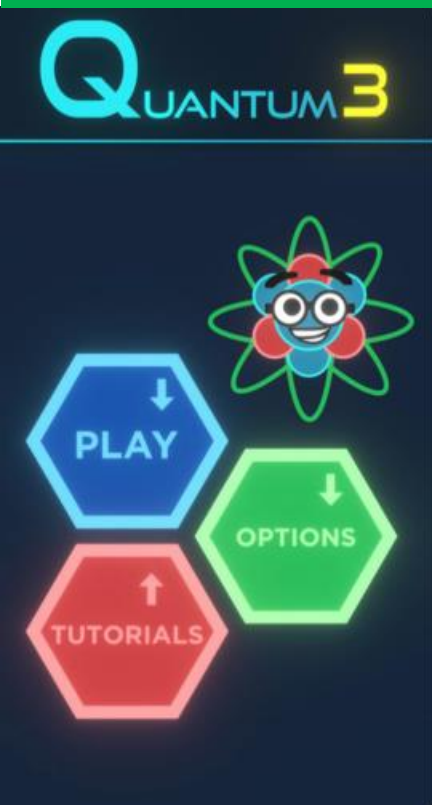


CTEQ

# Sharing CTEQ Physics with the World!



HUEY-WEN LIN

# Social Media

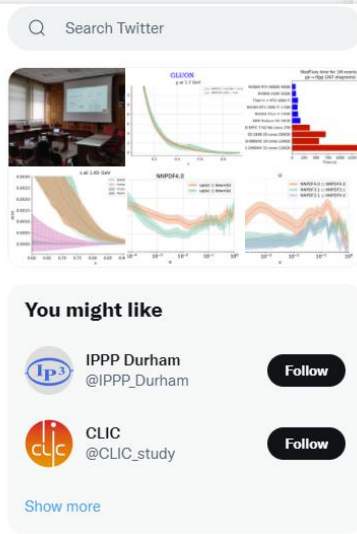
§ Collaborations and meetings have been actively using social media!



← **NNPDF\_Team**  
210 Tweets



**NNPDF\_Team**  
@NNPDF\_Team  
nnpdf.mi.infn.it - n3pdf.mi.infn.it  
Joined October 2017  
469 Following 259 Followers

Followed by ECT\*\_Trento, Anselm, and 15 others you follow

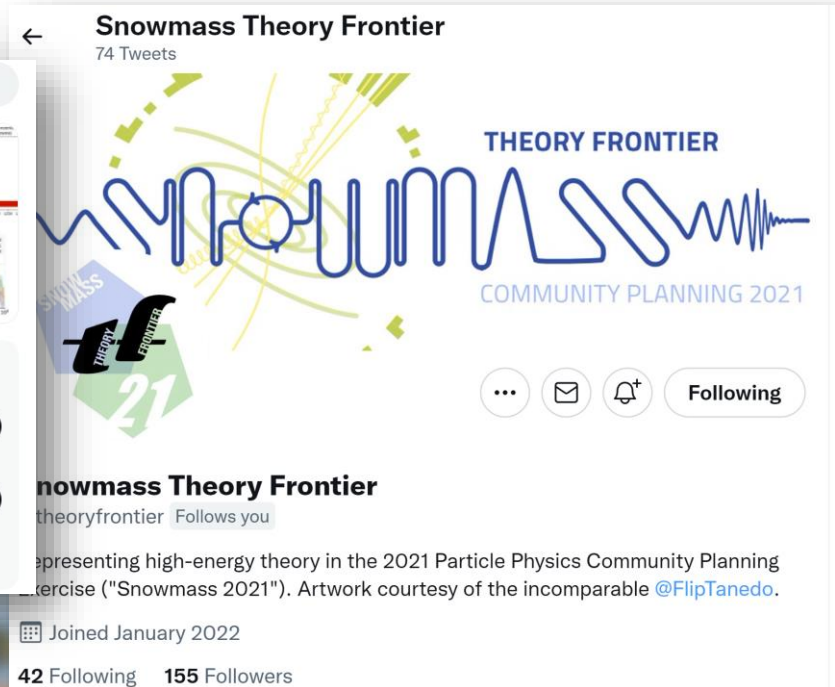


Search Twitter

**You might like**

-  **IP3 Durham**  
@IP3P\_Durham **Follow**
-  **CLIC**  
@CLIC\_study **Follow**

Show more

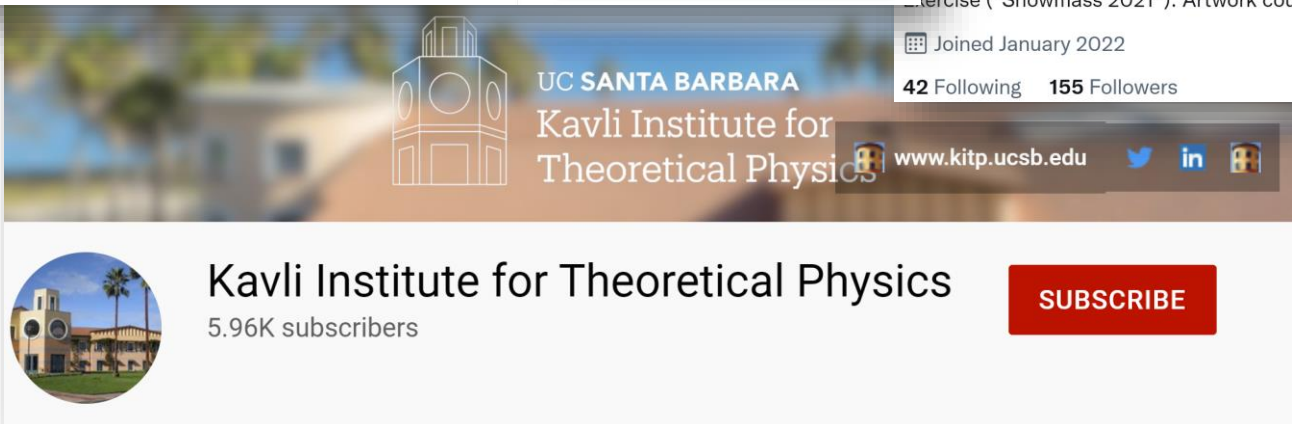



← **Snowmass Theory Frontier**  
74 Tweets


**THEORY FRONTIER**  
COMMUNITY PLANNING 2021

**Snowmass Theory Frontier**  
theoryfrontier Follows you  
representing high-energy theory in the 2021 Particle Physics Community Planning Exercise ("Snowmass 2021"). Artwork courtesy of the incomparable @FlipTanedo.

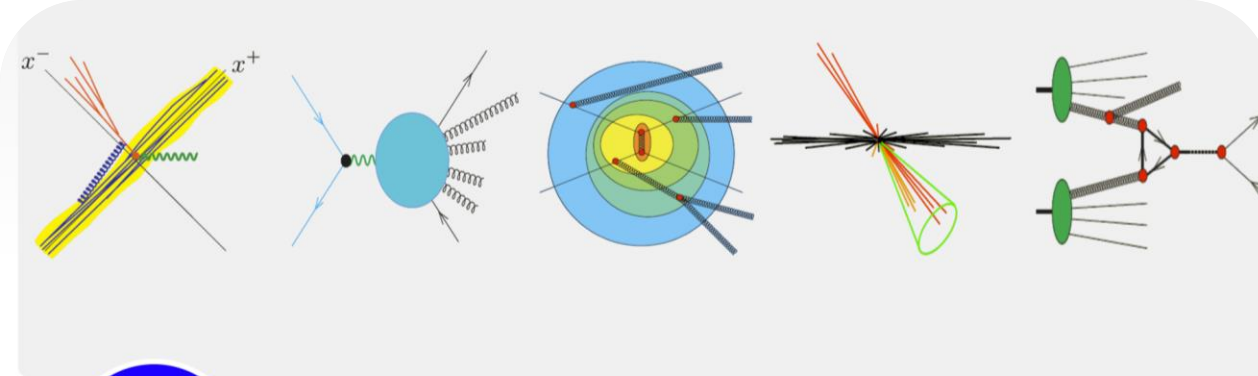
Joined January 2022  
42 Following 155 Followers



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Kavli Institute for  
Theoretical Physics  
www.kitp.ucsb.edu

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5.96K subscribers **SUBSCRIBE**

# Facebook Page



**The Coordinated Theoretical-  
Experimental Project on QCD**

Science, Technology & Engineering

Following

Home Groups Jobs Events More ▾

Liked

Message



CTEQ is a multi-institutional collaboration devoted to a broad program of research projects and cooperative enterprises in high-energy physics centers... [See more](#)

189 people like this including 7 of your friends



196 people follow this

<https://www.cteq.org/>

Send message ⓘ

Science, Technology & Engineering



The Coordinated Theoretical-Experimental Project on QCD

13m · 🌐

2022 CTEQ Summer School is now accepting applications (deadline March 31) via <https://academicjobsonline.org/ajo/jobs/21210>  
For more details, see the school website:  
<http://www.physics.smu.edu/scalise/cteq/schools/summer22/>

## 2022 CTEQ School

The Coordinated Theoretical-Experimental Project on QCD (CTEQ) will organize and conduct the

**2022 CTEQ School**

on

**QCD and Electroweak Phenomenology**

at the

University of Pittsburgh, PA, USA

06-16 July 2022

§ Created in  
March 2021

- 🌀 Only a few posts on CTEQ summer school, Snowmass, EIC-related news
- 🌀 Very low-key page
- 🌀 Still, got 196 people following (real physicists)

# Facebook Page

$x^-$   $x^+$

**CTEQ** The Coordinated Theoretical-Experimental Project on QCD  
Science, Technology & Engineering

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**About** See all

CTEQ is a multi-institutional collaboration devoted to a broad program of research projects and cooperative enterprises in high-energy physics centers... See more

189 people like this including 7 of your friends

Create post

Photo/video Check in Tag friends

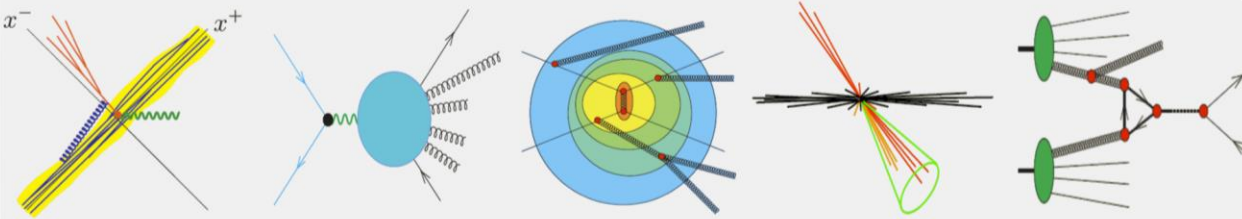
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13m ·

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188 people like this including 7 of your friends



196 people follow this

<https://www.cteq.org/>

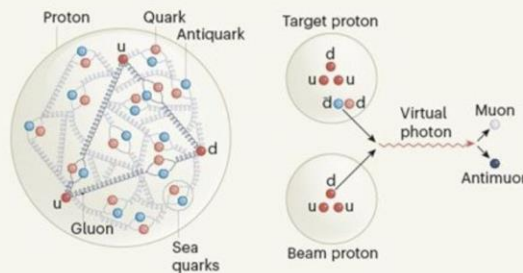
Send message

Science, Technology & Engineering



The Coordinated Theoretical-Experimental Project on QCD added an event.

March 16, 2021



WED, MAR 24, 2021

**The Asymmetry in the antimatter of the proton by Dr. Paul Reimer**

You like The Coordinated Theoretical-Experimental Project on QCD

Going

Photos

[See all](#)



# Facebook Page

**CTEQ** The Coordinated Theoretical-Experimental Project on QCD ...  
Published by Huey-Wen Lin · 4h · 🌐

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**QCD and Electroweak Phenomenology**

at the

**University of Pittsburgh, PA, USA**

**06-16 July 2022**

The school will be locally hosted by **PITT PACC**, and the Monte Carlo Tutorial Sessions will be organized with the cooperation of the **MCnet Collaboration**.

*The School is ideally suited for advanced graduate students and recent PhDs.*

**Topics to be covered:**

<b>Focused Introductory Reviews:</b> Introduction to the Parton Model & Perturbative QCD Deeply Inelastic Scattering Vector Bosons / Direct Photons High Energy Jets Neutrinos	<b>In-depth Analysis and Tutorials:</b> Monte Carlo Introduction & Tutorial Machine Learning Techniques Higgs at Hadron Colliders Experimental Results from QCD/EWK/Top PDFs and Global Fits Dark Matter
---	--

**Review of Applications Begins: 31 March 2022**

Website: [www.cteq.org](http://www.cteq.org) E-mail: [cteq.school@gmail.com](mailto:cteq.school@gmail.com)

**Sponsors:** U.S. Department of Energy, National Science Foundation, Fermi National Accelerator Laboratory, MCnet, Pittsburgh Particle physics, Astrophysics, & Cosmology Center (PITT PACC)

**Organizers:** Brian Batell, Tao Han, Jon George, Ken Hanakayama, Stefan Hoeche, Joey Huston, Cynthia Keppel, Huey-Wen Lin, Jorge Morfi, Pavel Nadobny, Fred Oftness, Paul Reimer, Ingo Schlegel, Dave Soper, George Sterman, Zack Sullivan, Doreen Wackerath

270 People reached    44 Engagements    - Distribution score    **Boost post**

Following

post

Tag friends

perimental Project on ...

ting applications (deadline

perimental project on ...

§ Reaches many people in short time

- 🌀 Low-effort to reshare
- 🌀 CTEQ summer school post in 4 hours, read by 270 people

# Facebook Page

## § Why public pages?

- ✧ Most CTEQ members are well established and require no advertisement, but not young people

## § Help young people gain visibility and get jobs (sooner)!

- ✧ Highlight their contributions to CTEQ and related papers
- ✧ Announce awards, new positions, non-research contributions
- ✧ Promote meetings and workshops organized by CTEQ members and their mentees

## § Engage public and attract young people

- ✧ Share links to general-audience articles related to CTEQ researchers and physics
- ✧ Online/remote events

# Facebook Page

§ Too much responsibility for one person to run

∞ Should represent the collaboration

§ An ac hoc committee would be suitable to run the page

∞ Determine what is newsworthy, best language for text

∞ Recruiting entries/news

§ Composition of the PR committee

∞ A few CTEQ members

∞ Make one co-spokesperson a standing member?

∞ Get a postdoc or student involved to represent the point of view of the younger generation

§ Expand to other media if more people are involved

∞ E.g. Twitter