Our Online Presence

- YouTube: 2008
- Facebook: 2009
- Instagram: 2017
- Twitter: 2014
- **1,163** subscribers
- **81** videos
- **509,329** views
- Haven’t posted consistently in two years
- Phased out when Facebook added better video support
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
● 869 Followers
● 58 Tweets
● 81 Retweets on a single post
● Haven’t spent much time investing in Twitter
- 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
• 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
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
Keep it Short

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

- If you can relate your post to today, people tend to pay more attention.
- Can be natural disasters, holidays, special days, anything!
• Even when they’re timely and interesting, pictures don’t get much traction on our page
● When you have it, provide the extra information that people are likely to ask for.
We get lots of strange questions that are ignored, but when we get good ones, we try to answer them.
Controversy

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

Our first live stream!

27,944 people reached
11K Views

Boost Post

Like  Comment  Share
Jde Jde, Cecilia Mauricio and 406 others
Top Comments
89 shares

NOAA Science On a Sphere was live.
Published by Noaa Sos (?) · March 22 at 10:08am

79,560 people reached
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 you best practices?