

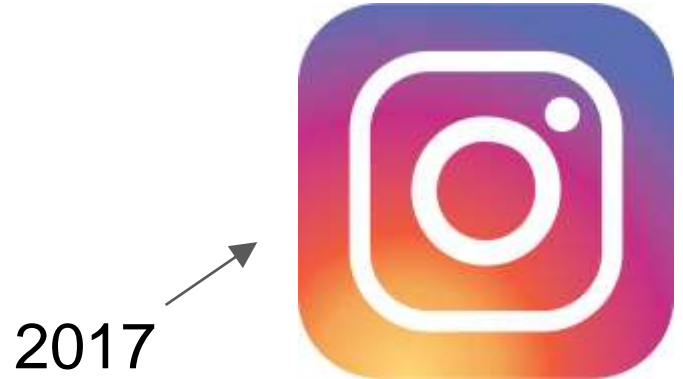
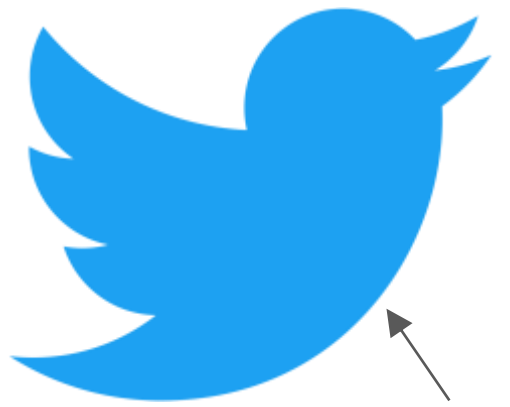


Social Media Best Practices for Education

Beth Russell



Our Online Presence





YouTube

- **1,163** subscribers
- **81** videos
- **509,329** views
- Haven't posted consistently in two years
- Phased out when Facebook added better video support

The screenshot shows the NOAA SOS YouTube channel page. At the top, there is a video player showing a group of people in a theater setting. Below the video, the channel name "NOAA SOS" is displayed with a "Subscribe" button and "1,163" subscribers. The navigation menu includes "Home", "Videos", "Playlists", "Channels", and "About". The main content area features a video titled "Science On a Sphere Earth System Overview" with 88,910 views, posted 6 years ago. The video description mentions Dr. Beverly MacDonald, the inventor of NOAA's Science On a Sphere, and provides a link to the Earth System Research Laboratory in Boulder, CO. To the right, there is a "Related channels" section with a link to "oceanexplorer". Below the video, there is a "Oceans" section with three video thumbnails: "SFDI, Global Sea Surface Temperature Model" (1,046 views, 3 years ago), "Ocean Acidification 1785 - 2100" (5,181 views, 8 years ago), and "Sea Ice Concentration" (1,471 views, 9 years ago). At the bottom, there is an "Atmospheric Datasets" section with a description: "This is a play list of Science on a Sphere datasets pertaining to the atmosphere." and three video thumbnails.



Facebook

- **172,000+** Likes
- **138** videos
- **9.8 million** views of most popular dataset
- **25 - 50K** views for most datasets
- Our most popular social media outlet

NOAA Science On a Sphere

Home Feed Friends Settings Help

Page Inbox Notifications Insights Publishing Tools

NOAA Science On a Sphere
@scienceonasphere

Home
About
Photos
Reviews
Likes
Videos
Posts
Events
Services
Shop
Notes
Offers
Jobs

Grow Business

Write something

Share a photo or video
Advertise your business
Create an event
Write a note

Get messages
Publish a job post
Help people find your business
Create an offer

See All

Government Organization in Boulder, Colorado
4.7 ★★★★★ Always Open

Page Tips
See All

How Do Facebook Ads Work?
Reach all the right people where they're active and engaged.

What's a Boosted Post?
A boosted post is the easiest way to reach more people on Facebook.

How to Create Effective Posts
Short, visual posts created for the right audience are more successful.

See All Page Tips

This Week



Twitter

- **869** Followers
- **58** Tweets
- **81** Retweets on a single post
- Haven't spent much time investing in Twitter

The screenshot shows the Twitter profile for Science On a Sphere (@NOAA_SOS). The header features a banner with the NOAA logo and several spherical data visualizations. The profile information includes 58 tweets, 228 following, 869 followers, and 8 likes. A recent tweet from Feb 14 discusses the Roman goddess Venus and includes a link to a topography map. Below the tweet is a photo of a large spherical exhibit in a museum setting.

Home Moments Search Twitter Have an account? Log in

NOAA
OCEANIC AND ATMOSPHERIC ADMINISTRATION
U.S. DEPARTMENT OF COMMERCE

Science On a Sphere®
@NOAA_SOS
NOAA's Science On a Sphere® (SOS) is a room-sized spherical data visualization tool. SOS Explorer™ (SOSx) is a new flat screen exhibit and SOSx Life is free!
Boulder, CO
sos.noaa.gov
Joined July 2014
12 Photos and videos

Tweets Tweets & replies Media

Science On a Sphere® @NOAA_SOS Feb 14
Venus is named after the Roman goddess of love and beauty. This topography map of Venus shows... [instagram.com/p/DQfRnV77F0/](#)

Science On a Sphere® Retweeted
CIRES Communication @CIRESnews Jan 25
Announcing a contest for K-12 and college students to design content for @NOAA_SOS - deadline is 3/17! [noaa.gov/k12sosnetwork/wmr...](#)

New to Twitter?



Instagram

- **427** Followers
- **25** Posts
- **421** video views for top post
- Brand new platform for us





Things we've learned

- Know your purpose
- Keep it simple
- Keep it short
- Don't discount the value of beautiful graphics
- Tie it to current events
- Videos beat pictures
- Answer questions
- Anything can be controversial



Know Your Purpose

- Started as a page to communicate about new sites, traveling events, and software updates for users
- Quickly realized that new dataset posts got the most attention
- Most followers likely have not seen SOS in person
- Goal now is to share science with people

NOAA Science On a Sphere
Published by NOAA SOS [?] · April 6, 2016 · 🌐

Do you know what vorticity is? Ocean Surface Vorticity is the subject of a new SOS dataset! It can be thought of as the rate of fluid rotation. Read more about it here: <http://sos.noaa.gov/Datasets/dataset.php?id=604>



4,775,365 people reached Boost Post

1.2M Views

👍 Like 💬 Comment ➦ Share

👍 🧐 📺 7.7K Top Comments

23,366 shares



Keep it Simple

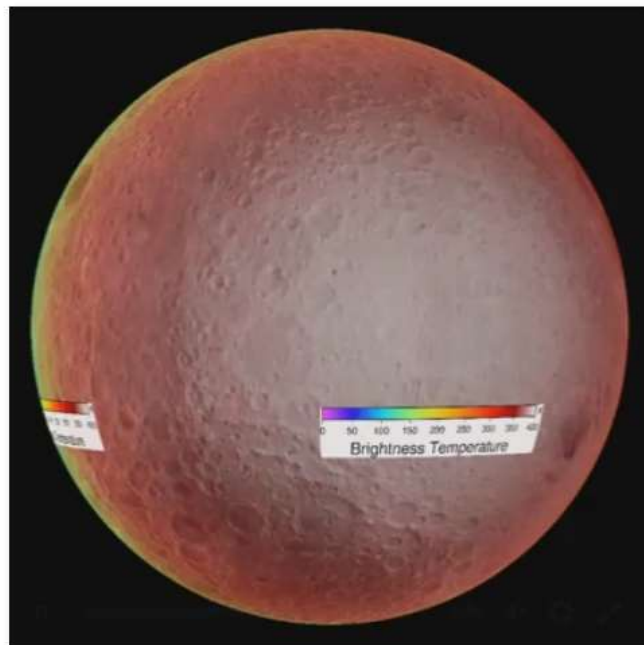
- There is a lot that can be said about each dataset, but it doesn't need to all be said here
- Pick main point and then include a link for more information



NOAA Science On a Sphere

Published by NOAA SOS [?] · March 1 ·

Did you know the surface temperature of the moon varies dramatically? Areas illuminated by the Sun (white and red) can reach temperatures hot enough to boil water, while areas in shadow (blue) reach temperatures hundreds of degrees below freezing. Read more here: <https://sos.noaa.gov/Datasets/dataset.php?id=386>



100,279 people reached

Boost Post

28K Views

Like Comment Share

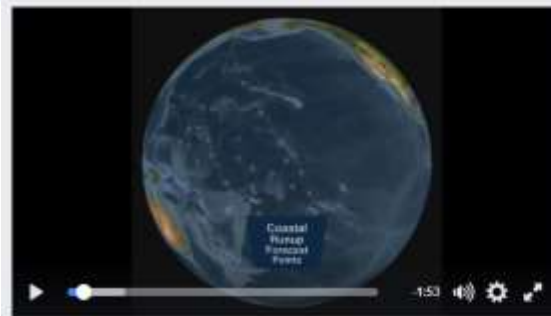
Oded Einat, Mario Rodriguez and 668 others

Top Comments



Keep it Short

- The action needs to start immediately and stay interesting
- The drop off rate is pretty incredible, even with great videos

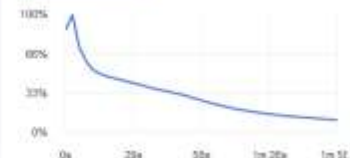


NOAA Science On a Sphere
Today marks the 53rd anniversary of the Great Alaska Earthquake and Tsunami. This was the largest earthquake to ever strike North America! This dataset comes from the US NWS Pacific Tsunami Warning Center. Toward the end of the simulated 48 hours...

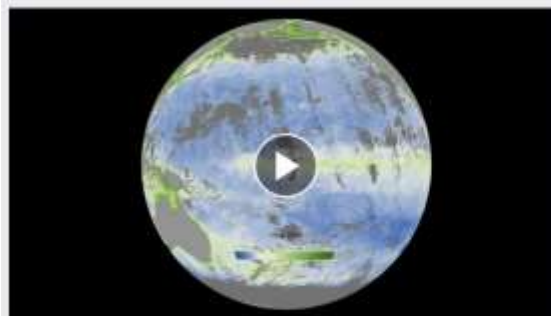
Video Average Watch Time

1:58 Video - 12% Average Percent Watched

Audience Retention



Auto-Played: 92%
Clicked-to-Play: 8%



NOAA Science On a Sphere: Ocean Color
Approximately 50% of the oxygen we breathe comes from the ocean, where algae not only release oxygen during photosynthesis, but also serve as the base of most oceanic food webs. In this image, areas of the ocean with lower amounts of surface chlorophyll...

Video Performance in This Post

Minutes Viewed	21,807
Video Views	65,824
10-Second Views	34,008
Video Average Watch Time	0:08
Audience and Engagement	



Beautiful Graphics

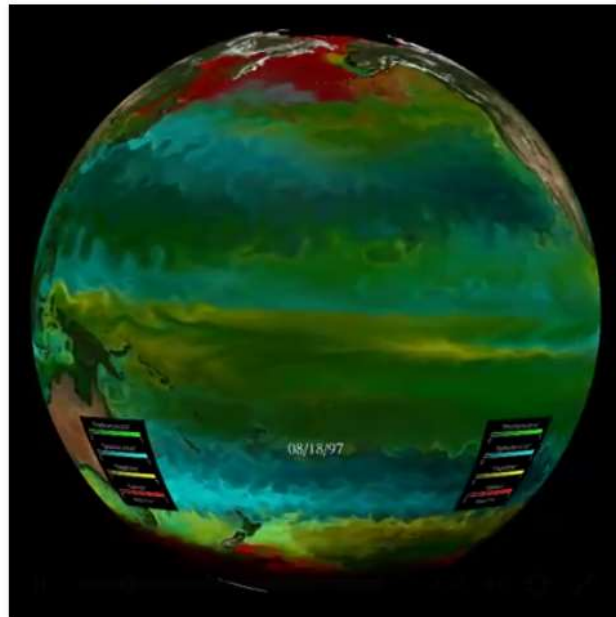
- Datasets that are really captivating tend to get more action on social media
- Beautiful graphics are a great way to catch people's attention



NOAA Science On a Sphere

Published by NOAA Soss [?] · November 4, 2016 ·

This is a beautiful new dataset! The four colors represent four different phytoplankton types. The large phytoplankton (red, yellow) have the fastest growth rates and dominate where there are lots of nutrients to nourish them at high latitudes and near the equator where nutrient-rich water upwells from the deep ocean. On the other hand, the small phytoplankton (green, blue) are more competitive where nutrients are very low. Read more here: <http://sos.noaa.gov/Datasets/dataset.php?id=630>



777,533 people reached

Boost Post

179K Views



Like



Comment



Share



GennkiKashima 加島, Er Patel Akshit and 2.8K others

Top Comments

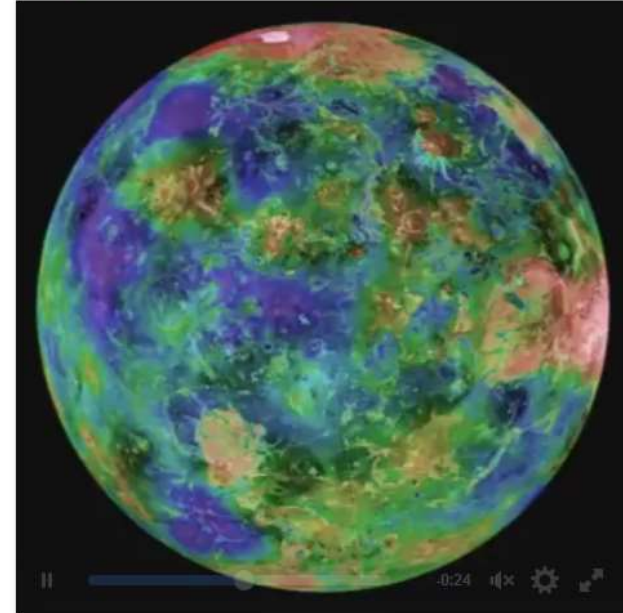


Current Events

- If you can relate your post to today, people tend to pay more attention
- Can be natural disasters, holidays, special days, anything!

 **NOAA Science On a Sphere**
Published by NOAA SOS [?] · February 14 · 🌐

Venus is named after the Roman goddess of love and beauty. This topography map of Venus shows the higher continents of Venus in shades of red and white. The continent along the equator is named Aphrodite Terra after the Greek goddess of love and the continent near the top is named Ishtar Terra after the Babylonian goddess of love. #happyvalentinesday #scienceonsphere #noaa #love #science #space #venus #planets #topography



99,412 people reached

Boost Post

29K Views

👍 Like 💬 Comment ➦ Share

👤 Maria Odete Sá, Mario Rodriguez and 1K others

Top Comments



Videos Beat Pictures

- Even when they're timely and interesting, pictures don't get much traction on our page



NOAA Science On a Sphere added 2 new photos.

Published by NOAA SOS [?] · August 12, 2016 · 🌐

Check out this history of the Summer Olympics that Indiana University created for SOS! It shows the design of the medals, the countries that participated, the number of male and female athletes by country, and the medal count by type! Read more here: <http://sos.noaa.gov/Datasets/dataset.php?id=617>



5,073 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍❤️ Ryargo Maryono, David Torkelson and 52 others

Top Comments ▾

11 shares



Provide Links

- When you have it, provide the extra information that people are likely to ask for

NOAA Science On a Sphere
Published by Beth Russell · December 6, 2016

For those that wanted to see the whole Earth at once in the earthquake dataset, check it out here! <https://www.youtube.com/watch?v=ph7Ec2z-nTI>

Earthquakes of the First 15 Years of the 21st Century
This animation shows every recorded earthquake in sequence as they occurred from January 1, 2001, through December 31, 2015, at a rate of 30 days...

YOUTUBE.COM

42,798 people reached Boost Post

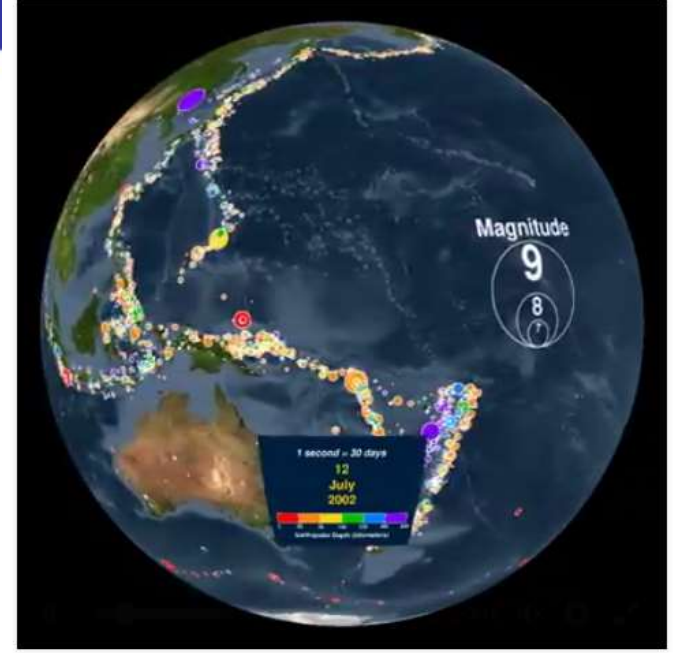
Like Comment Share

Norma Sanchez, Leonilo Panloja Almonte and 644 others · Top Comments ·

438 shares

NOAA Science On a Sphere
Published by NOAA SOS · December 2, 2016

Check out this new SOS dataset of all the earthquakes from 2001 through 2015 from the US NWS Pacific Tsunami Warning Center! You can read about it here: <http://sos.noaa.gov/Datasets/dataset.php?id=643>



35,554,433 people reached Boost Post

9.8M Views

Like Comment Share

Jos Lantman, Antony Navarrete Lucas and 42K others · Top Comments ·

266,439 shares



Answer Questions

- We get lots of strange questions that are ignored, but when we get good ones, we try to answer them.

12042016 8:40AM

Very cool page, thank you!
Couple of questions reg earthquakes:
* Has the granularity and accuracy of measurements improved over this time whereas recent years are more accurate?
* If comparable, is there an increase in the frequency of quakes in quantity and strength?

12052016 10:18AM

From the creator. Over this 15-year period (and the 100 years previous) there has been an ongoing increase in detection of small quakes thanks to the installation of more and better seismometers and better telecommunications over time, especially in the more developed countries. When I made this animation I had to decide whether to filter out small quakes (magnitudes < 5) to make it seem consistent over time, but then you wouldn't see this effect of detection improvement, not to mention some the interesting details of small quakes like those associated with volcanoes or petroleum extraction. We have no reason to think that the actual frequency of all quakes has changed globally, but there is always clustering regionally and temporally (such as aftershock sequences—look at Japan in 2011). The increase in frequency of very large earthquakes (> 8.0) since the end of 2004 is real, but before anyone freaks out I should note that in the last 100 years that there have been three periods when there have been global apparent "clusters" of large earthquakes like this, previously the 1950s-1960s and before that the 1910s-1920s. Whether these "clusters" mean anything is really hard to say. We certainly don't have an explanation beyond randomness over that time scale. Quakes that large are rare overall and so we're dealing with the statistics of small numbers, and anything other than a smooth, even distribution looks like clusters.

Thank you very much for the good response.
The USGS data of activity of mag 5.5 and greater gives this:

From: 1976 through 2015 = 40 years.
Interesting record spike in 2011 in counts, and record avg magnitude in 2015.

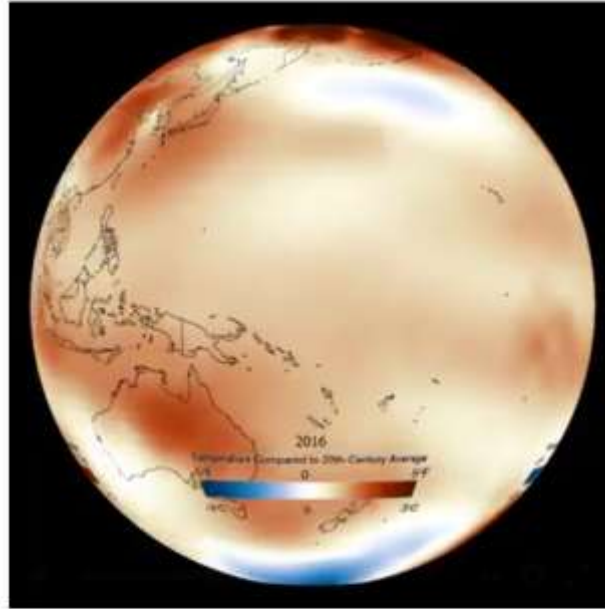


Controversy

- A debate is expected with some posts, but anything can turn into a debate
- We stay out of the debates

NOAA Science On a Sphere
Published by Neasa Sos (W) · February 1 · 🌐

We just updated our Temperature Anomaly dataset to include 2016, the warmest year in NOAA's 137-year series. 2016 is now the third consecutive year that a new global annual temperature record has been set. You can read more about the dataset here: <https://sos.noaa.gov/Datasets/dataset.php?id=420> and the temperature record here: <https://www.ncdc.noaa.gov/sotc/global/201613>



201,438 people reached Boost Post

43K Views

👍 Like 🗨 Comment ➦ Share

👤 Prabha Karan, Felicia Paredes and 990 others Top Comments

1,034 shares

Jack Fitz SBll think it's a hoax? Would you rather a politician tell you based on no research or hear it from a credible science based organization who collected the actual data themselves?
Like · Reply · Message · 13 · February 1 at 12:20pm
9 Replies

Brian Erickson The data used to conclude 2016 is the "hottest on record" all fall within the margin of error.
This is sensationalism and pseudoscience for a political agenda... See More

2016 GLOBAL TEMPERATURE: THE PAUSE NEVER WENT AWAY - ...
CLIMATEDEPOT.COM

Like · Reply · Message · Remove Preview · 9 · February 1 at 1:20pm
Hide 25 Replies

Kathryn Doherty Alternative facts
Like · Reply · Message · 2 · February 1 at 4:14pm

Brian Erickson Are you disputing the fact that the data used to claim 2016 was the "hottest on record" falls within the MOE?
Like · Reply · Message · February 1 at 4:23pm

Alex Fisch Brian Erickson Yes, because I can read things written by actual scientists: <https://www.ncdc.noaa.gov/sotc/summary-info/global/201612>

Summary Information | State of the Climate | National Centers for...
NCDC NOAA.GOV

Like · Reply · Message · Remove Preview · 3 · February 1 at 5:15pm

Brian Erickson Oh, the same scientists that "adjust" data to show increases where there are none?
Hrmmm... See More

100% Of US Warming Is Due To NOAA Data Tampering | The...
REALCLIMATESCIENCE.COM

Like · Reply · Message · Remove Preview · February 1 at 5:21pm

Alex Fisch Have you ever noticed that the things you post are just blog posts, rather than peer reviewed research?
Like · Reply · Message · 4 · February 1 at 5:29pm

Brian Erickson It's a sad state of affairs when it takes a blogger to bring fraudulent data manipulation to light.



Live Stream Experiments



NOAA Science On a Sphere was live.

Published by NOAA SOS [?] · March 22 at 10:08am · 🌐

Our first live stream!



27,944 people reached

Boost Post

11K Views

👍 Like 💬 Comment ➦ Share

👍 🧡 🧡 Jde Jde, Cecilia Mauricio and 488 others

Top Comments ▾

89 shares



NOAA Science On a Sphere was live.

Published by NOAA SOS [?] · April 17 at 10:07am · 🌐



79,560 people reached

Boost Post

8.5K Views

👍 Like 💬 Comment ➦ Share

👍 🧡 🧡 Betty J. Schwartz, Joe Maldonado and 329 others

Top Comments ▾

72 shares




Live Stream Experiments

- Trying a conversational approach
- Don't want a polished or rehearsed feel
- We spend about 15 minutes thinking about what we want to say and then start recording
- First one was unannounced, second one had an announcement two hours before
- Viewer drop off rate still high
- Still needs a title!




Thoughts?

- What have been your social media experiences?
- What are your best practices?


 Wake up!! ⚡ There is no curve!!! ⚡ The earth model here is a lie!!! ⚡ The oceans are moving but the Earth is not a ball!!!! The horizon is flat!!!! If it would not be, you would not be able to see objects like ships on a distance more than 15 nautical miles, but you can easily see them 25 nautical miles away or even up to 60 stationary miles if weather is good!!!! It is just not possible if it would be spherical in shape and 40000 km around! It is a LIE!!! A FU....* LIE!!!!

Like · Reply · Message · 🇺🇸 2 · August 12, 2016 at 5:46pm


^ Hide 34 Replies

 Lol.


Like · Reply · Message · 🇺🇸 4 · August 12, 2016 at 6:00pm

 I had the same reaction the first time I heard it but when I really checked the data it all became clear! ⚡


Like · Reply · Message · 🇺🇸 2 · August 12, 2016 at 6:48pm · Edited

 If it's not flat how did it get on my screen? Answer that smarty pants.


Like · Reply · Message · 🇺🇸 4 · August 12, 2016 at 8:38pm

 Why would anyone lie about that? Why do high-flying pilots see curvature? Why are rainbows curved, and actually completely circular when you get high above the earth? 🤔


Like · Reply · Message · 🇺🇸 2 · August 12, 2016 at 8:43pm

 oh no, you drank the kool-aid!!!!


Like · Reply · Message · 🇺🇸 1 · August 13, 2016 at 5:15am

 Bloody flat earthers
You lot belong in the dark ages


Like · Reply · Message · 🇺🇸 2 · August 14, 2016 at 1:44am

 Ok. Don't wake up! 😊

Like · Reply · Message · August 14, 2016 at 8:15am

 because of the way sun reflects on the drops? As the sun is not as far as the lying media is trying to convince us. How high is high? Anytime I travel 10000km above the earth I see only flat! If you watch Felix Baumgartner Space Jum... See More

Like · Reply · Message · 🇺🇸 1 · August 14, 2016 at 8:36am

 Come on use your God given senses man
Tell you what look at the moon what shape do you seen? What about the sun, ever seen Jupiter through a telescope?... See More

Like · Reply · Message · 🇺🇸 6 · August 14, 2016 at 9:36am