



NCEI and Social Media

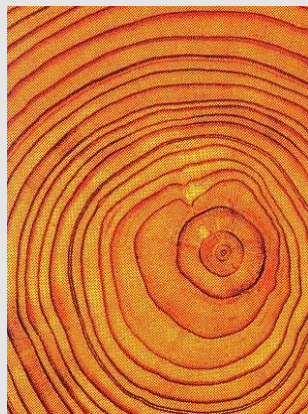
Reaching the World Using Facebook and Twitter

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



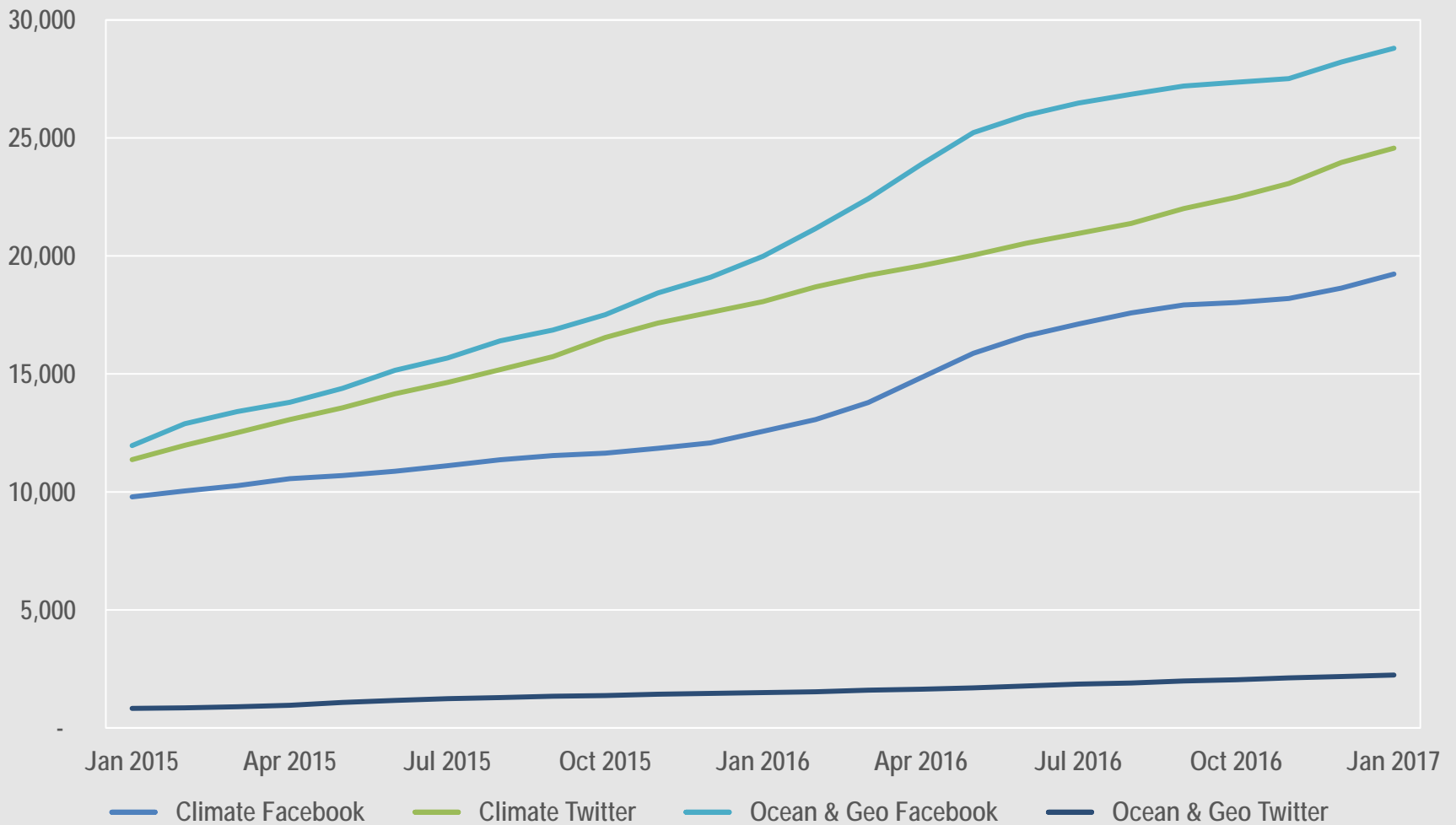
Reporters and Journalists

Consultants

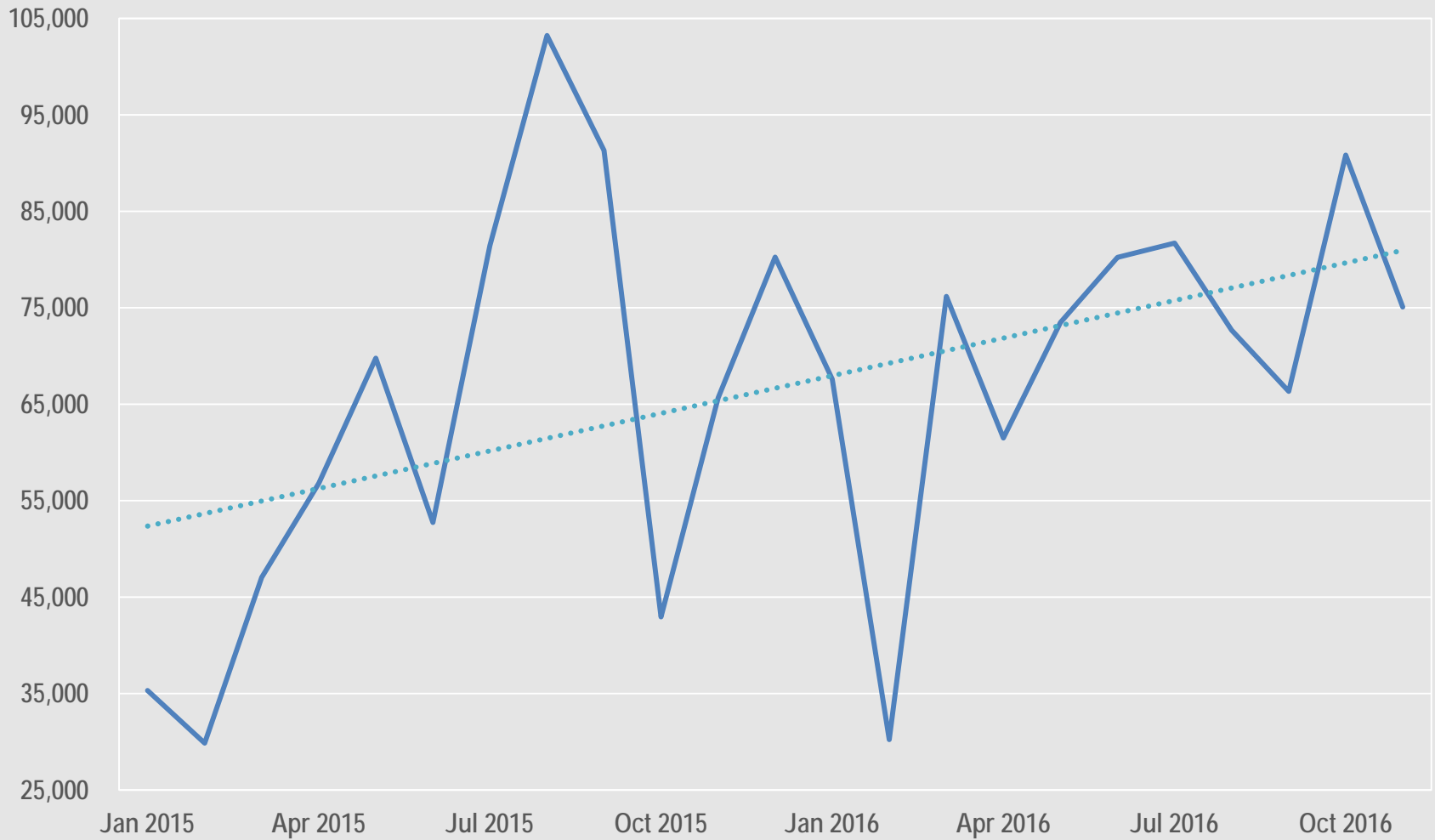


Educators and Scientists

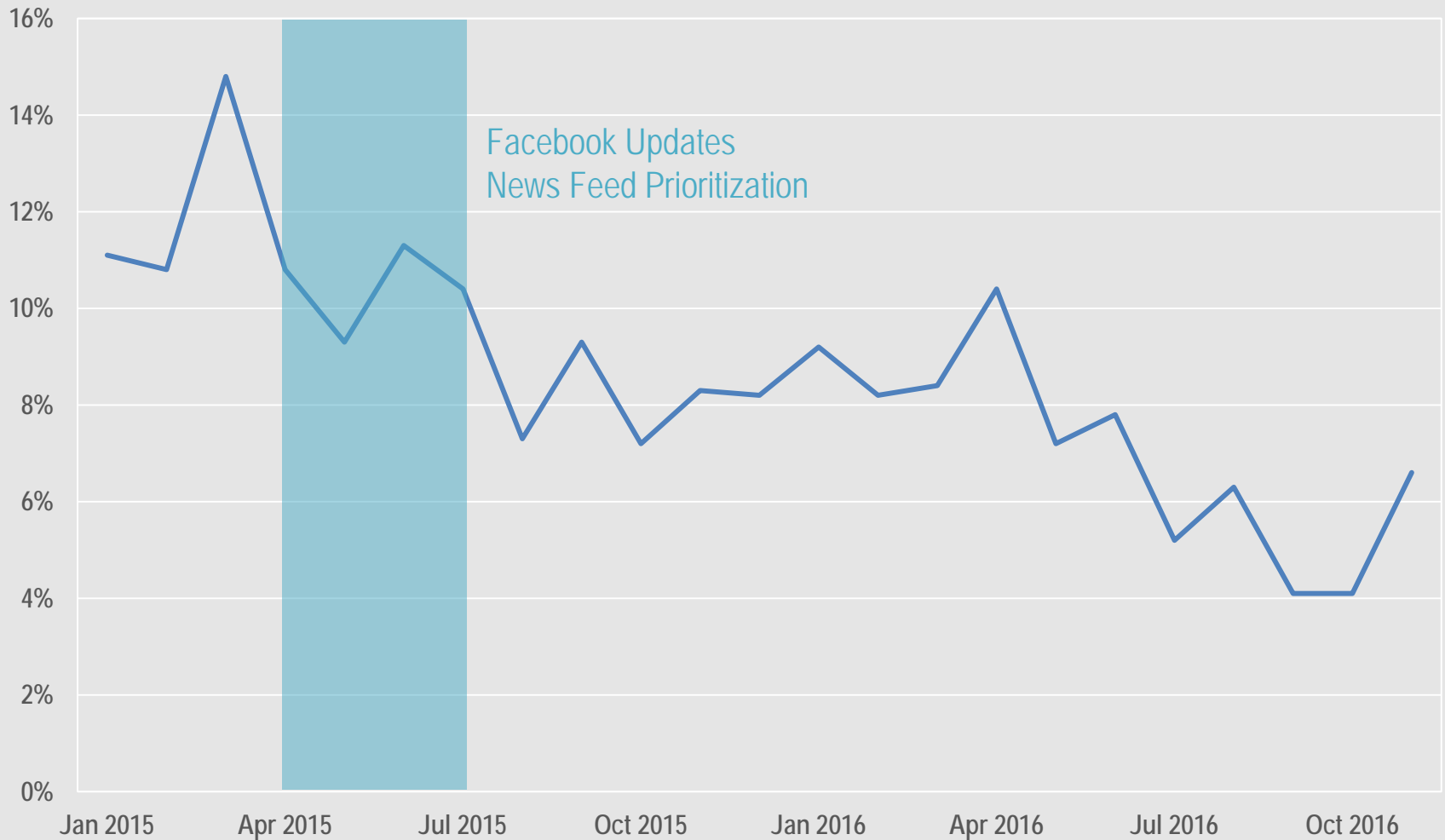
Growth



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
NCD.C.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...

 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!
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

How We Ensure Accuracy AND Understanding

- Scientific review
- Communications review
- Linking to additional information
 - Use of evergreen content



More Social Media Resources

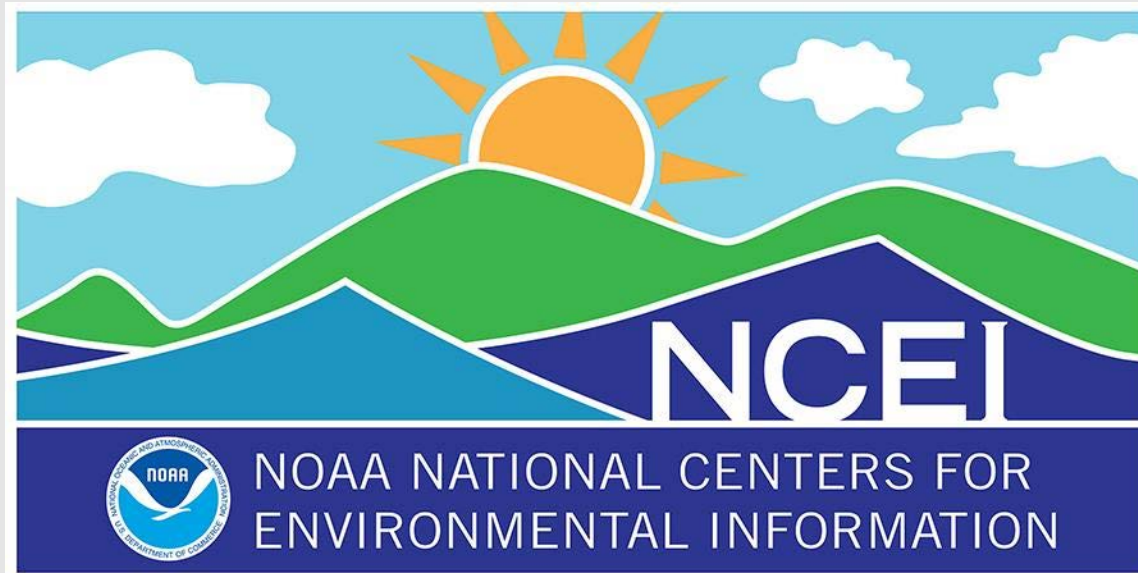
NOAA uses social media tools to share critical information and provide the public a better understanding of the work we do on behalf of the oceans, coasts, fisheries, climate, atmosphere, and weather sciences.

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

www.noaa.gov/stay-connected



Learn More By Following NCEI!



NOAANCElclimate
NOAANCEloceangeo



@NOAANCElclimate
@NOAANCElocngeo

