



Communicating polar science to the general public: sharing the social media experience of @OceanSeaIceNPI

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The findings of climate science need to be communicated to the general public. Researchers are encouraged to do so by journalists, policy-makers and funding agencies and many of us want to become better science communicators. But how can we do this at the lab or small research group level without specifically allocated resources in terms of funds and communication officers? And how do we sustain communication on a regular basis and not just during the limited lifetime of a specific project?

One of the solutions is to use the emerging platform of social media, which has become a powerful and inexpensive tool for communicating science to different target audiences. Many research institutions and individual researchers are already advanced users of social media, but small research groups and labs remain underrepresented.

The group of oceanographers, sea ice and atmospheric scientists at the Norwegian Polar Institute (@OceanSeaIceNPI) will share our experiences developing and maintaining researcher-driven outreach for over a year through Instagram, Twitter and Facebook. We will present our solutions to some of the practical considerations such as identifying key target groups, defining the framework for sharing responsibilities and interactions within the research group, and choosing an up-to-date and appropriate social medium. By sharing this information, we aim to inspire and assist other research groups and labs in conducting their own effective science communication.