

# #SciComm via the European Geoscience Union Divisions' blogs: experiences from the editorial teams.

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## The Blogs

- [Biogeosciences](#)
- [Cryospheric Sciences](#)
- [Geodynamics](#)
- [Hydrological Sciences](#)
- [Natural Hazards](#)
- [Nonlinear Processes in Geosciences](#)
- [Tectonics and Structural Geology](#)

There are more Division blogs not included in this display, find them all [here](#).

## Post Style Fantasy

- ✓ Interviews
- ✓ Image of the week, Picture your Research
- ✓ 'for dummies', Geodynamics 101
- ✓ Features from the field, Travel Log
- ✓ Geology in the city, Remarkable Regions
- ✓ Beyond Tectonics, Peculiar Planets
- ✓ IPCC Special Report Summary
- ✓ Conferences, workshop Summaries
- ✓ EGU ECS, Career Advices
- ✓ Recent paper discussion, New methods, Paper of the month
- ✓ Wit & Wisdom
- ✓ Ask the Sassy Scientist
- ✓ Editorials, Opinions

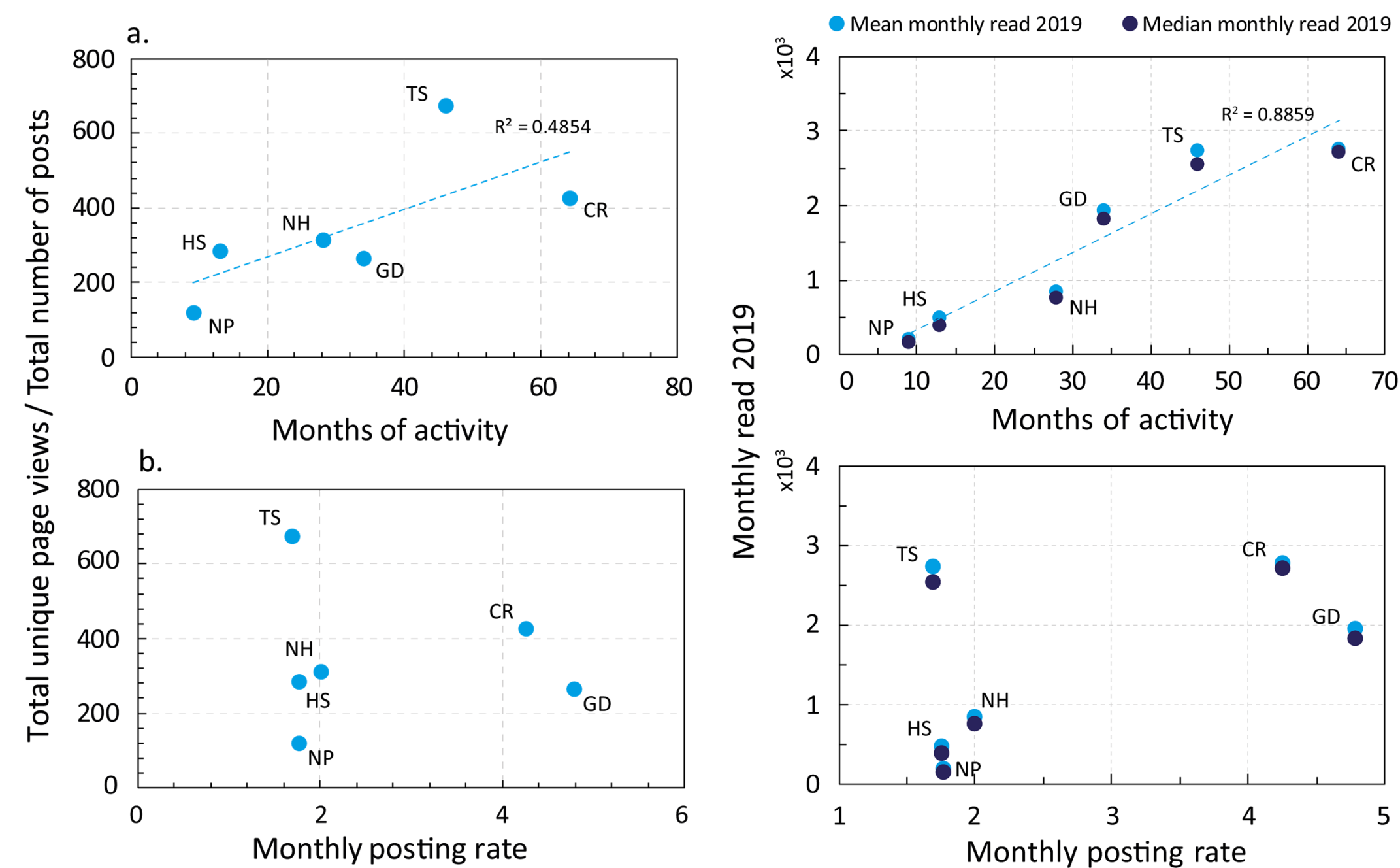
## Blogs' Engagement

- Posts explaining a concept, a process or a feature or describing a location or event in that location are generally well received, more easily found through **keywords** and bring readers in the **long term**.
- Reports spike **one-time** readers.
- Interviews are **more time** consuming to prepare and result in **variable engagement**.
- General **low engagement** in terms of readers **commenting** or providing direct **feedback**.

## Statistically Speaking

### Blog audience increase with time.\*

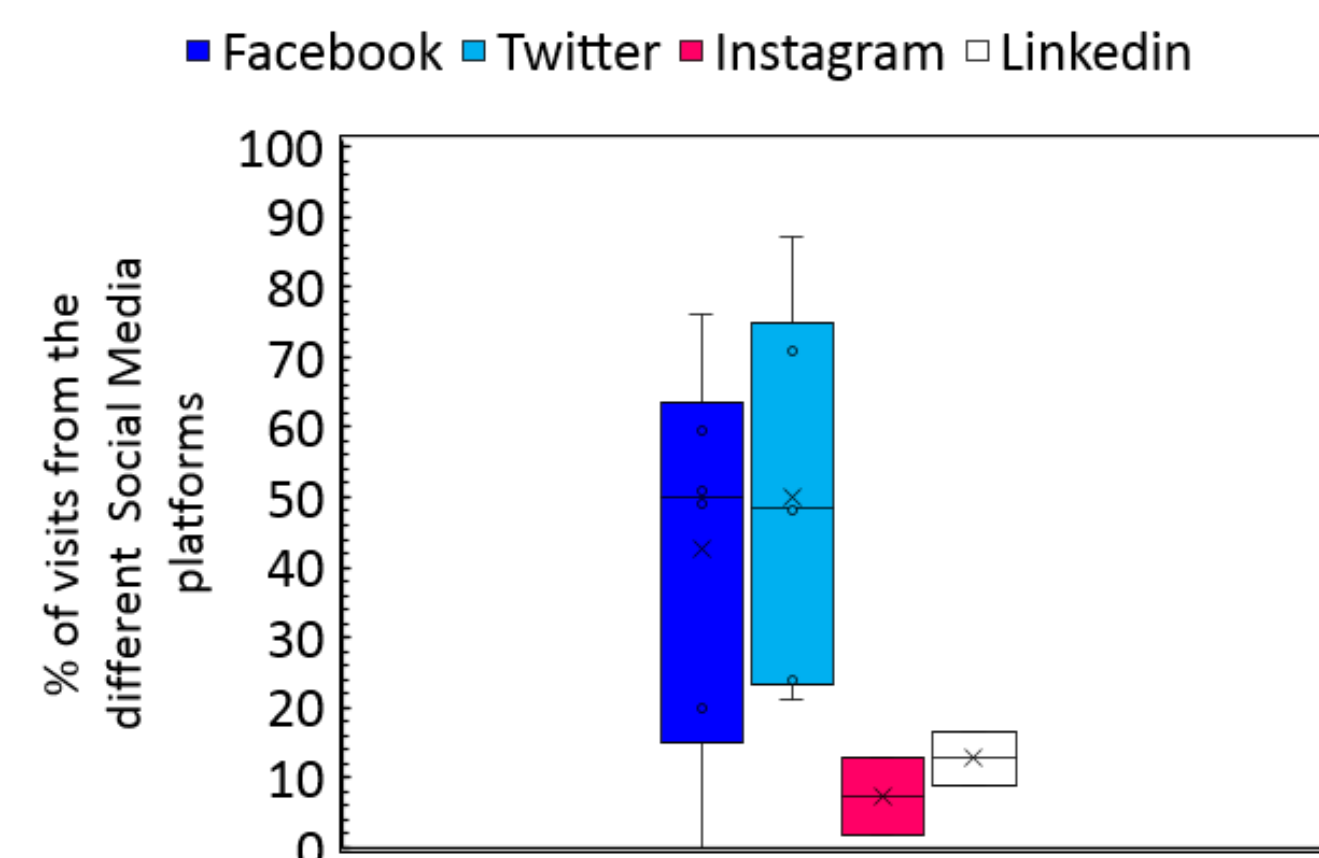
It seems that a constant presence over time contributes to the growth of the readers.



### Social media brings about 1/5 of the visitors.\*

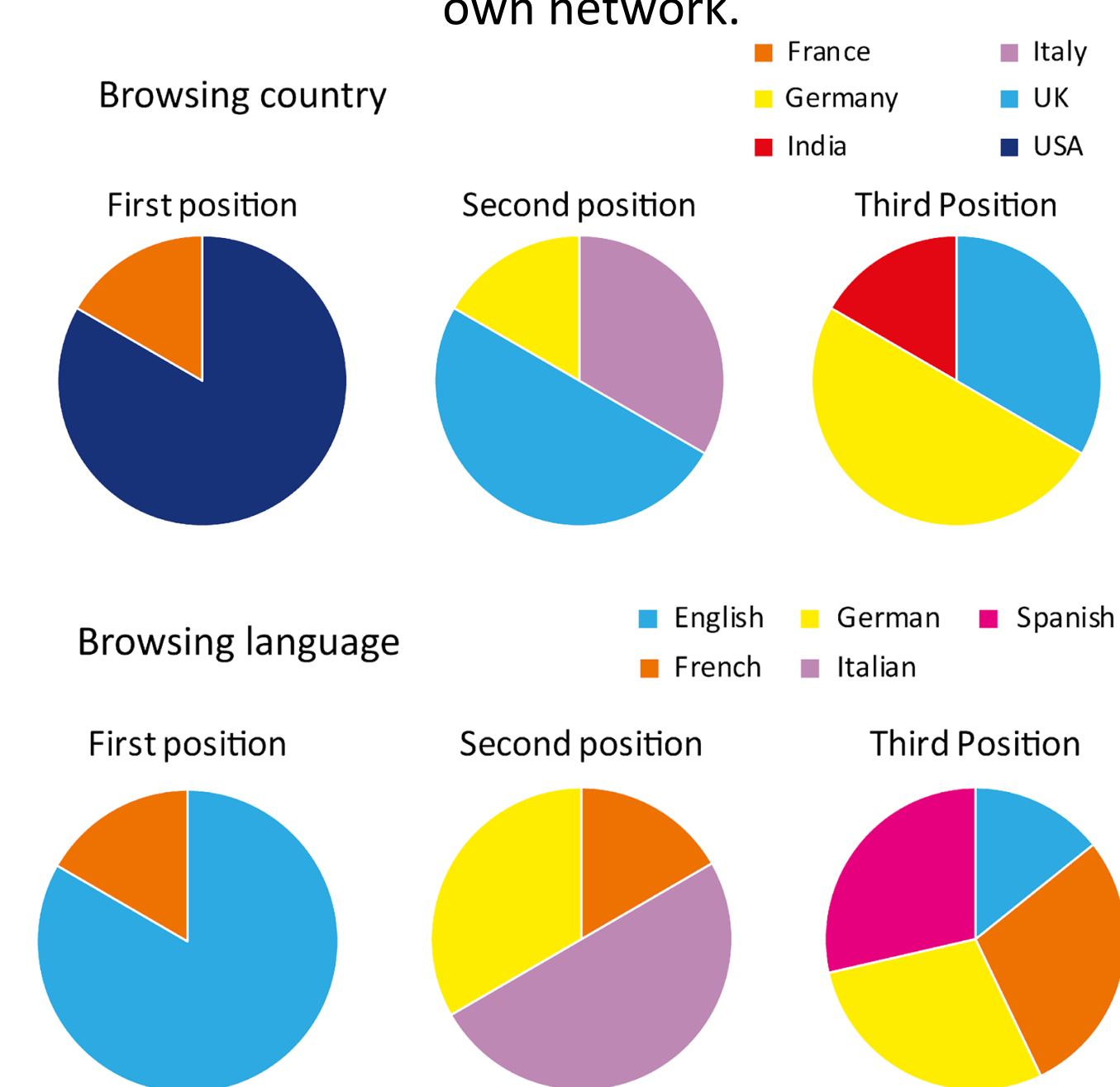
Advertising blog posts on different **Social Media** channels brings in average  $21 \pm 6.7\%$  of the total visits. **Search Engines**, via keywords, and **Direct Entry** account for most of the visits (>70%).

Comparing the different Social Media channels, most of these visits come from **Twitter** and **Facebook** → where Divisions have official accounts.

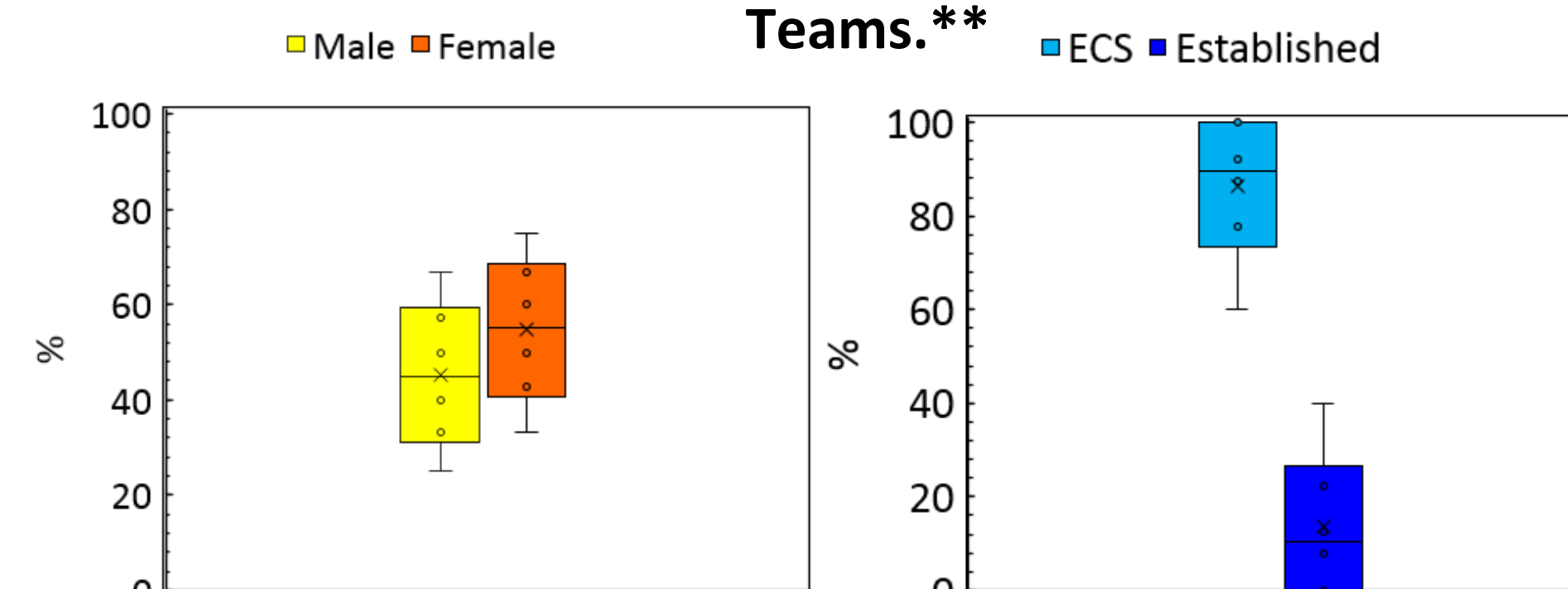


### English speakers are most of the audience.\*

The blogs are all written in English; however, we recognize a sensible attraction of readers from the respective authors' native languages, possibly due to enhanced interaction with own network.

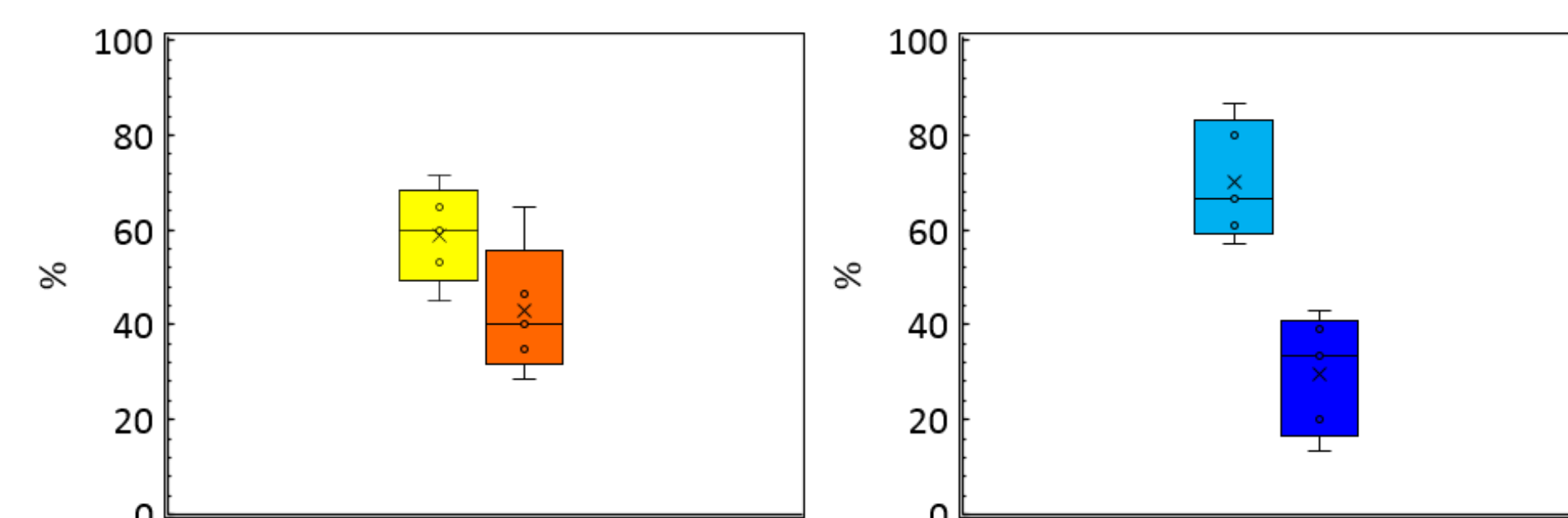


### The variety of our Teams.\*\*



\*\* The [Sassy Scientist](#) from Geodynamics preferred not to answer.

### The variety of our Guest Contributors.



## Successful Stories

- ✓ **CR:** [Where do people stay in the "coolest" place on earth?](#)  
4728 unique views, online since Aug 2016.
- ✓ **GD:** [The Rainbow Colour Map \(repeatedly\) considered harmful.](#)  
3653 unique views, online since Aug 2017.
- ✓ **HS:** [When the students are gone: Transition to online teaching.](#)  
1090 unique views, online since March 2020.
- ✓ **NH:** [Earthquake-induced landslides and the 'strange' case of the Hokkaido earthquake.](#)  
1371 unique views, online since Oct 2018.
- ✓ **NP:** [Abrupt Warming could bring our planet a "Hothouse Earth" with catastrophic consequences for our economy and society.](#)  
189 unique views, online since Sept 2019.  
Winner of 2019 EGU Best Blog Post by public vote.
- ✓ **TS:** [Features from the field: Soft Sediment Structures.](#)  
2022 unique views, online since Oct 2016.  
Nominee at the 2016 EGU Best Blog Post.

## Conclusive Thoughts

- **Science communication** is a vital aspect of research life. Reducing the gap between science and the public and between different scientific disciplines is important for more inclusive and open science.
- The **EGU Division Blogs** offer a great chance for support, and collaborative blogging allows networking and a larger variety of themes, styles and contributions.
- Most of the blog editorial work, advertisement and contribution is based on volunteer **Early Career Scientists**. Thanks to their service the EGU Division Blogs' reach is steadily increasing, making geosciences more visible.
- We advocate for more **recognition** of science communication in the scientific community for such activity.

**Curious?**

Do not hesitate to contact us for more information on how to be a guest or regular contributor!