

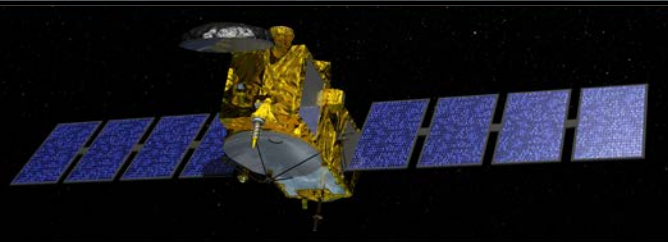
Communicating Climate Science and More on Social Media

Success Stories from NOAA's National Centers for Environmental Information

Susan Osborne, TeleSolv Consulting

Katy Matthews, Greg Hammer, Jennifer Fulford, Heather
McCullough, Katie Boseo, Angela Sallis

Stewarding Environmental Information



- From the depths of the ocean to the surface of the sun
- From prehistoric to modern times
- Over 30 petabytes
- Trusted, reliable, unique

Our Social Media Platforms



/NOAANCEIclimate

/NOAANCEIoceangeo



@NOAANCEIclimate

@NOAANCEIocngeo



What Does Success Look Like?



Communicating science on social media becomes successful when we inform and inspire our audience.

Impact
Interaction
Awareness
Conversion

2017 by the Numbers

88,000

Fans and Followers

55,000

Interactions

12,000

User-Generated Posts

225,000

Website Sessions



Success with Strategy



- Optimize time spent on content
- Create targeted and powerful messages
- Build a narrative and persona
- Track performance

Success with Scientists



- Explain how social media could highlight their science
- Illustrate potential impact
- Demonstrate worth with data
- Inspire scientists with their peers and colleagues

Success with Campaigns

#AMS2017

#TryItTuesday


#PlanetPostcard

#InsideNCEI

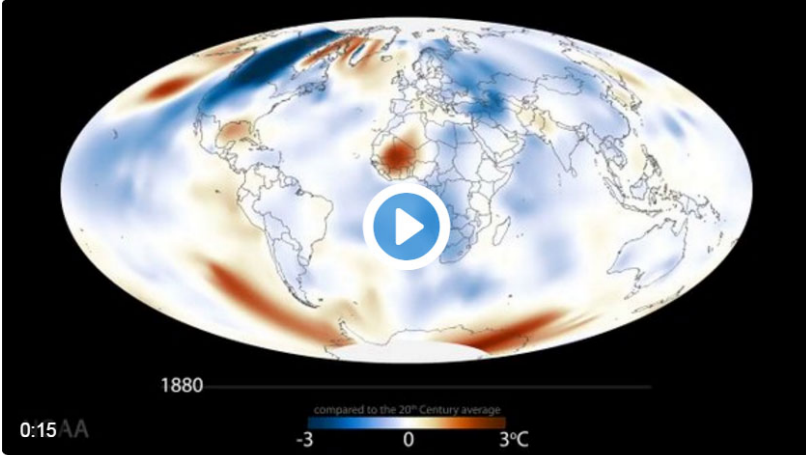
#StateOfClimate

#DroughtMonitor


#OnThisDay


 **NOAA NCEI Climate** ✓
@NOAANCEIclimate


We're comparing recent events to expectations of future climate at #AMS2017: bit.ly/NCEIatAMS17 #NCEIatAMS



1880
0:15 AA
compared to the 20th Century average
-3 0 3°C

 **931**

 **901**

 **7**

Success with Campaigns

 NOAA NCEI Climate 
@NOAANCElclimate

How is drought affecting your neighborhood?
Enter your zip code at drought.gov
[#DroughtMonitor](#)

How Is Drought Affecting Your
Neighborhood?

Enter your zip code for current conditions:

Go!



112



134



6



NOAA National Centers for Environmental Information -
Climate

March 13 · 

[#OnThisDay](#) in March 1993 the “Storm of the Century” struck the eastern United States causing more than \$5.5 billion of damage—the fourth costliest storm in U.S. history at the time. Learn more about how this devastating storm affected the Nation.



On This Day: The 1993 Storm of the Century

In March 1993, the Storm of the Century struck the U.S. East Coast, claiming more than 270 lives and causing billions of dollars in damage.

[NCEI.NOAA.GOV](https://ncei.noaa.gov)



10,919

3,443 shares

3,138 comments



Success with Tools



- Get to know our audience better
- Find users even when they didn't find us
- Understand what's working and what's not
- Keep a finger on the pulse of our online reputation

Stay Connected



*There's a lot
going on at
NCEI...*

Climate

facebook.com/NOAANCEIclimate

twitter.com/NOAANCEIclimate

Ocean and Geophysics

facebook.com/NOAANCEIoceangeo

twitter.com/NOAANCEIocngeo

News

www.ncei.noaa.gov/news

