

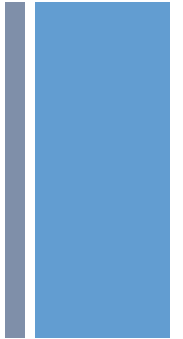


Social Media for Organizations and High-Profile Individuals

Maureen Moses | Ellen Klicka
American Meteorological Society



American Meteorological Society



- Member society that represents over 14,000 weather, ocean, climate and hydrologic scientists
- Founded in 1919
- Publishes 10 major peer-reviewed journals
- 501c3 non-profit
- Main office in Boston
- Satellite DC office: Education and Policy departments

Organizations: Social Media **GOALS**

Start with
#1 and
work your
way down

1. Connect with others in your field or others who share your views
2. Steady stream of ideas, content, resources focused on your interests
3. Monitor what's being said about your organization
4. Monitor what's being said about your partners
5. Extend the reach of your thought leadership
6. Promote your products and services directly to a target audience



AMS Education Program



- Audience
 - Educators
 - Scientists
 - Students
- Research News (f,t)
 - (f) longer description
- Opportunities for educators and students (f,t)
- News about the organization (f,t)
- Photos (f,t)
- Ask questions (t)



AMS Climate Studies Diversity Program

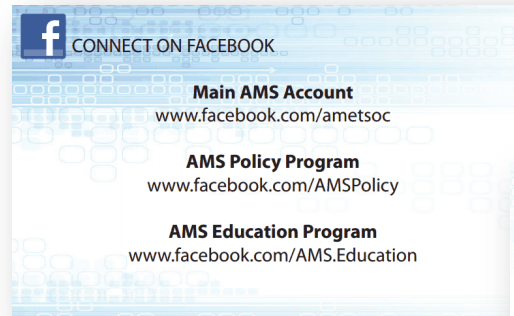
- Currently Happening!
- Live-tweeting is a great way to generate interest; momentum
- #AMSDiversity13
- @-tweeting funders/partners
- Demonstrate to membership what AMS does to promote diversity in the Earth sciences
- Gratuitous use of #tags.





Case Study: Annual Meeting 2013

- Similar goals
 - Policy Program, Education Program, Membership Committee, eager members
- Created unique identifiers for the event
 - #Tags (t)
- Created a “business card” with relevant information (~\$100)
 - who to look for on f/t
 - How to use Social Media
 - Why to use social media
- Pulse of the event
- Form new relationships within AMS



CONNECT ON FACEBOOK

Main AMS Account
www.facebook.com/ametsoc

AMS Policy Program
www.facebook.com/AMSPolicy

AMS Education Program
www.facebook.com/AMS.Education



CONNECT ON TWITTER

Join the Conversation
#AMS2013

Main AMS Account
@AMETSOC

AMS Policy Program
@AMSPolicy

AMS Education Program
@AMSEducation

Other Social Media Resources

Meeting News and Stories
AMS Official Blog
THE FRONT PAGE
<http://blog.ametsoc.org/>

Videos & Interviews
YouTube
AMS YouTube Channel
www.youtube.com/ametsoc

Connect with your community during the 2013 AMS Annual Meeting: Make your voice heard, share new ideas, and converse with colleagues through AMS social media and make this the best Annual Meeting yet.

Join other attendees sharing pictures, status updates, news releases, and links to resources on Twitter: follow and post to the hashtag #AMS2013. You can also contribute your comments to the AMS Facebook walls and participate in real-time conversations through the live-blogging on the AMS blog, The Front Page.

Take a movie to share your thoughts, interview friends, or even make a brief preview about your own poster or presentation and upload your videos to your YouTube account. Share them through the AMS YouTube Channel (just send a share message through YouTube to Ametsoc and AMS will “favorite” your video).

AMS Social Media will be your resource for breaking meeting news, networking opportunities and interviews with presenters and exhibitors. Even after the meeting is over, use them to help you stay connected with your AMS community!



AMS Policy on Social Media

Twitter, Facebook, YouTube and LinkedIn

AMS Policy Program Timeline Now

Status Photo / Video Event, Milestone +

BUILDING BRIDGES BETWEEN POLICYMAKERS AND EARTH SYSTEM SCIENTISTS

AMS Policy Program
150 likes · 5 talking about this · 0 were here

Non-Profit Organization
We strengthen the connection between public policy and Earth system science and services by building policy research and by creating opportunities for policymakers and

About Photos Likes 150 Map CoverLive

Highlights

Status Photo / Video Offer, Event +

How has your day been?

AMS Policy Program shared a link.
May 12 · 8

Forecast for the Future: Assessing the Capacity of the National Weather Service - National Academy of
www.nap.edu/report/1306

Order Number: 13-06 Date of Publication: May 2013 Panel I
(This document is available to Panel Members for free.)

Recent Posts by Others on AMS Policy Program See All

Caitlin Buzzas @CaitlinBuzzas
Interesting article on Statistics, Uncertainty and Climate C...
April 2 at 11:17am

Carrie Rose Pace @CarrieRosePace
You STILL have time to submit your abstract for the AMS...
February 5 at 3:01pm

More Posts -

Likes See All

AMS Policy Program
@AMSPolicy

We strengthen the connection between science and policy by building research, creating opportunities and disseminating knowledge and understanding.
Washington, DC - <http://www.ametsoc.org/atmospolicy/index.html>

1,671 TWEETS 208 FOLLOWING 432 FOLLOWERS

Tweets

AMS Policy Program @AMSPolicy
Atlantic #hurricane season 2013. What's new and what should we expect? wapo.st/15T7X7x via @capitalweather
View summary

william hooke @williamhooke
@AMSPolicy Been thinking some about STEM education and the dust-up over the White House proposal. livingontherealworld.org/?p=692
Retweeted by AMS Policy Program.
Expand

IGES @IGESnews
@BallAerospace built Radarsat-1 ends its mission, 12 years longer than its expected mission life ow.ly/1422g @SatelliteToday
Retweeted by AMS Policy Program
Expand

AMS Policy Program @AMSPolicy
National Weather Service gets big computing boost reuters.com/13z2Bmk #NWS
Expand

AMS Policy Program @AMSPolicy
Study of thousands of peer-reviewed articles finds 97% of research concludes humans cause global #warming bit.ly/1O2x9Zp



2013 AMS Washington Forum

Press plan included social media:

- Twitter
- LinkedIn
- Facebook
- Blogs

- The AMS Washington Forum: 120 attendees
- Comments not for attribution
- Twitter hashtag: #AMSWF
- LinkedIn group for attendees
- AMS blog posts
- No new accounts
- Both AMS staff and attendees were very active
 - Promoted social media plan
 - Got buy-in from heavy social media hitters



Marshall Shepherd: High-Profile Individual Case Study

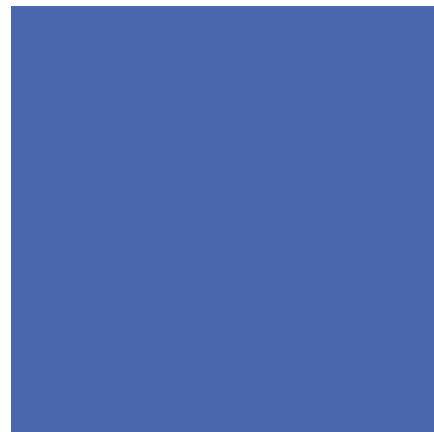
Professor and Research Meteorologist,
University of Georgia

Director, UGA Atmospheric Sciences Program

President, AMS

Frequently quoted in media

Testifies before Congress



Follows the right
sources

Networks online
and offline

Shows his passion
for science

Captures the “so
what?”
succinctly

Takes time to
reflect and write
thought-
provoking
content

+ Social Media Resources

- Social Media Examiner
 - www.socialmediaexaminer.com
- Influential Marketing Blog
 - <http://www.rohitbhargava.com/integrated-marketing>



+ Contact



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