

NNDC Twitter Outreach

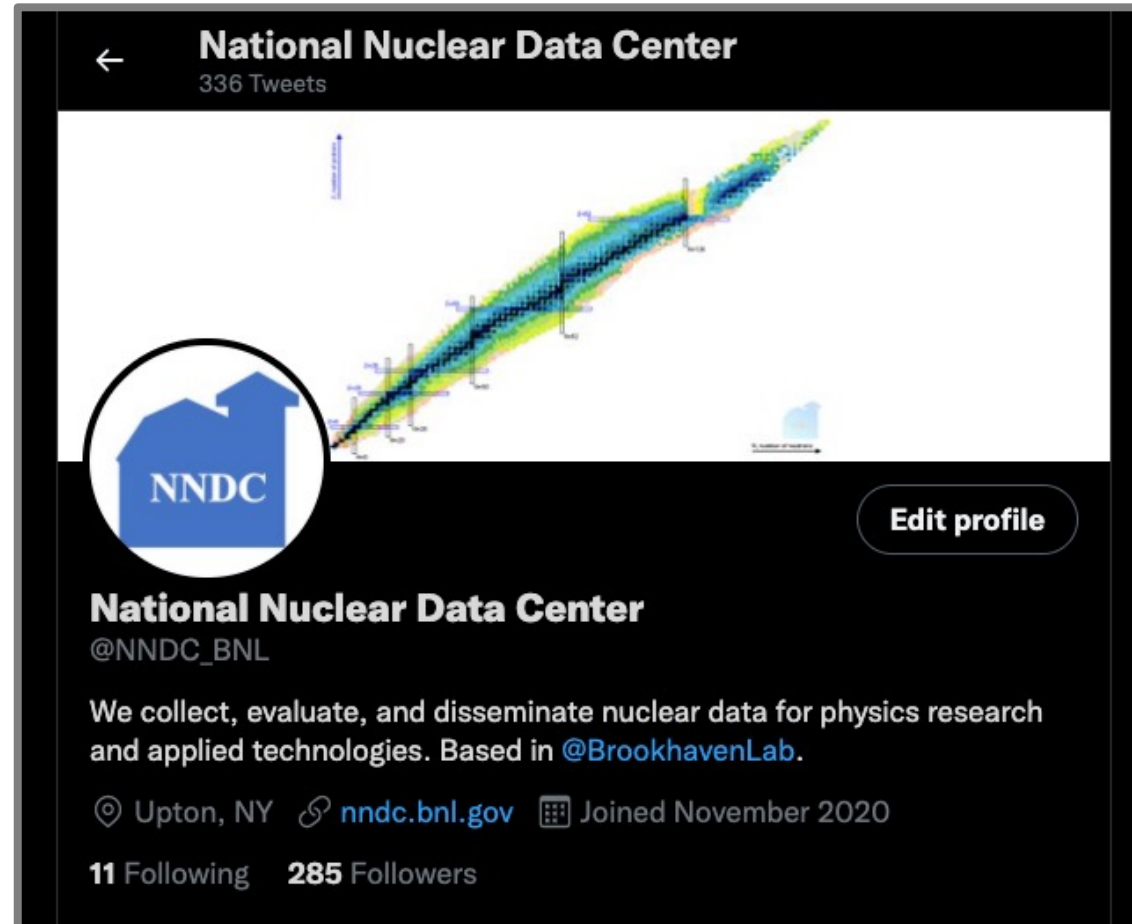
Year 1



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Yes, we have a Twitter!



Humble Beginnings

- Originally created for announcements & database updates



Reminder: ENSDF evaluations for mass chain $A=77$ have been updated!

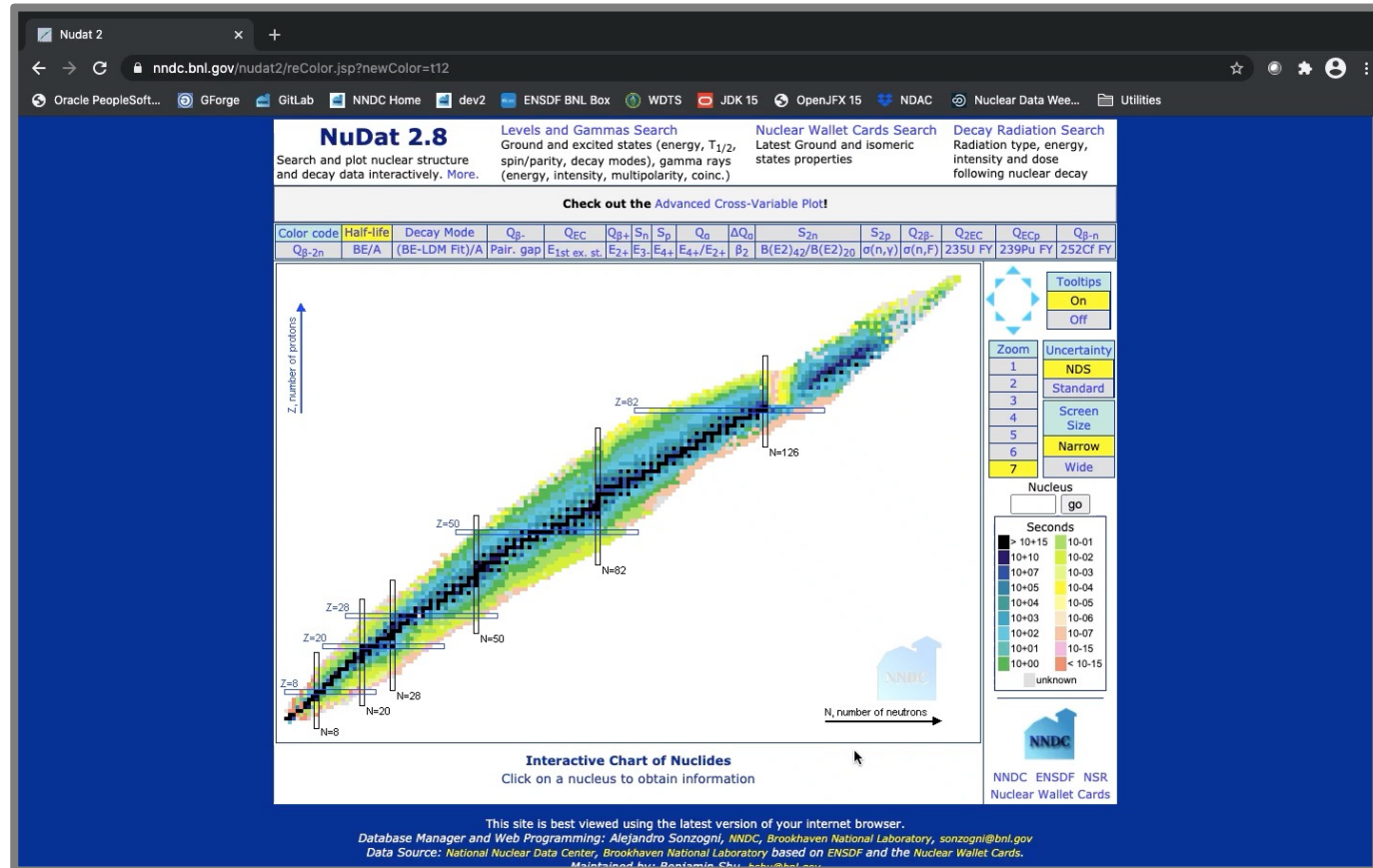
nndc.bnl.gov/ensdf/

Search and Retrieval

Last updated 2020-11-04

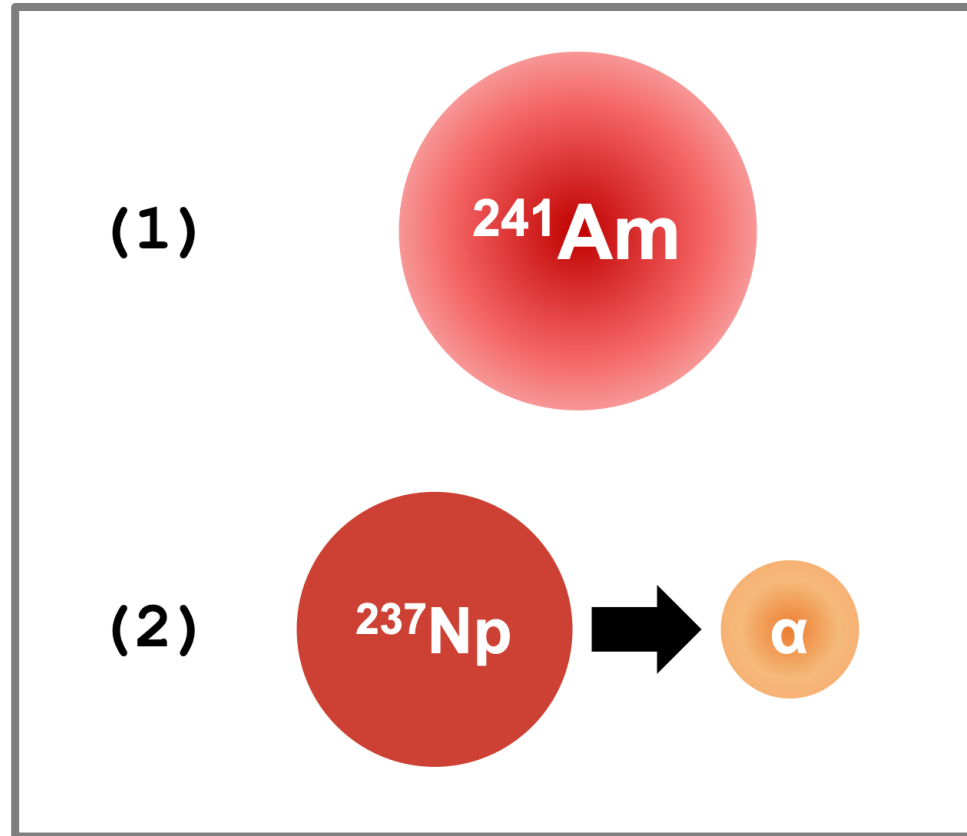
79 new datasets added/modified in the last month!

Video Tutorials



- #NNDCCanDo
 - Short (silent) demonstrations of features on NNDC websites


Illustrations



- **#DescribeADecay**

- Simple diagrams explaining types of nuclear decay

Trivia

 **National Nuclear Data Center** @NNDC_BNL · Jun 24
#NuclideSpotlight
#Radiation

208-Lead is the heaviest stable isotope (that we know of). Like the other stable lead isotopes, its high atomic mass means that materials made from it can effectively shield against gamma radiation.

Find out more on NuDat:
[nndc.bnl.gov/nudat2/reCenter...](https://nndc.bnl.gov/nudat2/reCenter)

Ground and isomeric state information for $^{208}_{82}\text{Pb}$

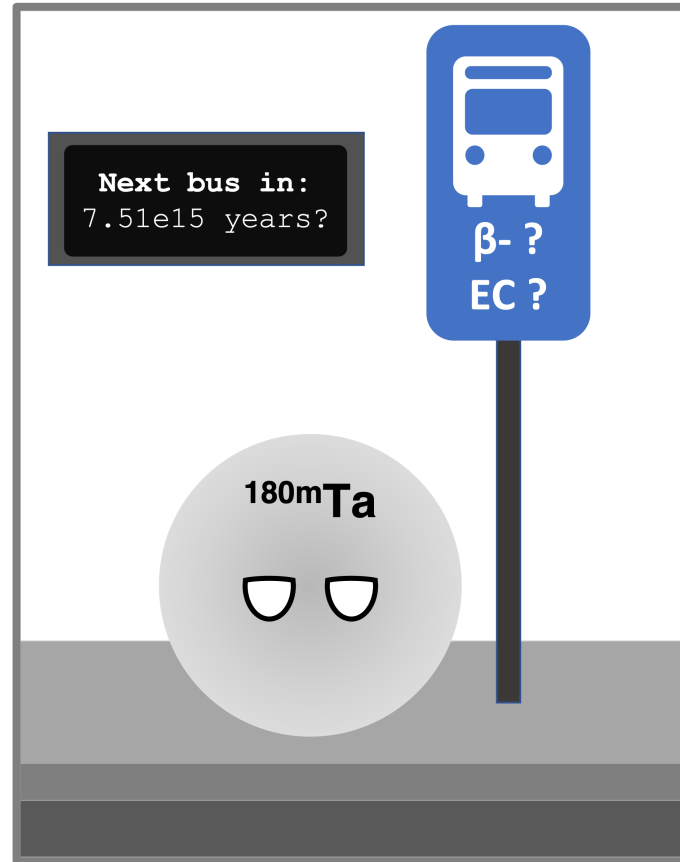
E(level) (MeV)	J π	Δ (MeV)	T _{1/2}	Abundance	Decay Modes
0.0	0+	-21.7485	STABLE	52.4% 1	

The following are available:
a [list of levels \(interactive ver.\)](#), a [level scheme](#), a [J vs. E* plot](#),
a [J vs. E\(\$\gamma\$ \) plot](#)

- **#NuclideSpotlight**

- Describing unique traits/uses of individual nuclei...

...Comics?




- **#NuclideSpotlight**
 - ...by giving them faces and expressions?

Wait, What Was the Plan, Again?

- Direction and goals for Twitter have evolved
 - Social media can reach audiences we don't normally interact with
 - Opportunities for education and outreach
 - "Physics sure is interesting, isn't it? You know who could help you with that?"
 - Chances to make science more approachable and less intimidating
 - "Wait, there are *good* kinds of radiation? Please, tell me more!"

Oh! Hello, World! (1/4)

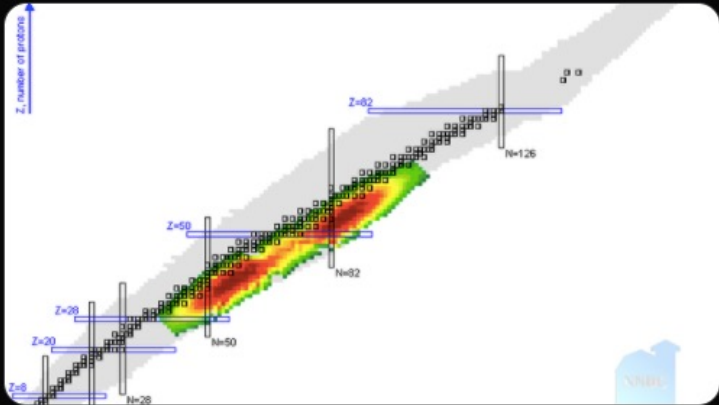
- Our first **#NuclideSpotlight** was also our most popular!

 **National Nuclear Data Center** @NNDC_BNL · Jun 14

#NuclideSpotlight
#Energy

Uranium-235 is a radioactive isotope with a half-life around 704 million years.
When bombarded by neutrons, it can undergo fission reactions which generate electricity in nuclear power plants.

You can find out more on NuDat:
nndc.bnl.gov/nudat2/reCente...

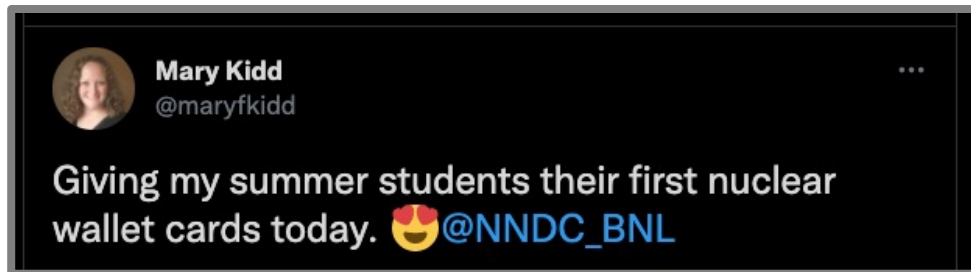


Impressions	5,537
times people saw this Tweet on Twitter	
Total engagements	146
times people interacted with this Tweet	

- As it turns out, nuclear energy is a hot topic!
- “704 million years? I didn’t know that!”
 - “Where can I find more information?”

Oh! Hello, World! (2/4)

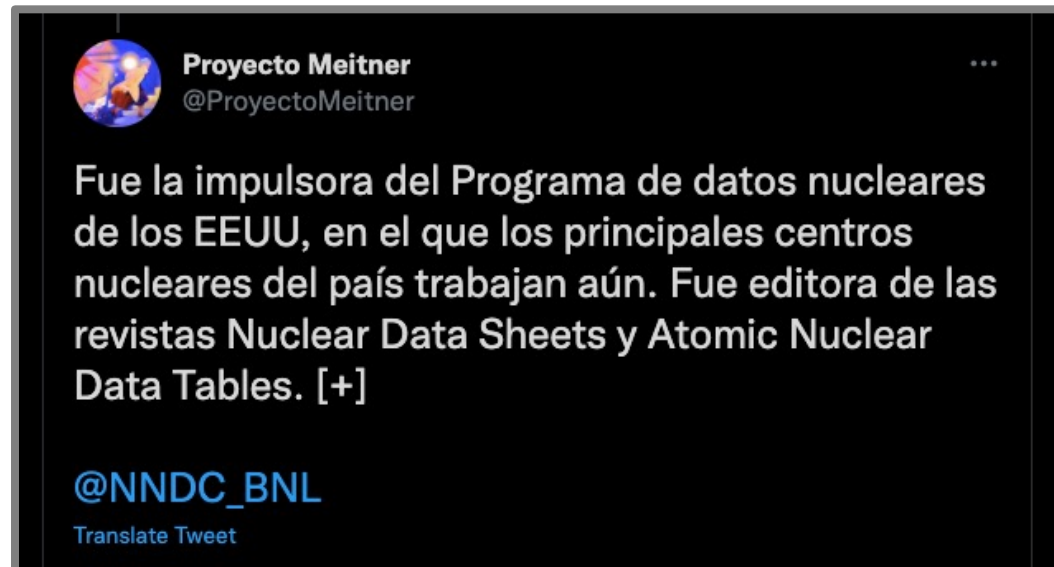
- Twitter users mention us, ask questions and give feedback...



Note: Mary included a picture, which didn't fit.

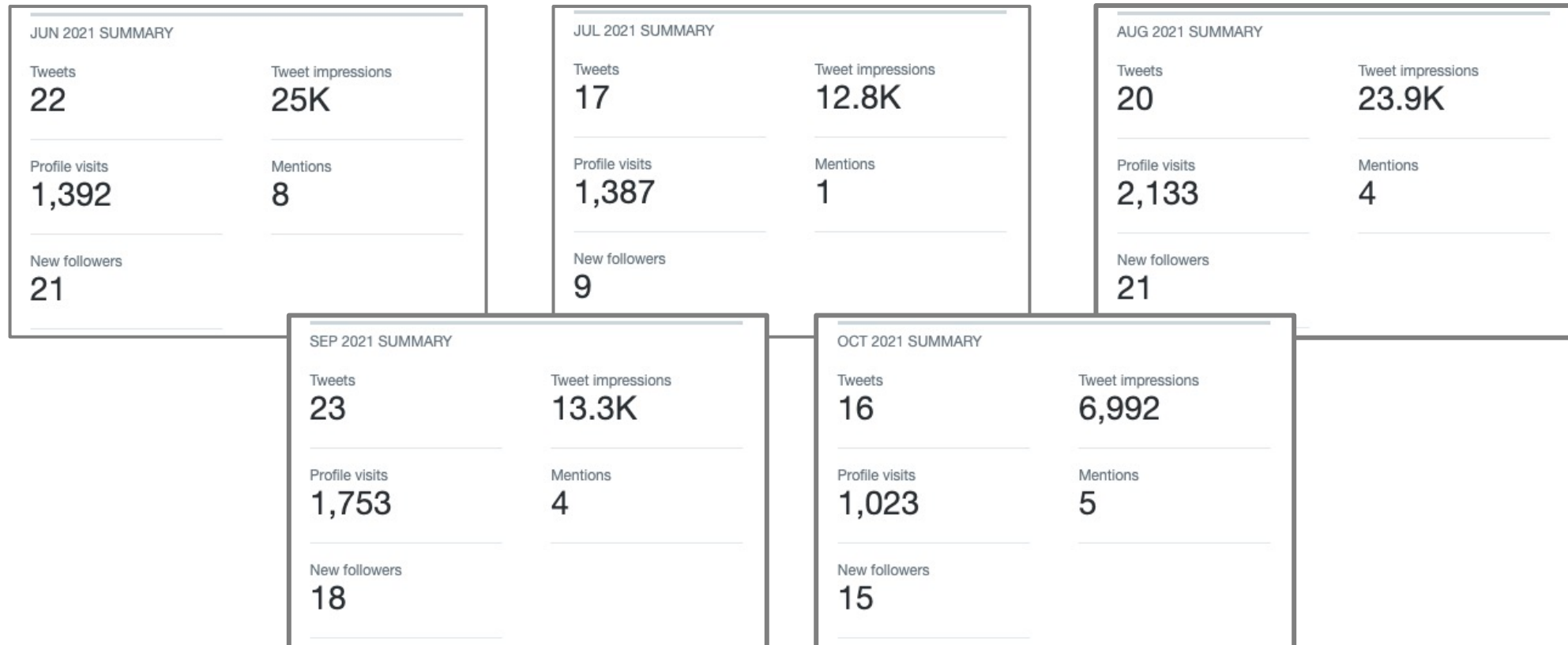
Oh! Hello, World! (3/4)

- ...sometimes from other countries!
 - Now we know about the Meitner Project
 - And now their followers know about us



Oh! Hello, World! (4/4)

- Physics has a social media audience!



Why Are We Telling You This?

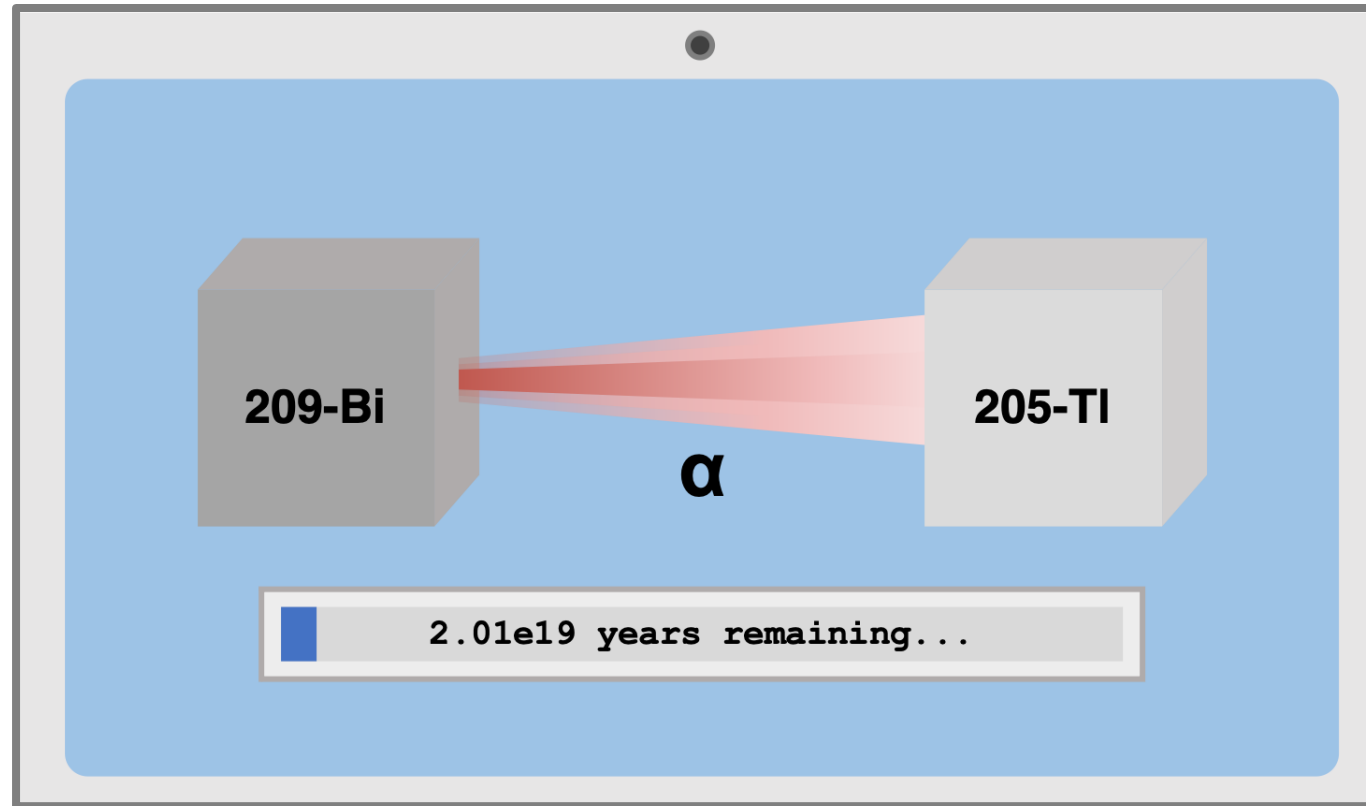
- We want more community involvement!
 - Promotion of other organizations/services
 - Coverage for a broad range of topics
 - Sharing of information on current research
- We want to hear from you!
 - Links, news articles, ideas for tweets, etc.
 - Tell us about yourselves, and your work!
 - Who are you, and what do you do?

What Are We Looking For? (1/)



- Short (but accurate) descriptions of services/functions
 - Provide links and contact information

What Are We Looking For? (2/)



- Creative presentations of topics in nuclear physics
 - Visuals are very good at sparking interest!

What Are We Looking For? (3/)



(Yes, this was a 3-part tweet)
(Yes, this tweet had citations)

- Engagement with other Twitter users
 - Answering questions, from people with or without a physics background