

IVOA Media Group Charter

The IVOA Media Group aims to disseminate the latest news and information about Virtual Observatory developments, applications, standards, workshops, meetings etc., to astronomers via various channels including social media. Messages will be catered to IVOA members and primarily to the general astronomy community, with the goal of showing the benefits of the VO for their science. To achieve this, the Media Group's major areas are the following:

1. Social Media
2. IVOA Newsletter
3. IVOA Web pages
4. Outreach

1. Social Media

Social media are an effective channel for communication, and are becoming increasingly important for professional information. The IVOA Media Group will be the primary responsible party for enacting the IVOA social media presence, pending Exec comments and approval. The social media presence will aim to provide as much of a global coverage as possible, in particular, covering the countries of the IVOA member organizations.

The Media Group has setup official accounts on widely-used social media platforms. At the time of writing, these are Facebook (specifically a Facebook Group), Twitter, and the Chinese-counterparts Weibo and WeChat.

2. IVOA Newsletter

The IVOA newsletter aims to bring the latest news about Virtual Observatory applications to astronomers by drawing upon developments throughout the international VO community and the national projects linked by the IVOA. It is composed of short (~100 word) articles highlighting new VO capabilities, together with a list of recent papers and upcoming events. It is compiled by an editorial team within the Media Group (with a chief editor assigned for each issue) and is reviewed by an oversight group from the IVOA exec. It is to be published twice per year on the IVOA web pages, and distributed by IVOA members to their respective astronomer communities, as well as posted to IVOA social media accounts.

3. IVOA Web pages

The IVOA web pages at <http://ivoa.net> require regular updates to increase interest in, and to provide clear common advantages and use cases of the VO for the general astronomer. The IVOA Media Group will be responsible for proposing updates, and possible redesigns, for the IVOA web pages with a goal of showing how the VO helps astronomers do science. The group will also regularly review and propose updates to the content, as well as maintaining a modern look and feel.

4. Outreach

The Media Group outreach activities aim to disseminate the Virtual Observatory out to the scientific community at large.

In some cases, the outreach activities will be performed in coordination with the IVOA Interest Group in Education (Edu IG).

Current IVOA Media Group members:

Deborah Baines
Bruce Berriman
Jamie Budynkiewicz
Theresa Dower
Giulia lafrate
Simon O'Toole
Li Shanshan
Yihan Tao

Members are to be identified/volunteered via all WGs and the IVOA Exec.

-- end of charter

Appendix A: Procedures

1. Social Media Procedure

Social media accounts will be controlled with a social media management tool (e.g., Hootsuite) to help schedule and post messages.

The Media Group will write a set of scheduled posts per media platform for a TBD amount of time. The scheduled posts will be sent to the Exec for approval prior to publication.

Posts whose relevancy is time-sensitive can be sent by any Media Group (and select Exec members) without needing approval. The following is a list of topics that can be posted on social media without needing Exec approval:

- News regarding relevant meetings, conferences and VO schools (e.g. Interops, AAS, IAU, EWASS, ADASS, ...).
- New IVOA standards.
- Latest releases of VO Tools and VO enabled archives.
- Announcements of IVOA Newsletters.
- Highlighting specific IVOA newsletter articles.
- New data in the Registry.
- Science papers using and acknowledging the VO and/or VO Tools (lower priority which will mainly involve retweeting or reposting articles already posted by IVOA members and the community).

2. IVOA Newsletter Procedure

Editors solicit short articles from VO projects via the interop@ivoa.net mailing list, and also from presentations given at IVOA interop meetings. Articles are to be submitted to newsletter-editors@ivoa.net.

The list of VO papers is generated from searches on ADS, and lists compiled by VO projects (currently SVO provides the list).

The common style based on the original HTML template is to be used. The short articles can include typically one figure/image which is shown as a thumbnail image in the newsletter and links to the full size image.

Distribution:

Distribution is intended to be done by IVOA members advertising the newsletter by providing the link to ivoa.net/newsletter e.g. mailing to science community mailing lists saying: 'The November 2017 issue of the IVOA Newsletter is now available at ivoa.net/

newsletter', followed by a short list / paragraph of topics covered in the newsletter.

In addition, there is an email notification from the IVOA document coordinators via the interop mailing list (interop@ivoa.net) with the message 'New issue of the IVOA Newsletter', as well as an announcement on IVOA social media accounts.

Feedback from the newsletter and submission of articles is to be directed at news-editors@ivoa.net .

This distribution proposal puts the onus on IVOA members to distribute it via their own science community lists. It avoids the issue of compiling and managing a big mail-out list, but it does provide the option of direct email or RSS notification.

3. IVOA Web pages Procedure

Procedure:

a. Website redesign

The Exec will provide the key points to highlight in the redesign, and the Media Group will review, organize and implement the changes locally with support from the CSP. Then, the Media Group will present the proposed changes to the design to the Exec for approval and iteration. Once agreed, the Media Group will ask the identified group (TBD) to make these changes.

b. Website maintenance:

The Media Group reviews the pages and sends suggested changes to the Exec for approval and iteration. Once agreed, the Media Group will ask the IVOA document coordinators to make these changes.

Appendix B: Outreach Activities

The following list provides example outreach activities aimed to disseminate the Virtual Observatory to the scientific community:

- User stories from individual IVOA members on how science has been done using the VO and posting these on web pages / social media.
- VO announcements through professional society newsletters.
- Collect and disseminate information, best practices, use case examples, from community outreach workshops and tutorials.
- Produce handouts and other VO materials to give away at booths at scientific conferences.

Activities primarily aimed at undergraduate students:

- Develop a couple of slides to give to Summer internship programs that highlight VO-enabled tools and services. Ask institutions to add these slides to any Summer internship introductory presentations.
- Similarly, create handouts for Summer interns (in coordination with Edu IG).
- At the AAS, have someone at the Undergraduate Fair to talk to students and hand them VO material (e.g. a business card with a pointer to a website with VO user-cases and a booth number, pens, stickers).