

## ET Communication: Enhancing visibility and engagement

In recent months, the Einstein Telescope Preparatory Phase (ET-PP) communication group has undertaken several key initiatives to strengthen the project's visibility, cohesion, and engagement with diverse audiences. We will present the newly developed ET webpage, designed to serve as a central, accessible platform for sharing updates, project milestones, and outreach materials. We will also highlight complementary activities carried out by the group, including improved coordination across internal and external communication channels and the strategic expansion of our social media presence —now including Instagram, LinkedIn, and Bluesky, in addition to Facebook. Guidance on the correct use of the recently implemented visual identity will also be provided. These efforts aim to support the scientific goals of the ET project by fostering stronger connections with stakeholders, the broader research community, and the public.

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