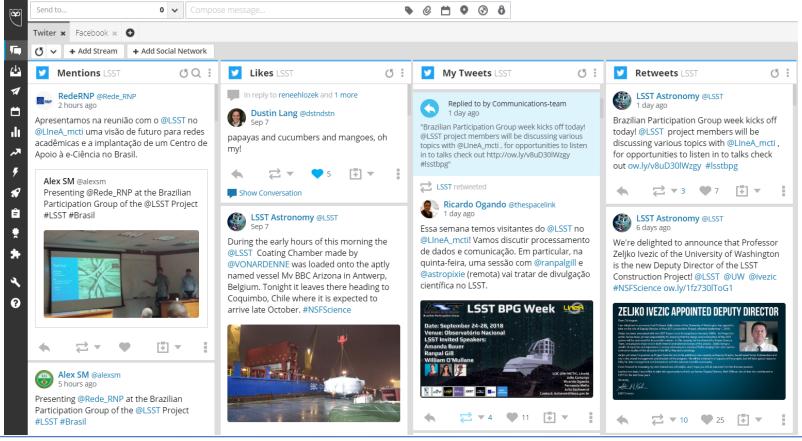






Various SM Messages





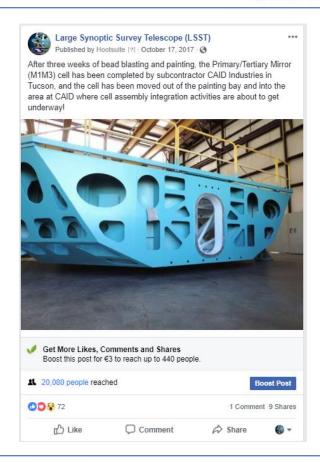


Facebook



Facebook reach is the number of unique people who saw your content.

>20,000 people





Twitter



Impression is the total number of times tweets about the search term were delivered to **Twitter** streams

>16,000 Impressions



LSST Astronomy @LSST

The Back Flange of the @LSST Camera was received at @SLAClab last week! It provides structural support for the rest of the Camera and is the mechanical interface between the Camera and Telescope.

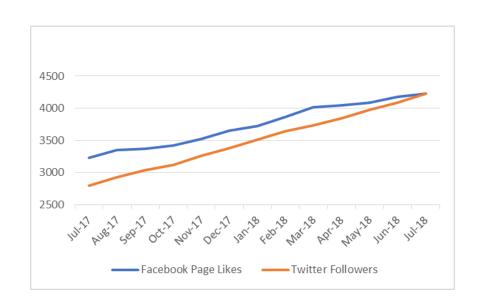
pic.twitter.com/5f0OLhZ27X

Impressions	16,107
Total engagements	448
Media engagements	249
Detail expands	64
Likes	58
Profile clicks	39
Retweets	20
Link clicks	9
Replies	8
Follows	1



Social Media Stats





	Facebook	Twitter
Month	Page Likes	Followers
Jul-17	3234	2797
Aug-17	3349	2927
Sep-17	3375	3037
Oct-17	3421	3123
Nov-17	3523	3260
Dec-17	3650	3385
Jan-18	3721	3517
Feb-18	3868	3641
Mar-18	4020	3736
Apr-18	4051	3848
May-18	4090	3977
Jun-18	4175	4086
Jul-18	4227	4232





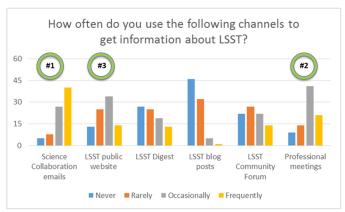
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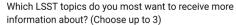


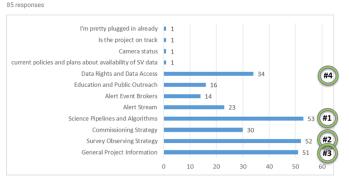
Webpages sprint



Science Community - Survey results 2017

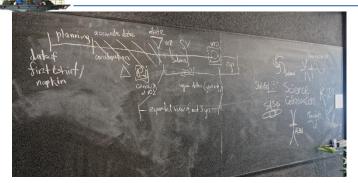






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Productivity tools



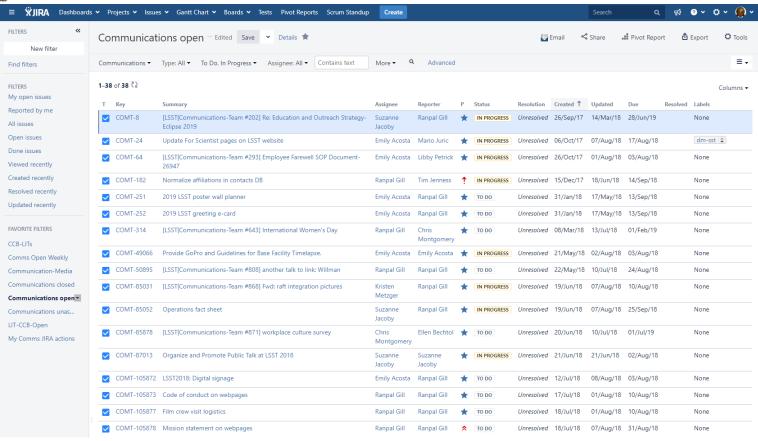
- JIRA
- Confluence
- Weekly meeting
- Slack
- Docushare
- Email
- BlueJeans (like Zoom)
- Hootsuite (SM scheduling)





communications-team@lists.lsst.org







Campaigns 2018 Q4



- Photometric LSST Astronomical Time-series Classification Challenge (PLAsTiCC)
- Coating chamber shipping to Chile ETA October 19th
- Division for Planetary Sciences 2018 conference
- Supercomputing 2018 IN2P3 & NCSA
- Astronomical Data Analysis Software & Systems (ADASS) conference
- M1/M3 cell and mirror transportation to mirror lab for testing
- M2 shipping to Chile
- Telescope Mount Assembly disassembly and shipping
- Camera raft installation SLAC
- American Astronomical Society (AAS) Conference



Communications Office Mission



Facilitate **communications** between LSST and its **stakeholders** keeping them informed on construction **progress**, **science** opportunities, and other essential Project **information**.



The LSST Communications Office will achieve its mission by delivering **appropriately timed messages** through selected communications **channels** to target specific **audiences**.



Interactions













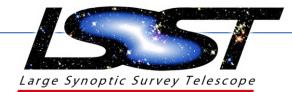












QUESTIONS?

















Keep in touch with us!



- communications-team@lists.lsst.org
- **f** @myLSST
- **g**lsst
- Isst_astronomy
- http://ls.st/z6u
- in large-synoptic-survey-telescope-lsst-

LineA BPG Week Meeting • Rio, Brazil • September 24 - 28

- www.lsst.org
 - community.lsst.org







Documentation



- Brand usage guideline
- Logo Creation and Usage guidelines
- LSST Communications Code of Conduct
- LSST Meetings Code of Conduct
- Communications Channels Usage
- LSST Funding Acknowledgement