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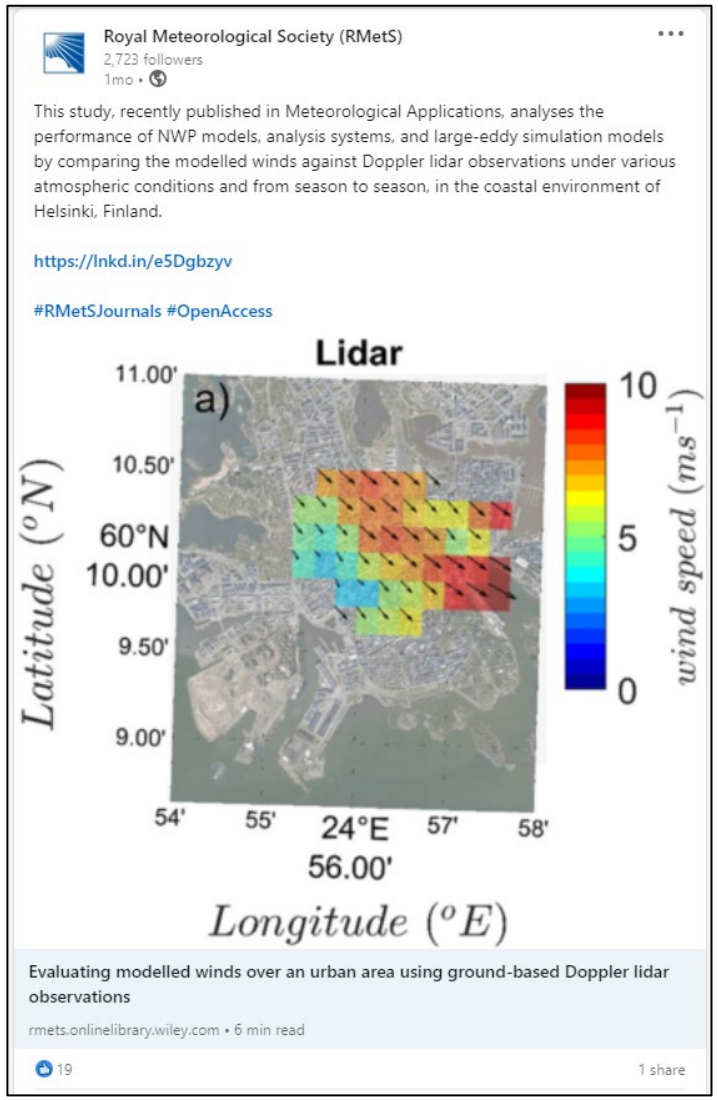
Hannah Mallinson, Science Engagement Manager

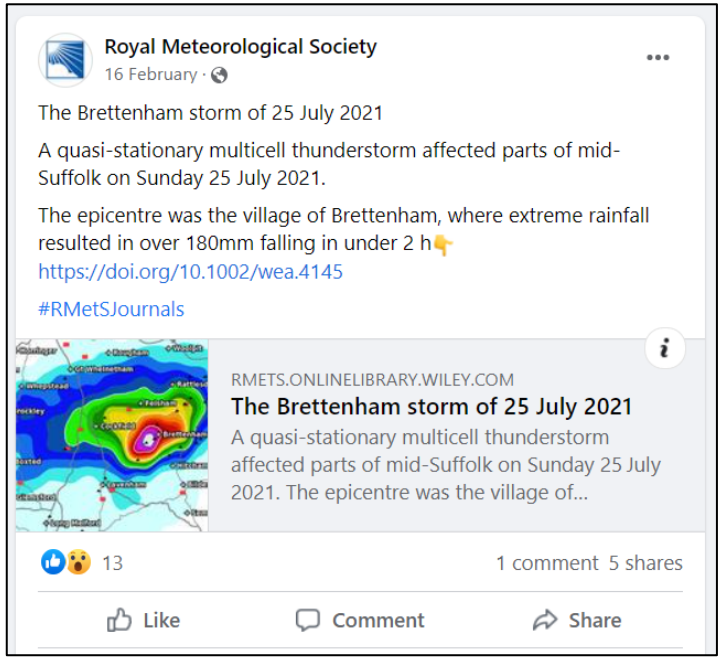
Exploring different routes for communicating scientific research to broader audiences

www.rmets.org

Sharing articles on social media



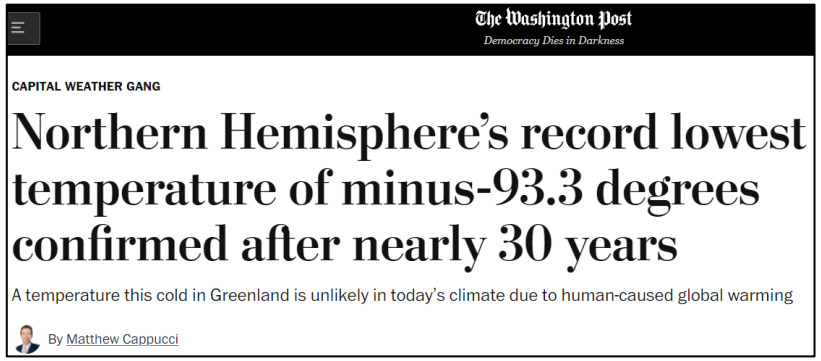
Engagement rates on publication posts are beating the average rates for non-profits on all platforms, particularly LinkedIn

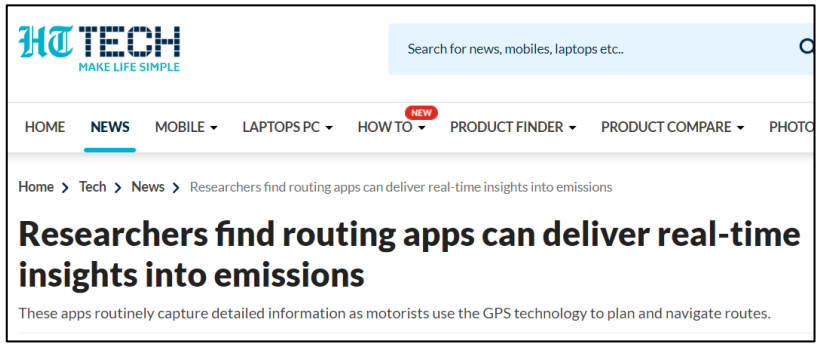


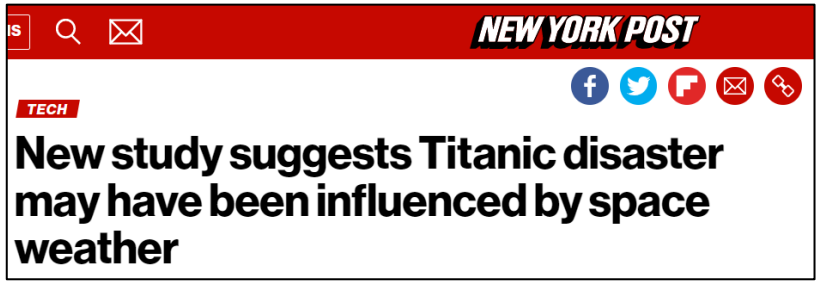
Professional | Engaged | Inactive | Not interested

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







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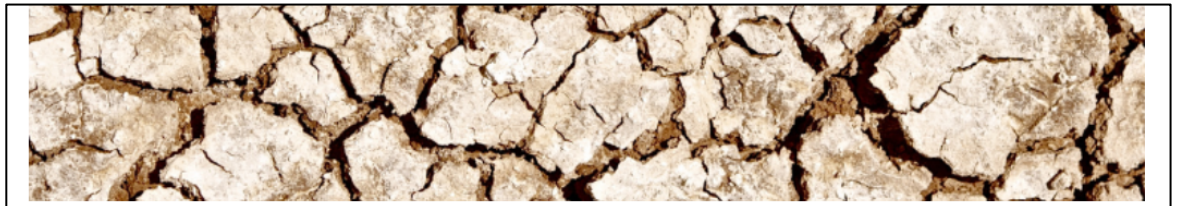
Commissioning Research Summaries

- 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:**

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

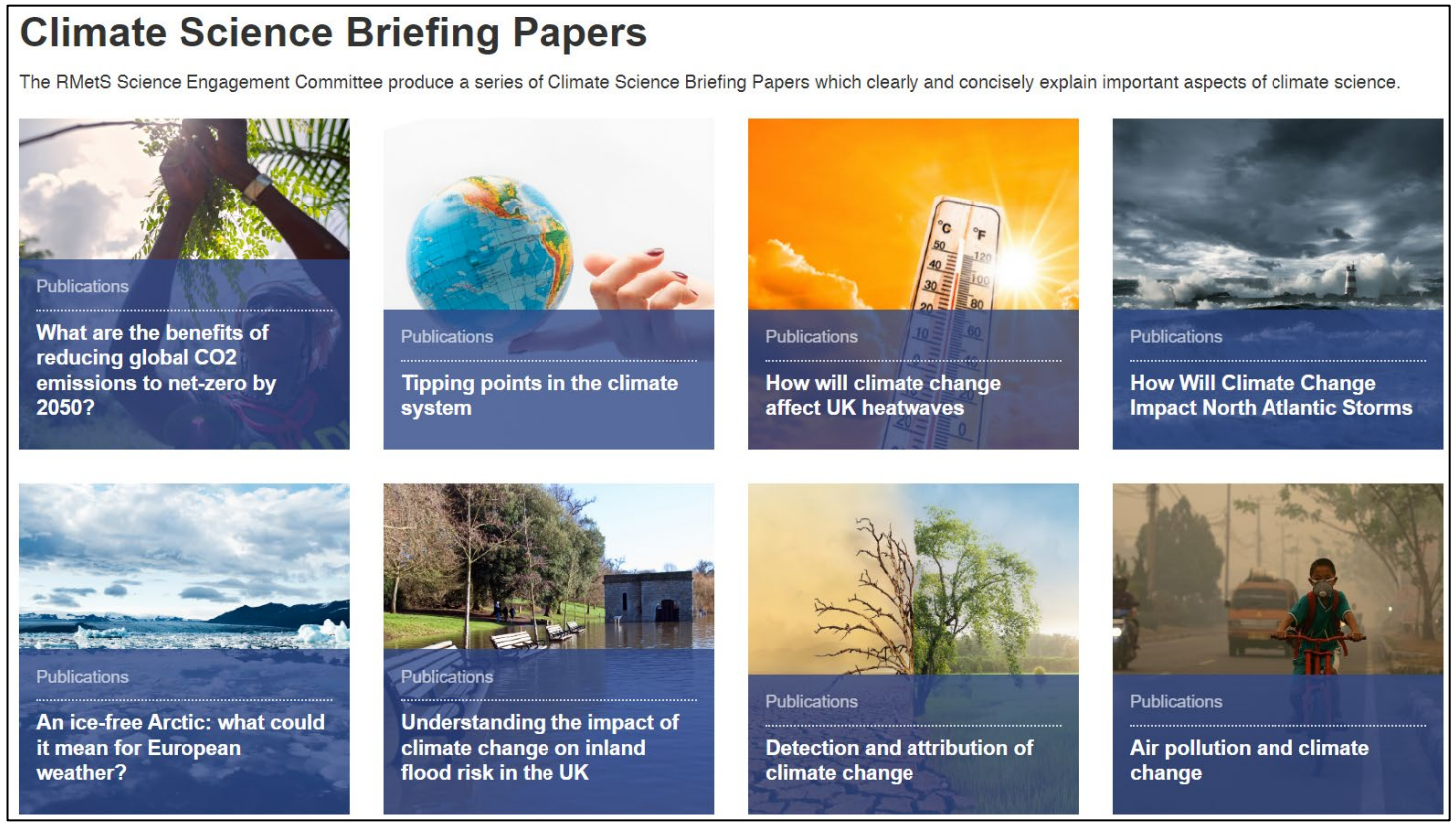
Producing back-to-basics style articles

- 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



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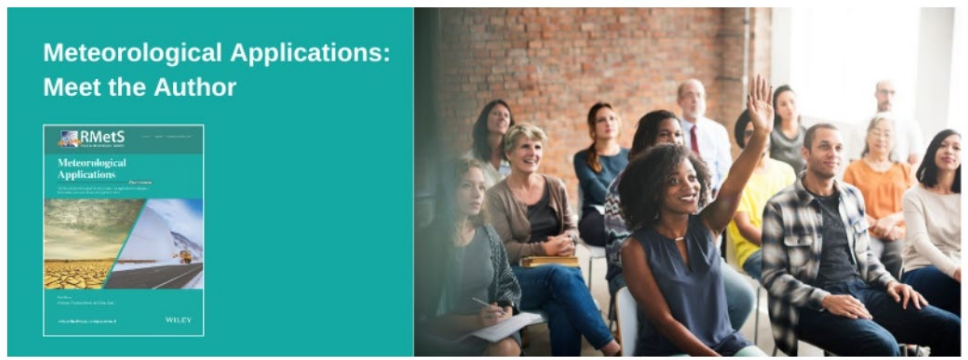
Hosting events

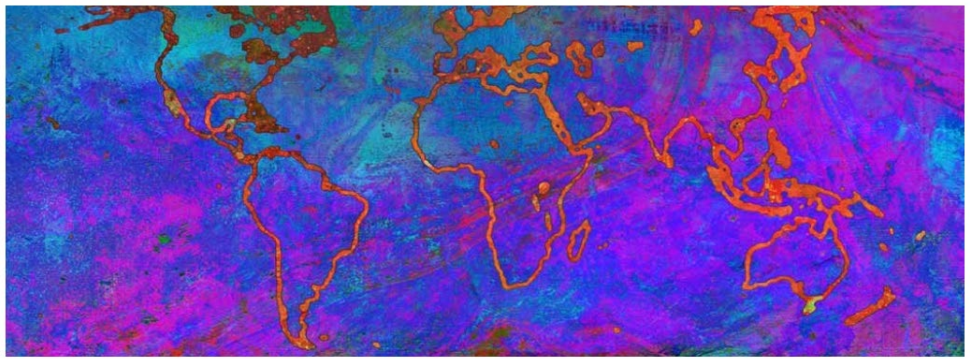


National Meetings ·

FREE WEBINAR | Meteorological Applications: Meet the Author

Hour long virtual event based on two research articles

- 31 attendees



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

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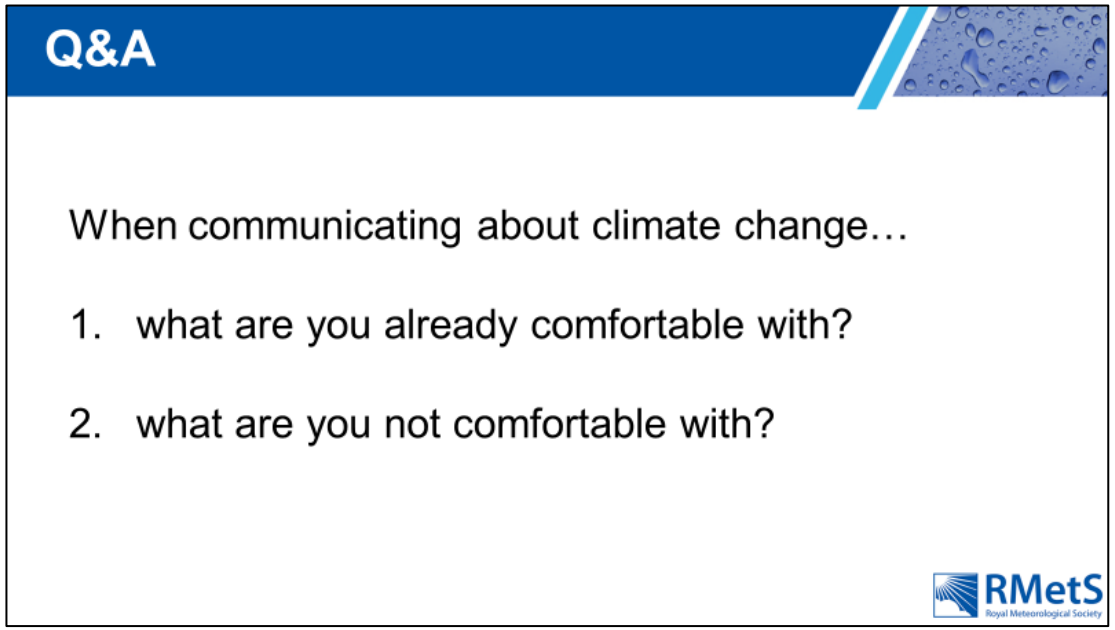
Delivering climate change communication training

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!



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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

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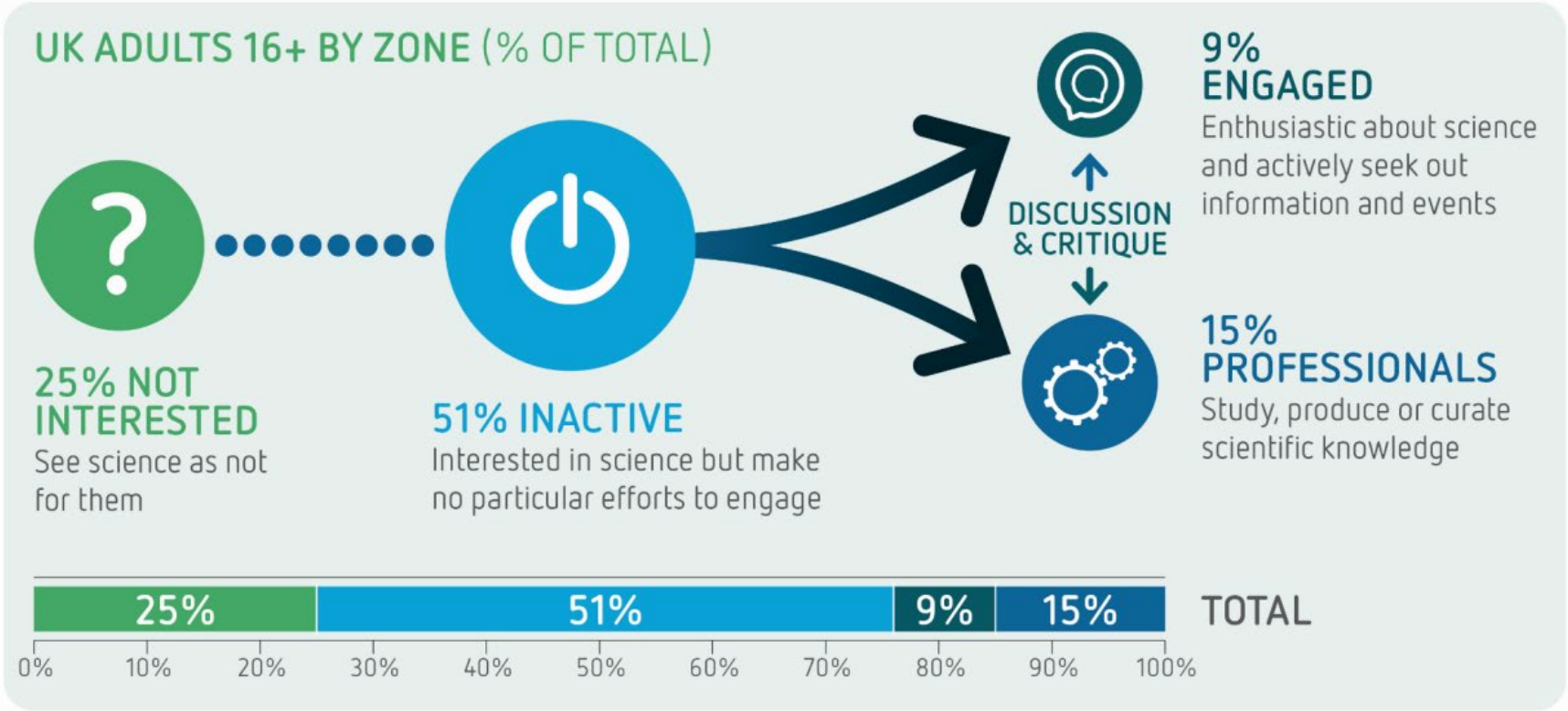
What next?

The British Science Association's audience model - www.britishscienceassociation.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.

Across all the activities discussed:

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

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

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Thank you for listening!
Any questions?

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