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Virtual Advocacy Days for Science in Times of Crisis: Communications and Engagement Influencing Decision-Making

Michael Villafranca, Brittany Webster, and Elizabeth Landau
American Geophysical Union (AGU)

Communicating the value of science to policymakers has never been more importance, but how do you make a difference while adhering to new norms for physical distancing? Regardless of one's level of technological aptitude, and no matter if time constraints exist, scientists can still effectively communicate the value of their science to policymakers through virtual means. The Public Affairs team from the American Geophysical Union will share lessons learned from several virtual advocacy events held in 2020 and will cover a few communications strategies for influencing policymakers through virtual science policy engagements—from virtual meetings with policymakers to social media to traditional media.