

Communications Plan, HIP 2021-2023

GENERAL INFORMATION

Name	HIP Helsinki Institute of Physics, Fysiikan tutkimuslaitos
Short description	The Helsinki Institute of Physics is a joint research institute for particle physics between the University of Helsinki, Aalto University, the University of Jyväskylä, the Lappeenranta-Lahti University of Technology, the Tampere University and STUK, with national duties. HIP operates in connection with the University of Helsinki. Represents CERN in Finland.
Period of time	2021-2023
Key persons	Katri Huitu, Antti Väihkönen, for Jyväskylä Tuomas Grahn, for Lappeenranta-Lahti Panja Luukka, and at CERN Kati Lassila-Perini
Communicators	Johanna Pellinen, CERN comms network EPPCN member. Sami Lehti, IPPOG
Comms Group and leader	Tapio Lampén, Tuomas Grahn, Katri Huitu, Kati Lassila-Perini, Johanna Pellinen, David Weir, Antti Väihkönen
Space for working materials, website	Public internet-pages: www.hip.fi and https://www.helsinki.fi/en/faculty-of-science/faculty/the-helsinki-institute-of-physics-hip ; Shared One Drive



Bold below indicates externally-oriented issues; others are internally-oriented.

SWOT	
<p>STRENGTHS, RESOURCES</p> <ul style="list-style-type: none"> • People freely forward exciting new results in science, seminars, and events. • HIP members have roles in CERN, FAIR, HY, JY, etc. which have their own strong communication structures. • All members familiar with electronic means of communication. • Good internet connections. • Very interesting science which is naturally appealing to the general public. • Wide range of language skills, cultural backgrounds, experiences. • Growing awareness of social media use. • Good communications skills, generally. • Strong connections with Finnish school environment, via CERN visits. <p>How do we make use of them?</p>	<p>WEAKNESSES, PROBLEMS</p> <ul style="list-style-type: none"> • Widely distributed community, geographically speaking. • No communication between scientific programmes. • Institute is small, relatively speaking – no full-time communications specialists or resources. • Communication resources are scattered. • Poorly defined community of physicists ‘surrounding’ HIP, much larger than the institute itself. • HIP not very well-known brand e.g. in Finnish media. • Name of institute does not communicate institute’s function. • Lack of communication in Finnish – HIP is in a unique position to communicate to Finns about its work but does not do so. • Finnish texts are always translations from the English. <p>How do we fix them?</p>

	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Institute is geographically fragmented – opportunities to influence many different organisations. • HIP has a unique role in directing high-energy physics research in Finland – something which is wellregarded when HIP’s work is reviewed. • Covers everything from near-tomarket research and commercialisation through to very theoretical work in cosmology and particle physics. • Support for the community of school teachers, they are ready to take input from us, eager to collaborate. • New ways to hold joint seminars between HIP host institutes / videoconferencing. • Community of associated scientists and experts is much wider than HIP. • Ammattikorkeakoulut – how can we co-operate with them more? <p>How do we make use of them?</p>	<p>THREATS</p> <ul style="list-style-type: none"> • Funding • Media misunderstands physics concepts – important that right message is received • Churn of personnel (many of whom are on fixed-term contracts), no continuity in service provision, fragmentation of institutional knowledge • Gender balance – role models • HIP brand gets diluted within universities (HY, JY, ...) – “HIP activities within [university]”; often the HIP branding gets lost. <p>How are we prepared?</p>	
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1 GOALS AND INDICATORS

Goals	Indicators
Internally: Coherence of HIP community	Awareness of staff and research carried out in different HIP Groups
Externally: Visibility, awareness of “big science”, HIP mission to coordinate research at CERN and FAIR	General media coverage of HIP and its research
Externally: Make HIP digital communications resources (web, blog, Twitter) more visible to general audience	Website hits, Twitter followers, blogpost hits

2 KEY MESSAGES

Sub-atomic physics is a global science for understanding universe and matter. We operate with huge machines doing experiments that test the theory and probe unknown. We build new

laboratories and invent technologies for science and society. We investigate the matter around us and what we are made of.

3 MAIN AUDIENCE, AND HOW TARGET GROUPS ARE TO BE CONTACTED

Target groups	Description of target group	Channel used to keep contact
Internal audience		
HIP community	All affiliated with HIP	Email, newsletter, meetings
HIP community universities	Member universities	
CERN	HIP CERN researchers	Email, newsletter, meetings
FAIR	HIP FAIR researchers	Email, newsletter, meetings
External audience		
Schools, teachers, students		Email, the teacher network, person-to-person contacts
Media, journalists	Science journalists, in both print and digital media	Releases, Press Conference, mediavisits, Johanna Pellinen
Audience on social media	Digital world	Twitter, MM-T, Kati L-P, Antti V, David Weir, Grahn

4 MAIN TOOLS AND CHANNELS OF COMMS

- HIP News Newsletter ([tilauslomake](#))
- Website (www.hip.fi)
- Networks like IPPOG, EPPCN, ..
- Blog “HIPphysics” (<https://blog.hip.fi/>)
- Twitter [@HIPphysics](#)
- LinkedIn (<https://www.linkedin.com/company/helsinki-institute-of-physics/>)
- YouTube www.hip.fi/youtube
- Press releases coordinated by University of Helsinki Kumpula comms
- E-mail lists (hip-staff@helsinki.fi, hy-mltdk-hip-allstaff@helsinki.fi, allfinns@cern.ch, etc)

5 VISUAL IMAGE

New visual image available at <http://www.hip.fi/logot/>

One should aim visual coherence when preparing official documents, presentations etc.

6 ACTIONS WITH SCHEDULE AND NAMES OF THOSE RESPONSIBLE

External comms

Action	Audience	Schedule	Person responsible
New blog "HIPhysics"	main: HIP community Written partially in Finnish, therefore Finnish general public	Each month	Juha Aaltonen, Tapio Lampén
Researchers' Night	School children, general public	in the end of September	national co-ordinator: Janne Pakarinen

Internal comms

Action	Audience	Schedule	Person responsible
National HIP event	HIP community	before the strategy update	Katri Huitu, Antti Väihkönen
TEDx CERN	CERN community	occasionally	
HIP News	HIP community	weekly	Tarja Heikkilä, Antti Väihkönen