

*Contributed Talk //*

Astronomy for Development



**Anna Larmuth //**  
University of Johannesburg (UJ)

**Session 6 //**

Thursday, 7 September @ 11:45 SAST

### Anna Samara Larmuth

Research Administrator at the University of Johannesburg (UJ)

Social Media Specialist Secondee at the Cherenkov Telescope Array Observatory (CTAO)

#### Abstract

Social media has played a significant role in our lives, connecting us with loved ones and providing a platform to showcase our talents. It has also become an essential tool for professionals to connect with their audience and share their work. In the field of physics and astronomy, social media has been instrumental in increasing public engagement, sharing research, and providing a platform for collaboration. In this talk, we explore the significance of social media for physicists and astronomers, with insights from my work as a Social Media Specialist Secondee at the Cherenkov Telescope Array Observatory (CTAO). My time at CTAO has been incredibly rewarding. I have learned the importance of science communication, the power of visuals, and the value of collaboration. Insights from a social media specialist secondee at CTAO include understanding your audience, consistency, quality content, embracing new trends, using analytics to measure success, engaging with your audience, and staying authentic to your brand's values and voice. I hope to take the lessons I have learned with me and apply them to future projects, both within and outside of the scientific community. I'll encourage you to do the same.