



# NCEI and Social Media

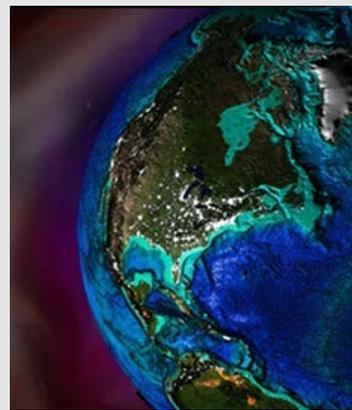
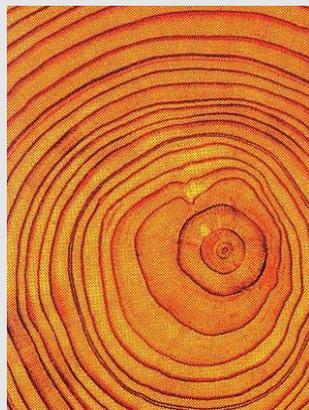
*Reaching the World Using Facebook and Twitter*

**Katy Matthews**, NOAA National Centers for Environmental Information (NCEI); Susan Osborne, TeleSolv Consulting; Greg Hammer, NOAA NCEI; Heather McCullough, NOAA NCEI; Angela Sallis, General Dynamics Information Technology; and Andrew Allegra, NOAA NCEI



# 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



**NOAANCElclimate**  
**NOAANCEloceangeo**



**@NOAANCElclimate**  
**@NOAANCElocngeo**



# 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



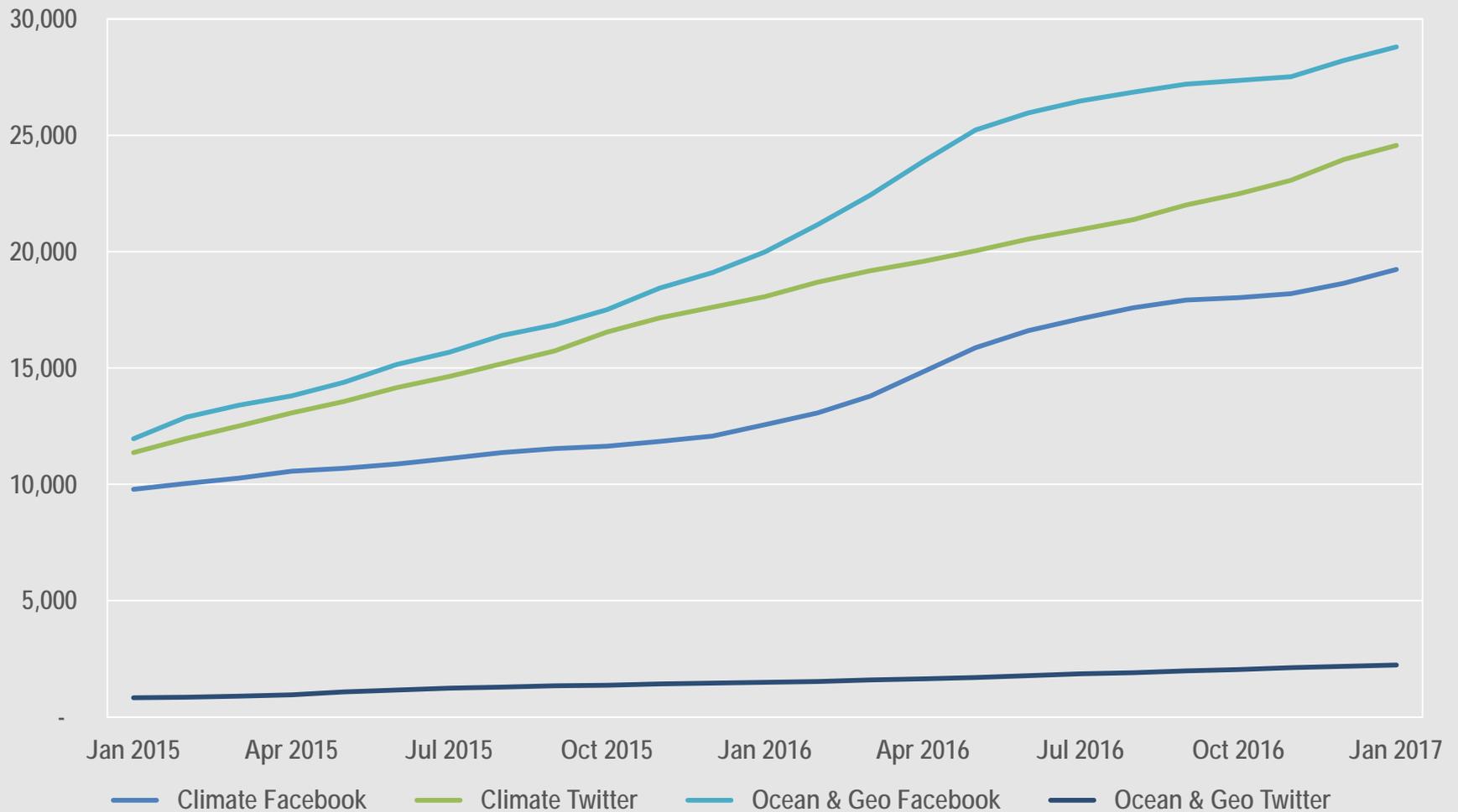
Reporters and  
Journalists

Consultants

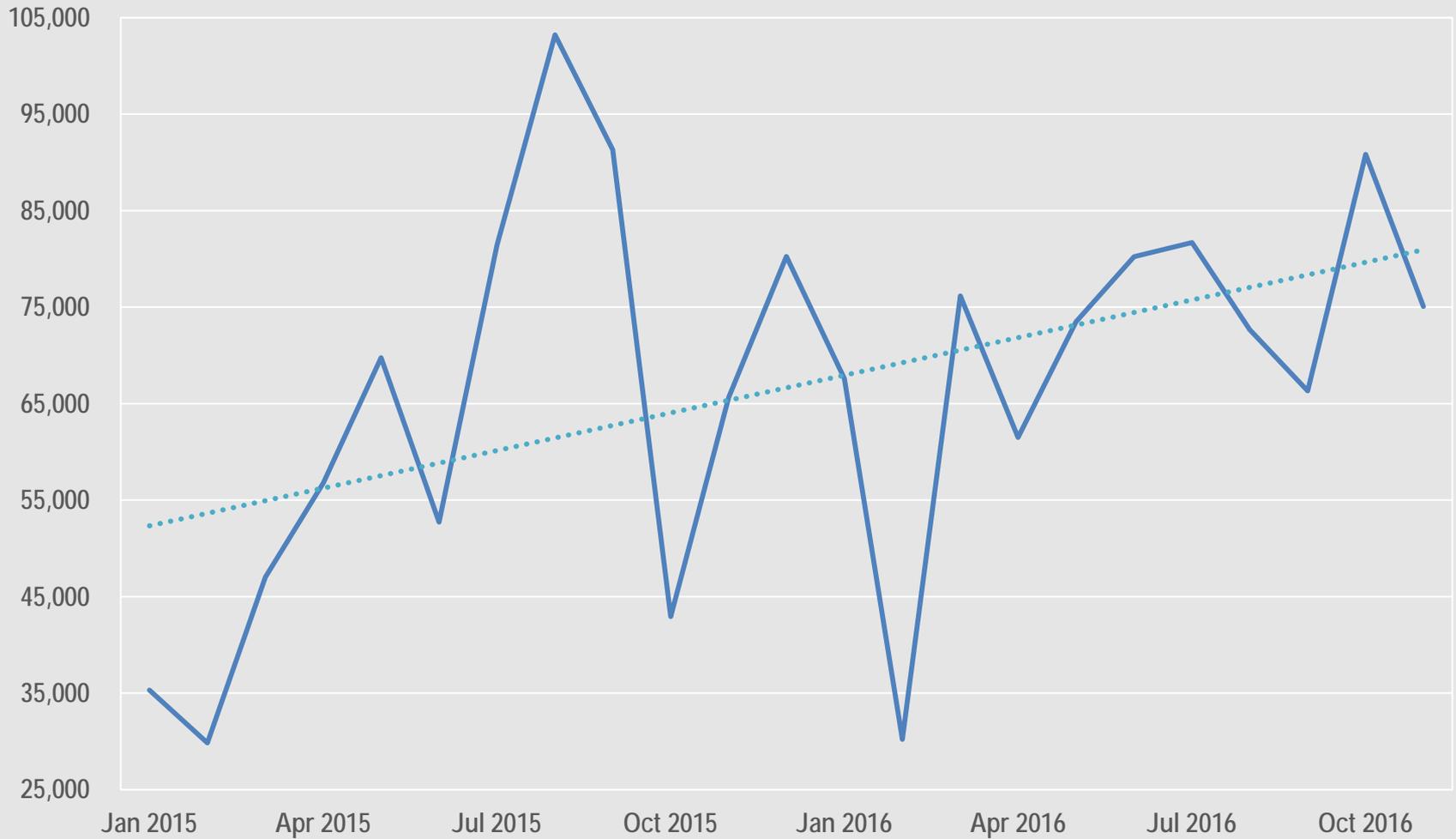


Educators and  
Scientists

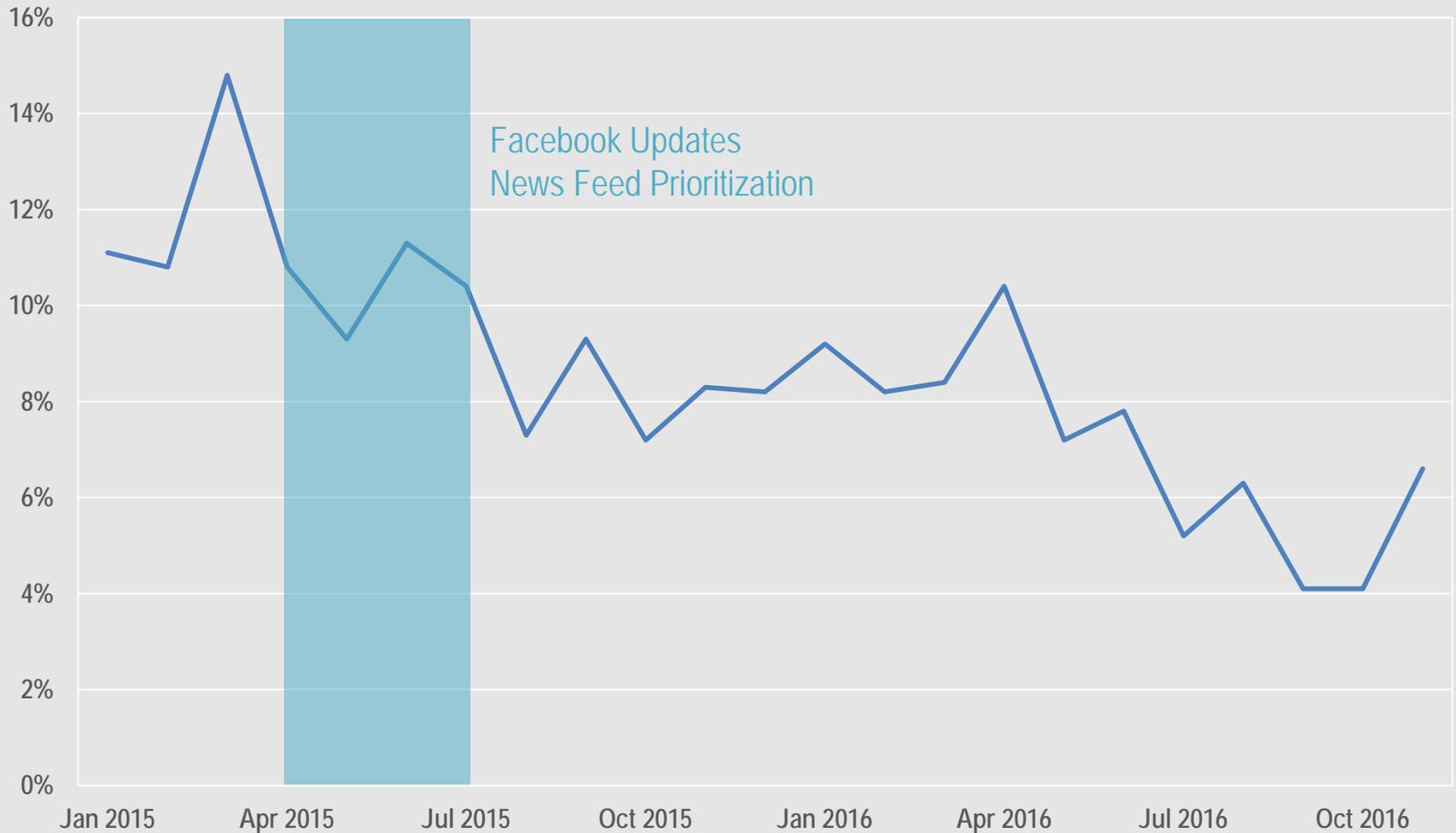
# Growth



# Reach



# Engagement



# What Information You'll See

## On Climate and Historical Weather...

 NOAA National Centers for Environmental Information - Climate  
January 9 at 12:05pm · 🌐

During 2016, the United States experienced 15 weather and climate disasters with losses exceeding \$1 billion, causing a total of \$46 billion in damages. This was the second highest number of billion-dollar events in the 37-year record, one less than the 16 that occurred in 2011. Overall, these events resulted in the deaths of 138 people and had significant economic effects on the areas impacted. #BillionDollarDisasters



**Billion-Dollar Weather and Climate Disasters**  
An overview of the weather and climate events that have had the greatest economic impact on the United States from 1980 to 2016  
NCEC.NOAA.GOV | BY ADAM.SMITH@NOAA.GOV

- 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...



The image is a screenshot of a tweet from the NOAA National Centers for Environmental Information - Ocean & Geophysics. The tweet is dated January 5 at 11:17am. The text of the tweet reads: "Coined not long ago, 'space weather' is a field of scientific study that is expanding our commonly held ideas of earthly weather. Scientists monitor and predict space weather events that are notably different than those on Earth. Take a look at the basics." Below the text is a square image showing a bright orange and red solar flare or coronal mass ejection against a dark background. Below the image is a link titled "What is Space Weather? Find out!" with a short description: "Rain, wind, and storms are everyday features of our weather on Earth. But beyond our atmosphere, scientists are monitoring space weather, a close cousin to terrestrial weather." The link URL is NGDC.NOAA.GOV.

NOAA National Centers for Environmental Information - Ocean & Geophysics  
January 5 at 11:17am

Coined not long ago, "space weather" is a field of scientific study that is expanding our commonly held ideas of earthly weather. Scientists monitor and predict space weather events that are notably different than those on Earth. Take a look at the basics.



[What is Space Weather? Find out!](https://www.ngdc.noaa.gov)

Rain, wind, and storms are everyday features of our weather on Earth. But beyond our atmosphere, scientists are monitoring space weather, a close cousin to terrestrial weather.

NGDC.NOAA.GOV

- 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



# More Social Media Resources

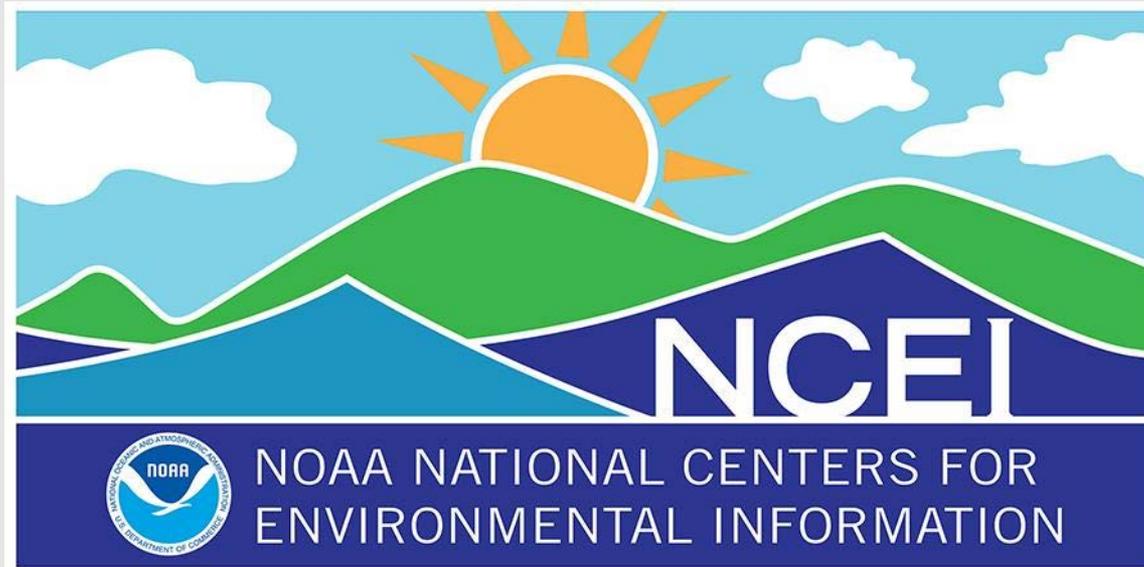
NOAA uses social media tools to share critical information and provide the public a better understanding of the work we do on behalf of the oceans, coasts, fisheries, climate, atmosphere, and weather sciences.

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

[www.noaa.gov/stay-connected](http://www.noaa.gov/stay-connected)



# Learn More By Following NCEI!



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