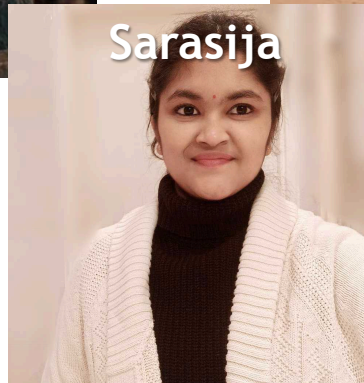
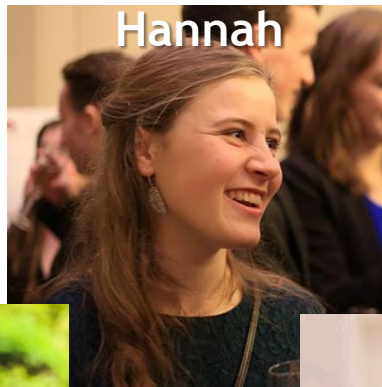




# Insights from the works of the International Association of Geomagnetism and Aeronomy (IAGA) Social Media Working Group

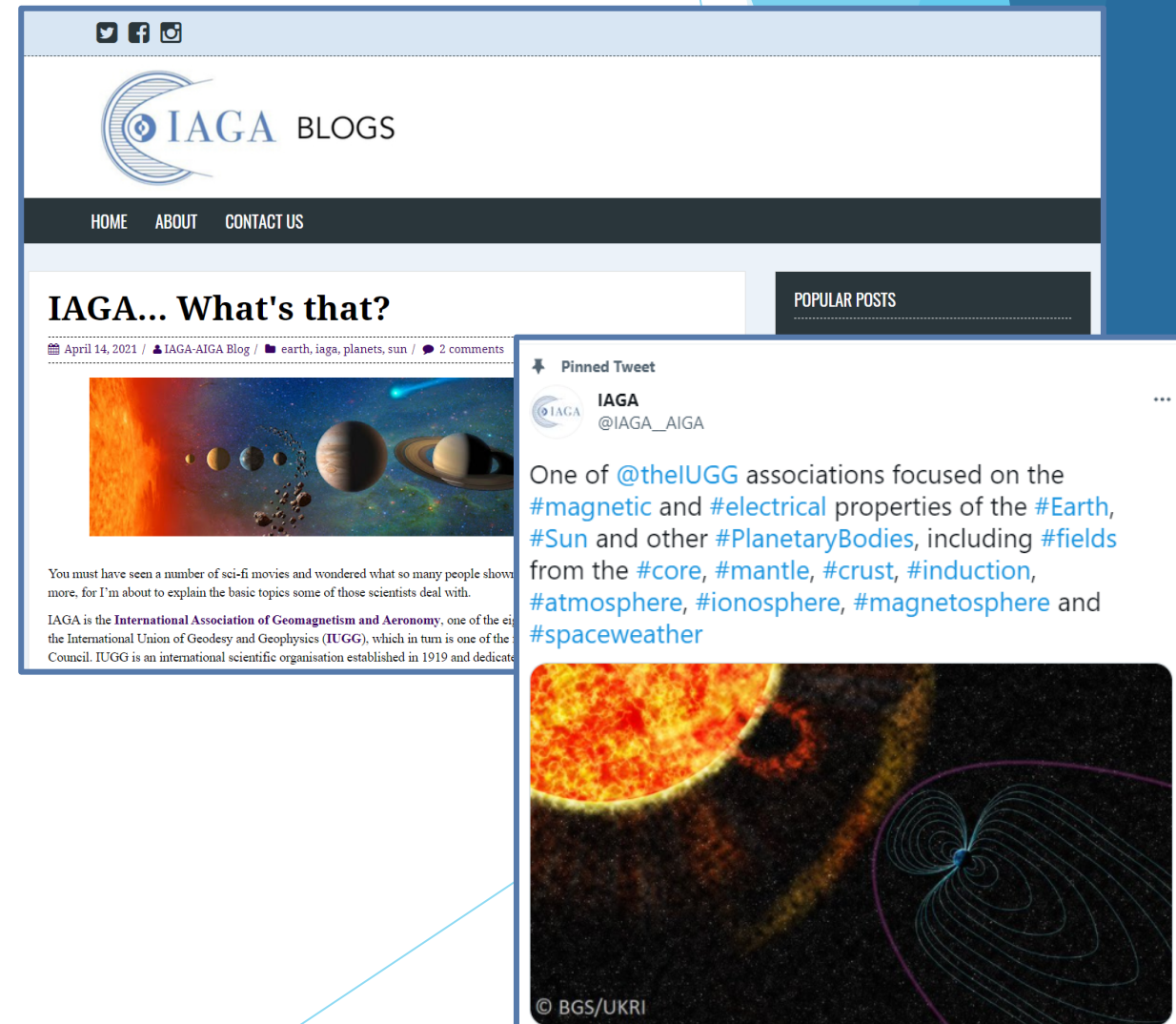
# Introduction

- ▶ Working Group part of the Interdivisional Commission of Education and Outreach (ICEO)
- ▶ First social media accounts created in December 2019
- ▶ Formed an official working group in January 2021
- ▶ Currently 7 active members -

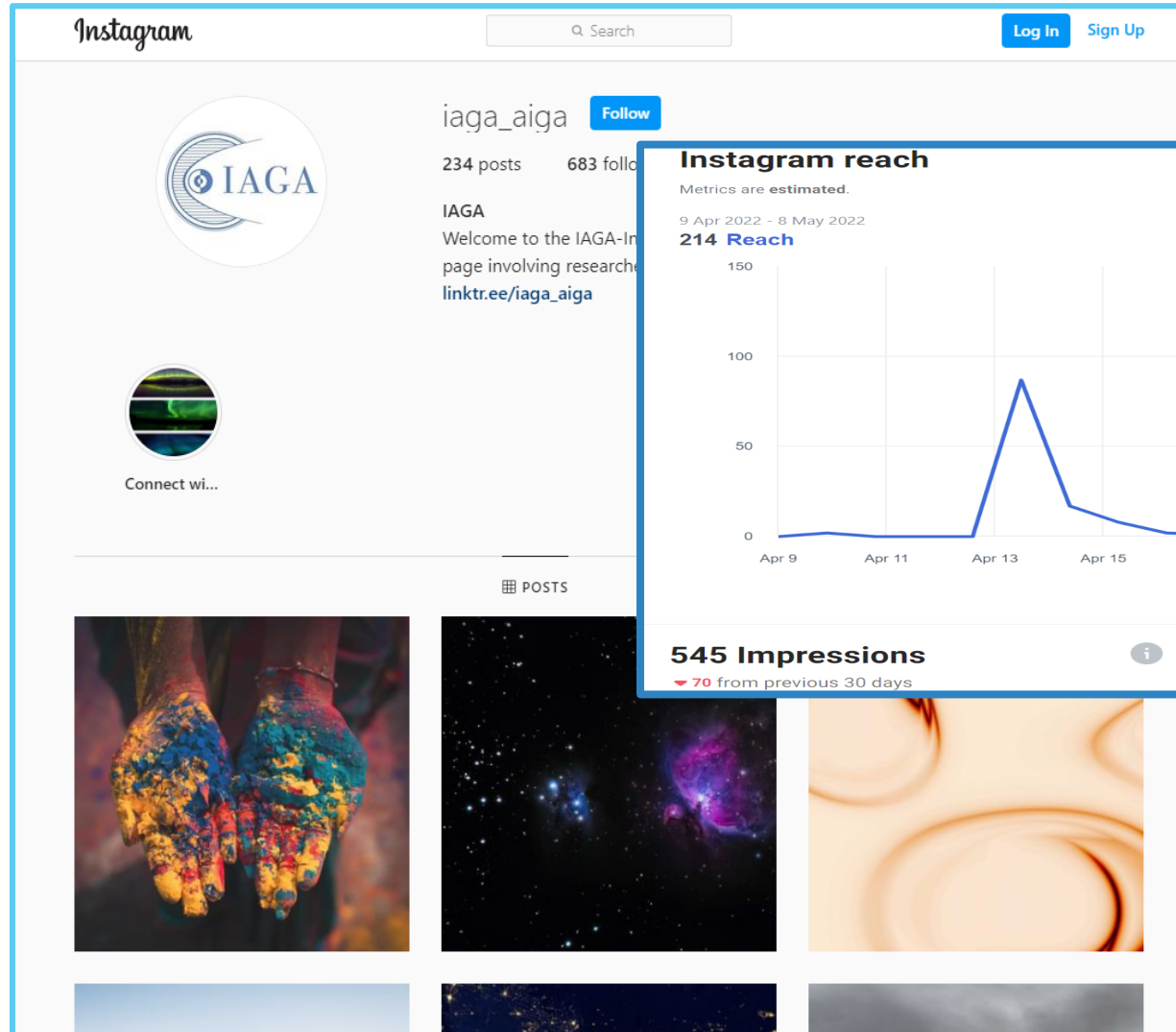


# Why did this working group form?

- ▶ Promote the work of IAGA and opportunities
- ▶ Broadcast our own content and from others
- ▶ Mailing lists can be difficult to navigate
- ▶ Filtered content as moderator needed
- ▶ Bridges the gap between scientists and organisations and the general public
- ▶ Has proven a great community



# IAGA Social Media: Instagram

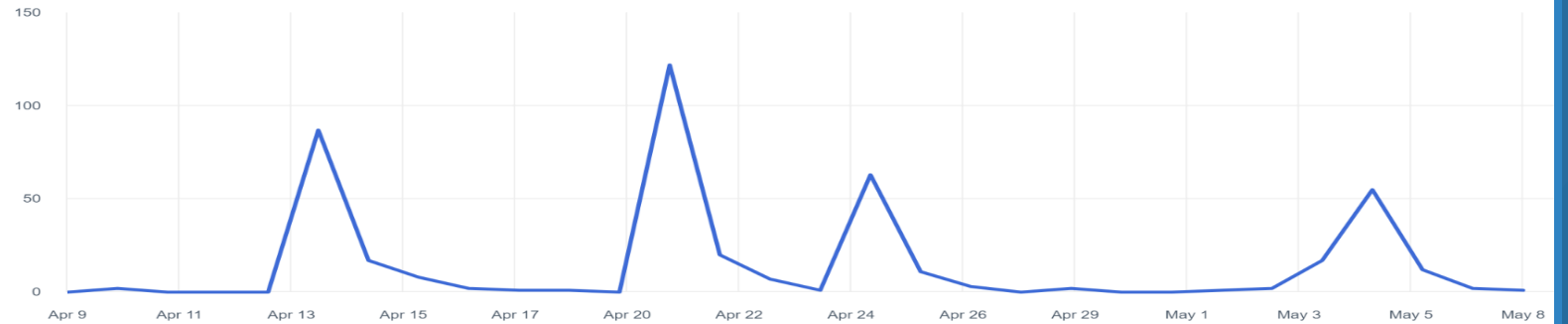


## Instagram reach

Metrics are **estimated**.

9 Apr 2022 - 8 May 2022

**214 Reach**



**545 Impressions**

▼ 70 from previous 30 days



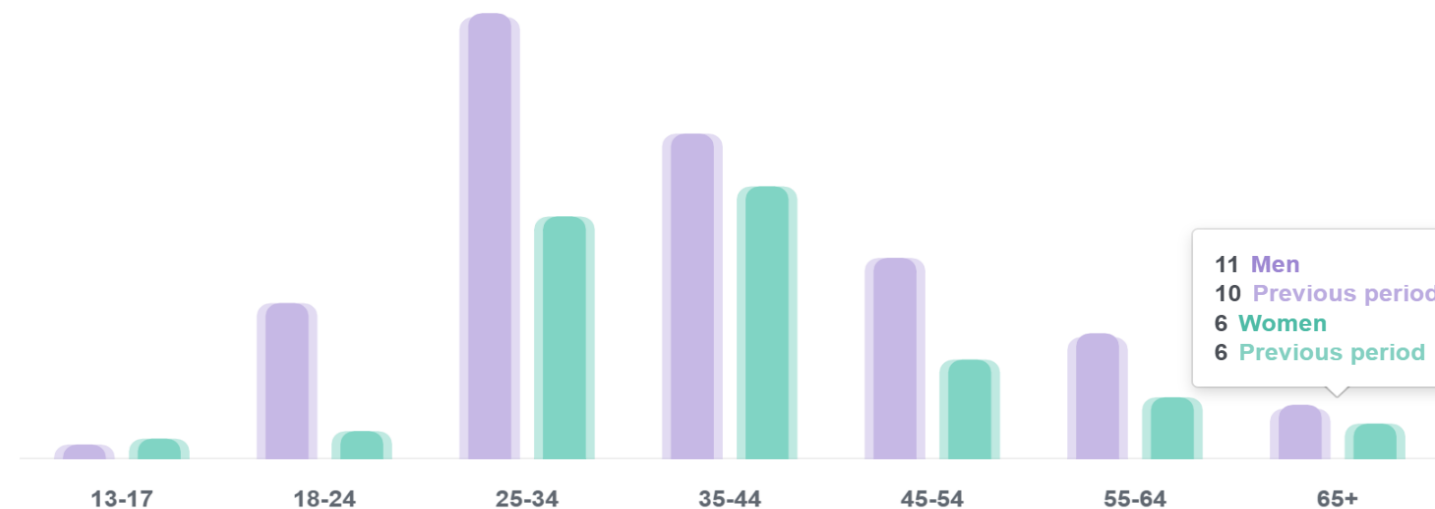
# IAGA Social Media: Facebook



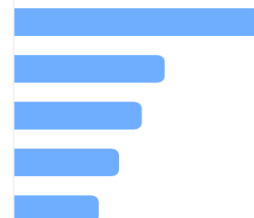
## Age and gender of followers

2 May 2022 - 8 May 2022 compared to the previous period.

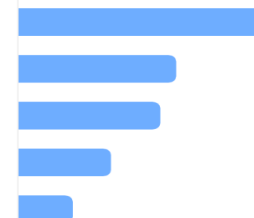
65% **Men** 35% **Women**



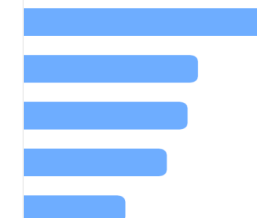
Italy  
India  
United States  
Brazil  
Mexico



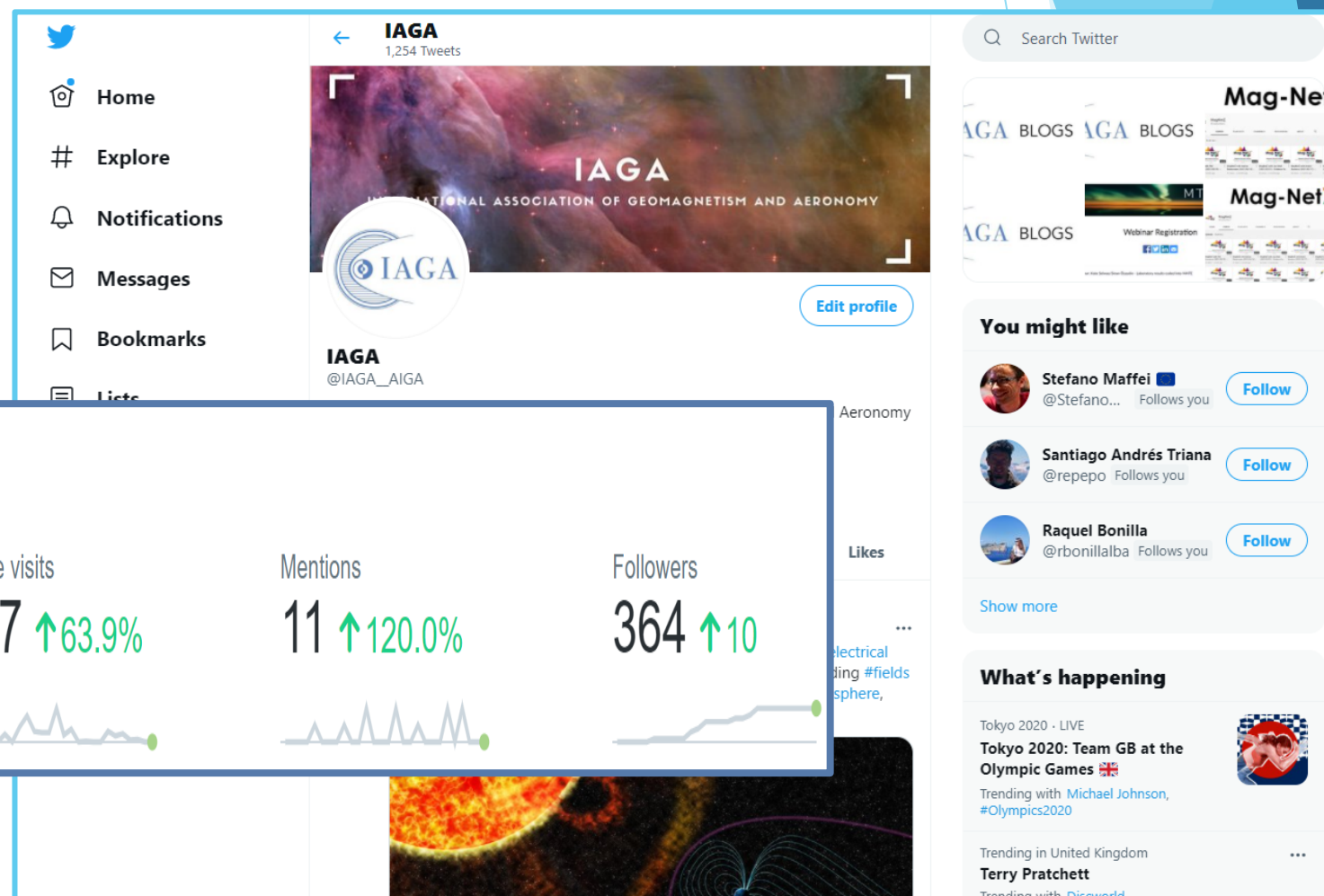
English (US)  
Italian  
English (UK)  
Spanish  
Portuguese...



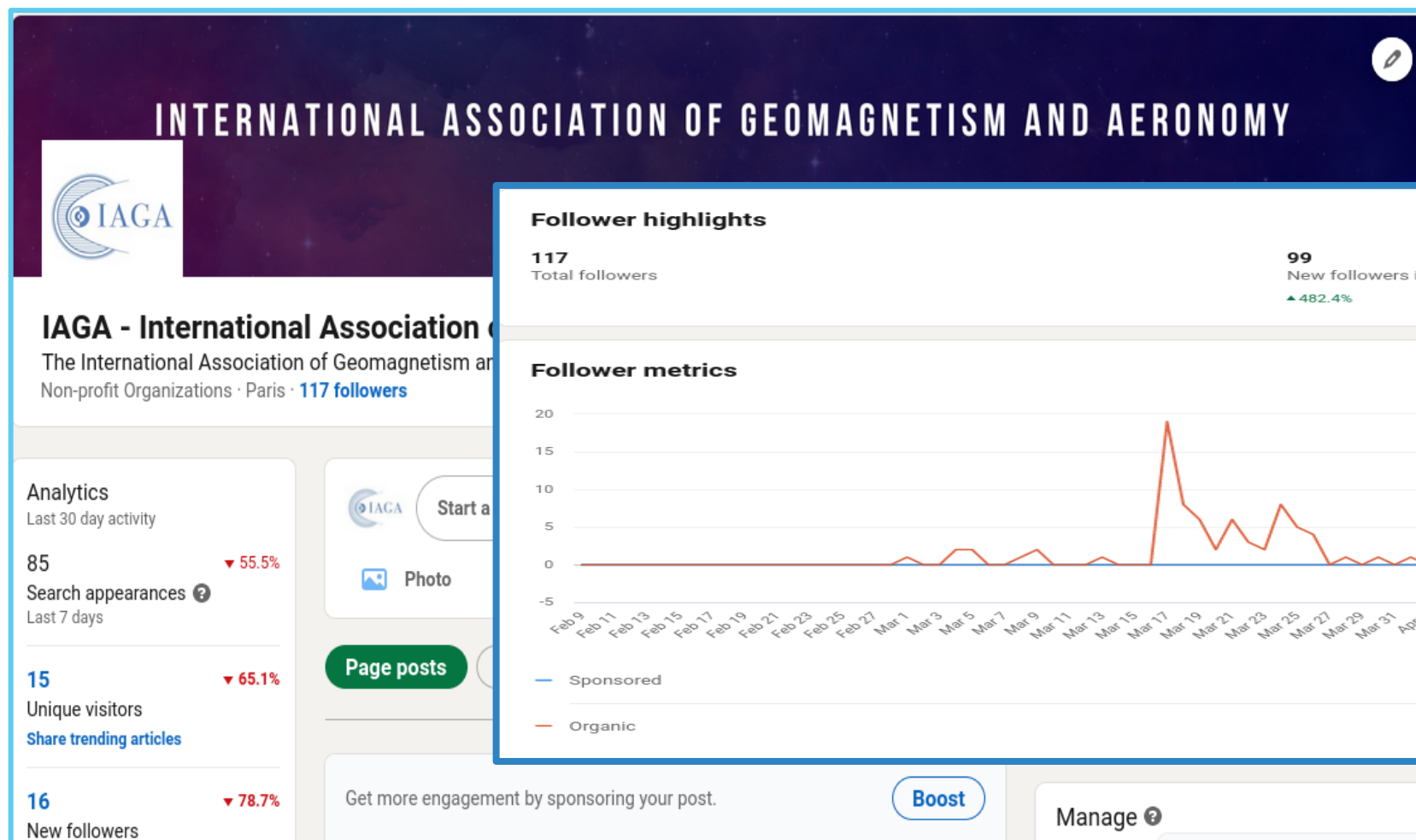
Rome, Lazi...  
São Paulo,...  
Palermo, Si...  
Taoyüan, ...  
Bogotá, Di...



# IAGA Social Media: Twitter



# IAGA Social Media: LinkedIn



# IAGA Social Media: Blogs



IAGA BLOGS

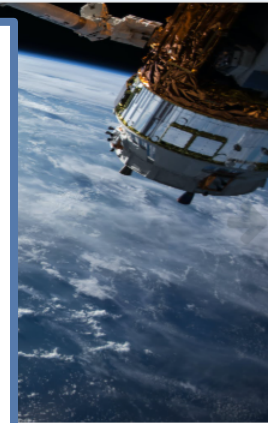
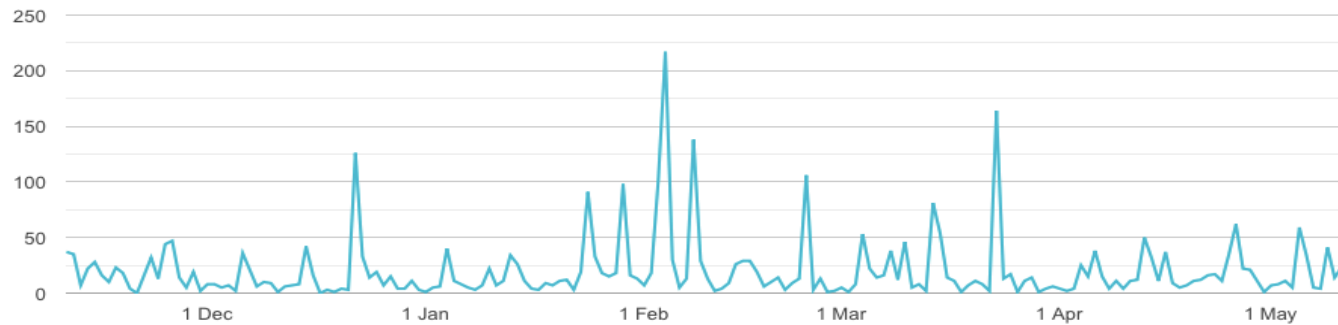
HOME ABOUT CONTACT US



Last 6 months ▾

Views

3.65K  3 



0 comments



All about the upcoming IAGA School (Aug 2021) - <http://iaga-iaspei-india2021.in/iaga-program.html> IAGA Schools are organised in the week before the IAGA Scientific Assemblies with the aim of providing some basic understanding of a variety of topics covered by IAGA to early career scientists. The sponsored...

## POPULAR POSTS



IAGA... What's that?



Magnetospheric Phenomena :  
IAGA Division III



PhD User Manual



Come and join in with Magnetic  
Earth!



Unlocking the mysteries of the  
Earth's radiation belts

## FOLLOW BY EMAIL

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# IAGA Social Media: YouTube



# What next for the IAGA SM WG?

- ▶ Release further posts and blogs of interest to people within the community
- ▶ Release more videos about the work and scientists
- ▶ Begin moving into educational outreach for the general public
- ▶ Continue to grow the working group and create content
- ▶ Collaborate with other groups within and outside community



# THANK YOU

## Follow us!

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YouTube: IAGA

LinkedIn: IAGA - International Association of Geomagnetism and Aeronomy

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