

## IRIS Earthquake Science social media report for 2018

Between December 2015-December 2018

- *Twitter*
  - *1410% increase in followers (696 to 10.5k)*
  - *3067% increase in impressions (15k to 475k)*
- *Facebook*
  - *621% increase in followers (4.1k to 29.6k)*
  - *4367% increase in weekly reach (1.5k to 67k)*

### In 2018 there were 13,938,000 impressions on IRIS Earthquake Science Social Media

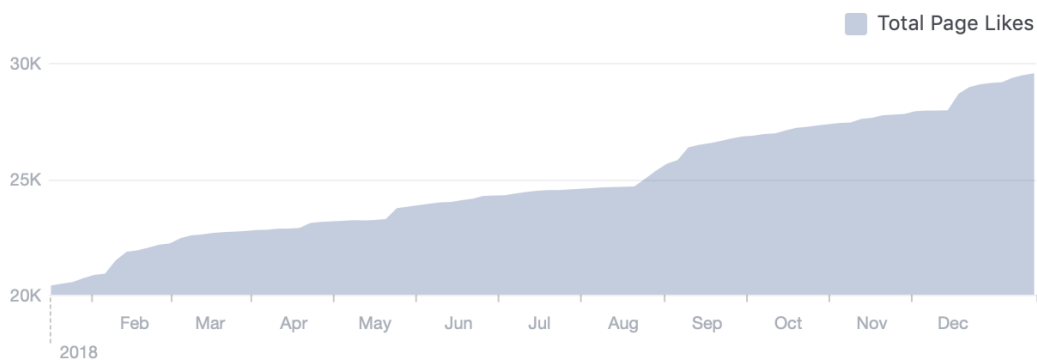
Large earthquakes tend to be the primary driver of increases in statistics on both Facebook and Twitter. The most popular product on both sites are the GMV's.

#### Facebook

In 2018 the IRIS Earthquake Science Facebook account statistics were as follows

- **Impressions:** 8,247,000
- **Reach:** ~3,000,000 (weekly average – 67,000)
- **Page Views:** ~19,000 (weekly average – 480)
- **Engagement:** ~500,000 (weekly average – 12,225)
- **Weekly engagement rate:** 18%
- **Total Followers:** 29,547 (increase of 45%)

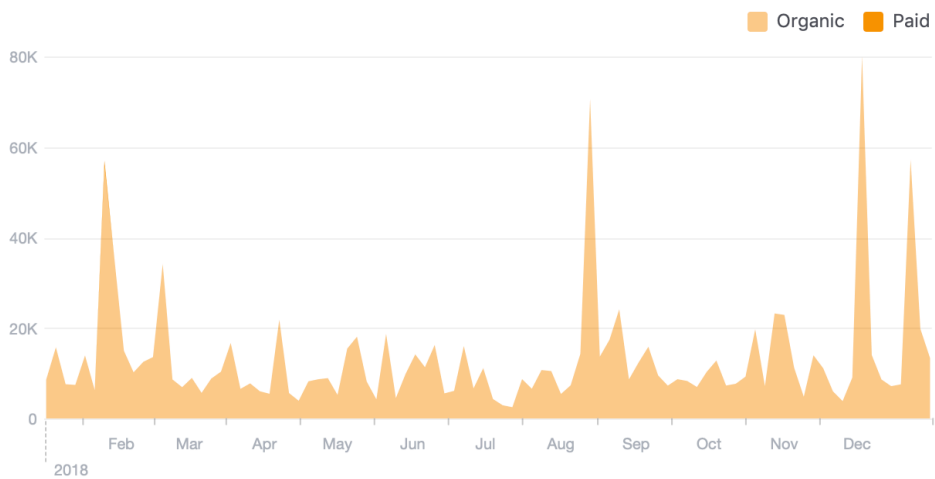
Total Page Likes as of Today: 29,547



**Figure 1:** Total Facebook page likes in 2018

## Post Reach

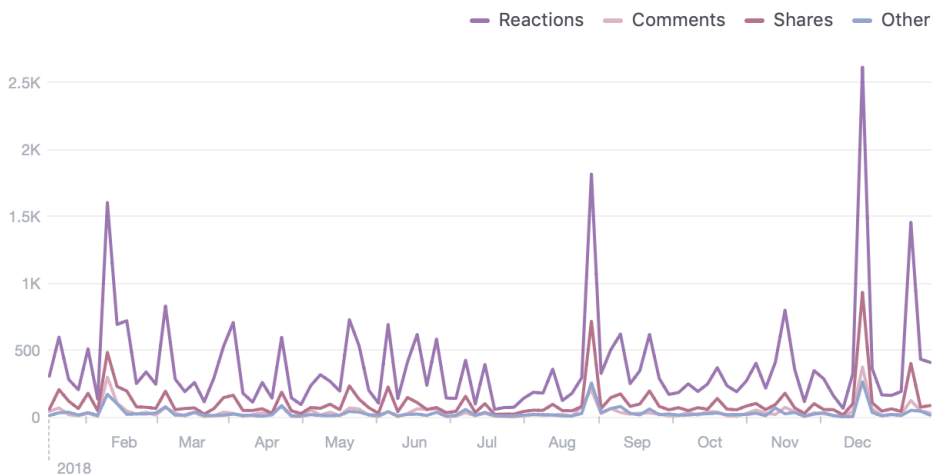
The number of people who had any posts from your Page enter their screen. This number is an estimate.



**Figure 2:** Total Facebook reach in 2018. The peaks in reach are (in chronological order) the M7.9 Alaska earthquake (Jan 2018), the Northern Alaska earthquake (Aug 2018), the Anchorage earthquake (Dec 2018) and the Philippines earthquake (Dec 2018).

## Reactions, Comments, Shares, and More

These actions will help you reach more people.

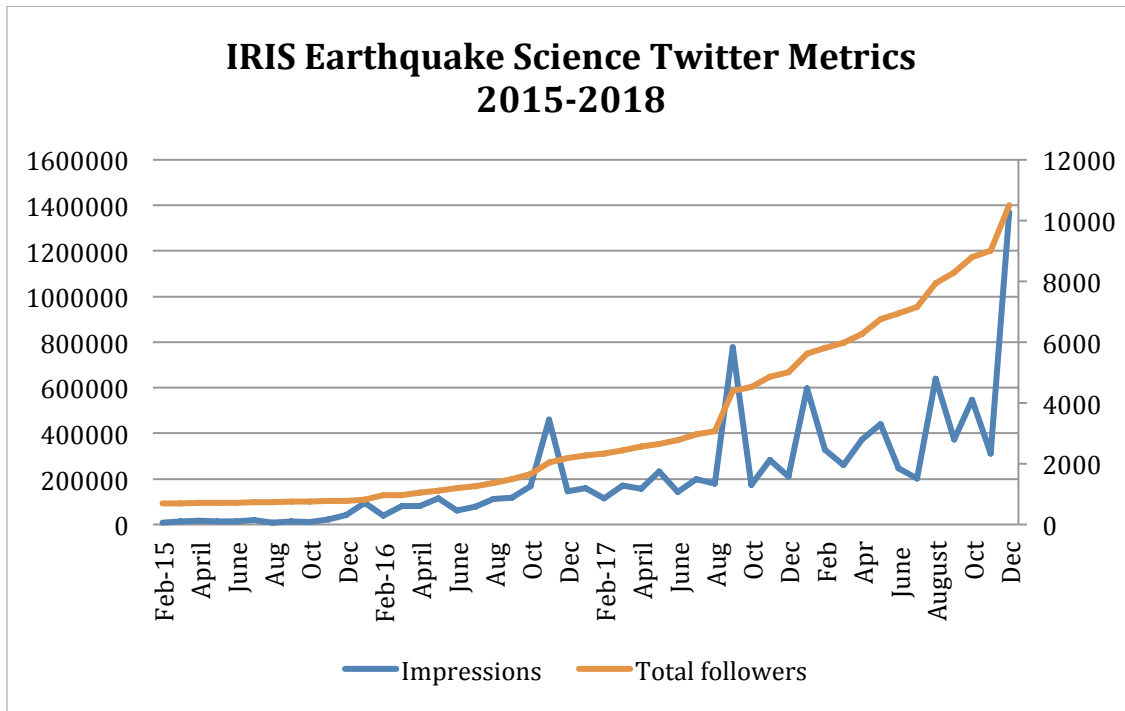


**Figure 3:** Facebook engagement during 2018

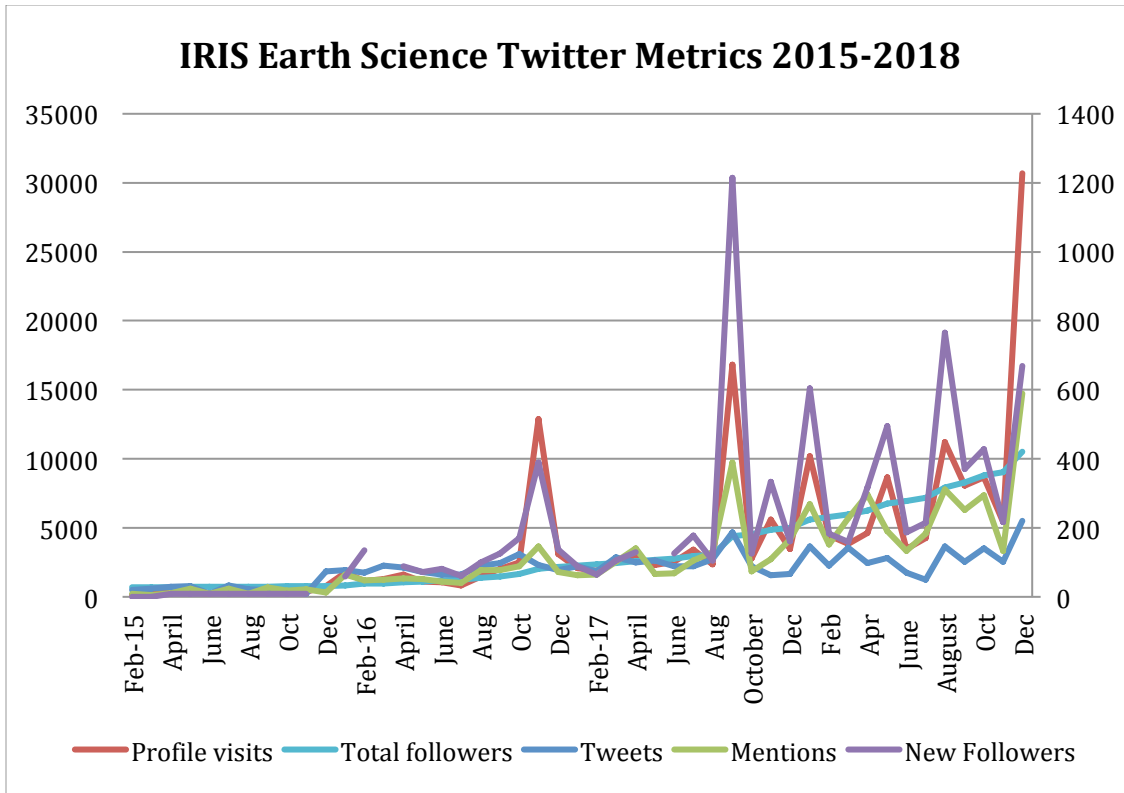
## Twitter

In 2018 the IRIS Earthquake Science Twitter account statistics were as follows

- **Impressions:** 5,691,000 (monthly average – 474,250)
- **Tweets (not including retweets):** 1420 (monthly average – 118)
- **Profile Visits:** 103,584 (monthly average – 8632)
- **Mentions:** 3,032 (monthly average – 253)
- **New Follows:** 4,700+ (monthly average – 384)
- **Total Followers:** 10,500 (up from 5619; increase of ~87%)



**Figure 4:** Number of Twitter Impressions and Total Followers each month since Feb 2015. The peaks in impressions are (in chronological order) the Kaikoura earthquake (Nov 2016), the Mexico City Earthquake (Sept 2017), the M7.9 Alaska earthquake (Jan 2018), the Northern Alaska earthquake (Aug 2018), the Anchorage earthquake (Dec 2018). Every peak in impressions is the result of the related GMV.



**Figure 5:** Number of Twitter Profile Visits, Total Followers, Tweets, Mentions and New Followers each month since Feb 2015

	Impressions	Tweets	Profile visits	Mentions	New Followers	Total followers
<b>Feb-15</b>	8500	20	141	9	0	694
<b>March</b>	14500	24	300	5	0	694
<b>April</b>	15700	30	263	10	9	703
<b>May</b>	14200	32	351	24	9	712
<b>June</b>	12600	9	242	9	9	721
<b>July</b>	17900	33	460	23	9	730
<b>Aug</b>	6900	22	393	8	9	739
<b>Sept</b>	13000	20	579	27	9	748
<b>Oct</b>	9600	17	284	19	9	757
<b>Nov</b>	21200	9	383	22	9	766
<b>Dec</b>	42900	73	783	12		766
<b>Jan</b>	94600	78	1739	65	59	825
<b>Feb-16</b>	37800	70	1153	47	135	960
<b>March</b>	81200	90	1296	49		960
<b>April</b>	80700	85	1619	53	89	1049
<b>May</b>	114000	72	1087	52	71	1120

June	61900	64	1069	45	81	1201
July	78100	65	845	41	61	1262
Aug	113000	91	1454	77	100	1362
Sept	117000	98	2021	77	126	1488
Oct	167000	123	2506	88	171	1659
Nov	461000	93	12900	147	389	2048
Dec	146000	77	3083	72	137	2185
Jan	160000	88	2057	63	89	2269
Feb-17	115000	74	1880	65	65	2334
March	171000	114	2599	101	105	2439
April	158000	99	2915	141	129	2568
May	233000	106	2291	67		2660
June	143000	88	2522	68	126	2786
July	199000	89	3421	105	178	2964
Aug	180000	109	2352	130	106	3070
Sept	777000	187	16800	390	1215	4390
Oct	174000	88	2768	74	126	4516
Nov	284000	62	5595	109	334	4853
Dec	209000	66	3478	167	161	5014
Jan	597000	146	10200	268	605	5619
Feb	328000	91	4457	151	183	5802
Mar	262000	143	3844	227	159	5977
Apr	373000	98	4617	296	317	6266
May	441000	113	8671	190	495	6761
June	247000	70	3480	134	186	6947
July	203000	49	4276	184	214	7161
August	641000	146	11200	311	765	7926
Sept	373000	101	8068	252	371	8297
Oct	546000	140	8644	295	428	8797
Nov	310000	102	5427	134	217	9014
Dec	1370000	221	30700	590	669	10500

**Table 1:** Breakdown of Twitter metrics by month and category. 2018 is marked in red.

### **Social Media and Science Communication related events in 2018**

#### **Tell Me a Story: Storytelling in Science Communication**

AGU Fall Meeting, Washington, D.C., in collaboration with AGU's Sharing Science program

Thurs. Dec. 13, 2018, 10:00-11:30am (1.5 hours)

S. Hanlon (AGU), W. Bohon (IRIS), M. Agopian (ESNO), B. Bartel (UNAVCO)

100 participants - mixed

### **Social Media 101 & 201**

AGU Fall Meeting, Washington, D.C., in collaboration with AGU's Sharing Science program

Mon. Dec. 10, 2018, 2:30pm-4:30pm (2 hours)

W. Bohon (IRIS), B. Bartel (UNAVCO)

100 participants - mixed

### **The Joy of Networking**

GSA Annual Meeting, Indianapolis, Career & Mentoring Center

Tues. Nov. 6, 2018, 3:30pm-4:00pm (0.5 hour)

B. Bartel (UNAVCO), W. Bohon (IRIS)

12 participants - students

### **Social Media for Scientists Lecture & Lab**

GSA Annual Meeting, Indianapolis, invited by GSA communications (Justin Samuel)

Sun. Nov. 4, 2018, 2:00-4:00pm (2 hours)

W. Bohon (IRIS), B. Bartel (UNAVCO), J. Samuel (GSA)

50 participants - mixed

### **GSA Short Course 525. Ready to Engage: Selling Yourself at GSA 2018 and Beyond, for Students**

GSA Annual Meeting, Indianapolis, co-sponsored by GSA Geology & Society Division

Sat. Nov. 3, 2018, 2:00-4:00pm (2 hours)

B. Bartel (UNAVCO), W. Bohon (IRIS)

16 participants - students

### **How to Network Successfully (no link)**

GSA Annual Meeting, Indianapolis, invited segment of Showcasing the Best You: A Writing Workshop to Help You Gain Internships, Fellowships, & Jobs

Sat. Nov. 3, 2018, 11:00am-12:00pm (1 hour)

B. Bartel (UNAVCO), W. Bohon (IRIS)

120 participants - students and mentors

### **Science Communication and Social Media (no link)**

Penn State University invited webinar, Dr. Erin DiMaggio's Science Communications class

Thurs, Oct. 18, 2018, 2:00-3:00pm (1 hour)

W. Bohon (IRIS)

16 participants, students

### **Communicating Science to the General Public**

Earth Educators' Rendezvous, Lawrence, Kansas

Thurs. & Fri, July 19-20, 2018, 8:30-11:30am (6 hours)

B. Bartel (UNAVCO), W. Bohon (IRIS)

30 participants - mixed

**Social Media, Trust and Contentious Communication (no link)**

IRIS Internship development webinar

Tues July 10, 2018, 10:00 – 11:15am (1.25 hours)

W. Bohon (IRIS)

12 participants, students

**Connecting with Different Audiences: From the Podium to the Pub**

IRIS Workshop, Albuquerque, New Mexico

Wed. June 13, 2018, 5:00-6:00pm (1 hour); informal story sharing 9-11 (2 hours)

W. Bohon (IRIS), M. Agopian (ESNO), B. Bartel (UNAVCO)

43 participants - mixed; 23 participants - mixed

**Networking Skills for Early Career Scientists**

IRIS Workshop, Albuquerque, New Mexico

Mon. June 11, 2018, 1:00-5:00pm (4 hours)

W. Bohon (IRIS), B. Bartel (UNAVCO), M. Agopian (ESNO)

25 participants - mixed

**Communicating Science to a Broad Audience: Social Media for You and Your Students**

InTeGrate webinar

May 31, 2018, 12:00-1:00pm Central (1 hour)

W. Bohon (IRIS), B. Bartel (UNAVCO)

54 participants - mixed

**Communicating Science for Impact**

UNAVCO Science Workshop, Broomfield, Colorado

Mon. March 26, 2018, 8:00am-5:30pm (8.5 hours) + three remote follow-on assignments & 2 one-hour remote sessions

B. Bartel (UNAVCO), M. Agopian (ESNO), W. Bohon (IRIS)

5 participants - students & early career

*Compiled by Dr. Wendy Bohon, January 2019*