

C for Communication

C1 - STCE Newsletter:
What would you change?
What would you keep?

C1 - Less scientific jargon in the news items

C1 - The content is very good - make it more like space weather.com

C2 - C3 - add info about people involved in the STCE, names and pictures

C2 - STCE website: what would you change? What would you keep?

C3 - Involve (more) the planetarium

C3 - What should we do more to improve our communication to the outside world?

B for Branding

B2 - How can we increase the visibility of the STCE?

B2 - list major achievements of STCE and present it to students (University, high school, secondary school)

B2 - active in twitter and other social media

B2 - link more with schools - go to schools, invite them

B2 - More outreach - like on the open doors - on a regular and structural basis: e.g. inflated planetarium, tours

B2- social media - YouTube (short), instagram, Facebook

B2 - bulletin at a fixed time like for the earth weather, for the general public

B2 - present STCE at international conferences

B2 - more TV or radio emissions - at the entrance of supermarket - speak about the STCE at busy places, e.g. center of Brussels (like soapbox)

B2 - to citizens: propose collaboration to media/press, e.g. ideas for reportages, related to space weather

B1 - How should the STCE be seen?

B1 - STCE offers friendly and understandable expertise

B1 - STCE as research & outreach center - target: public: e.g. schools, retirement homes, fedasil

B1 - the STCE is a group of scientists offering public services --> warnings for aviation --> communication with general public

B4 - How would you, as STCE member, like to be seen by the outside world?

B4 - Accessible - Expert

B3 - How could you contribute to the visibility of the STCE?

B3 - reach out to fedasil

B3 - The communication cells of the 3 institutes should come together and come with a strategy to promote

B3 - to scientists: logo + affiliation STCE in slides and posters

B3 - link to @STCE in my twitter posts

B5 - to schools: STCE could offer material and methods to us to present our science/service

B5 - support from ROB communication team?

B5 - How can you be supported to increase your visibility?