



## **The Ratu River Expedition - A Case Study in Successful Outreach Using Film and Social Media**

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The Ratu River Expedition is a 25-minute film about earthquakes in Nepal made for a general audience and for a Nepalese audience in particular. The movie explains basic facts about seismic activity in the Himalaya region and also basic preparedness concepts. It showcases the scientific research of the Structural Geology group at the Earth Observatory of Singapore in collaboration with the Department of Mines and Geology, Nepal. A social media campaign was developed to bring the movie to a large Nepalese audience, and the Nepali-subtitled version of the movie yielded over 79,000 post Likes in a Facebook outreach campaign. This presentation reviews the development, production, and distribution of this highly successful natural hazards documentary with scientific depth but designed for a mainstream audience. The full movie is being shown at EGU's Geo-Cinema 2016. <http://raturiver.com/>