

IUPAP Communication

EC&CC October 2025

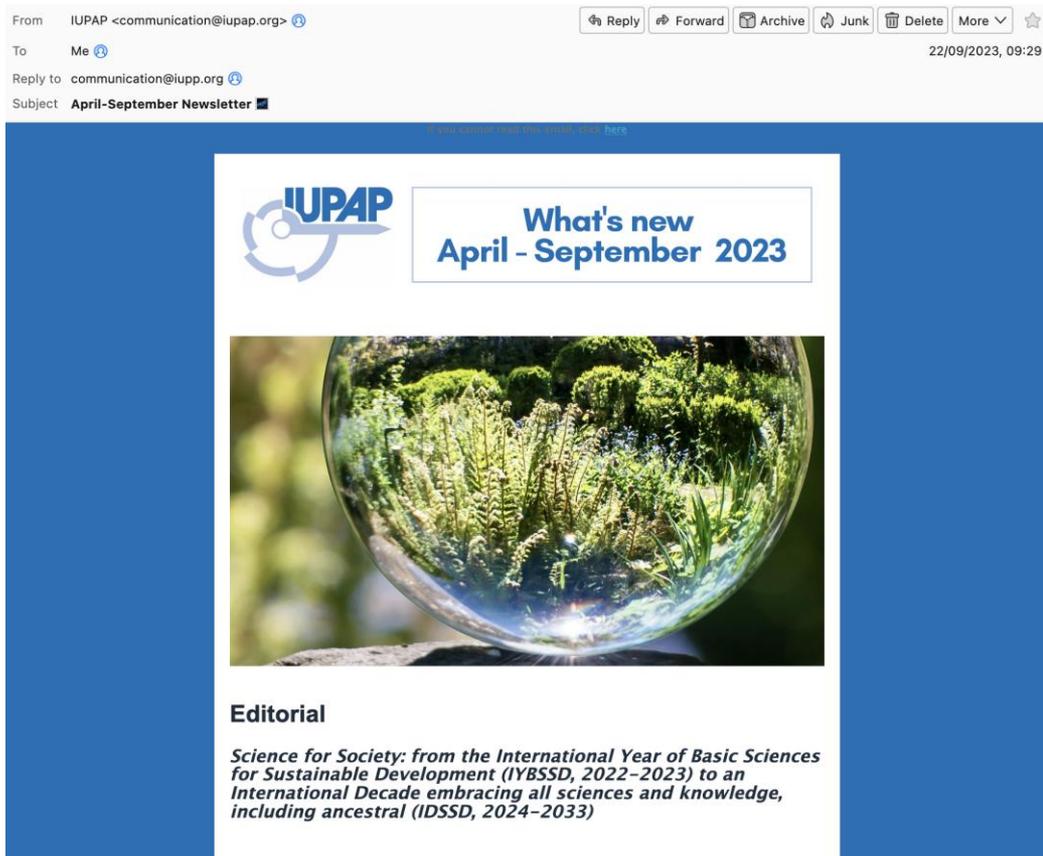


Francesca Zavino
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International Union of Pure and Applied Physics

IUPAP Communication e-Newsletter



- ✓ e-newsletter (almost) quarterly
- ✓ pdf posted on website
- ✓ **2,434** contacts (+1,304 from 2024!!)



IUPAP Communication

e-Newsletter contents

April - 2025

- Editorial
- The third ISC General Assembly and the Muscat Global Knowledge Dialogue
- International Year of Quantum Science and Technology
- Meet Our Team (Rudzani Nemitudi)
- Early Career Scientist Prizes

August – 2025

- Editorial
- IYQ2025 Events
- Stellar
- 29th STATPHYS
- First StatPhys Satellite Event Held in Rwanda
- Early Career Scientist Prizes



IUPAP Communication

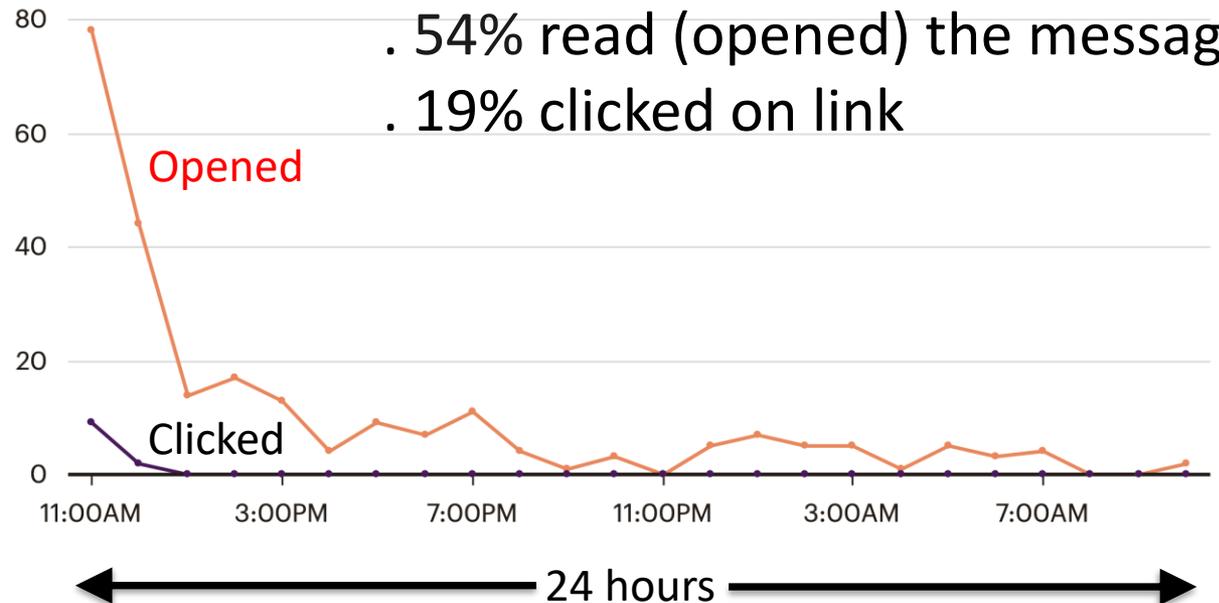
e-Newsletter

Country	Opens
 USA	162
 Germany	34
 Russia	30
 Italy	27
 Japan	18
 United Kingdom	17
 Sweden	17
 Taiwan	13
 France	11
 Spain	9

2434 email addresses

. 54% read (opened) the message

. 19% clicked on link



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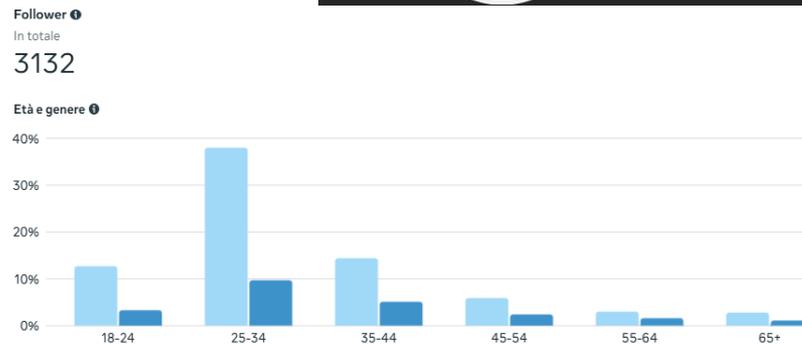
Facebook page

Regular Facebook posts (1-2/week)

Reach



Followers



IUPAP Communication

Social media



Facebook: followers: 3132 (+159 from Jan 2025)



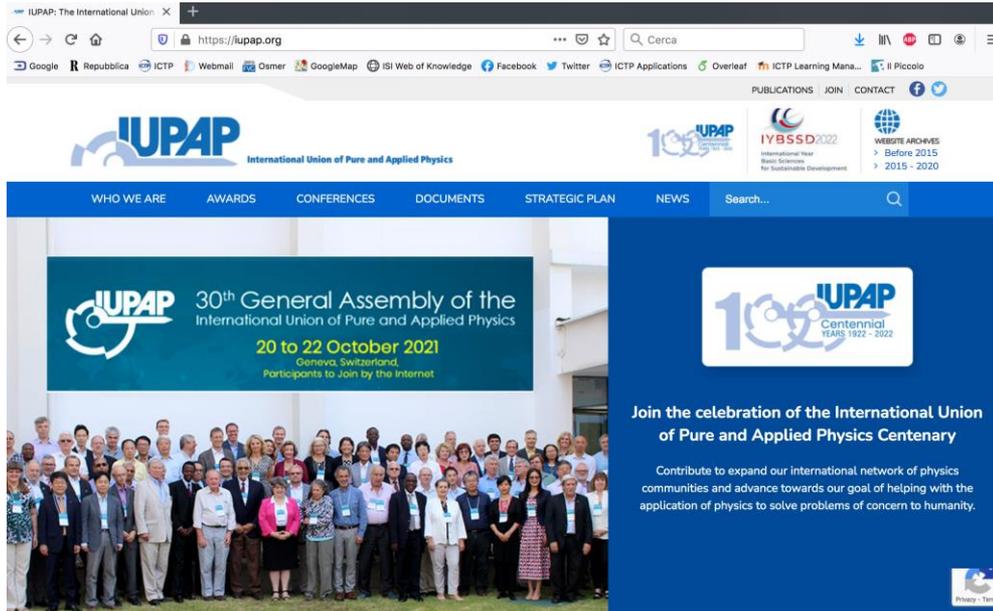
LinkedIn (2330 followers)
Impressions: **55.948** (2025)



Collaboration with communication teams at other organizations (ICTP, CERN, IYBSSD, other Unions, UNESCO, etc) for post re-sharing



IUPAP Communication Website



Updated by communication team



Francesca
Hari
Silvina

Commissions/AC/WG are responsible for their content on website

-> please send your content/updates to communication@iupap.org



IUPAP Communication

Homework for you (especially Chairs)



WE WANT YOU!

Please send us (to communication@iupap.org):

- ✓ Content updates for website from Commissions / AC / WG
- ✓ Newsworthy updates (e.g. conferences, events) - send pics & brief text
- ✓ Early Career Scientist Prize winner information (and other awards)
- ✓ **Commissions will be contacted for rotating «feature» in newsletter**
- ✓ Any other suggestions to improve the communication

Please help us sharing news on social media and involving local communication officers when relevant **(please tag @iupap in your posts!!)**



International Union of Pure and Applied Physics

IUPAP Communication

Recommendations from EC&CC October 2024

Communication Sandro

- Ramping up
- Newsletter, social media (good, room for improvement) very important for our members
- Commissions should contribute more
- Outcome of General Assembly
- Have in mind: Assist in the worldwide development of physics, help in the applications of physics towards solving problems of concern to humanity. IUPAP contributes to general understanding
- Increase the budget for communication
- Thanks to the team

From Michel's EC&CC 2024 summary slides



International Union of Pure and Applied Physics

IUPAP Communication

Who's who

Francesca Zavino

A special thanks to **Hari Haran** (GRAPES-3 experiment, Tata Institute of Fundamental Research) for help with web site

communication@iupap.org: News and web items

[managed by Francesca Zavino]

secretariat@iupap.org: All types of «business» messages

[managed by Gabriella Marra, read by entire EC]

