

**Social Media Survey
Jan-March 2021**

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IRIS SOCIAL MEDIA SURVEY

1. Executive Summary

To determine how well the IRIS Social Media Program is meeting its stated goals IRIS EPO conducted a survey of users. The survey opened on January 14, 2021 and closed on March 30, 2021. 203 people responded to a survey about the IRIS Social Media Program. Facebook and YouTube were the most used platforms, followed by Twitter, Instagram and LinkedIn. Respondents were overwhelmingly positive about all of IRIS' social media components with +90% of users saying that they found the content interesting, felt that they could trust IRIS as a source of high-quality information, and that they found the pages to have good educational resources.

Potential areas of improvement identified by the survey include

- Working to make IRIS social media channels a “go to” for earthquake information
- Increasing the number of gif's
- Making changes to videos on the YouTube channel to make them more accessible
- Changing content offerings on various platforms to include more information for younger audiences

2. Background

IRIS maintains multiple social networking channels spread over a variety of social media platforms. Four IRIS Facebook pages present different types of information to specific audiences: our IRIS Earthquake Science site serves general and broad interest topics to a general public audience, the IRIS Research and Facilities site provides pan-IRIS notifications to our research community, the IRIS Early Career Investigators site provides early career scientists with support and information, and the IRIS Undergraduate Internship page is a private page for our previous and current REU interns.. Twitter presents IRIS EPO general information to the public and researchers via the IRIS Earthquake Sci (@iris_epo) feed. The YouTube channel presents IRIS educational videos and animations. The Pinterest page presents IRIS materials, data and products, primarily to educators. The LinkedIn Company page presents IRIS information to the professional community. The RSS feeds send out notices for IRIS News, Recent Earthquake Teachable Moments, Recent major earthquakes and the IRIS calendar. The RSS feed is not technically social media and will not be discussed here.

The broad goals of the IRIS Social Media Program are to:

- Promote IRIS
- Generate repeat visits by our audience by providing recurring content

- Provide an avenue for our audience to engage in a dialog with IRIS
- Provide low cost delivery of educational products
- Allow for rapid notices of time sensitive material
- Redirect social media followers to IRIS online products (website)
- Offer high quality science content
- Improve brand recognition
- Increase public awareness of IRIS activities
- Engage with the public

In order to determine how well the IRIS Social Media Program is meeting these goals IRIS EPO conducted a survey of users, which is discussed below.

3. Methods

We conducted a survey of social media users and the broader IRIS community on Survey Monkey (www.surveymonkey.com) in order to determine how well the IRIS Social Media Program was meeting it's broad goals and to identify ways to improve on our social media strategy

The survey opened on January 14, 2021 and closed on March 30, 2021. 203 people responded to the survey. The survey was announced 3 times on Facebook, 4 times on Twitter and sent out via the IRIS Listserv, and participants self-selected. 84% of respondents completed the survey, however, to maximize the data available for analysis, we employed an available-case approach which uses all available samples for each item (Schafer & Graham, 2002). As a result, the number of responses for individual items may vary slightly from others on the same survey.

The survey consisted of 25 questions and short answer responses. Descriptive statistics were calculated for all close-ended items; short answer questions were compiled and reviewed for recurrent themes. Word clouds of these answers were also created. Survey questions and raw data are included in the Appendix.

4. Results

The results may be skewed due to the methods of survey dissemination, which favor people who already use social media on certain platforms. However, as current Social Media users the primary targets of our Social Media Campaign Strategy it is permissible to target these audiences specifically. But because we didn't advertise the survey on Instagram we had a dearth of Instagram users represented in the survey results.

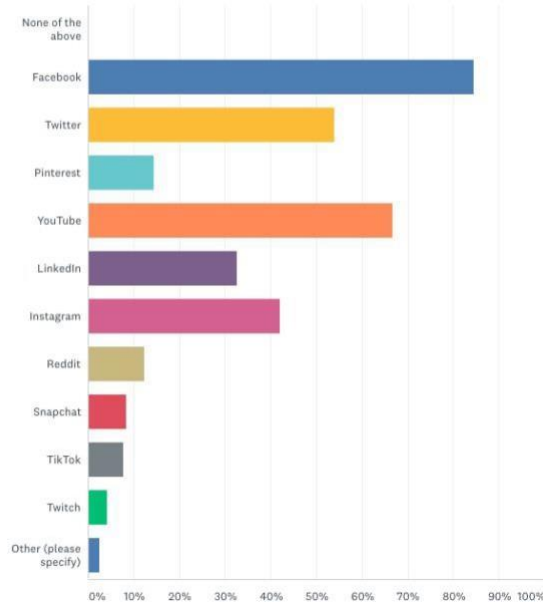
4.1 Social Media Use

96.5% (202) of respondents reported using social media. The majority use Facebook (84%; 163) and YouTube (69%; 129) followed by Twitter (54%; 104),

Instagram (42%; 81), LinkedIn (33%; 63), Pinterest (15%; 28), and reddit (12%, 24).

What social media platforms do you use? Select all that apply.

Answered: 193 Skipped: 10



Of the 96.5% (202) of people who said they use social media, 87.0% (193) say they follow IRIS on at least 1 social media platform.

4.1.1 FACEBOOK

Of the people who reported using Facebook, 73.8% (124) follow the IRIS EPO page.

They were asked, “Do you agree or disagree with the following statements about the IRIS EPO Facebook page?” 116 people

responded.

Do you agree or disagree with the following statements about the IRIS Facebook page?												
	Strongly agree	Agree		Neutral		Disagree		Strongly disagree		Total	Weighted Average	
I find the content interesting.	64%	73	35%	40	2%	2	0%	0	0%	0	115	4.6
I find the mix of content types (articles, videos, lessons, etc.) to be balanced.	45%	52	47%	54	8%	9	0%	0	0%	0	115	4.4
I find the that this page provides trustworthy information.	83%	95	17%	20	0%	0	0%	0	0%	0	115	4.8
I find this page to have good educational resources.	76%	87	19%	22	5%	6	0%	0	0%	0	115	4.7
I use this page to stay current on earth science topics.	41%	47	43%	49	15%	17	2%	2	0%	0	115	4.2
This is a page I visit for earthquake information.	36%	42	34%	39	21%	24	8%	9	2%	2	116	4.0

91 people responded to the question “*What do you like best about the IRIS EPO Facebook page?*” and 70 people responded to the question “*How can the IRIS Facebook page be improved?*”. Their responses are included in the Appendix.

4.1.2 TWITTER

Of the respondents who use Twitter, 42% (64) follow the IRIS EPO account.

They were asked, “Do you agree or disagree with the following statements about IRIS EPO Twitter?” 56 people responded.

Do you agree or disagree with the following statements about the IRIS Twitter account?

	Strongly Agree		Agree		Neutral		Disagree		Strongly disagree		Total	Weighted Average
I find this feed to be interesting.	51%	27	45%	24	4%	2	0%	0	0%	0	53	4.5
I find the number of tweets per day to appropriate.	33%	18	51%	28	16%	9	0%	0	0%	0	55	4.2
I find the IRIS twitter feed to be a good source of educational information and products.	51%	27	47. %	25	2%	1	0%	0	0%	0	53	4.5
I find the that IRIS tweets too much.	4%	2	7%	4	16%	9	51%	28	22%	12	55	2.2
The IRIS Twitter account is a trusted source for earthquake information.	71%	39	25%	14	4%	2	0%	0	0%	0	55	4.7

44 people responded to the question “*What do you like best about the IRIS EPO Twitter account?*” and 34 people responded to the question “*How can the IRIS EPO Twitter account be improved?*”. Their responses are included in the Appendix and discussed in the Discussion section.

4.1.3 INSTAGRAM

4% (6) of respondents follow IRIS on Instagram.

They were asked, “Do you agree or disagree with the following statements about IRIS Instagram?”. 8 people responded.

	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		Total	Weighted Average
I find the content on the IRIS Instagram page to be interesting.	50%	4	50%	4	0%	0	0%	0	0%	0	8	4.5
I have learned about earthquakes or earth science from an IRIS Instagram post.	50%	4	37%	3	13%	1	0%	0	0%	0	8	4.4
The IRIS Instagram account posts too	25%	2	12%	1	25%	2	13%	1	25%	2	8	3

frequently.													
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There were 5 responses to the question “*What do you like best about the IRIS Instagram page?*” and 5 responses to the question “*How can the IRIS Instagram page be improved?*”. The responses are in the Appendix.

4.1.4 YOUTUBE

Of the respondents who use YouTube, 52.5% (75) view videos and animations from the IRIS YouTube channel.

They were asked, “Do you agree or disagree with the following statements about the IRIS YouTube Channel?” 74 people responded.

	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		Total	Weighted Average
I find that IRIS has interesting videos / animations.	66%	48	32%	23	3%	2	0%	0	0%	0	73	4.6
This is my preferred site when I want to learn more about earthquakes and seismology.	25%	18	40%	29	26%	19	8%	6	1%	1	73	4.0
I can trust the information in the videos / animations that are posted on this channel.	70%	51	27%	20	3%	2	0%	0	0%	0	73	4.7
I find the videos / animations on this channel to be educational.	74%	54	25%	18	1%	1	0. %	0	0%	0	73	4.7

59 people responded to the question “*What do you like best about the IRIS YouTube channel?*” and 44 people responded to the question “*How can the IRIS YouTube Channel be improved?*”. Their responses are included in the Appendix.

4.1.5 Additional Platforms

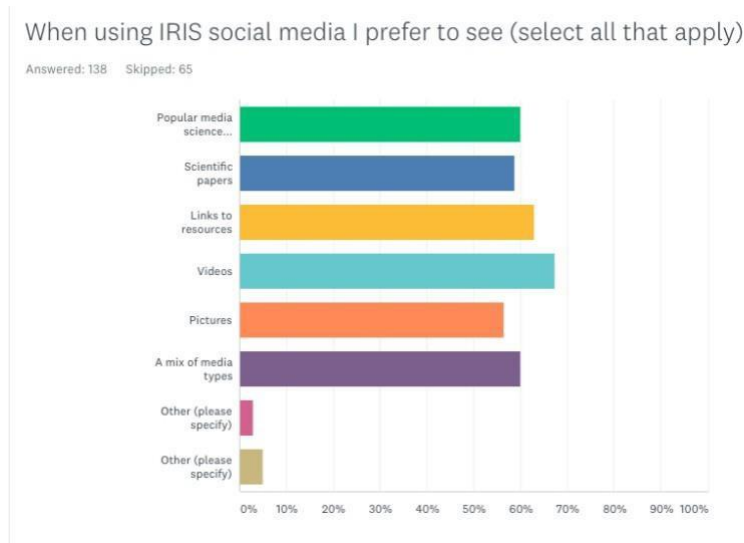
When asked what additional social media platforms IRIS should utilize, respondents suggested None (73%; 94), TikTok (14%; 18), Twitch (3%, 4), Snapchat (2%; 2) and Other (8%; 10), 128 people responded to this question.

The respondents who chose “Other” answered – Telegraph (2) and Reddit* (2).

*We are already using Reddit for AMAs.

4.2 Content and media

Regarding content and media, respondents were most interested in videos (67%; 93), links to resources (63%; 87), popular media science articles (60%; 83), scientific papers (59%; 81), and pictures (56%; 78). Respondents were allowed to choose more than 1 answer, so totals do not equal 100%.



The respondents who chose “Other” answered –

- Funny memes
- Animations
- I like it all
- Science highlights
- Memes
- gifs

4.3 Gifs

31% of respondents have used gif’s created by IRIS. Most people who have used IRIS gif’s used them on social media (42%; 18), when teaching (35%; 15) or when giving and talk or lecture (14%; 6). 9% of respondents (4) answered “Other”. Their responses are below.

- Just to learn more for myself
- All of the above
- All of the above
- As a student to help understand mechanics

4.4 General Comments

66 people replied to the question “Do you have any additional comments about IRIS social media?” Their responses are included in the Appendix.

5. DISCUSSION

5.1 Facebook

When asked a series of questions regarding the content and posting strategy for the IRIS EPO Facebook page most respondents answered positively. 98% of respondents said that they found the content to be interesting, with only 2 people being neutral. All respondents answered that they agreed, strongly agreed or were neutral to the mix of media used as postings. 100% of respondents agreed or strongly agreed that IRIS Facebook was a trusted information source. 95% of people found that the page provided good educational resources; 5% were neutral. 83% of respondents say they use this page to stay up to date on earth science topics, 15% were neutral and 2% disagreed. When asked if this is the page they visit for earthquake information only 70% agreed or strongly agreed, 21% were neutral and 10% disagreed or strongly disagreed. This is an area we can improve upon.

The responses to “What do you like best about the IRIS EPO Facebook page?” fell in to several categories; content, education, humor and access. For instance, several people commented that the content was “very informative”, “interesting” and “from a trusted source”. Another user said that the page “is easy to access” while another stated it is “one of the best science feeds I’ve seen”. Other users said they enjoyed the page because they could share the information with their students or former students. Four users commented that they enjoyed the use of humor and “funny science jokes” because it “keeps things interesting”. A few users also commented that they appreciated the ease of access because they were already on Facebook and check it regularly. The word cloud below gives an idea of frequently used words in the responses.



The written responses to “What can we do to improve the IRIS EPO Facebook page?” were more varied. While many users said we should keep it as is, other users wanted to see more of certain types of content, mostly memes, or more educational resources for younger students or just more posts in general. Many users commented that it was difficult to find resources that they saw on Facebook on the IRIS webpage. Many respondents also voiced frustration with the Facebook

algorithm which kept them from seeing IRIS posts as often as they wanted to. Finally, users offered some thoughtful suggestions. One user requested more posting about earthquake risk around the world and another wanted more information about instrumentation.

5.2 Twitter

45% of respondents said that they follow IRIS EPO on Twitter.

When asked if they found the content on the Twitter feed to be interesting 96% agreed or strongly agreed. The rest of the respondents were neutral. 84% of respondents found the number of tweets per day to be appropriate (2% of were neutral). In a “check” question asking if IRIS posts too much, 11% agreed or strongly agreed, while 73% disagreed or strongly disagreed. 98% of the respondents believed that the IRIS EPO Twitter account provides good educational information and material; the rest of the respondents were neutral. When asked if the IRIS EPO Twitter feed was a “trusted source for earthquake information” 96% said that it was, while 4% were neutral.

The written responses to the questions “What do you like best about IRIS EPO Twitter page?” mentioned that respondents particularly enjoyed GMV’s and other animations, access to Teachable Moments and other educational material and the functionality and conciseness of Twitter itself. Many people mentioned the timely response to earthquakes and diverse range of topics and retweets. One respondent said they were thankful for the answers to people’s questions and another mentioned the page’s responsiveness. A word cloud of the most common responses is below.



When asked, “What can we do to improve the IRIS EPO Twitter page?” respondents replied that they’d like more technical information, more educational resources, and updated graphics.

5.3 Instagram

4% of respondents said they follow IRIS on Instagram. This may be due to the fact that we didn’t advertise the survey on Instagram and that demographic isn’t likely to use Facebook, Twitter or the IRIS Listserv and thus didn’t take the survey.

100% of the respondents found the content on the IRIS Instagram page to be interesting and 89% said they had learned something about earthquakes from an IRIS Instagram post (13% were neutral). When asked if IRIS posts too frequently on

this platform 38% disagreed or strongly disagreed and 38% agreed or strongly agreed. The rest were neutral.

When asked what they liked about the Instagram feed people responded that it was an easy way to find older GMV's, they enjoyed the gif's and they liked the images of seismic software.

5.4 YouTube

52% of respondents said that they follow the IRIS YouTube Channel or watch videos on the Channel.

Respondents were asked if they agreed or disagreed with a series of statements about the IRIS YouTube Channel. 97% of respondents said that they find IRIS animations/videos interesting and 97% said that they can trust the information posted on the YouTube Channel. 99% of people said that they found the videos educational. 65% of respondents said that the IRIS YouTube Channel was their preferred site for learning more about earthquake, 26% were neutral on this topic and 8% disagreed. This is an area that we can improve upon.

There were 59 responses to the question "What do you like best about the IRIS YouTube Channel?". Many people commented that the videos were useful for teaching or education. For example, one respondent commented, "the videos/animations are fantastic and easy for my students to understand" and another said "it's like being in school...in a good way" while another said "I share IRIS videos in my classes". Someone else commented "I use the IRIS videos in my teaching course from lower division general ed course to graduate level courses. I find the webinars to be useful for my own education." Many comments that they are good length, have interesting content, and are easy to understand.

Respondents requested more materials and content and information for younger children. Several people commented that some of the videos are now dated and need to be redone. One person requested interviews with IRIS Scientists.

5.5 Other Platforms

73% of respondents indicated that IRIS doesn't need any new platforms, but 14% of users thought a TikTok channel would be a good idea.

5.6 Content

When asked what content they would like to see from IRIS survey respondents overwhelmingly indicated that they prefer videos, links to resources, articles and scientific articles. Most prefer a mix of different media types. People suggested posting more memes, gifs and animations.

5.7 Gifs

31% of respondents replied that they have used IRIS gif's, primarily in social media, teaching, giving a lecture or all 3. 2 users responded that they use the gif's to learn complex concepts. This is one of IRIS's newest social media features and given the high number of respondents using this type of resource we should consider expanding our gif offerings.

5.8 Additional comments

At the end of the survey the respondents were asked if they had any additional comments about IRIS Social Media. One user stated that "I'm trying to get a professional organization I am a member of to look at IRIS's accounts as inspiration for their own social media accounts." There was a lot of positive feedback as well as a few suggestions, including to become more active on Reddit and to provide more tsunami content.

6. Conclusions

Based on the results of this survey IRIS has updated its existing social media strategy.

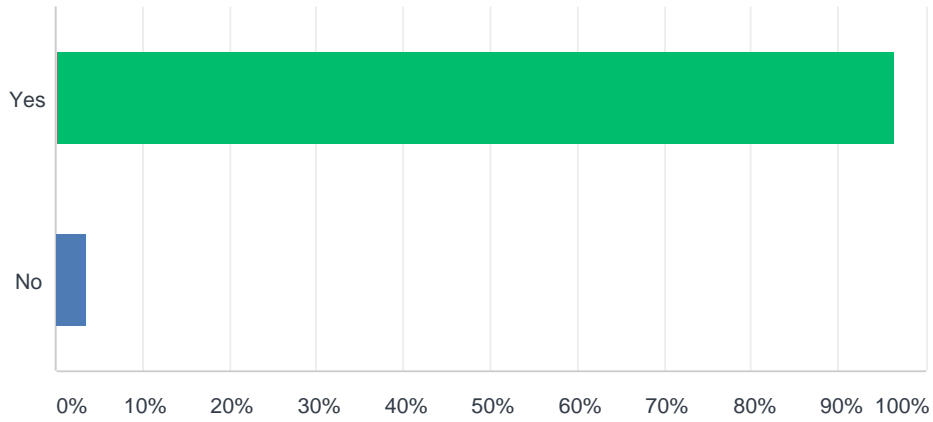
- For Facebook, we will continue posting at the current rate of 17-22 posts per week. Saturday morning memes continue to be very popular so that posting will continue. We will include more content for younger audiences, and/or content that may be used to teach or engage younger students, as the Facebook demographic does not contain a large proportion of people under 25.
- For Twitter, we will continue at our currenting posting rate of 5-15 posts per day. We will provide additional technical information, like open access scientific papers, links to DMC resources, and links to webinars and technical resources. We will also continue to highlight popular IRIS resources like the Recent Earthquake Teachable Moments and the GMV's.
- For Instagram, we will post more frequently. Posts will continue to highlight IRIS products like GMV's and Recent Earthquake Teachable Moments. We will work to include posts about internships, instruments and science highlights.
- For YouTube, we will continue to create new videos and webinars and updated outdated video resources as we are able. We will investigate the feasibility of doing interviews with IRIS scientists.

- Gif's have proved to be very popular, and we will continue to expand our collection of earthquakes and earth science related gif's.

7. Appendix

Q1 Do you use social media? (sites like Facebook, Twitter, YouTube, etc.)

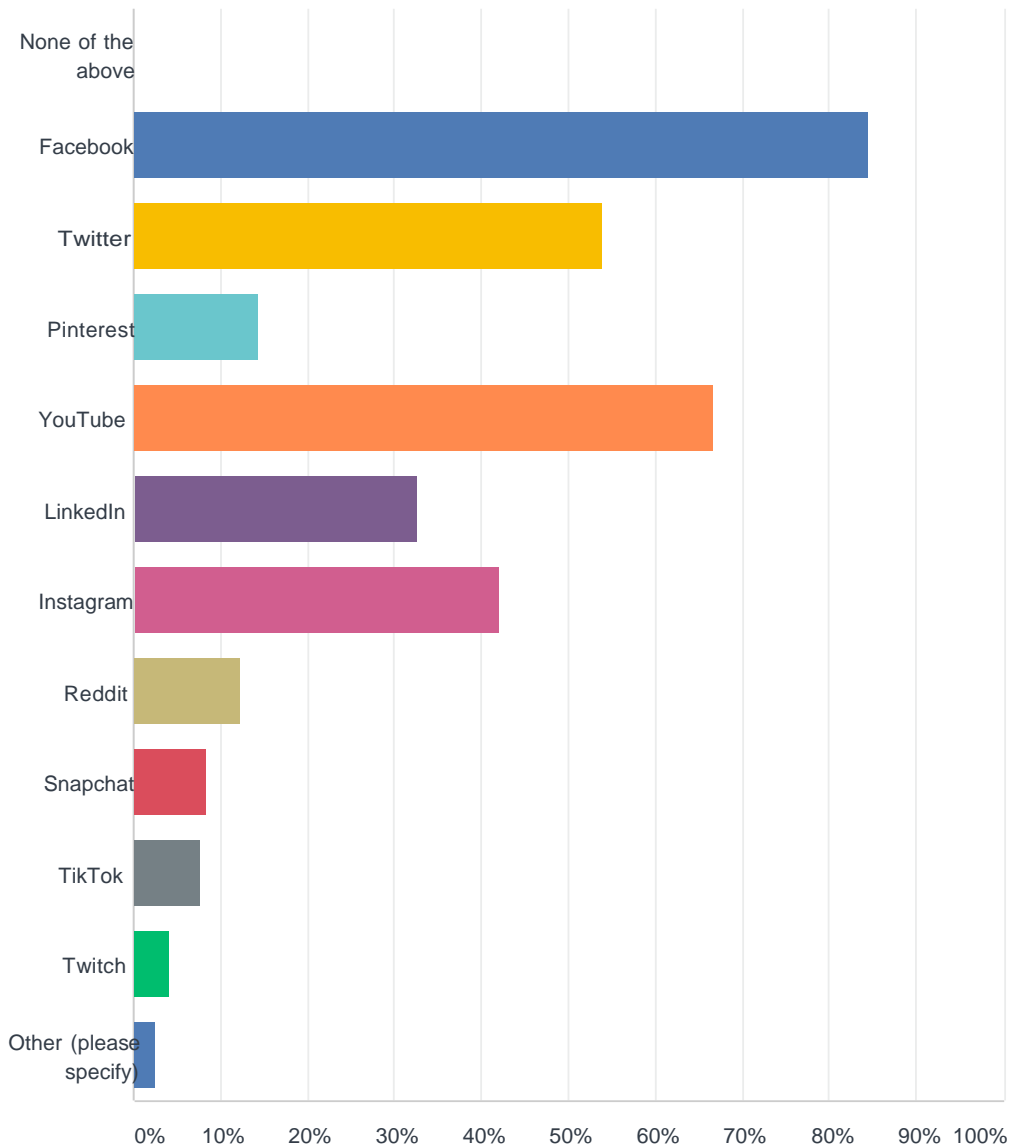
Answered: 202 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	96.53%	195
No	3.47%	7
TOTAL		202

Q2 What social media platforms do you use? Select all that apply.

Answered: 193 Skipped: 10

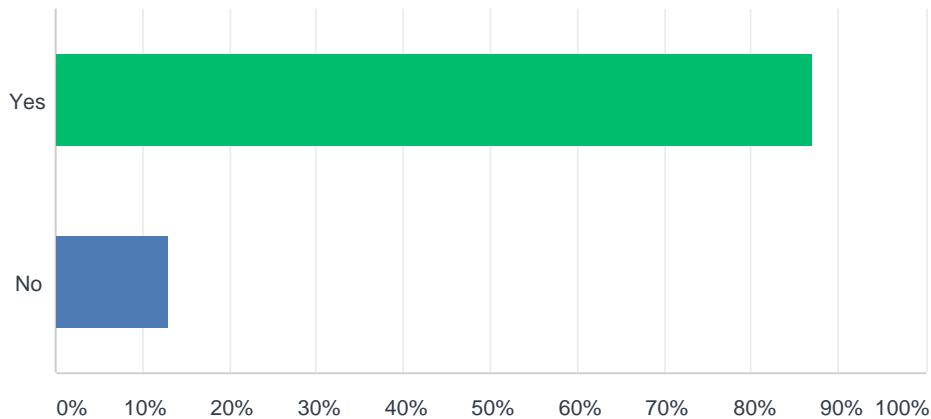


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ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
Facebook	84.46%	163
Twitter	53.89%	104
Pinterest	14.51%	28
YouTube	66.84%	129
LinkedIn	32.64%	63
Instagram	41.97%	81
Reddit	12.44%	24
Snapchat	8.29%	16
TikTok	7.77%	15
Twitch	4.15%	8
Other (please specify)	2.59%	5
Total Respondents: 193		

Q3 Do you follow IRIS on any social media sites?

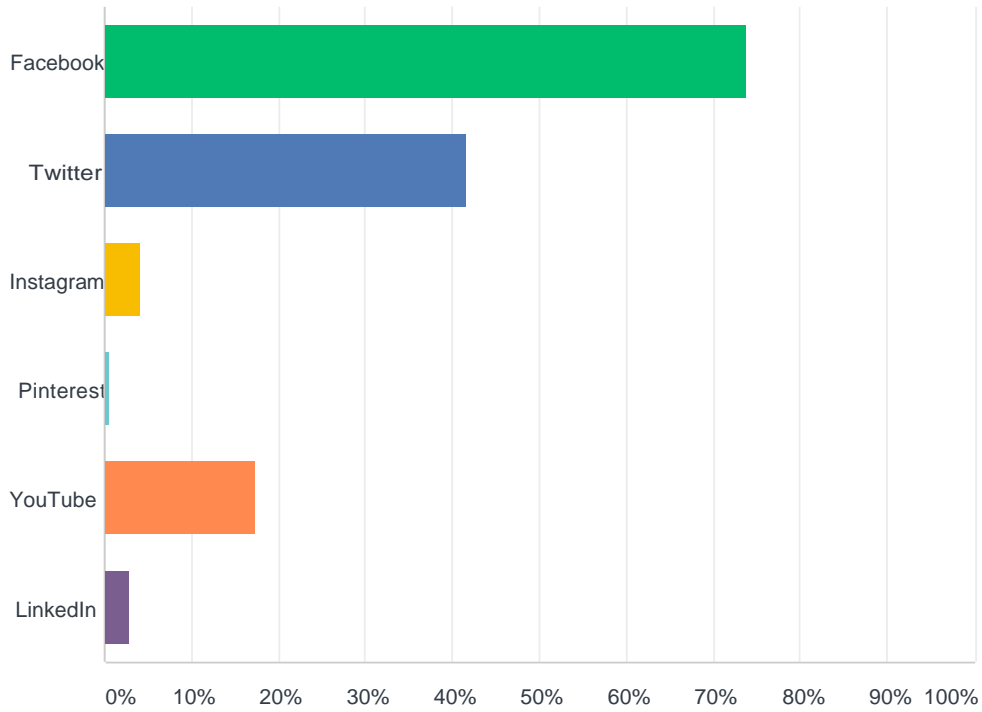
Answered: 193 Skipped: 10



ANSWER CHOICES	RESPONSES	
Yes	87.05%	168
No	12.95%	25
TOTAL		193

Q4 I follow IRIS on (check all that apply)

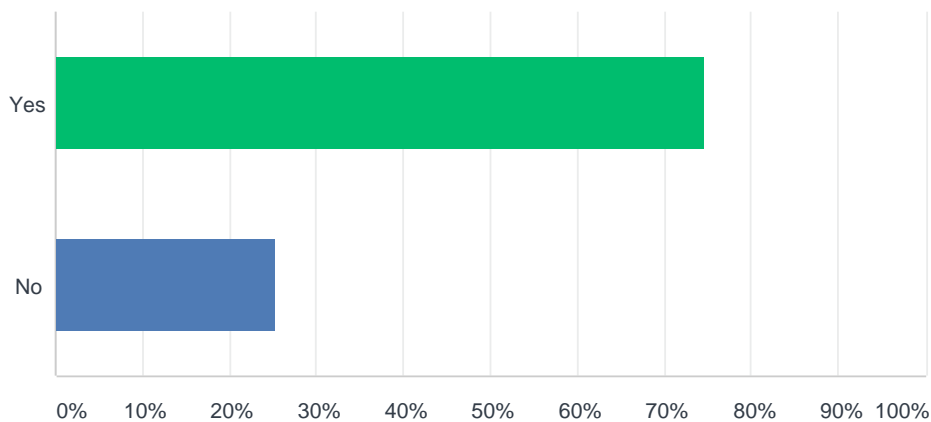
Answered: 168 Skipped: 35



ANSWER CHOICES	RESPONSES	
Facebook	73.81%	124
Twitter	41.67%	70
Instagram	4.17%	7
Pinterest	0.60%	1
YouTube	17.26%	29
LinkedIn	2.98%	5
Total Respondents: 168		

Q5 Do you follow IRIS on Facebook?

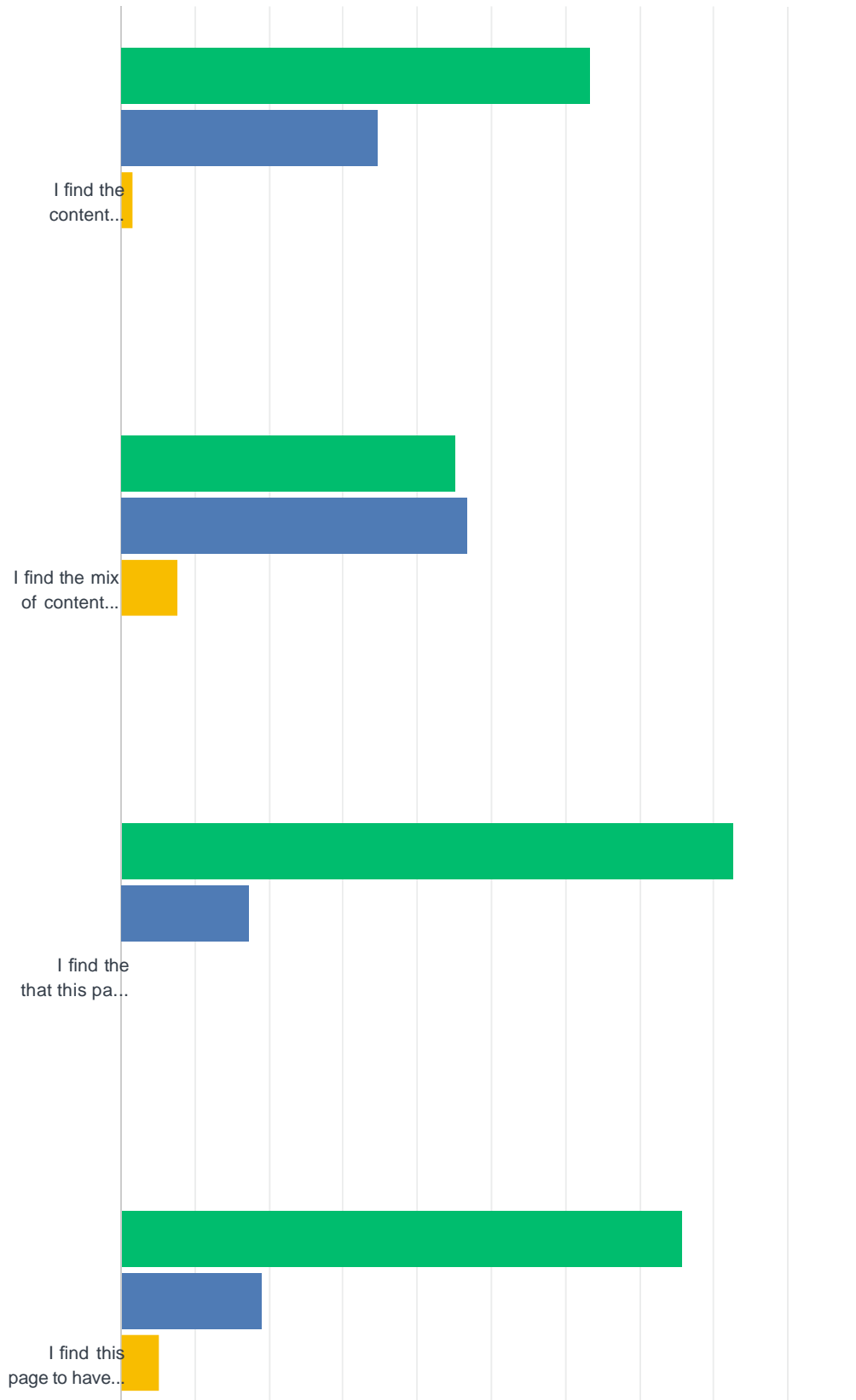
Answered: 166 Skipped: 37



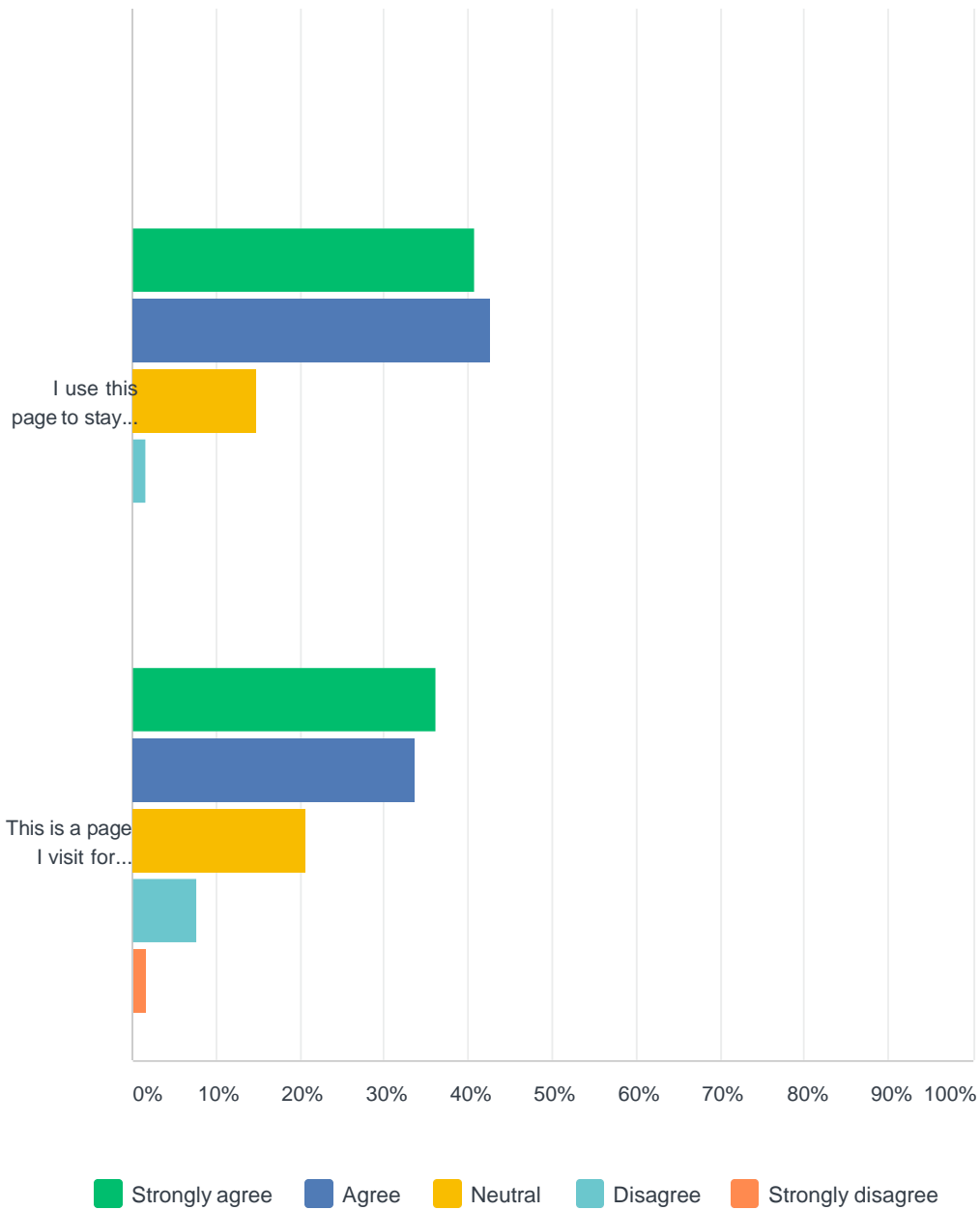
ANSWER CHOICES	RESPONSES	
Yes	74.70%	124
No	25.30%	42
TOTAL		166

Q6 Do you agree or disagree with the following statements about the IRIS Facebook page?

Answered: 116 Skipped: 87



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	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
I find the content interesting.	63.48% 73	34.78% 40	1.74% 2	0.00% 0	0.00% 0	115	4.62
I find the mix of content types (articles, videos, lessons, etc.) to be balanced.	45.22% 52	46.96% 54	7.83% 9	0.00% 0	0.00% 0	115	4.37
I find the that this page provides trustworthy information.	82.61% 95	17.39% 20	0.00% 0	0.00% 0	0.00% 0	115	4.83
I find this page to have good educational resources.	75.65% 87	19.13% 22	5.22% 6	0.00% 0	0.00% 0	115	4.70
I use this page to stay current on earth science topics.	40.87% 47	42.61% 49	14.78% 17	1.74% 2	0.00% 0	115	4.23
This is a page I visit for earthquake information.	36.21% 42	33.62% 39	20.69% 24	7.76% 9	1.72% 2	116	3.95

Q7 What do you like best about the IRIS Facebook page?

Answered: 91 Skipped: 112

#	RESPONSES	DATE
1	I just joined a few days ago. So far I love the content that's been posted.	3/9/2021 6:58 AM
2	good explanations and interesting videos	3/8/2021 11:49 AM
3	Easy to access	3/8/2021 6:52 AM
4	Informative	3/7/2021 3:15 PM
5	Animations and simulations	3/7/2021 1:03 PM
6	everything	3/7/2021 12:47 PM
7	Good content that's interesting	3/6/2021 10:48 PM
8	The ability to use the resources in class	3/6/2021 9:27 PM
9	The humor and the lessons!!	3/6/2021 9:08 PM
10	When FB shows it, articles are interesting.	3/6/2021 7:40 PM
11	Graphics	3/6/2021 6:46 PM
12	seeing what's going on with the world from a trusted source	3/6/2021 5:23 PM
13	Interesting mix of articles	3/6/2021 5:03 PM
14	The balance of types of posts.	3/6/2021 4:18 PM
15	interesting and a good knowledge source	3/6/2021 3:36 PM
16	Scientific research	3/6/2021 1:47 PM
17	Resources for teachers, using real data & current events to make lessons	3/6/2021 11:08 AM
18	Content	3/6/2021 11:06 AM
19	Animations and explanations	3/6/2021 10:44 AM
20	Accuracy	3/6/2021 10:28 AM
21	Interesting topics from a trustworthy source	3/6/2021 10:21 AM
22	Great information. I really like the posts showing the propagation of ground movement through surface waves across the US after an earthquake.	3/6/2021 10:09 AM
23	Current information	3/6/2021 7:51 AM
24	All of it. The maps	3/6/2021 7:41 AM
25	The information and educational material it provides. I used to study earthquakes and love seeing information resources for teachers	3/6/2021 5:37 AM
26	Excellent educational resources	3/6/2021 4:51 AM
27	Teachable moments after large events	3/6/2021 4:42 AM
28	All	3/6/2021 3:19 AM
29	Animations, current events	3/6/2021 1:19 AM
30	The quick update after an event happens	3/6/2021 12:50 AM
31	Clarity	3/6/2021 12:01 AM

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32	Very interesting topics with scientific explanation	3/5/2021 11:16 PM
33	Graphics	3/5/2021 10:45 PM
34	Accuracy	3/5/2021 8:37 PM
35	It's well done, probably one of the best science feeds I've seen	3/5/2021 8:19 PM
36	updated info	3/5/2021 8:06 PM
37	Everything	3/5/2021 7:52 PM
38	It is to the point and simple.	3/5/2021 7:51 PM
39	Earthquake information and graphics	3/5/2021 7:28 PM
40	Cool visualisation videos posted. I find people who aren't really interested in earthquakes still enjoy them.	2/12/2021 10:43 AM
41	I go there to check on new findings about geology even though I don't have a geography background.	2/12/2021 3:46 AM
42	I like the casual tone that is great for a non-technical audience.	2/8/2021 6:54 PM
43	Intelligent, factual, concise information from all involved.	2/7/2021 6:36 PM
44	News and educational resources	2/6/2021 5:19 PM
45	Interesting articles, scientific info.	2/6/2021 11:29 AM
46	Information on current earthquakes near me to compliment knowledge obtained through USGS	2/6/2021 2:46 AM
47	The memes	2/5/2021 11:08 PM
48	It's on my Facebook feed	2/5/2021 8:20 PM
49	Mix of humor, scholarly work, and resources for teachers.	2/5/2021 7:38 PM
50	animations	2/5/2021 6:13 PM
51	I like the sense of humor on some of the posts. It also reminds me of taking some science classes. I love the subject!	2/5/2021 5:23 PM
52	Fun and interesting content I likely wouldn't encounter otherwise	2/5/2021 4:59 PM
53	I'm a teacher, so the content is great not too high , not too low!	2/5/2021 4:24 PM
54	Good ed/o content, easily shareable	2/5/2021 4:22 PM
55	The outreach efforts , posts targeted to the general audience. Clearing basic misconceptions about earthquakes. Also the funny memes from time to time. :)	2/5/2021 3:17 PM
56	I like the regular updates about earth science and opportunities	2/5/2021 3:08 PM
57	Good mix of materials	2/5/2021 2:49 PM
58	-	2/5/2021 2:43 PM
59	Educational materials	2/5/2021 2:14 PM
60	The videos of the earthquake stations picking up a large earthquake. The articles about impacts or earthquake studies and earthquake history.	2/5/2021 2:06 PM
61	Lesson and interactions.	2/5/2021 2:02 PM
62	it's fine	2/5/2021 1:57 PM
63	I enjoy the graphics and stories	2/5/2021 1:53 PM
64	Mostly because it helps me keep up with what is going on in the field of seismology; i.e., it alerts me to information I wouldn't otherwise hear about.	2/5/2021 1:50 PM
65	It provides a good mix of interesting articles and updates on programmatic news relevant to the IRIS community	2/5/2021 1:49 PM

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66	Recent information and article.	2/5/2021 1:44 PM
67	Mix of topics, educational content that is tuned to material that could be used in undergrad classes, plus things I can share to my wider, non-scientist network (family).	2/5/2021 1:43 PM
68	The content	2/5/2021 1:43 PM
69	I like the announcements about seismology related training opportunities. I don't use facebook to access the videos, but I used them regularly while teaching.	2/5/2021 1:39 PM
70	I really appreciate that the IRIS Facebook page provides information for a variety of levels of education. It shares interesting peer-reviewed articles on seismology topics, but it also shares lessons on how to teach basic geology concepts.	2/5/2021 1:36 PM
71	Educational material (gifs, videos) and short description of articles recently published	2/5/2021 1:10 PM
72	Information is presented in a manner that is easy for a layperson to understand. Also, there is almost always links to more data/info contained in the articles.	2/5/2021 1:08 PM
73	Longer content, science highlights	1/25/2021 8:08 AM
74	The animations of seismic waves rolling through the US seismic arrays	1/22/2021 1:36 AM
75	I can trust them for facts not hype.	1/19/2021 8:44 AM
76	I enjoy the educational videos that explain seismic mechanics.	1/19/2021 5:48 AM
77	I haven't been following it very long, but everything I've seen so far has been very interesting.	1/19/2021 1:25 AM
78	Interesting to follow. I'm a scientist but not a geologist, I like the page because it's not dumbed down to much.	1/19/2021 1:09 AM
79	Posted content is interesting for me	1/19/2021 12:36 AM
80	The variety of presentations.	1/18/2021 8:14 PM
81	The variety of content.	1/18/2021 6:33 PM
82	Educational and data visualization.	1/18/2021 4:23 PM
83	Variety and up to the minute info about events	1/18/2021 4:08 PM
84	Interesting and informative	1/18/2021 2:54 PM
85	Informative	1/18/2021 12:57 PM
86	Expands my base of knowledge.	1/18/2021 12:27 PM
87	Availability	1/18/2021 12:21 PM
88	Videos	1/18/2021 11:53 AM
89	The scientific information provided. The videos are excellent. The cool sound sound at the beginning of the videos (or is that the usgs videos?)	1/18/2021 11:50 AM
90	It will show up in my feed without having to search for the information.	1/18/2021 11:49 AM
91	Educational information	1/16/2021 4:59 PM

Q8 How can the IRIS Facebook page be improved?

Answered: 70 Skipped: 133

#	RESPONSES	DATE
1	N/A	3/9/2021 6:58 AM
2	?	3/8/2021 6:52 AM
3	good question..	3/7/2021 12:47 PM
4	Maybe more networking somehow? Encourage people to share your posts or other fb pages to share your posts - you have great stuff I always tell people to follow you but no one ever knows you when I talk about it	3/6/2021 9:08 PM
5	I haven't been on long. Not sure I have opinion yet.	3/6/2021 7:40 PM
6	i don't think it can	3/6/2021 5:23 PM
7	Keep doing you.	3/6/2021 4:18 PM
8	It looks good to me	3/6/2021 1:47 PM
9	I love the content, but sometimes when I see something on Facebook it can be VERY difficult to find it on the IRIS website. So I have to be careful about saving things I like in case I'll need them later.	3/6/2021 11:08 AM
10	Use more animations and phenomenon explanations	3/6/2021 10:44 AM
11	More memes	3/6/2021 10:28 AM
12	Share more content	3/6/2021 10:21 AM
13	Not really sure	3/6/2021 10:09 AM
14	More resources to help 7th-12th grade teachers	3/6/2021 7:51 AM
15	♀	3/6/2021 5:37 AM
16	Turn comments off, people read the information, but sometimes take more notice of what others are saying, and some of this information shared in comments is not appropriate or scientifically based. It is important to help those who are concerned when environmental events occur, but the trolling aspect of the comments doesnt necessarily help.	3/6/2021 4:42 AM
17	Information about followers country	3/6/2021 3:19 AM
18	Keep it up! More other types of complementary methods, interdisciplinary...	3/6/2021 1:19 AM
19	Provide link to a map showing recent earthquakes and volcanic activity	3/6/2021 12:50 AM
20	?	3/6/2021 12:01 AM
21	Add more links to with scientific researches	3/5/2021 11:16 PM
22	Increase posts	3/5/2021 8:37 PM
23	Keep it up	3/5/2021 8:19 PM
24	n/a	3/5/2021 8:06 PM
25	Doing well	3/5/2021 7:52 PM
26	I am not sure.	3/5/2021 7:51 PM
27	More visualisation videos?	2/12/2021 10:43 AM
28	More information about theories and even hypothesis that are being studied.	2/12/2021 3:46 AM

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29	Not by much.	2/7/2021 6:36 PM
30	It does not appear in my feed very often. Give users suggestions on how to promote that.	2/6/2021 5:19 PM
31	No idea	2/6/2021 11:29 AM
32	Explaining risk. I think people are worried about "the big one" and any earthquake in this area, however small, worries people	2/6/2021 2:46 AM
33	Add more memes	2/5/2021 11:08 PM
34	It can be on my Facebook feed more often	2/5/2021 8:20 PM
35	I like it as it is, to be honest.	2/5/2021 7:38 PM
36	No suggestions.	2/5/2021 5:23 PM
37	cannot think of anything	2/5/2021 4:59 PM
38	I think it's pretty good!	2/5/2021 4:24 PM
39	not sure	2/5/2021 4:22 PM
40	May be improving the quality of animations (graphics for example)	2/5/2021 3:17 PM
41	????	2/5/2021 3:08 PM
42	More engaging templates	2/5/2021 2:49 PM
43	You are doing well	2/5/2021 2:43 PM
44	More Canadian data. Work with the Canadian gov and researchers to add our network to your videos, we are a continent and should be studied in collaboration as the border doesn't stop the impacts of an earthquake.	2/5/2021 2:06 PM
45	Info on the various instruments.	2/5/2021 2:02 PM
46	no recommendations	2/5/2021 1:57 PM
47	Not sure - really haven't thought about it.	2/5/2021 1:50 PM
48	NA	2/5/2021 1:49 PM
49	Organize webinar on various topics of interest to Geophysicists	2/5/2021 1:44 PM
50	No suggestions, it is great!	2/5/2021 1:43 PM
51	More videos	2/5/2021 1:43 PM
52	By adding more material (videos, gifs) from experimental data of recently published articles or upgrade already existing material (ppt on recent strong events)	2/5/2021 1:10 PM
53	Not sure.	2/5/2021 1:08 PM
54	It does what I need it to do	1/25/2021 8:08 AM
55	Maybe permanent links towards the YouTube videos explaining faqs	1/22/2021 1:36 AM
56	I don't see posts very often, so maybe more posts?	1/19/2021 5:48 AM
57	I don't know yet!	1/19/2021 1:25 AM
58	More articles and short post in form of "fun facts" about seismology could be interesting	1/19/2021 12:36 AM
59	Do not think I have the capability to direct any changes. However, sometimes it can be over my head.	1/18/2021 8:14 PM
60	More promotion of the Earthquake Browser? It's my favorite tool on the website and I use it often in my classes.	1/18/2021 6:33 PM
61	Dunno	1/18/2021 4:08 PM
62	It seems fine as is	1/18/2021 2:54 PM
63	When posting cartoons (I think often on Fridays), ALWAYS find, credit, and tag (if possible) the	1/18/2021 1:07 PM

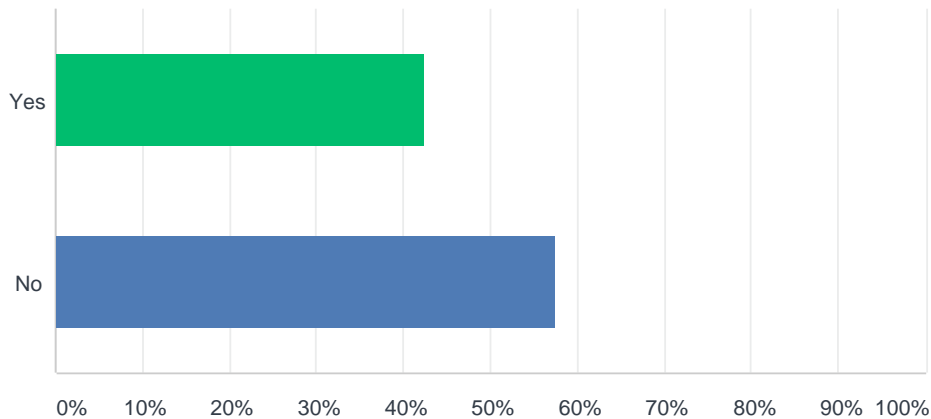
IRIS Social Media Survey

artist.

64	nothing wrong... I think it's great	1/18/2021 12:57 PM
65	More postings.	1/18/2021 12:27 PM
66	Unknown	1/18/2021 12:21 PM
67	Webinars	1/18/2021 11:53 AM
68	Personally, I'd like less educational materials, but I'm not an educator.	1/18/2021 11:50 AM
69	I feel it is appropriate content as I currently is.	1/18/2021 11:49 AM
70	Good question. Can't think of any particular thing right now.	1/16/2021 4:59 PM

Q9 Do you follow IRIS on Twitter?

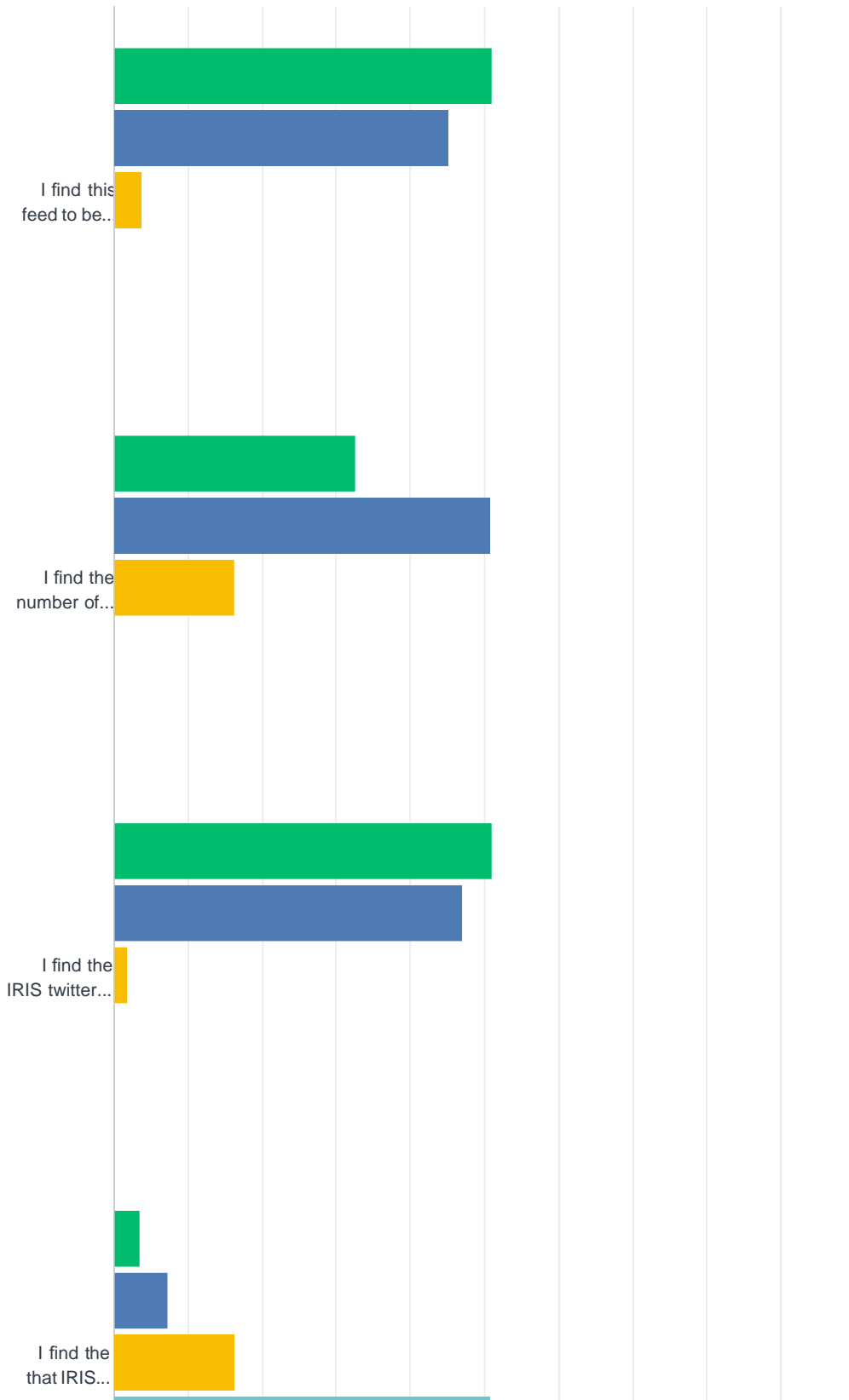
Answered: 151 Skipped: 52



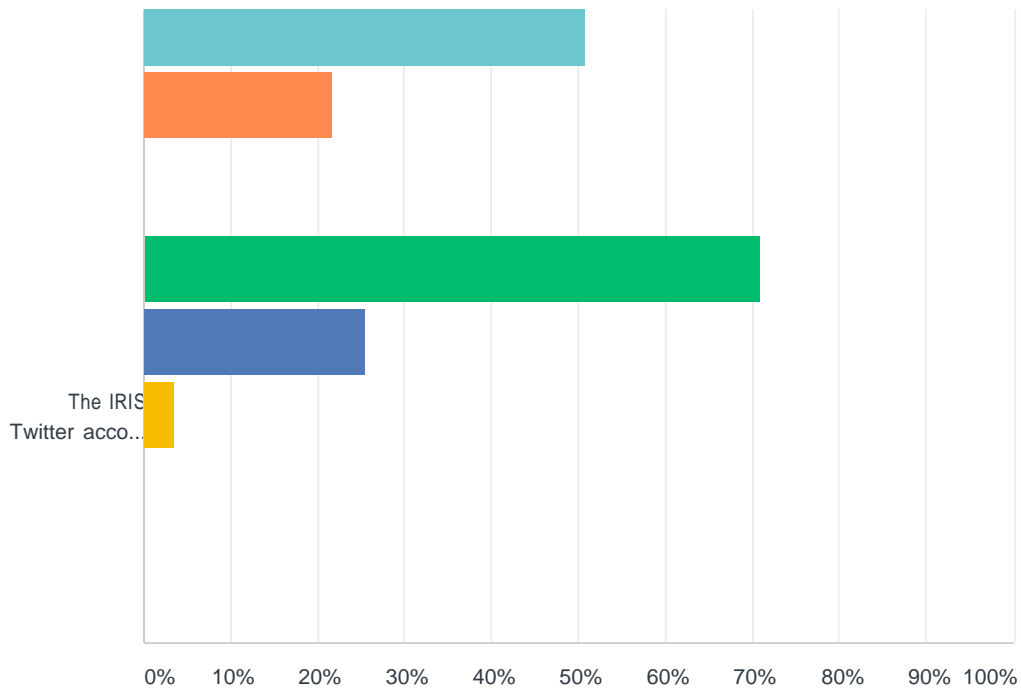
ANSWER CHOICES	RESPONSES	
Yes	42.38%	64
No	57.62%	87
TOTAL		151

Q10 Do you agree or disagree with the following statements about the IRIS Twitter account?

Answered: 56 Skipped: 147



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■ Strongly Agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly disagree

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
I find this feed to be interesting.	50.94% 27	45.28% 24	3.77% 2	0.00% 0	0.00% 0	53	4.47
I find the number of tweets per day to appropriate.	32.73% 18	50.91% 28	16.36% 9	0.00% 0	0.00% 0	55	4.16
I find the IRIS twitter feed to be a good source of educational information and products.	50.94% 27	47.17% 25	1.89% 1	0.00% 0	0.00% 0	53	4.49
I find the that IRIS tweets too much.	3.64% 2	7.27% 4	16.36% 9	50.91% 28	21.82% 12	55	2.20
The IRIS Twitter account is a trusted source for earthquake information.	70.91% 39	25.45% 14	3.64% 2	0.00% 0	0.00% 0	55	4.67

Q11 What do you like best about the IRIS Twitter account?

Answered: 44 Skipped: 159

#	RESPONSES	DATE
1	The diverse range of retweets.	3/6/2021 4:21 PM
2	videos	3/3/2021 2:57 PM
3	Instant Information.	3/3/2021 2:52 PM
4	Animations of earthquake effects	3/3/2021 2:47 PM
5	Informative	3/3/2021 2:47 PM
6	Good mixture of different types of information such as general education and news about recent earthquakes.	2/27/2021 9:01 PM
7	Information on the latest quakes. Links to IRIS and other Earth science resources.	2/15/2021 2:58 AM
8	ALways posting relevant content. When earthquakes happen anywhere, they always post geo info	2/9/2021 8:14 PM
9	"Intelligent, factual, concise information from all involved."	2/7/2021 6:38 PM
10	Informative. Educational. Relevant to regional events. Responsive!	2/6/2021 7:59 PM
11	Good, interesting tweets. Similar to FB	2/6/2021 11:30 AM
12	Retweets known seismologists about interesting information.	2/5/2021 7:14 PM
13	release of new products	2/5/2021 6:14 PM
14	The info that it gives and the timely responses to earthquakes.	2/5/2021 4:30 PM
15	same as fb: good eo, easily shareable	2/5/2021 4:24 PM
16	Timely tweets that reflect current events.	2/5/2021 3:38 PM
17	The same as fb	2/5/2021 3:18 PM
18	Links to educational tools	2/5/2021 3:02 PM
19	The educational parts	2/5/2021 3:01 PM
20	Good mix	2/5/2021 2:50 PM
21	Good balance between technical and more general audience information.	2/5/2021 2:46 PM
22	Opportunity for me to share reliable earthquake information with non-scientists.	2/5/2021 2:15 PM
23	Animations of waves crossing US Array after big earthquakes	2/5/2021 2:10 PM
24	Animation, fact sheets	2/5/2021 2:01 PM
25	It's full of interesting information	2/5/2021 1:50 PM
26	Good content not too much.	2/5/2021 1:48 PM
27	Recent information	2/5/2021 1:45 PM
28	Same as facebook - nice mix of content, from outreach to report on individual earthquakes.	2/5/2021 1:44 PM
29	Links to helpful Twitter threads or current events.	2/5/2021 1:41 PM
30	Receiving timely and relevant information in a manner easy to understand	2/5/2021 1:37 PM
31	Relatability to what I am learning in my undergraduate degree.	2/5/2021 1:18 PM

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32	graphics easy to understand by my kid	2/5/2021 1:12 PM
33	They are always updated and answer to people's questions	2/5/2021 1:12 PM
34	Great information. Timely.	2/5/2021 1:03 PM
35	The information is easy to follow.	1/25/2021 8:15 AM
36	Timely threads that compile information about the latest earthquakes	1/25/2021 8:09 AM
37	The info about current earthquakes	1/22/2021 1:37 AM
38	The content	1/18/2021 8:14 PM
39	I enjoy reading the interesting facts about earthquakes after they occur. Most media outlets don't write much about the minor earthquakes, but they can still be interesting to hear about.	1/17/2021 8:42 AM
40	Educational information	1/16/2021 5:02 PM
41	Instructional information, especially current topics.	1/16/2021 1:43 PM
42	animations that I can share with students	1/16/2021 1:42 PM
43	Great, time-pertinent earthquake information.	1/16/2021 1:18 PM
44	The information it provides.	1/16/2021 11:43 AM

Q12 How can the IRIS Twitter account be improved?

Answered: 34 Skipped: 169

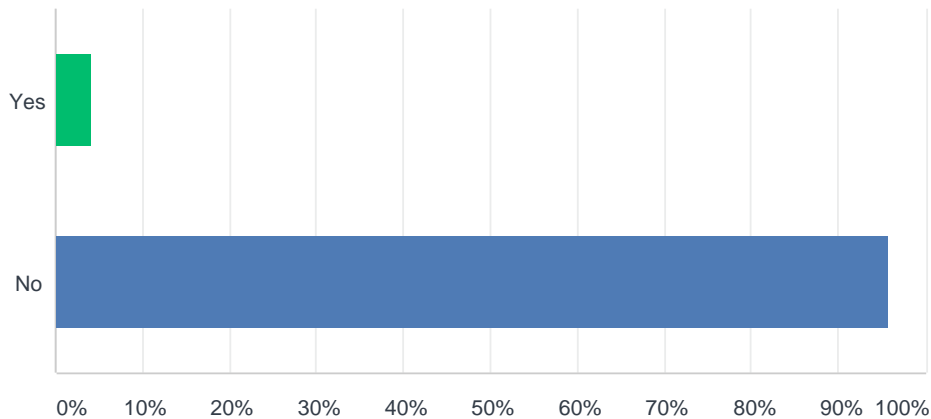
#	RESPONSES	DATE
1	Keep doing you.	3/6/2021 4:21 PM
2	No idea	3/3/2021 2:57 PM
3	It is fine just the way it is?	3/3/2021 2:52 PM
4	Not sure. Seems effective for my needs.	3/3/2021 2:47 PM
5	Can't think of a way	3/3/2021 2:47 PM
6	Maybe add another account with more technical information for people that would like to try to look at seismic data such as ways to get started with ObsPy or other analysis programs.	2/27/2021 9:01 PM
7	It is already one of the best seismology resources on Twitter. There isn't much room for improvement.	2/15/2021 2:58 AM
8	More interactive	2/9/2021 8:14 PM
9	"Not by much"	2/7/2021 6:38 PM
10	Don't know	2/6/2021 7:59 PM
11	?	2/6/2021 11:30 AM
12	More tweets.	2/5/2021 7:14 PM
13	not sure	2/5/2021 4:24 PM
14	That's a tough question... y'all are doing a fine job balancing content with community engagement.	2/5/2021 3:38 PM
15	The same as fb	2/5/2021 3:18 PM
16	More engagement with scientists' accounts.	2/5/2021 3:02 PM
17	not certain	2/5/2021 2:50 PM
18	More focus on non-hazards material, useful to have more info on earth structure or tectonics research that uses seismology.	2/5/2021 2:46 PM
19	More animation and visuals	2/5/2021 2:01 PM
20	The full videos/graphics could be on twitter instead of links to YouTube	2/5/2021 1:50 PM
21	Include some of the newer science that might not be as mainstream.	2/5/2021 1:48 PM
22	Keep improving	2/5/2021 1:45 PM
23	I really don't have any suggestions, it is one of my favorite accounts.	2/5/2021 1:44 PM
24	Less time tweeting about old general educational animations. They're good, but I'd focus on making them easily findable from the main educational materials site, and occasionally promoting that site.	2/5/2021 1:41 PM
25	more content for kids please!	2/5/2021 1:12 PM
26	Based on twitter structure (word count etc) I think IRIS account is already in a good way	2/5/2021 1:12 PM
27	Maybe add more educational resources.	1/25/2021 8:15 AM
28	It's really quite good, I wouldn't change it	1/25/2021 8:09 AM
29	Tweets need to be more trendy somehow	1/22/2021 1:37 AM

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30	Nope.	1/18/2021 8:14 PM
31	Hearing (and seeing pictures and videos) about the effects of earthquakes on different areas of the world are interesting. The graphs are also interesting, though a brief explanation of what they're displaying (for laypeople) is helpful.	1/17/2021 8:42 AM
32	Another good question and I really can't think of anything right now.	1/16/2021 5:02 PM
33	Graphics on basic information (P and S waves for instance) seem outdated (the images/videos, not the information).	1/16/2021 1:18 PM
34	More links	1/16/2021 11:43 AM

Q13 Do you follow IRIS on Instagram?

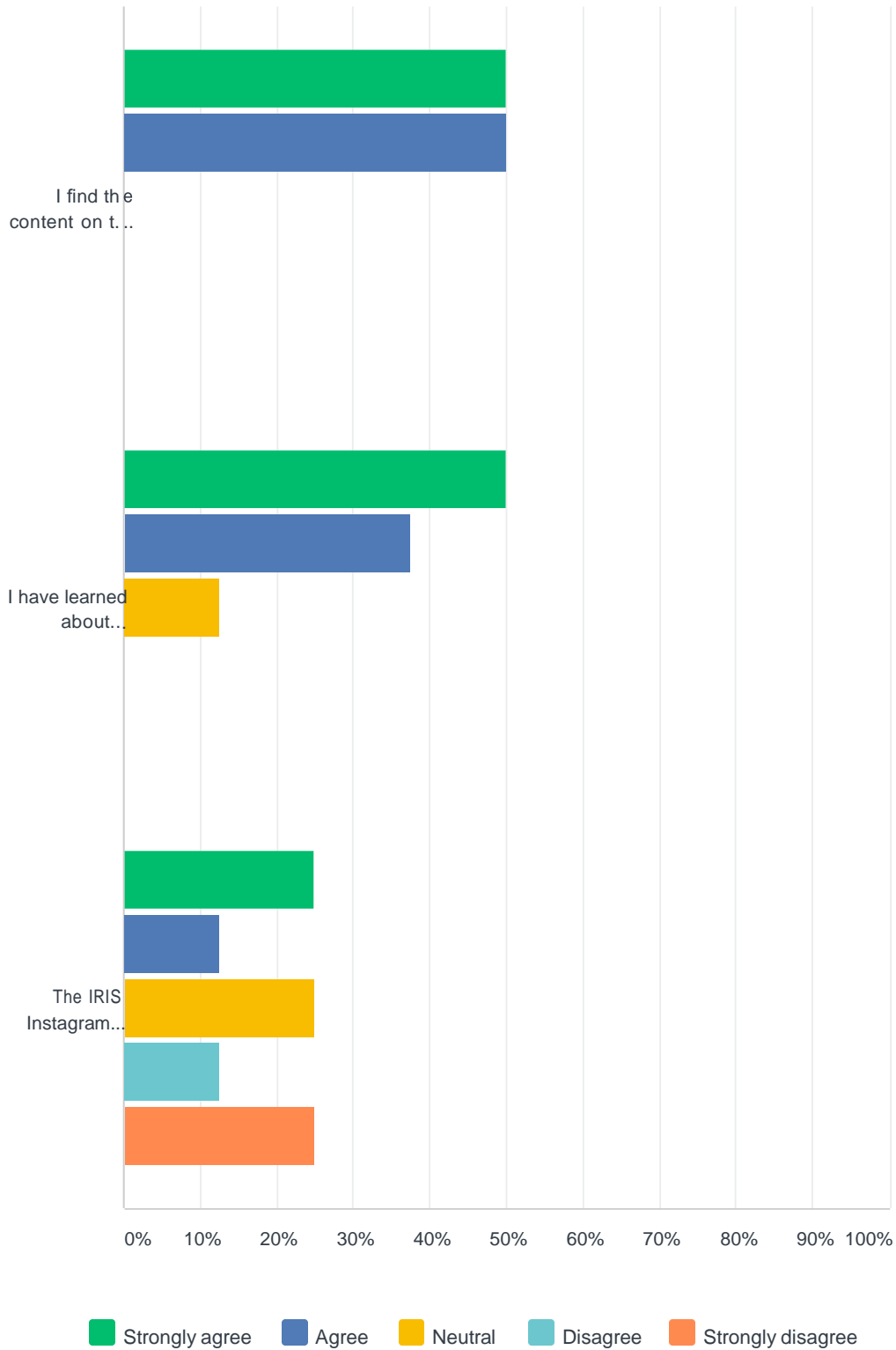
Answered: 140 Skipped: 63



ANSWER CHOICES	RESPONSES
Yes	4.29% 6
No	95.71% 134
TOTAL	140

Q14 Do you agree or disagree with the following statements about the IRIS Instagram account?

Answered: 8 Skipped: 195



Q15 What do you like best about the IRIS Instagram account?

Answered: 5 Skipped: 198

#	RESPONSES	DATE
1	Easy to find old animations of earthquake waves across US Array	2/5/2021 2:20 PM
2	Recent information	2/5/2021 1:46 PM
3	recent pictures associated with seismic software	2/5/2021 1:14 PM
4	I like gifs or short videos	1/19/2021 5:50 AM
5	Average	1/18/2021 8:15 PM

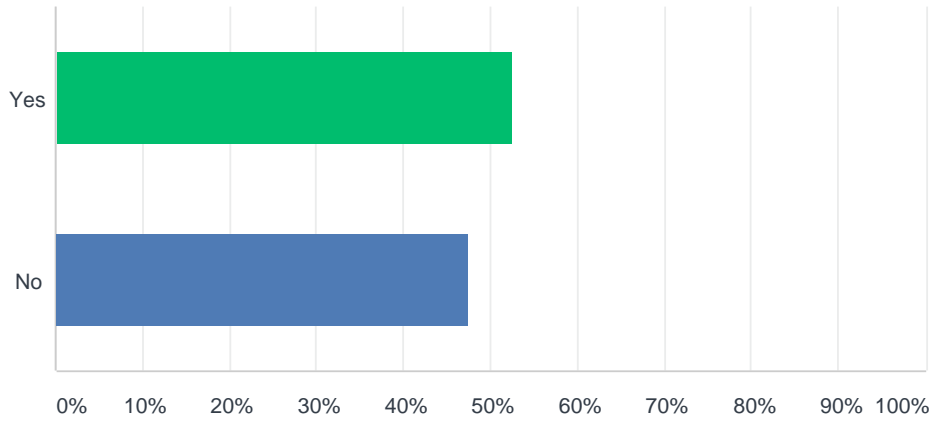
Q16 How can the IRIS Instagram account be improved?

Answered: 5 Skipped: 198

#	RESPONSES	DATE
1	Instagram is known for artistic photos and videos, so it'd be nice to see some pretty images occasionally, but this type of original content in this field is difficult. Maybe ask some seismic institutes to send relevant photos for you to share.	2/5/2021 2:20 PM
2	Keep improving	2/5/2021 1:46 PM
3	I think it is already in a good level based on Instagram platform	2/5/2021 1:14 PM
4	Instagram is more image oriented so information should be easily accessible in a single image. I hate videos in instagram.	1/19/2021 5:50 AM
5	Nope	1/18/2021 8:15 PM

Q17 Do you watch videos or animations on the IRIS YouTube channel?

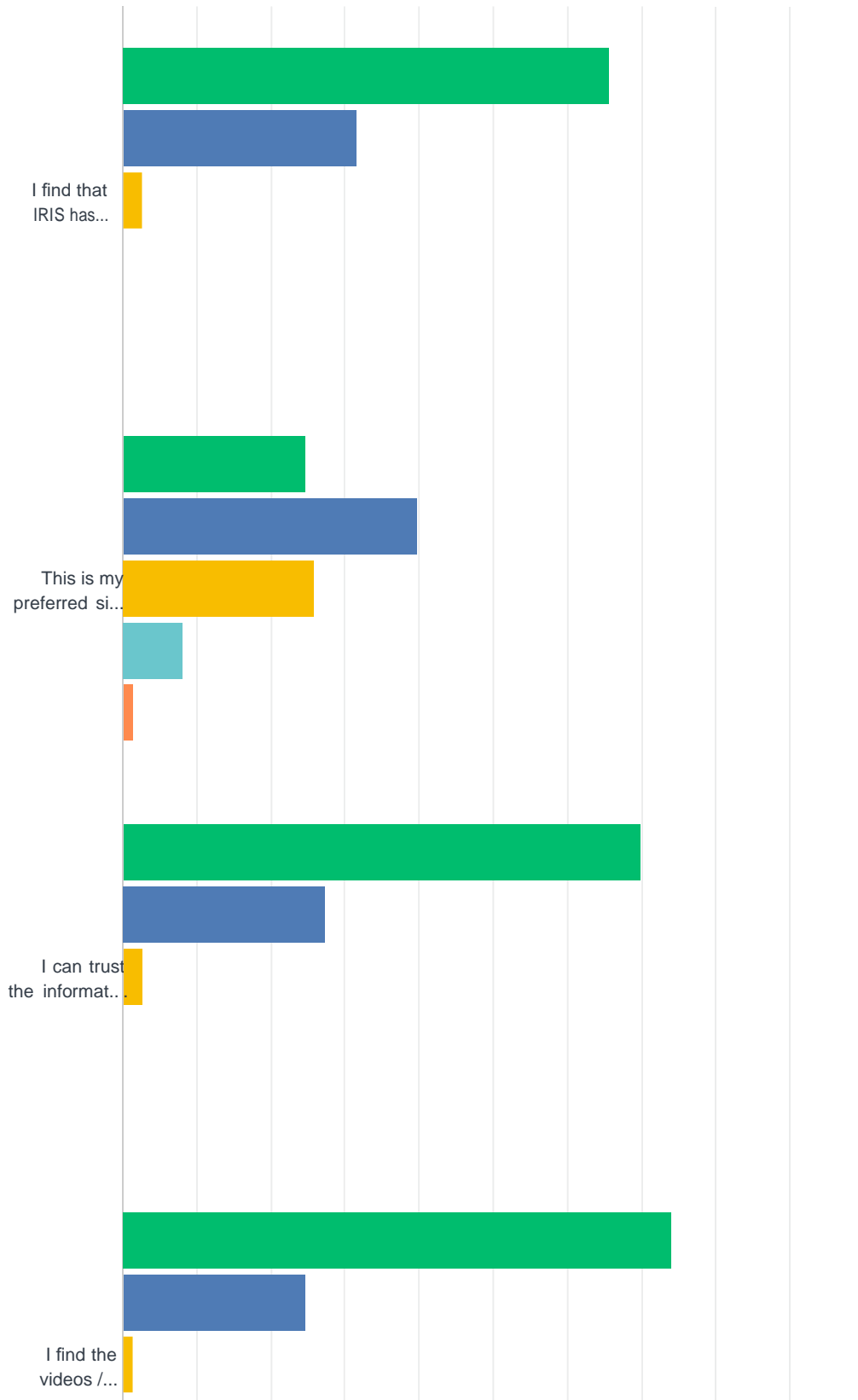
Answered: 143 Skipped: 60



ANSWER CHOICES	RESPONSES	
Yes	52.45%	75
No	47.55%	68
TOTAL		143

Q18 Do you agree or disagree with the following questions about the IRIS YouTube channel?

Answered: 74 Skipped: 129



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	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
I find the content on the IRIS Instagram page to be interesting.	50.00% 4	50.00% 4	0.00% 0	0.00% 0	0.00% 0	8	4.50
I have learned about earthquakes or earth science from an IRIS Instagram post.	50.00% 4	37.50% 3	12.50% 1	0.00% 0	0.00% 0	8	4.38
The IRIS Instagram account posts too frequently.	25.00% 2	12.50% 1	25.00% 2	12.50% 1	25.00% 2	8	3.00

Q19 What do you like best about the IRIS YouTube channel?

Answered: 59 Skipped: 144

#	RESPONSES	DATE
1	Information	3/7/2021 3:16 PM
2	Excellent educational resources	3/7/2021 1:04 PM
3	everything	3/7/2021 12:48 PM
4	A lot of good information	3/6/2021 10:57 PM
5	Great explanations with the animations	3/6/2021 9:28 PM
6	Informative	3/6/2021 9:09 PM
7	Excellent information	3/6/2021 5:24 PM
8	The length of some of the videos is excellent when trying to engage an audience who doesnt have a long attention span.	3/6/2021 4:48 AM
9	All	3/6/2021 3:21 AM
10	Educational vids	3/6/2021 12:52 AM
11	It's well done, accessible, yet interesting and accurate	3/5/2021 8:20 PM
12	My workstation and iphone work together.	3/5/2021 7:54 PM
13	videos	3/3/2021 2:58 PM
14	Good variety of content	3/3/2021 2:51 PM
15	Videos are educational and have high production quality.	2/27/2021 9:01 PM
16	Feels like school.....in a good way. Not being condescending to keep our attention with Hollywood glam.	2/12/2021 3:52 AM
17	Perfect level of education for a non-technical audience.	2/8/2021 6:55 PM
18	Past workshops and short courses	2/8/2021 3:01 PM
19	"Intelligent, factual, concise information from all involved."	2/7/2021 6:39 PM
20	Easy to understand	2/6/2021 8:01 PM
21	Easy access to educational resources, technical tutorials, and keynote lectures.	2/6/2021 5:22 PM
22	Good EQ info for my intro students.	2/6/2021 11:32 AM
23	The diagrams	2/5/2021 11:09 PM
24	I just like the graphics	2/5/2021 4:33 PM
25	Some great videos for teaching	2/5/2021 4:27 PM
26	The videos/ animations are fantastic and easy for my students to understand	2/5/2021 4:26 PM
27	good videos for experts (webinars!) as well as resources for teaching gen pub	2/5/2021 4:26 PM
28	Contents are original and useful tools for educators and the general public.	2/5/2021 3:41 PM
29	Good tools for linking/inserting in classes.	2/5/2021 3:02 PM
30	educational videos	2/5/2021 2:51 PM
31	Videos can be very useful for explaining basic seismology concepts.	2/5/2021 2:48 PM

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32	They are nicely made, speaking in plain language, and explaining it even for kids.	2/5/2021 2:29 PM
33	Explainer videos and animations of the mechanics of earth processes	2/5/2021 2:25 PM
34	I often share IRIS videos with my classes (geology, geophysics, seismology)	2/5/2021 2:16 PM
35	The movement of seismic patterns as they travel across the globe.	2/5/2021 2:04 PM
36	Informative	2/5/2021 2:03 PM
37	The information is interesting and helpful	2/5/2021 1:52 PM
38	There are some good videos to show my students, but generally not so much for myself.	2/5/2021 1:51 PM
39	I use the IRIS videos in teaching courses from lower division general education courses, to graduate level courses. I find the webinars to be useful for my own education.	2/5/2021 1:50 PM
40	missed webinars	2/5/2021 1:47 PM
41	Recent information	2/5/2021 1:47 PM
42	Content well-tuned to undergraduate instruction. I only posted "neutral" on whether I got to that source for my own education since I have already had that material back when I was an undergrad (pre-YouTube).	2/5/2021 1:45 PM
43	The content	2/5/2021 1:44 PM
44	Seminars on geophysical topics.	2/5/2021 1:43 PM
45	Accessibility and reliability to make concepts in my seismic classes more clear.	2/5/2021 1:19 PM
46	The regional analysis in areas affected by recent strong earthquakes	2/5/2021 1:15 PM
47	Not cluttered with irrelevant content.	2/5/2021 1:10 PM
48	I like having short videos about key earthquake topics to point people to	1/25/2021 8:11 AM
49	The informative content is given in easy to understand way	1/19/2021 12:40 AM
50	Content	1/18/2021 8:16 PM
51	Choices	1/18/2021 4:10 PM
52	Informative	1/18/2021 2:56 PM
53	Neat to watch & educational	1/18/2021 12:58 PM
54	Models that animate real action that illustrate millions of years activity of the Earth.	1/18/2021 12:30 PM
55	Easily understandable, I can show the videos and my students will understand the majority of the information	1/18/2021 11:50 AM
56	I teach a basic college geology class and use the videos all the time - I really appreciate them!	1/18/2021 11:49 AM
57	The descriptions of how past earthquakes are discovered and examined.	1/17/2021 8:54 AM
58	Educational and instructional information	1/16/2021 5:05 PM
59	Information that I can trust.	1/16/2021 11:45 AM

Q20 How can the IRIS YouTube channel be improved?

Answered: 44 Skipped: 159

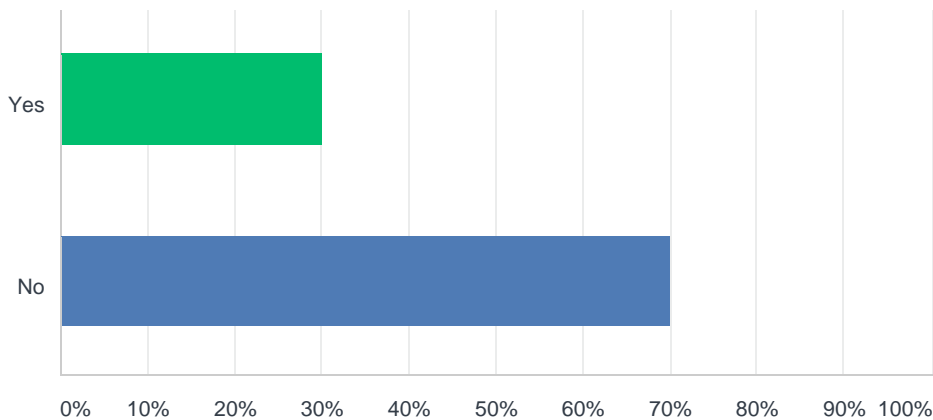
#	RESPONSES	DATE
1	good question	3/7/2021 12:48 PM
2	Can be a bit dry at times	3/6/2021 10:57 PM
3	Not sure - I generally get there from facebook links	3/6/2021 9:28 PM
4	you already do great	3/6/2021 5:24 PM
5	more variety for children. If children learn from a young age about earthscience in the future they will be able to identify those who present themselves as scientists, but are in fact social media entertainers. Knowledge learned and then reinforced through social media from younger ages encourages students to enjoy science and helps create greater respect for educational institutions	3/6/2021 4:48 AM
6	Information about followers country	3/6/2021 3:21 AM
7	More vids on unusual topics	3/6/2021 12:52 AM
8	Keep it going	3/5/2021 8:20 PM
9	not sure	3/5/2021 7:54 PM
10	Better promotion of content on Twitter. There is a lot there that I am unaware of until I go on youtube.	3/3/2021 2:51 PM
11	More is always better, but I understand resources are limited to produce high-quality videos. Maybe add some interviews with IRIS seismologists.	2/27/2021 9:01 PM
12	Information more often and updated	2/12/2021 3:52 AM
13	"Not by much"	2/7/2021 6:39 PM
14	Better graphics and animations. Looks a little dated	2/6/2021 8:01 PM
15	Don't know	2/6/2021 11:32 AM
16	I think it's pretty good!	2/5/2021 4:26 PM
17	do you take requests for videos? how might you? we have few institutional resources to create our own	2/5/2021 4:26 PM
18	More animations explaining earthquake processes and associated earth science concepts.	2/5/2021 3:41 PM
19	We need to get the animations more appealing. Better graphics.	2/5/2021 3:19 PM
20	more kid friendly videos	2/5/2021 2:51 PM
21	A more uniform quality of videos--some are getting fairly dated.	2/5/2021 2:48 PM
22	Provide more videos, webinars. You are extremely active, so not much for an improvement on my side.	2/5/2021 2:29 PM
23	Long PowerPoint presentations with mainly static slides and no video of the presenter can be a little hard to stick through to the end...	2/5/2021 2:25 PM
24	Show more faults and slips as they occur.	2/5/2021 2:04 PM
25	More animations	2/5/2021 2:03 PM
26	Can't think of anything	2/5/2021 1:52 PM
27	NA	2/5/2021 1:51 PM

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28	NA	2/5/2021 1:50 PM
29	Keep improving	2/5/2021 1:47 PM
30	Discussion panels	2/5/2021 1:44 PM
31	No specific suggestions.	2/5/2021 1:43 PM
32	By adding more material of experimental data (e.g. dyke propagation)	2/5/2021 1:15 PM
33	More explanations of seismic waves (how they propagate, etc) and more information on the scales of measurement.	2/5/2021 1:10 PM
34	It is on the right track, and when there are short videos covering the full range of earthquake topics there can be new ones related the latest papers to common concepts	1/25/2021 8:11 AM
35	You could work on graphical part of your movie to make it better	1/19/2021 12:40 AM
36	Nope	1/18/2021 8:16 PM
37	Make it more accessible (hard to find)	1/18/2021 4:10 PM
38	As before, it seems fine as is	1/18/2021 2:56 PM
39	n/a	1/18/2021 12:58 PM
40	More posts.	1/18/2021 12:30 PM
41	-	1/18/2021 11:50 AM
42	Descriptions of past earthquakes' effects on the terrain. Such as showing surveillance footage from during an earthquake, and evidence like shifted road curbs and railroad tracks.	1/17/2021 8:54 AM
43	I'd have to go back and look at my video library to get this any valid thought.	1/16/2021 5:05 PM
44	More informational videos.	1/16/2021 11:45 AM

Q21 Have you used gif's created by IRIS?

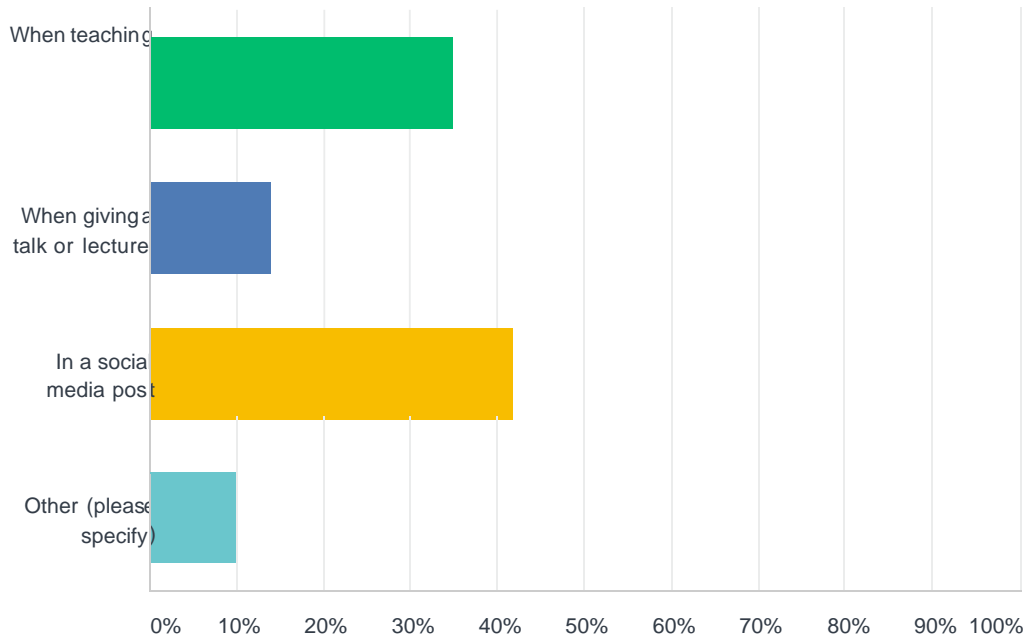
Answered: 141 Skipped: 62



ANSWER CHOICES	RESPONSES	
Yes	30.50%	43
No	69.50%	98
TOTAL		141

Q22 I have used IRIS gif's

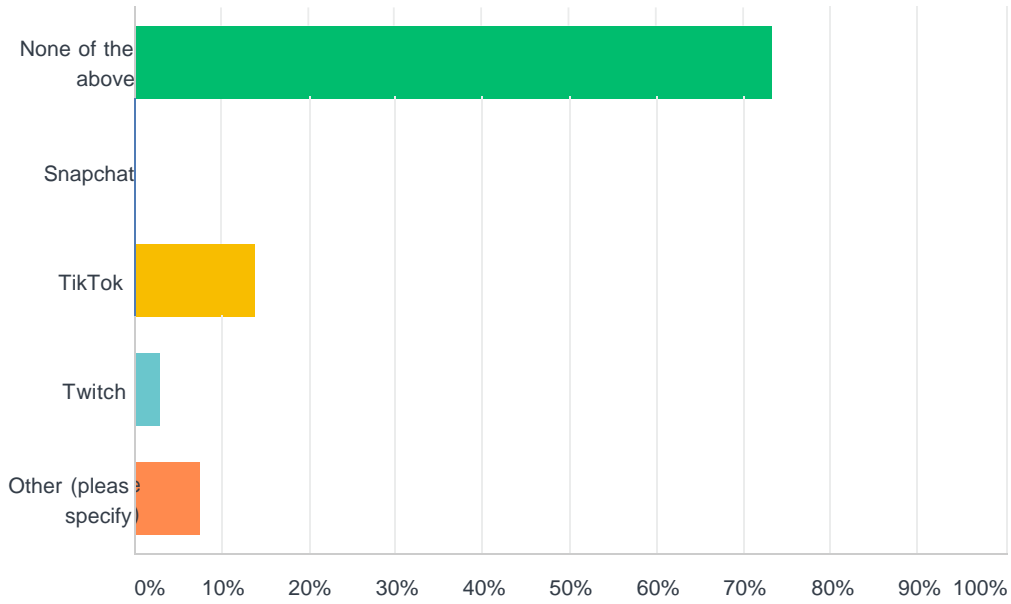
Answered: 43 Skipped: 160



ANSWER CHOICES	RESPONSES	
When teaching	34.88%	15
When giving a talk or lecture	13.95%	6
In a social media post	41.86%	18
Other (please specify)	9.30%	4
TOTAL		43

Q23 IRIS is currently active on Facebook, Twitter, Instagram, YouTube and Pinterest. What other social media platforms should IRIS utilize?

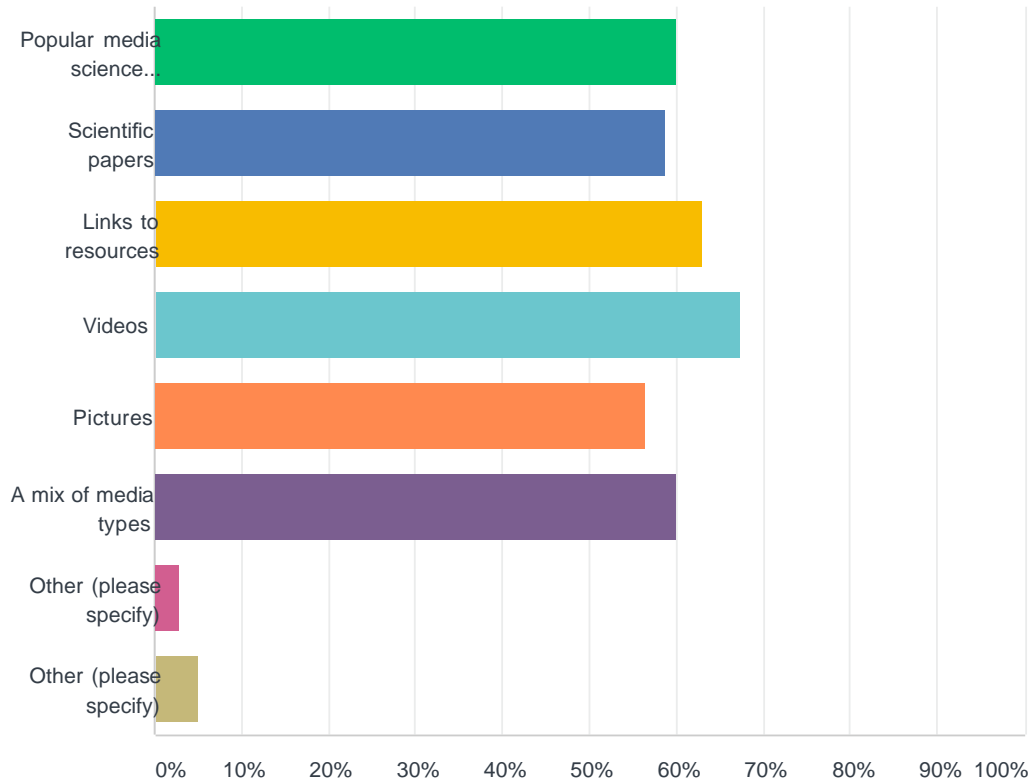
Answered: 128 Skipped: 75



ANSWER CHOICES	RESPONSES
None of the above	73.44% 94
Snapchat	1.56% 2
TikTok	14.06% 18
Twitch	3.13% 4
Other (please specify)	7.81% 10
TOTAL	128

Q24 When using IRIS social media I prefer to see (select all that apply)

Answered: 138 Skipped: 65



ANSWER CHOICES	RESPONSES	
Popular media science articles	60.14%	83
Scientific papers	58.70%	81
Links to resources	63.04%	87
Videos	67.39%	93
Pictures	56.52%	78
A mix of media types	60.14%	83
Other (please specify)	2.90%	4
Other (please specify)	5.07%	7
Total Respondents: 138		

Q25 Do you have any additional comments about IRIS Social Media?

Answered: 66 Skipped: 137

#	RESPONSES	DATE
1	No	3/9/2021 6:59 AM
2	No	3/8/2021 6:53 AM
3	great platform i love you	3/7/2021 12:49 PM
4	I love your fb page!	3/6/2021 9:09 PM
5	I'm trying to get a professional organization I am a member of to look at IRIS's accounts as inspiration for their own social media accounts.	3/6/2021 4:23 PM
6	No	3/6/2021 1:48 PM
7	Just to make it easier to find content that is shared on social media on the website as well.	3/6/2021 11:09 AM
8	Not at this time	3/6/2021 10:22 AM
9	No. It s good for what I use it for.	3/6/2021 10:11 AM
10	No	3/6/2021 7:52 AM
11	No	3/6/2021 5:38 AM
12	It is a great resource - half my bookmarked/saved posts on Facebook and twitter are ones from IRIS	3/6/2021 4:53 AM
13	I use the teachable moments after most large events - thankyou for creating this resource. Social media is filled with many who need to see good science - this helps refute "bad science".	3/6/2021 4:53 AM
14	Thank you	3/6/2021 3:22 AM
15	Nope... love the animations of quakes,	3/6/2021 1:20 AM
16	None	3/6/2021 12:03 AM
17	Keep going!!!	3/5/2021 11:19 PM
18	your survey sucks! Sorry, but all sorts of flubs (double entries, filling out info twice, ... 25 questions?!? I expect continental lunch for that much participation!	3/5/2021 10:42 PM
19	no	3/5/2021 8:07 PM
20	You have my attention	3/5/2021 7:56 PM
21	No	3/5/2021 7:52 PM
22	I enjoy the twitter feed. I feel like I don't utilize content on Youtube enough even though there is tons of stuff there.	3/3/2021 2:54 PM
23	No	3/3/2021 2:53 PM
24	Good luck to you guys (and the person doing the data analysis and recoding)	2/12/2021 10:44 AM
25	Nope. Keep doing a GREAT job!	2/6/2021 8:02 PM
26	Great job!	2/6/2021 5:23 PM
27	No	2/6/2021 11:33 AM
28	No	2/6/2021 2:48 AM
29	I appreciate everything you do, you rock! ... Sorry for the pun, it's not my fault...	2/5/2021 8:22 PM

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30	None.	2/5/2021 5:24 PM
31	You ROCK! Pun intended D	2/5/2021 4:27 PM
32	Would love to collaborate more on tsunami content.	2/5/2021 4:27 PM
33	Y'all are doing a great job!	2/5/2021 3:42 PM
34	no	2/5/2021 3:20 PM
35	keep it up	2/5/2021 2:51 PM
36	Providing more general audience info on how IRIS/PASSCAL works with researchers would be really helpful for showing people how seismology as a field works!	2/5/2021 2:51 PM
37	No	2/5/2021 2:44 PM
38	Good to have a trusted source that posts regularly - keep it up!	2/5/2021 2:27 PM
39	You guys do great work!	2/5/2021 2:07 PM
40	Love the weekend comics.	2/5/2021 2:05 PM
41	No thanks	2/5/2021 2:04 PM
42	Keep up the great work!	2/5/2021 1:53 PM
43	No	2/5/2021 1:52 PM
44	NA	2/5/2021 1:51 PM
45	Excellent	2/5/2021 1:48 PM
46	On Reddit, the users "TheEarthquakeGuy" ends up doing a huge amount of education and promotion of seismic-related information, which is a lot of what IRIS-EPO does. Having an official presence on Reddit and partnering with this user (if you're not already doing so) could have a large impact. Just like Twitter, Reddit can be very timely (lots of quick posts and questions around events still unfolding) and have a large reach.	2/5/2021 1:48 PM
47	No	2/5/2021 1:45 PM
48	Keep up the great work	2/5/2021 1:39 PM
49	No	2/5/2021 1:16 PM
50	Outstanding!	2/5/2021 1:14 PM
51	Nope	2/5/2021 1:11 PM
52	You are doing an amazing job!	1/25/2021 8:12 AM
53	I'm very happy that you have started being more active in your Facebook page	1/19/2021 5:51 AM
54	I like it so far	1/19/2021 1:26 AM
55	Keep up the good work. Don't pander to the insecurities of social media, just keep putting out interesting posts. You're doing great!	1/19/2021 1:11 AM
56	Keep going ;)	1/19/2021 12:41 AM
57	Nope	1/18/2021 8:17 PM
58	No	1/18/2021 2:57 PM
59	no	1/18/2021 12:59 PM
60	I like the memes.	1/18/2021 12:31 PM
61	No	1/18/2021 12:22 PM
62	No	1/18/2021 11:55 AM
63	None	1/18/2021 11:51 AM
64	Thank you!	1/18/2021 11:51 AM

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65	Great job, thank you!!!	1/16/2021 5:09 PM
66	No	1/16/2021 11:46 AM
