

Launching the NOAA Ocean Science Blog Through Partnerships with NOS Communications and Education Division and the NOAA Library

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Presentation Outline

- **Bios**
- **Overview**
- **Four Phases of Creating the Blog**
 - **Building the blog interface**
 - **Gathering content and vetting**
 - **Roll-out Plan**
 - **Measuring Success and Sustainability**
- **Working with the Library**
- **Questions and Answers**

About Sara Eckert

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- **University of Maryland 2011 (Go Terps!)**
- **Ecology and Evolution**
 - **High Honors**
 - **Thesis: The Impacts of Injury on Longevity and Reproductive Output in a Naidid Annelid**
- **Planning on graduate school in marine ecology**
- **Personal experience**

About Becky Wynne

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- 15+ years doing public and legislative affairs in private, non-profit and Hill, public relations agencies and federal government
- Strategic planning and execution for communications and legislative affairs
- Experience working with variety of stakeholders (and budgets)
- Approaches strategy and planning with goal to create "win-win" scenarios for all stakeholders
- Believes being a "source" that connects reporters to information is more important to placing a story

Overview

- **Strategy**
 - Know your goal
 - Perform media tools audit
 - Resource questions
 - Staff time
 - Expertise across NOAA
- **Foundation**
 - Social media approvals
 - Set up preliminary framework (e.g. WP account)
 - Project Plan and workplan development

Strategy: Why a Blog?

- Meeting a gap in knowledge
- Giving scientists a tool for relaying their research
- Why we chose a blog
 - Social media in Government is increasing
 - Complimented existing publicity routes
 - New perspective

Foundation: Keep in mind...

- Time and Planning are essential
- Game Rules
- Social media approval guidelines
 - <https://socmed.my.commerce.gov/>
- Work load



Phase 1: Building the Blog Interface

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- **Learning about blogs: Do your research**
 - Surfed the web
- **Learning how to blog**
 - Read articles on blogs
- **Learning Wordpress**
 - Blog platform
- **Working with regulations**
 - Ex: Photos, Comments

Phase 1: Pages, text, and widgets

- **Creating Pages**
 - **Developing Text**
 - **Adding Links**
 - **Photos**
 - **Widgets**
-
- **Question: Who is my audience?? Where is the gap??**

Coastal Ocean Science Blog

National Centers for Coastal Ocean
Science Research in Action



Sarah Hile surveys a Caribbean reef



NOAA researchers Ian Hartwell,
Dennis Apeti and Mark Myers
analyzing fish in Alaska

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Welcome to the Coastal Ocean Science Blog!

Posted on [September 27, 2011](#)

This is a place where you can come to see NOAA science taking place as it happens from the vantage point of the researchers and scientists doing the work, hence the title.

We will run the gamut of postings from sampling Algal blooms in the Great Lakes to collecting baseline data in the Chukchi Sea in Alaska, or gathering biogeographic data in the Caribbean for farmers or helping New York state figure out where to put wind turbines for alternative energy solutions. But there's more...

Search by Category

Scientists on the Road

NS&T team presents at Wisconsin Areas of Concern Meeting (for more information contact NOAAscienceblog@noaa.gov)

Recent Posts

- [Welcome to the Coastal Ocean](#)

<http://noaaoceanscience.wordpress.com/>



Phase 2: Gathering Content and Vetting

Phase 2: Gathering Content

- Working closely with researchers
- Meetings with PIs
 - 1 -2 hours
 - Purpose of the blog
 - Talked about their research
 - Upcoming reports
 - New projects
 - Discussed partners
 - Follow up

Phase 2: Approval Process

- **Meetings with...**
 - CCMA Branch Chiefs
 - CCMA Director
 - NCCOS Director
 - NCCOS Center Directors
 - NOS web team
- **Edits and suggestions**
 - Staff
 - Centers
 - Experts



Phase 3: Roll-Out Plan

Phase 3: Roll Out Plan

- **Plan development**
 - **Project timeline**
 - **Approval timeline**
- **Email and viral outreach planning**
 - **OCRM Coral list**
 - **CSO newsletter**
- **Presentations and posters**
- **NOS and NOAA social media**
 - **Twitter**
 - **Facebook**



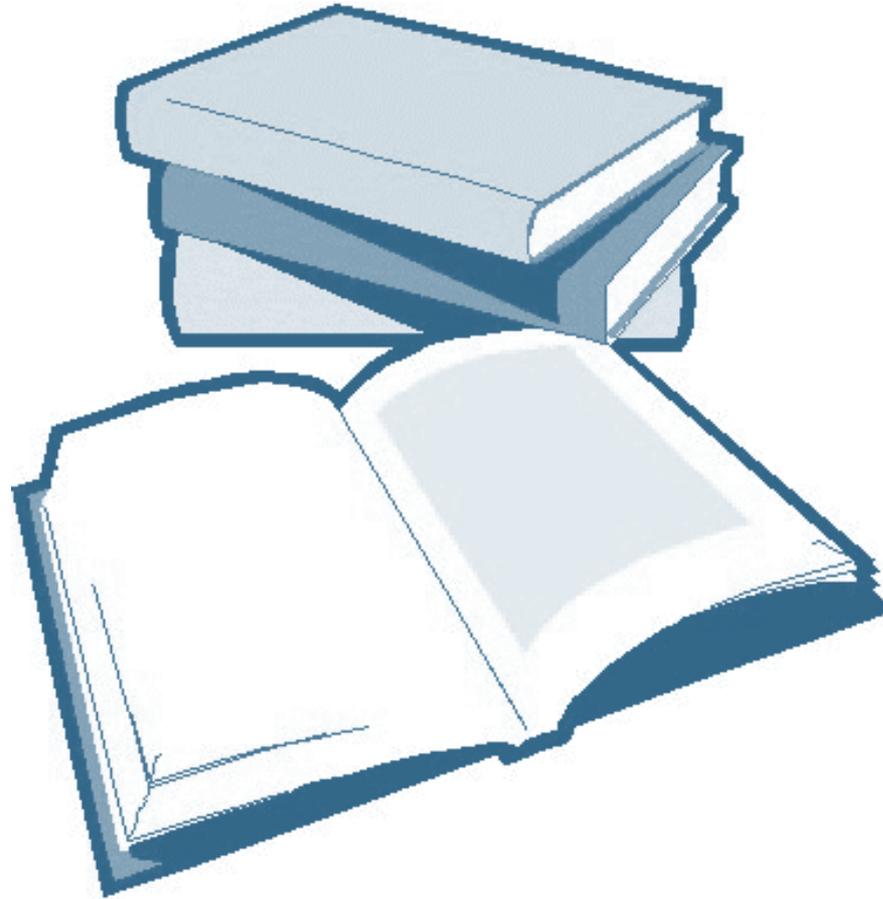
Phase 4: Adoption and Sustainability

Phase 4: Content Sustainability

- **Creating a calendar**
 - **When PIs contribute**
 - **Checking in**
- **PI follow up**
- **Incorporating the blog into promotional options**

Phase 4: How to Guidance

- **Created the following documents**
 - **How to Write a Blog**
 - **What to Write About in Your Blog**
 - **Guidance Documents for Center POCs**
 - **Contributor Packet**
 - **How to Use Wordpress**



Working Across NOAA

Working Across NOAA

- Making a connection
- Resources – finding and leveraging
- Outreach Planning
- Knowing regulations saves time & \$\$

Working Across NOAA

- **Communities**
 - NOS Communications and Education Division
 - NOAA Library
 - NOAA's Ocean and Coastal Resource Management
 - NOAA Marine Protected Areas Center
 - External partners (e.g. University of Maryland, SeaGrant, etc.)

Thank You

- **NOAA Library**
- **NOS CED, Web Team (special thanks to Lawrence Charters)**
- **NCCOS Web Team**
- **NCCOS and CCMA leadership and staff**
- **Scientists and their partners**
- **NOS Seminar Series**



Questions