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Steward of the Nation’s Environmental Information

With data that spans stone age to space age, from the depths of the ocean to the sun, and across the globe
Our Social Media Platforms

NOAAANCEIclimate
NOAAANCEIoceangeo

@NOAAANCEIclimate
@NOAAANCEIoceangeo
Value of Social Media

Our statistics

Audience of ~75,000
Reach: 90–100%
Engaged: 5–10%

Between 8,000 and 15,000 website sessions
Who Are Our Audiences

- Government Employees
- Project Managers
- Reporters and Journalists
- Consultants
- Educators and Scientists
Engagement

Facebook Updates
News Feed Prioritization
What Information You’ll See

On Climate and Historical Weather...

• Reports and publications
• New and Updated products and services:
  – Monthly climate reports
  – Drought Monitor updates
  – Paleoclimate information
  – 30-year climate normals
  – Extreme events and science on extremes
  – National Climate Assessment
  – Climate Data Records
• Historical weather and climate events
• Fun and holiday-related information
What Information You’ll See

On oceans and geophysics...

- Reports and publications
- Great photos
- New, popular, and unique products related to:
  - Ocean science
  - Coasts
  - Bathymetry
  - Geomagnetism
  - Space Weather
  - Arctic sea ice
  - Gulf of Mexico data and information
- Fun and holiday-related information
How We Ensure Accuracy AND Understanding

• Scientific review
• Communications review
• Linking to additional information
  – Use of evergreen content
More Social Media Resources

NOAA uses social media tools to share critical information and provide the public a better understanding of the work we do on behalf of the oceans, coasts, fisheries, climate, atmosphere, and weather sciences.

For a list of all of NOAA’s social media sites, visit:

www.noaa.gov/stay-connected
Learn More By Following NCEI!

NOAA NATIONAL CENTERS FOR ENVIRONMENTAL INFORMATION

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