



How one tweet lead me to evening news?

Antti Lipponen

Finnish Meteorological Institute, Atmospheric Research Centre of Eastern Finland, Kuopio, Finland (antti.lipponen@fmi.fi)

In the world with exponentially growing amount of scientific research and information, communication of science becomes more and more important. Science communications is not an insignificant part of the research anymore but it plays a big role in scientists work. Already now a large portion of funding agencies and foundations that fund scientific research require that the results of a project are not only published in scientific journals but also communicated to general public – and this, of course, has to be done using a language that general public can understand. Good science communication is not an 'one-way street' – good science communication also allows for the audience to interact with the scientists, for example, by commenting and asking questions. Social media, infographics, and data visualizations provide excellent means for understandable and interactive communications with general audience. At the Finnish Meteorological Institute (FMI), scientists are encouraged to use social media in their work, for example, by sharing their results, participating in public discussion, and answering questions. FMI regularly arranges training sessions on the use of social media, especially Twitter, for their employees. I am one of the scientists who started using Twitter after attending one of these training sessions. In this presentation, I will share my experiences in using social media as a scientist. I will use my "Temperature anomalies by country" data visualization tweet (<https://twitter.com/anttilip/status/892318734244884480>) as a case example and show how big impact a single tweet can make. My colleagues from FMI communications will share experiences how FMI encourages its scientists in the field of communications.