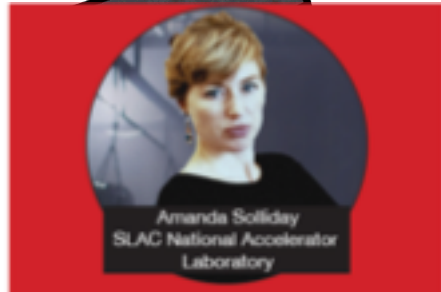




# Subatomic Smackdown

Kristen Coyne, Kathryn Jepsen, Amanda Solliday

# Articles



SPRING 2018



# Open House

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National MagLab  
Published on Mar 1, 2018

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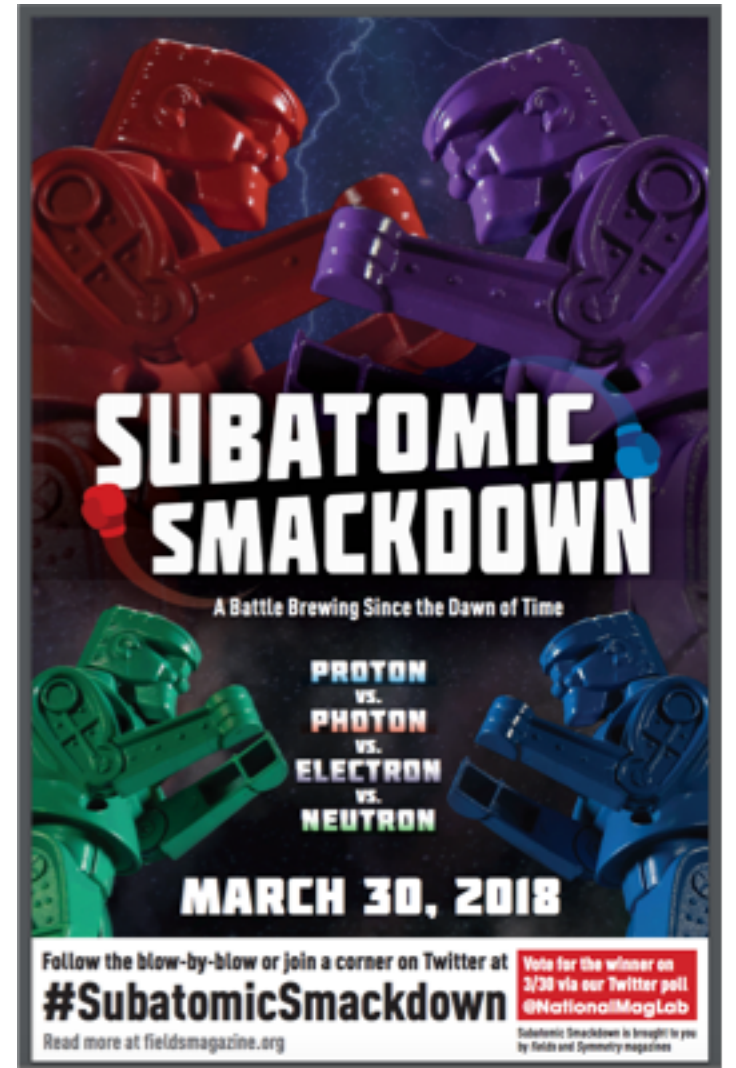
Watch four subatomic particles battle over which is the most awesome.

# Posters / swag



20 March 2018 Follow the blow-by-blow at the Twitter hashtag #SubatomicSmackdown and help determine the champion by voting in a @NationalMagLab Twitter poll. Subatomic Smackdown is a collaboration between Symmetry and Fields magazines.

symmetry | fields



# Press release / press conference



Caroline McNeil

Scientists and science communicators team up in playful bout that engages physics fans worldwide.

Contact: [KRISTIN ROBERTS](#) or [KATHRYN JEPSEN](#)

LOS ANGELES, Calif.— A battle brewing since the dawn of time is about to come to a head, and an international team of scientists and science writers are exploiting the fray to get people excited about physics, research and the nature of science.

# Coverage



## EVERYDAY SCIENCE | BLOG

Wrestling over the best subatomic particle, hitchhiker's guide to Stephen Hawking, where are the women Brian?

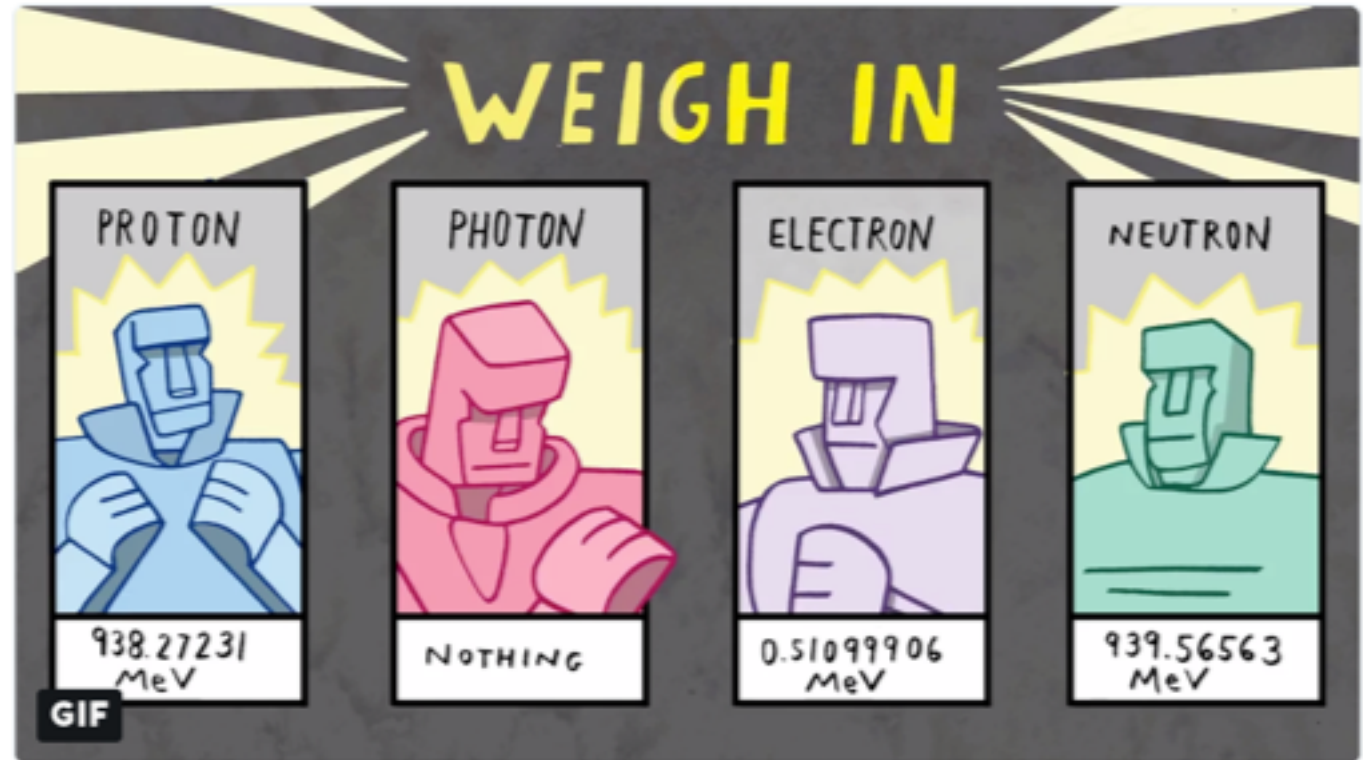
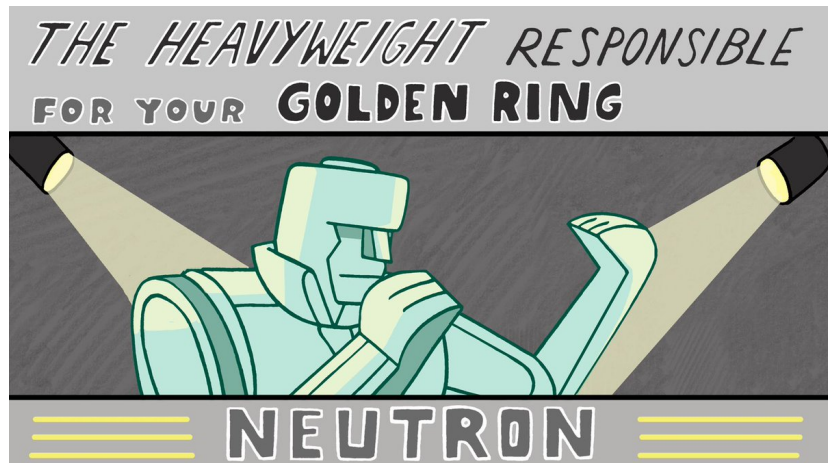
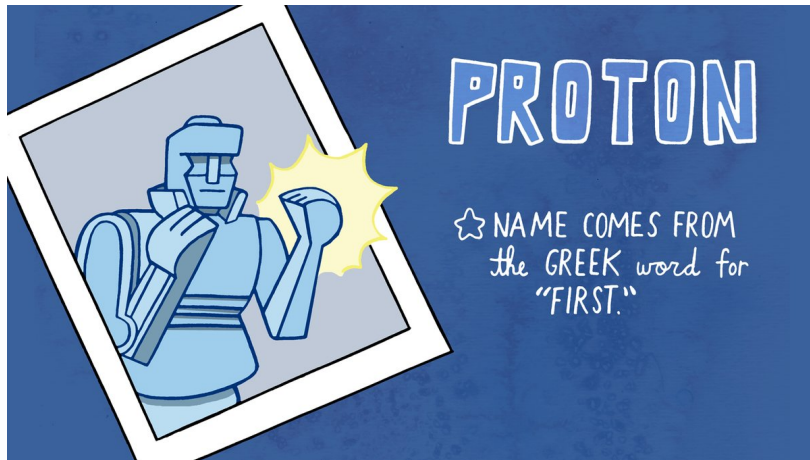
09 Mar 2018 [Harrish Johnston](#)



# Cardboard cutouts



# Social media build-up



# Vote

Energy Department and 2 others liked



**National MagLab** @NationalMagLab · Mar 30



So ... who wins the [#SubatomicSmackdown](#)? You decide! Voting will stay open until 5pm:

26% Team Proton

36% Team Photon

22% Team Electron

16% Team Neutron

528 votes • Final results

 10

 35

 43

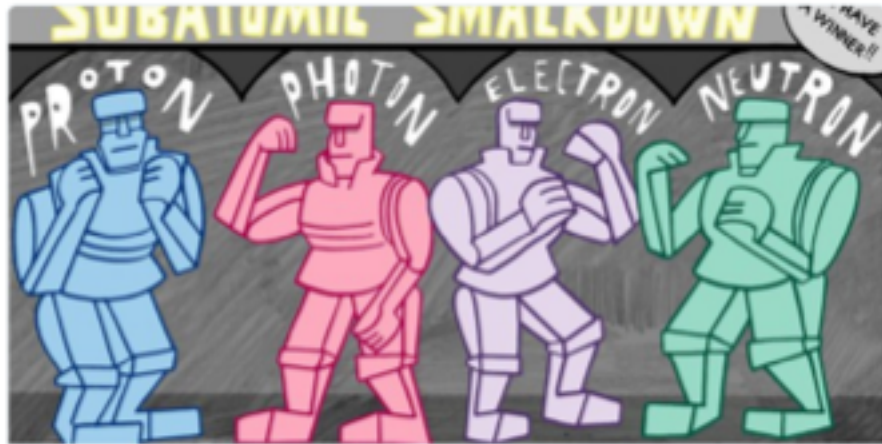


# Recap



This week, four particles finished what they'd started:

[symmetrymagazine.org/article/photon...](https://symmetrymagazine.org/article/photon...)  
#SubatomicSmackdown



### Photon declared champion

After a week of appreciation for each of the four particle contenders, the photon emerged as the winner in the Subatomic Smackdown.

[symmetrymagazine.org](https://symmetrymagazine.org)

Andy Freeberg and 2 others liked



**National MagLab** @NationalMagLab · Mar 30

Congratulations to #TeamPhoton, the undisputed champion of the #SubatomicSmackdown. Thanks to everyone who tweeted, voted or championed a particle this week! #TeamElectron #TeamProton #TeamNeutron



6 20 34

# Celebration / thanks



# Metrics

- More than 600 tweets on #subatomicmackdown
- More than 9 million impressions
- Participation by the Department of Energy, the National Science Foundation, the American Physical Society, CERN, Oak Ridge, Brookhaven, Fermilab, Charles Bergquist from Science Friday
- 528 votes in the poll

# Metrics

- Net change to Symmetry followers: +731
- YouTube views: More than 2,000
- Original article in Symmetry
  - 5,484 pageviews
  - 4,878 unique pageviews
  - Avg time on page: 5:34
- Results article in Symmetry
  - 4,511 pageviews
  - 4,231 unique pageviews
  - Avg time on page: 2:57