

Communications Plan, HIP 2024-2027 (updated 7.6.2024)

GENERAL INFORMATION

Name	HIP Helsinki Institute of Physics, Fysiikan tutkimuslaitos
Short description	<p>The Helsinki Institute of Physics is a physics research institute that is operated jointly by the University of Helsinki, Aalto University, the University of Jyväskylä, the Lappeenranta-Lahti University of Technology, and the Tampere University, with the Finnish Radiation and Nuclear Safety Authority (STUK) as a fixed-term interim member since 2018.</p> <p>The institute is responsible for the Finnish research collaboration with CERN. Also, the institute coordinates the Finnish contribution to the FAIR laboratory (Facility for Antiproton and Ion Research) currently under construction in Darmstadt, Germany. The research activity at the institute covers an extensive range of subjects in theoretical physics and experimental subatomic physics. The mandate of the institute is to carry out and facilitate research in basic and applied physics as well as in physics research and technology development at international accelerator laboratories.</p>
Period of time	2024–2027
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, Deanna C. Hooper
Space for working materials, website	Public internet-pages: www.hip.fi , Shared One Drive

SWOT	
<p>STRENGTHS, RESOURCES</p> <ul style="list-style-type: none"> • Very interesting science which is naturally appealing to the general public and media. • High-quality material available about the science. • HIP members have roles in CERN, FAIR, HY, JY, etc. which have their own strong communication structures. • People freely forward exciting new results in science, seminars, and events. • All members are familiar with digital means of communication. • Several members have personal social media profiles with large or potential audiences. • Wide range of language skills, cultural backgrounds, experiences. • Good communications skills, generally. • HIP Blog runs smoothly. • 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. • Belonging to HIP community is not always known to people themselves. • When communicating about their work and results the researchers might forget to mention HIP. • Name of institute does not communicate institute’s function. • Use of English, Finnish and sometimes Swedish might be confusing to some audiences. <p>How do we fix them?</p>

	OPPORTUNITIES	THREATS	
	<ul style="list-style-type: none"> • HIP has a unique role in directing high-energy physics research in Finland – something which is well-regarded when HIP’s work is reviewed. It’s in a unique position to communicate to Finns about its fields of research and work. • HIP research covers everything from near-to-market research and commercialisation through to very theoretical work in cosmology and particle physics. • Community of associated scientists and experts is much wider than HIP. • Institute is geographically fragmented – opportunities to influence many different organisations and media. • Support for the community of schoolteachers, they are ready to take input from us and eager to collaborate. • Remote connections and videoconferencing help to hold joint seminars between HIP host institutes. • Universities of applied sciences, ammattikorkeakoulut – how can we co-operate with them more? <p>How do we make use of them?</p>	<ul style="list-style-type: none"> • Funding • Media misunderstands physics concepts • 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, ...) <p>How are we prepared?</p>	

1 GOALS AND INDICATORS

Goals	Indicators
Internally: Coherence of HIP community	Awareness of staff, 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: Use HIP digital communications resources (web, blog, X, YouTube) to convey information about results and work in HIP to general audience	Website hits, social media followers, blogpost hits

2 KEY MESSAGES

Sub-atomic physics is a global science for understanding the universe and matter. We operate with huge machines doing experiments that test the theory and probe unknown. We connect the observed properties of our universe to fundamental theories of physics. 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, HIP blog events, meetings
HIP community universities	Member universities	HIP blog
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 Finland and globally	Press releases, media visits
Audience on social media	Digital world	HIP Blog, YouTube, X, Instagram

4 VISUAL IMAGE

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

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

5 ACTIONS WITH SCHEDULE AND NAMES OF THOSE RESPONSIBLE

External comms

Action	Audience	Schedule	Person responsible
HIP Blog	main: HIP community Written partially in Finnish, therefore Finnish general public	Each month (except July)	Juha Aaltonen, Tapio Lampén
Website (https://www.hip.fi/)	main: HIP community, schools, general public		Juha Aaltonen
Social media channels: <ul style="list-style-type: none"> • YouTube • X • IG • LinkedIn • Facebook • Spotify 	researchers, students, general public	when news or other new content at hand	Juha Aaltonen, Antti Väihkönen, Johanna Pellinen, David Weir
Press releases	media, general public		Johanna Pellinen (UH Kumpula comms)
Researchers' Night	school children, general public	in the end of September	national co-ordinator: Communications Manager of JYU Liisa Harjula
"Teacher and Student Forum" run by CERN education group	teachers and students		Kati Lassila-Perini
CERN visits of Finnish schools	Finnish high school students		Koulujen CERN-verkosto (Milla Unkuri) for the Finnish-speaking groups, TEK-Natur (Niklas Palmberg) for the Swedish-speaking groups. Tuija Karppinen and Kati Lassila-Perini are the contacts from the HIP side.
Masterclasses	Finnish high school students		Sami Lehti

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	
E-mail lists			<p>User management:</p> <p>hip-staff at helsinki.fi, hip-news at helsinki.fi: Taina Hardén, Juha Aaltonen, Tarja Heikkilä.</p> <p>hy-mltdk-hip-allstaff at helsinki.fi: Taina Hardén (or admin-kumpula at helsinki.fi)</p> <p>allfinns at cern.ch: Taina Onnela</p>
HIP News (subscription form)	HIP community	weekly	Tarja Heikkilä, Antti Väihkönen
Networks			IPPOG: Sami Lehti EPPCH: Johanna Pellinen