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Communication channels to build a stronger PEEX network

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In a transdisciplinary and pan-region programme like PEEX, building a strong communications platform with an efficient reach across countries is vital to foster collaborations, announce local findings or events to a wider audience, and build a sense of international community. In addition to its website, PEEX offers a quarterly e-newsletter and online Blog to its community.

The PEEX e-newsletter is sent to ~650 international subscribers, where the majority of readers come from Russia, China, Northern Europe and the USA. It is particularly important given that China and Russia have their own national social media channels like Weibo, WeChat and VK, which are popular alternatives to Twitter, Facebook or Instagram. Thus, having an online platform that integrates readers from Russia and China is vital for information exchange.

In addition to having an international readership, your article contribution to the PEEX Blog and e-newsletter facilitates your own efforts of dissemination. All articles have their unique web link, hosted in the PEEX blog, and hence can be embedded in your own research group's website, news, social media accounts, etc.

The PEEX blog and newsletter welcomes articles from early career scientists. Great examples of these include field work stories that communicate the research aim but also the infrastructure or instrumentation available across the PEEX domain. Additionally, it provides a training opportunity for students to write popular scientific articles.

UARctic and FutureEarth are both partner programmes of PEEX. As the PEEX newsletter evolves, the aim is to integrate more overlapping relevant news and opportunities across these partners. Presently, UARctic shares the PEEX newsletter among its channels, as part of the thematic network the Arctic Boreal Hub.

Expanding the offer of channels for dissemination within the PEEX community and overall public will allow us to discuss science in a more collaborative, open and inclusive manner.