Social Media for Organizations and High-Profile Individuals

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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

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

Start with #1 and work your way down
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
AMS Policy on Social Media

Twitter, Facebook, YouTube and LinkedIn
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
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