


# Exploring different routes for communicating scientific research to broader audiences

# Sharing articles on social media

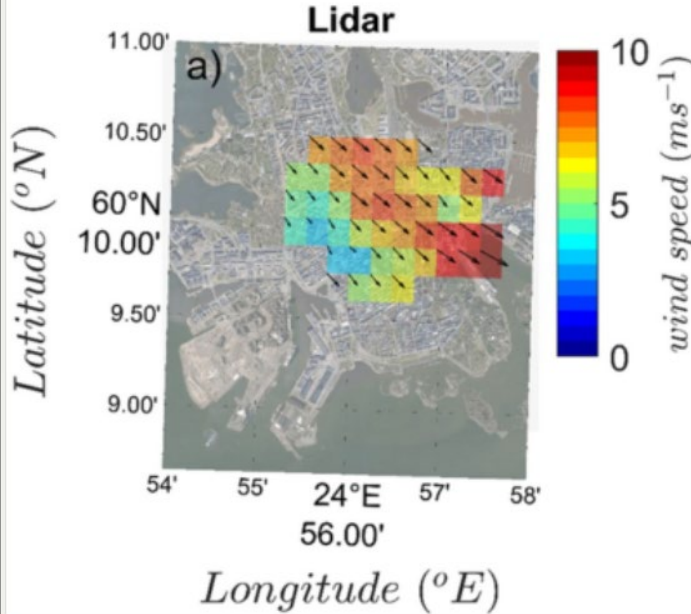


Royal Meteorological Society (RMetS)  
2,723 followers  
1mo • 🌐

This study, recently published in Meteorological Applications, analyses the performance of NWP models, analysis systems, and large-eddy simulation models by comparing the modelled winds against Doppler lidar observations under various atmospheric conditions and from season to season, in the coastal environment of Helsinki, Finland.

<https://lnkd.in/e5Dgbzyv>

#RMetSJournals #OpenAccess



**Lidar**

**a)**

Latitude (°N)

11.00'

10.50'

60°N

10.00'

9.50'

9.00'

54' 55' 24°E 57' 58'

56.00'

Longitude (°E)

wind speed ( $\text{ms}^{-1}$ )

10

5

0

Evaluating modelled winds over an urban area using ground-based Doppler lidar observations

rmets.onlinelibrary.wiley.com • 6 min read

19

1 share

Engagement rates on publication posts are beating the average rates for non-profits on all platforms, particularly LinkedIn



Royal Meteorological Society  
16 February • 🌐

The Brettenham storm of 25 July 2021

A quasi-stationary multicell thunderstorm affected parts of mid-Suffolk on Sunday 25 July 2021.

The epicentre was the village of Brettenham, where extreme rainfall resulted in over 180mm falling in under 2 h 🌧️

<https://doi.org/10.1002/wea.4145>

#RMetSJournals



RMETS.ONLINELIBRARY.WILEY.COM

**The Brettenham storm of 25 July 2021**

A quasi-stationary multicell thunderstorm affected parts of mid-Suffolk on Sunday 25 July 2021. The epicentre was the village of...

13

1 comment 5 shares

Like Comment Share



Royal Meteorological Society  
@RMetS

Millions of historical monthly rainfall observations taken in the UK and Ireland rescued by citizen scientists

[doi.org/10.1002/gdj3.1...](https://doi.org/10.1002/gdj3.1...)

@ed\_hawkins @markpmcc @cmurphy2904  
@UniRdg\_Met @MetOffice\_Sci #RMetSJournals  
#OpenAccess @wileyearthspace @KatherineRoyse  
@jianpeng\_eo



**Geoscience Data Journal**

Millions of historical monthly rainfall observations taken in the UK and Ireland rescued by citizen scientists

wiley.com

Millions of historical monthly rainfall observations taken in the UK...

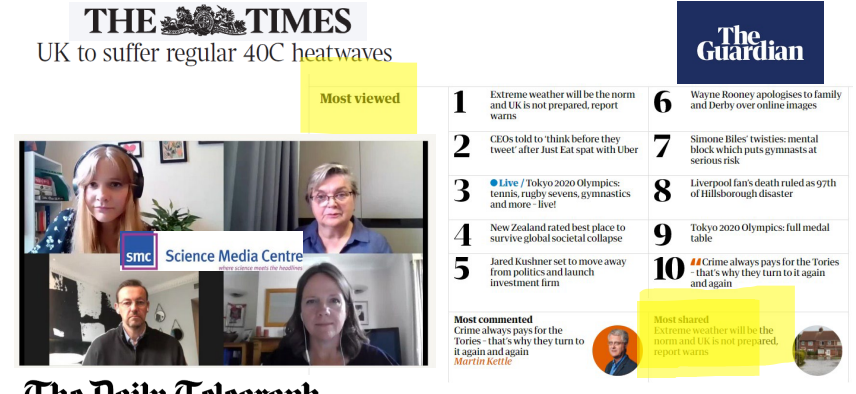
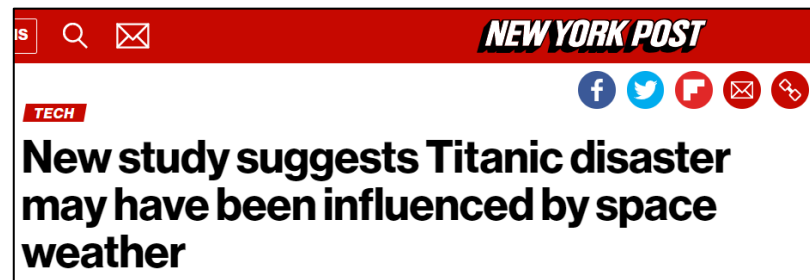
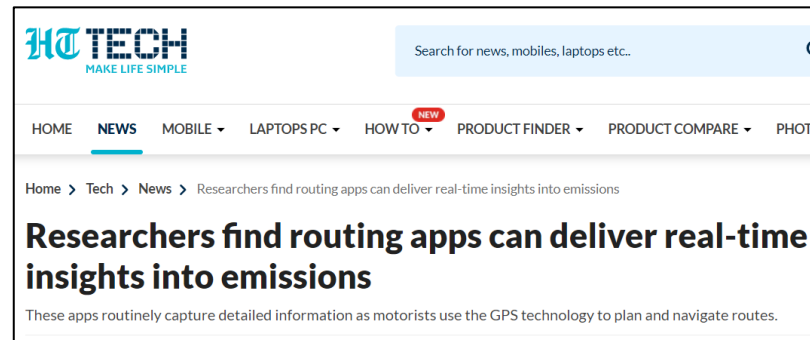
2:00 PM · Apr 8, 2022 · Twitter for Advertisers.

12 Retweets 2 Quote Tweets 18 Likes

Professional | Engaged | Inactive | Not interested

# Working with Press Offices

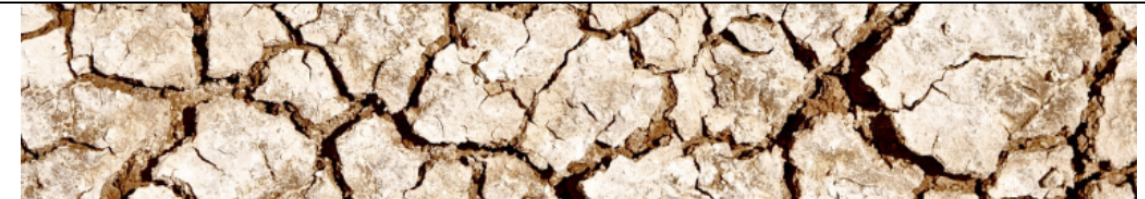
- In 2020 there were 531 pieces of national and international coverage referencing our publications
- In 2021, this grew to 938 coverage items





# Commissioning Research Summaries

- Published 20 short plain language 'research summaries'
- In April 2022, these were moved from the publications tab on rmets.org to the MetMatters tab
- Comparing stats from the first two months in each location, we've seen:
  - Up to 40% increase in unique pageviews
  - An increase in average time on page from 1 minute to 3 minutes



Posted in: [Research Summaries](#)

Posted on: 06 May 2022

Read time: 2 minutes

Share: [f](#) [t](#) [in](#) [e](#)

## A storyline attribution of the 2011/2012 drought in Southeastern South America

**Title:** A storyline attribution of the 2011/2012 drought in Southeastern South America

**Authors:** Linda van Garderen, Julia Mindlin

**Journal:** *Weather*

**URL:** <https://doi.org/10.1002/wea.4185>

Often it is assumed that increased dryness will lead to increased droughts, the same for wetness and floods. Dryness or wetness refers to the climatological state of a region, whereas drought refers to an extreme event. However, in some regions, climate change is expected to increase both wetness and the intensity of droughts simultaneously.

Southeastern South America (SESA) is a region of South America centred in the La Plata Basin which includes Uruguay, the southeast of Argentina, the southern tip of Brazil and the southeastern tip of Paraguay. The climatology of this region has been affected by climate change through wetting. The SESA region also suffers from regular droughts, approximately every 5 to 10 years, with severe impacts on agriculture and hydropower production. These droughts are part of the climatology. However, it is unknown how climate change will influence them.

The 2011/2012 summer drought is an example of a short but devastating event, with damages in corn and soybean

# Producing back-to-basics style articles

- Published nine climate science briefing papers
- Produced six accompanying podcast episodes

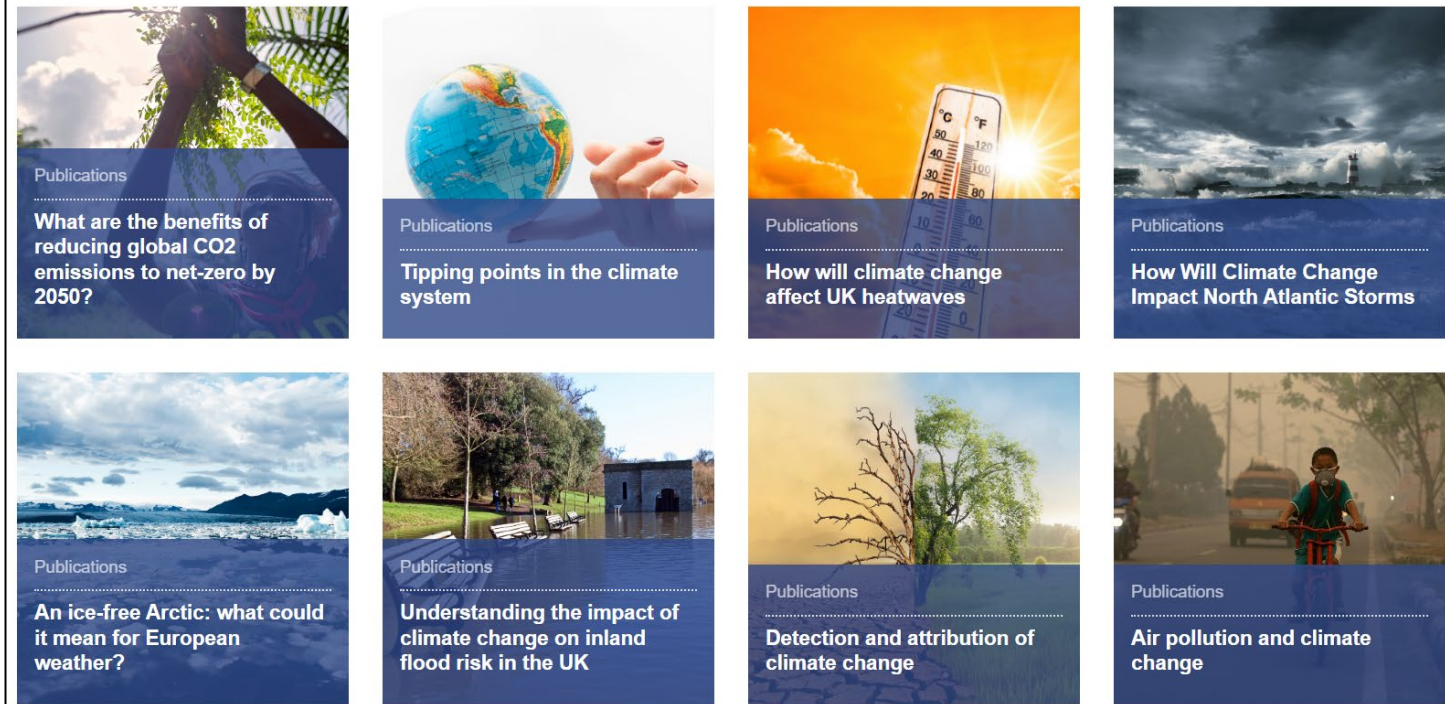
Papers were included in a COP26 campaign with our publisher:

- > 87000 page views
- > 41000 unique visitors
- Average time on page 6.25 minutes

Engagement with podcasts was disappointing

## Climate Science Briefing Papers

The RMetS Science Engagement Committee produce a series of Climate Science Briefing Papers which clearly and concisely explain important aspects of climate science.





# Hosting events

A promotional image for a webinar. On the left, a teal banner contains the text 'Meteorological Applications: Meet the Author' and a small image of the book cover for 'RMetS Meteorological Applications'. On the right, a group of diverse people are seated in a virtual meeting, with one person raising their hand.

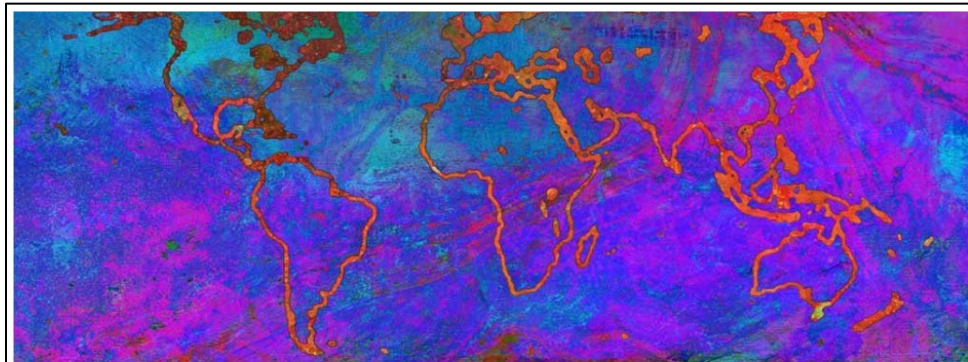
Meteorological Applications:  
Meet the Author

National Meetings ·

**FREE WEBINAR | Meteorological Applications:  
Meet the Author**

Hour long virtual event based on two research articles

- 31 attendees

A promotional image for a virtual meeting. It features a world map with a vibrant, multi-colored overlay (blue, purple, orange, and green) representing climate data or atmospheric patterns.

National Meetings ·

**VIRTUAL MEETING | The 6th Major IPCC  
Science Report and its Implications**

Day long virtual event based on the IPCC AR6 WG1 report

- 421 attendees



# Delivering climate change communication training

We use the content published in our journals to support and inform our 'Understanding and Communicating Climate Science' training

We've delivered this to:

- Broadcast meteorologists and journalists
- PR and communication professionals
- Individuals working in botanical gardens

**...challenging to measure impact!**

## Q&A

When communicating about climate change...

1. what are you already comfortable with?
2. what are you not comfortable with?



# What next?



## Continue:

- Promoting articles on social media
- Supporting author institutions with press releases and comms
- Commissioning Research Summaries for MetMatters
- Producing back-to-basics style articles
- Hosting larger interdisciplinary events on key reports
- Delivering climate change communication training
  - Need to work out how to measure impact of training sessions



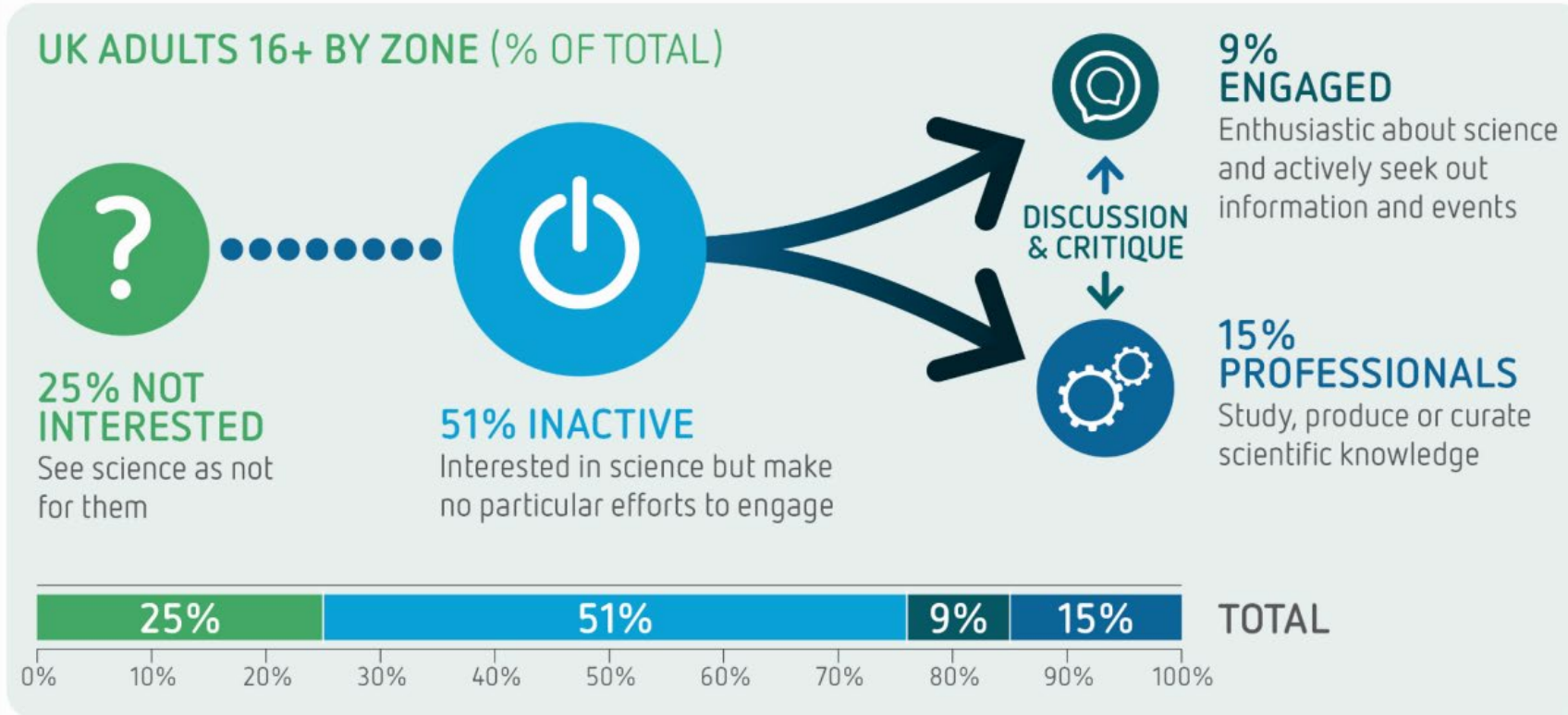
## Stop:

- Producing podcast episodes on back-to-basics articles
- Hosting smaller events based on two or three journal articles



# What next?

The British Science Association's audience model - [www.britishecienceassociation.org/our-audience-model](http://www.britishecienceassociation.org/our-audience-model)



Source: King's College London 'Culture Tracker' 2016, which questioned a representative sample of UK adults about their relationship with science.

→ Focus on increasing engagement with 'Inactive' and 'Not Interested' audiences

Across all the activities discussed:

- 4 targeted 'Professionals'
- 6 targeted 'Engaged'
- 2 targeted 'Inactive'
- 1 targeted 'Not interested'

# Thank you for listening!

## Any questions?

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