



Telling the NESDIS Story Through Social Media

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NOAA Central Library Brown Bag

Seminar

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NOAA Satellite and Information Service





Topics

- ❖ (Current) Trends and What's Hot
- ❖ Your Social Media Content
- ❖ Campaigns, Brand and Your Voice
- ❖ Long & Short Term Practices
- ❖ Review, Report and Readjust (again)
- ❖ Finale: Web Best Practice Information



Trends and What's Hot

- ❖ Facebook continues to dominate
 - Audiences over 35
- ❖ Instagram, Twitter and Tumblr are popular with the 25 to 35 year-old age group
- ❖ Content or data should be more personalized:
Become a Culture
- ❖ Mobile devices (phones and tablets) are used more often than desktop computers for accessing the internet
- ❖ Podcast and videos continue to rise in popularity

5. MESSAGING APPS ARE MASSIVELY POPULAR

In our increasingly mobile-first world, messaging applications are becoming the cornerstone of communication, especially for younger consumers.

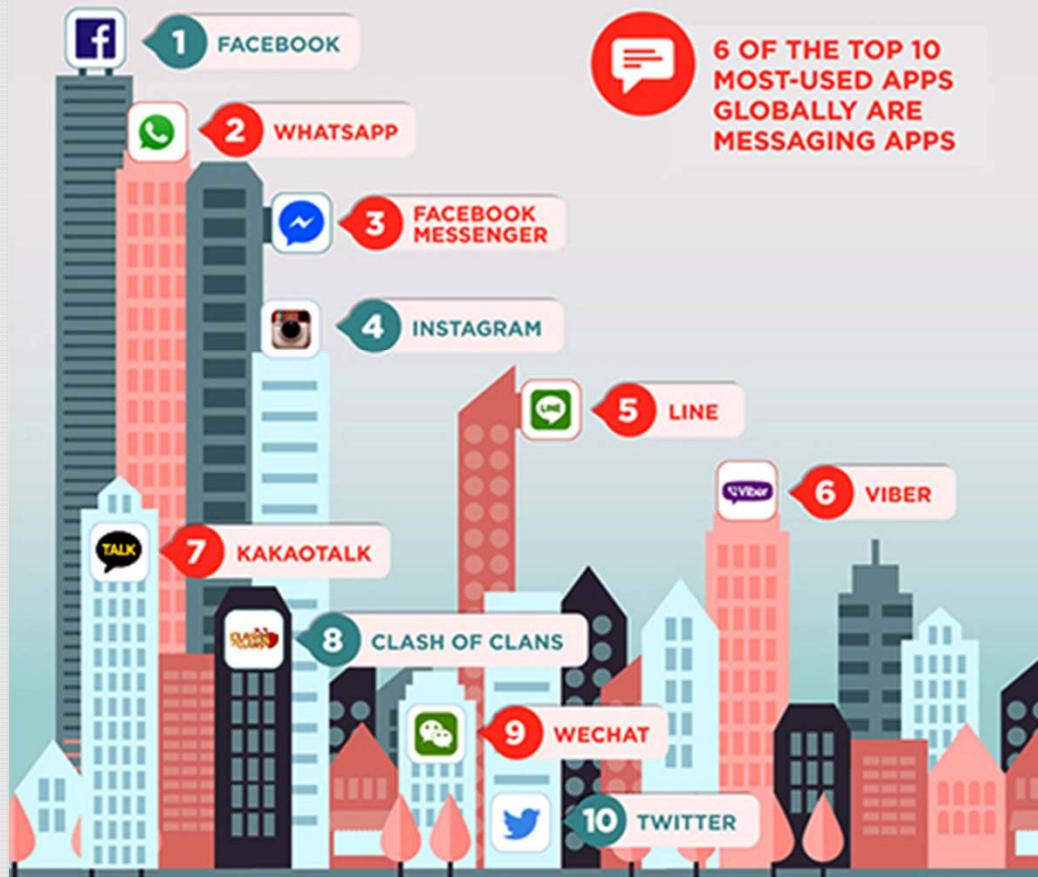


Image credit: MDG Advertising, <http://www.mdgadvertising.com/blog/the-state-of-the-internet-2015-social-media-trends-infographic/>



Your Social Media Content

Content Communicates your Primary Message

- ❖ Focused
- ❖ Relevant (timely)
- ❖ Engaging (meaning for connecting to others)
- ❖ Scalable (Education/Empowerment)
- ❖ Helpful (valuable content for others)



The Law of Listening

Listen more and talk less

The Law of Focus

It's better to specialize than to be a jack-of-all-trades

The Law of Quality

Quality trumps quantity

The Law of Patience

Commit to the long haul to achieve results

The Law of Compounding

If you publish amazing, quality content, they'll share

Source <http://www.entrepreneur.com/article/218160>



The Law of Influence

Spend time finding online (government) contacts: connect

The Law of Value

Focus on conversions, content & contacts

The Law of Acknowledgment

Acknowledge every person who reaches out to you

The Law of Accessibility

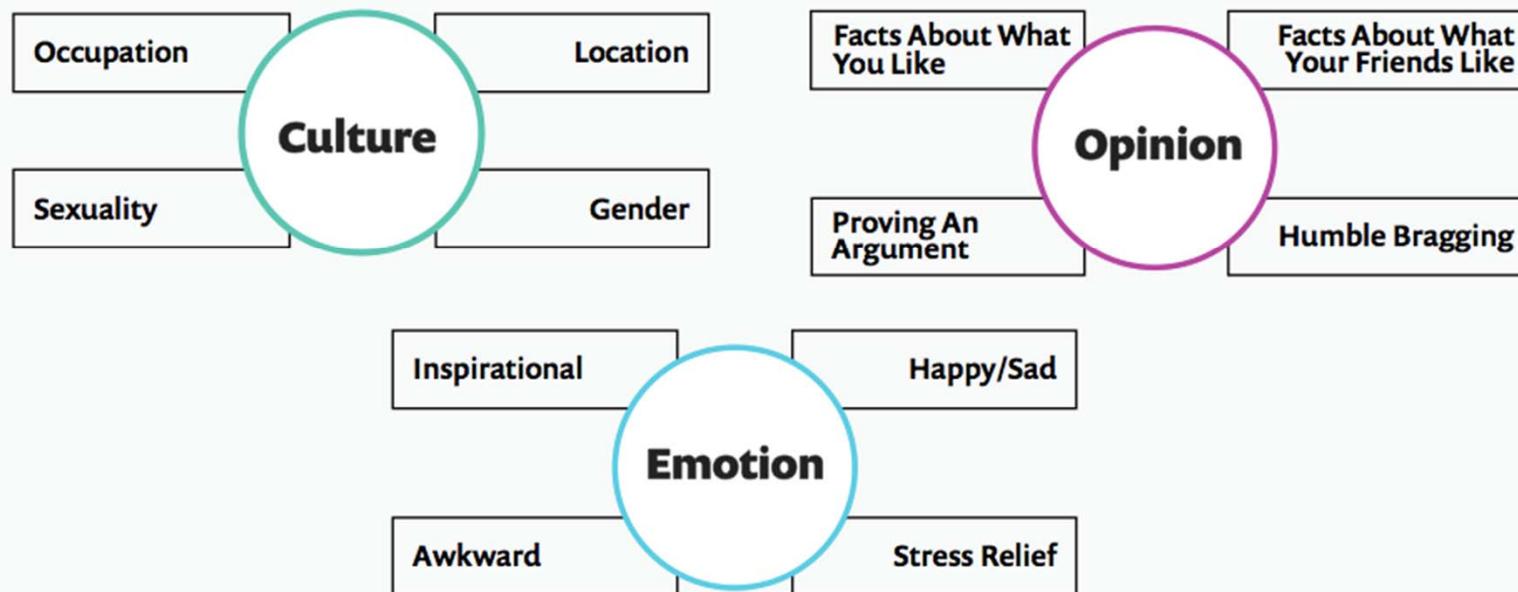
Consistently publish content: participate in conversations

The Law of Reciprocity

Spend time focused on sharing & talking about others

Source: <http://www.entrepreneur.com/article/218160>

3 reasons why people share content:



Source: [Buzzfeed](#)

Source, NewsCred: <http://bit.ly/1LocfAX>



Your Social Media Content

Purpose of NESDIS' communication through Social Media (paraphrased example):

- Drive traffic to our government website
- Increase overall visibility of the organization
- Develop awareness of the importance of our products to NOAA stakeholders
- Develop and increase external and internal (secondary audiences) awareness of the NOAA satellite program and its related data



- ❖ Get to know your audience
- ❖ Competition
- ❖ Platforms (your social media tools)
- ❖ Partners (Feds & non-Feds)
- ❖ People to write to Congress about you, always have something to say or the ‘Unfriended!’”
- ❖ Who are your haters- any potential friends



Campaigns, Brand, and Your Voice

- ❖ Examine what your office is known for publicly (your brand)
- ❖ Educate others on your message and expertise
- ❖ Provide what your internal and external audience needs from you
- ❖ Make your core communication message work along with your brand
- ❖ Be who you are and brand it – *be a specialist!*



Organizational Goal(s) (The relevance org/dept/command goals (s) against which our communications program must deliver; should be time-specified and measurable)	Plan: Team:	Organizational Goal(s) (The relevance org/dept/command goals (s) against which our communications program must deliver; should be time-specified and measurable)	
Budget:			
Target Audience (primary): Target Insights Motivations we can spark: Types of messages that work: Types of messages they trust: Types of media they consume/trust: Moments when they will be most receptive:	Target Audience (secondary): Target Insights Motivations we can spark: Types of messages that work: Types of messages they trust: Types of media they consume/trust: Moments when they will be most receptive:		
Key Message(s) (Should be something that sets us apart, sounds authentic coming from us, has a current angle, and answers an audience dream or desire, problem or fear)			
Strategy Statement (Should encapsulate the overall approach to messaging messages, media and moments, and must service as both spark for and test of creative tactics.)			
Q1 Tactics:	Q2 Tactics:	Q3 Tactics:	Q4 Tactics:
Q1 Metrics:	Q2 Metrics:	Q3 Metrics:	Q4 Metrics:



	Monday, August 25	Tuesday, August 26	Wednesday, August 27	Thursday, August 28	Friday, August 29	Saturday, August 30	Sunday, August 31
Social Media Theme or subtheme(s):	Remembering Andrew			Throwback Thursday	Reflection Fridays/New FB Cover Photo		
Top-Line Message:	NESDIS is the recognized authority for communicating about & managing NOAA satellites info.	NESDIS is the recognized authority for communicating about & managing NOAA satellites info.	NESDIS is the recognized authority for communicating about & managing NOAA satellites info.	NESDIS is the recognized authority for communicating about & managing NOAA satellites info.	NESDIS is the recognized authority for communicating about & managing NOAA satellites info.	NESDIS is the recognized authority for communicating about & managing NOAA satellites info.	NESDIS is the recognized authority for communicating about & managing NOAA satellites info.
Flickr:	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Facebook:	Share post From NWS.	New NESDIS four-panel: SRSOR operations through Aug 28		Hurricane Hugo		SR SRO best or August 2014	SRSRO best or August 2015
items	9:00- 10:00 AM	9:00- 10:00 AM	9:00- 10:00 AM	9:00 AM	9:00- 10:00 AM	10:00 AM	12:00 PM
	National Hurricane Center item with OSPO image. LINK TO http://www.nhc.noaa.gov/ , http://www.goes.noaa.gov/	National Hurricane Center item with OSPO image. LINK TO http://www.nhc.noaa.gov/ , http://www.goes.noaa.gov/	National Hurricane Center item with OSPO image. LINK TO http://www.nhc.noaa.gov/ , http://www.goes.noaa.gov/	National Hurricane Center item with OSPO image. LINK TO http://www.nhc.noaa.gov/ , http://www.goes.noaa.gov/	National Hurricane Center item with OSPO image. LINK TO http://www.nhc.noaa.gov/ , http://www.goes.noaa.gov/	SCHEDULE in MV: GOES-R, games of learning	SCHEDULE in MV: Preparing for the Fall – Don't forget the Apps
		VIIRS image	VIIRS image	VIIRS image	VIIRS image		
	11:30AM	11:30AM	11:30AM	11:30AM	11:30AM		
				Imagery or information from NCDC	Reflections Friday: Hurricane Andrew. Link: http://www.nhc.noaa.gov/1992andrew_add.html		
		New NESDIS four-panel: SRSOR operations through Aug 28					
	1:00 PM	4:00 PM	1:00 PM	1:00 PM	1:00 PM		
	Historical Storm Post:	Updated National Hurricane Center item with OSPO image. LINK TO http://www.nhc.noaa.gov/ , http://www.goes.noaa.gov/	Share etc.	Share etc.	Share etc.		
	Hurricane Alicia				4:00 PM		



Post Details

Reported stats may be delayed from what appears on posts X



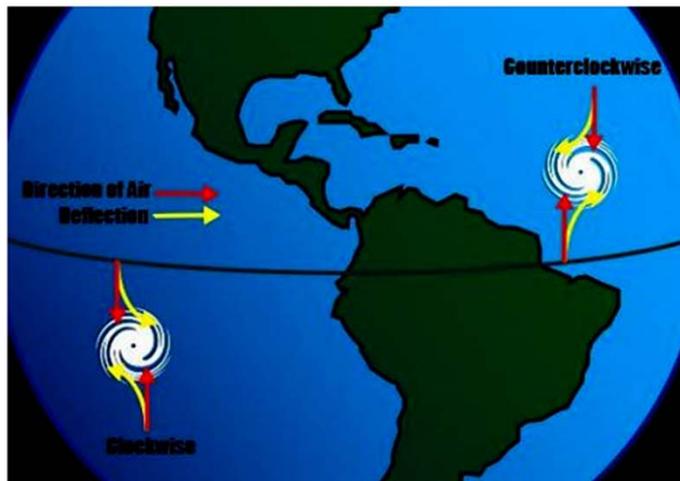
NOAA Satellite and Information Service

Published by Measured Voice [?] · August 9 ·

Science Sunday: Have you heard of the Coriolis Effect?

Hurricanes, ocean currents and even air travel can be impacted by the Coriolis Effect. As important as the Coriolis Effect is, many have not heard about it, and even fewer understand it.

In short, the Coriolis Effect is the effect that Earth's rotation has on moving objects. It makes things traveling long distances around the Earth (like planes and air currents) appear to move at a curve as opposed to a straight line. ... [See More](#)



67,256 people reached

[Boost Post](#)

649 Likes 13 Comments 394 Shares

[Like](#) [Comment](#) [Share](#)

67,256 People Reached

1,628 Likes, Comments & Shares

1,134

Likes

649

On Post

485

On Shares

87

Comments

19

On Post

68

On Shares

407

Shares

394

On Post

13

On Shares

4,524 Post Clicks

905

Photo Views

95

Link Clicks

3,524

Other Clicks [i](#)

NEGATIVE FEEDBACK

22 Hide Post

2 Hide All Posts

0 Report as Spam

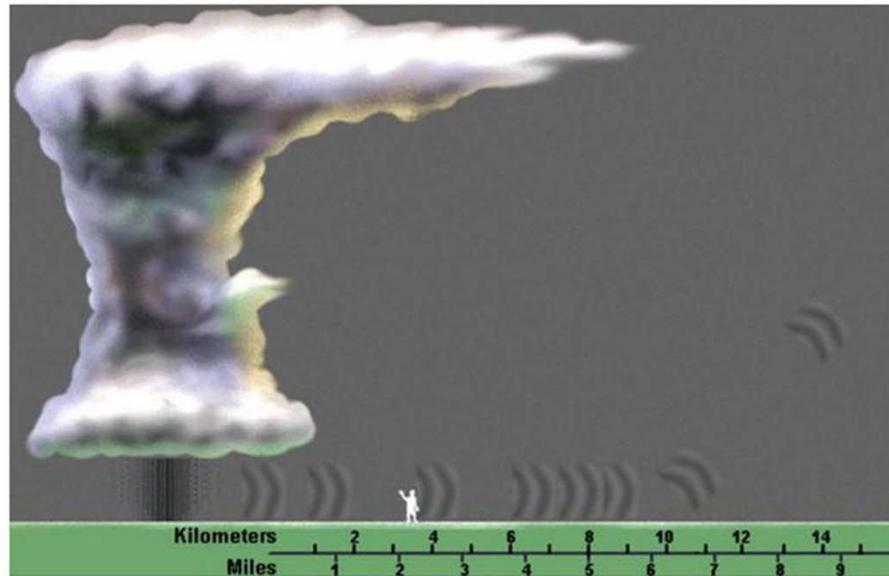
0 Unlike Page



NOAA Satellites ✓
@NOAASatellites

Follow

Science Sunday: Turn up your speakers and count the seconds between lightning & thunder! bit.ly/1F6VUaB.



RETWEETS 74 FAVORITES 57



7:00 AM - 5 Apr 2015





Post Details

Reported stats may be delayed from what appears on posts X

Video **Post**



NOAA Satellite and Information Service

Published by Lee Saunders [?] · September 28 at 3:20pm · Edited [?] ·

Visible 2.5-minute rapid scan video of Typhoon Dujan as it makes landfall over Taiwan on September 28, 2015 via Japan's Himawari-8 satellite.

Video courtesy of our partners at the Cooperative Institute for Research in the Atmosphere at Colorado State University. You can see more Himawari-8 imagery at <http://bit.ly/1D0Y8Zc>.

For the latest updates and warnings on Dujan's track, visit the Joint Typhoon Warning Center at <http://www.usno.navy.mil/JTWC/>.



555,295 people reached

Boost Post

596 Likes 12 Comments 1k Shares

Like Comment Share

555,295 People Reached

128,045 Video Views

5,744 Likes, Comments & Shares

4,314 Likes | **596** On Post | **3,718** On Shares

319 Comments | **15** On Post | **304** On Shares

1,111 Shares | **1,080** On Post | **31** On Shares

49,338 Post Clicks

15,616 Clicks to Play | **336** Link Clicks | **33,386** Other Clicks

NEGATIVE FEEDBACK

57 Hide Post | **6** Hide All Posts
0 Report as Spam | **4** Unlike Page

GE Post about Thomas Edison on Pinterest

Hey Girl

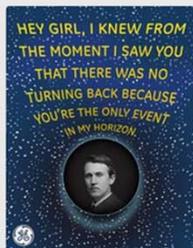
Thomas Edison has a crush on you.

GE

14 Pins

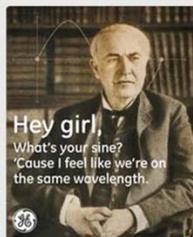
17.3k Followers

Follow board



There's no denying this supermassive attraction to you, girl. #heygirl

9 10
Pinned from ge.com



Hey girl, I'm searching for my Mrs. Right Angle.

96 36 5
Pinned from ge.com



Hey girl :)

102 45 2
Pinned from ge.com



Online dating. Try #CarbonDating! #love #holiday #valentine #geeks

29 17 3
Pinned from facebook.com

Hey girl, The name's Edison. Thomas Edison.



Hey girl, I'm a secret inventor man.

16 13
Pinned from facebook.com



#heygirl

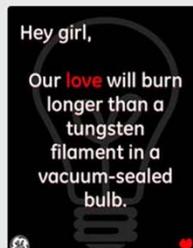
50 34 3
Pinned from facebook.com

Hey girl, You make my heart beat so fast it could power a locomotive.



Talk to me, girl. #heygirl

13 4 5
Pinned from ge.com



I have a crush on you, girl. #heygirl

100 21 5
Pinned from ge.com



xoro #heygirl

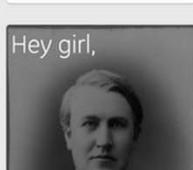
27 23 7
Pinned from ge.com

Miriam Langeam
Dear GE, I am obsessed with your social but this takes the cake. It's perfection. You might also enjoy <http://www.pinterest.com/mmm...>

Vamali Kurama
Thanks, Miriam! Glad you enjoyed this pin :)

Eman Elashye @Dina lol!

Kathleen Hunter
"hey Girl, I was so threatened by Alternating Current that I ended up inventing the electric car."

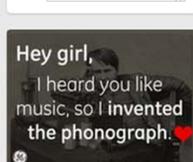


I have a splitter for these headphones, girl. #heygirl

73 37 10
Pinned from ge.com

Morgan Watts
This is beautiful :->

Greg Linemannstone
You guys really worked it, and we all need to give you credit for that. You left no pun unturned, and that takes effort and inspiration!



I have a splitter for these headphones, girl. #heygirl

73 37 10
Pinned from ge.com

Hey girl, Can I file a PATENT for your HEART?



Hey girl, I'm STUCK on you like the opposite poles of a magnet.



Hey girl, I'm STUCK on you like the opposite poles of a magnet.

NA On stop! I bet you say that to ANYTHING with a big caboose.

GE @NIA - We're glad you enjoy our #heygirl board!

Schlyer Osborne Now, that's really powerful. I guess the next step is to shut it down before it can get to the US Army and win a war (like radar technology) or otherwise benefit the masses.

Schlyer Osborne For the best, GE's track record on defense contracts is...uh...well, less than parrots.

Kathleen Hunter Hey Girl, my homeboy (err...

Benchmark Displays
Cure know how to talk to a girl. Love it.

Schlyer Osborne
Longer than General Electric's decades long history of waste disposal will contaminate our natural resources?

Amy Kazary
Interesting...lol

Amanda Chapman
Love it!!

vardi mardo
fuck on!

See all 8 comments





Long & Short-term Practices

Suggestions for (social) media crisis management:

- ❖ Develop a written plan that includes a line of communication to the top decision makers
- ❖ Set-up command center (decision makers)
- ❖ Map out what your other offices will say via social media: one message, many channels
- ❖ Practice makes perfect!



Why plan?

- ❖ Stakeholders want to know – Be timely
- ❖ Knowledge is power - Use social media to communicate your point of view
- ❖ You're being watched - Media wants to break stories
- ❖ Get in front of the issue – Silence is like pouring gasoline on a flame
- ❖ People want updates – Respond and show concerns for the public's point of view



(More) Long & Short-term Practices

- ❖ Apply for an official DOC social media account
- ❖ Register your official platform with GSA
- ❖ Don't overdo it. Post not more than 4 times a day on Facebook & Twitter, 2 videos per week on YouTube
- ❖ Limit your government platforms to four or less
- ❖ Choose wisely – What platforms will work for you?
- ❖ Feel free to reuse older posts – recycle



Review, Report & Adjust (again)

- ❖ Let management know what's going on
- ❖ Take time to see if you've reached your goals
- ❖ Keep up with your audience, media, trends & completion
- ❖ Don't forget to use surveys, questions, research, listening along with your analytical research, key word searches (where are the gaps)



Finale: Web Best Practice Information

- ❖ Cyber-toolkit and crisis communication management plan from (GSA): <http://www.digitalgov.gov/resources/readiness-recovery-response-social-media-cyber-vandalism-toolkit/>
- ❖ Customize Your Own Amazing Social Media Report Infographic: <http://www.digitalgov.gov/2014/03/14/customize-your-own-amazing-social-media-report-infographic/>
- ❖ 3 Simple Strategies to Double Your Social Media Results, September 19, 2015, Daniel Faggella: <http://bit.ly/1OUWSzv>



- ❖ Application for a DOC social media account
<https://socmed.my.commerce.gov/applications/>
- ❖ Federal Government Social Media Registry
<https://www.usa.gov/verify-social-media>
- ❖ Social media calendar development
<http://www.socialmediatoday.com/marketing/2015-04-26/content-marketing-why-you-need-social-media-calendar-and-how-create-one>
- ❖ DOC Mike Kruger's Items Worth Reading. Sign up by emailing Mike at mkruger@doc.gov to have your name added to the "Worth Reading" email list.