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## Science communication: from the CERN example to a wider audience

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One of the missions of particle physics laboratories is to foster public interest in the discipline, explain to the public the results of the research and create a link between the scientists and the public. CERN has a long-standing tradition in outreach and communication with the public, recently revamped by the use of social media and new initiatives specifically targeting schools. This article will review the various outreach activities from CERN, and add suggestions on how to transfer this knowledge to smaller settings.

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