



CDRs, NCDC's Website, and Social Media

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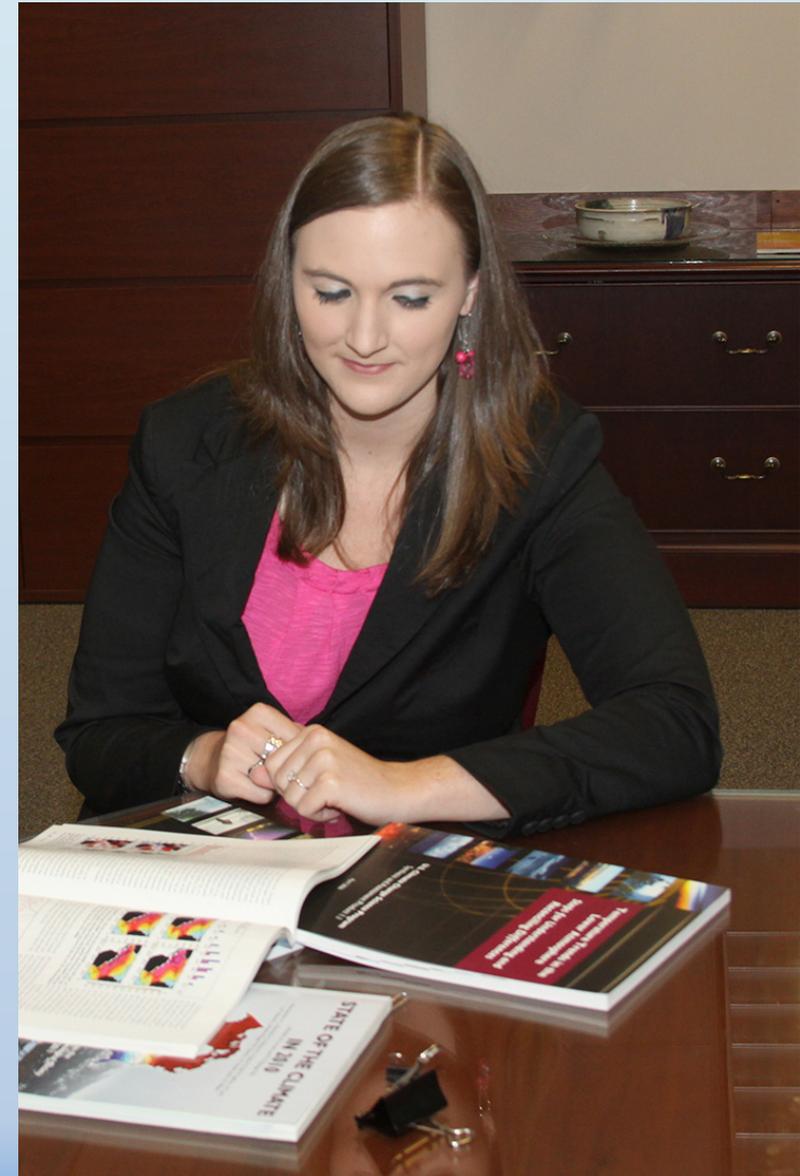
Communications Coordinator

NOAA's National Climatic Data Center



What We Do!

- Write NCDC website articles and develop social media content
- Work with scientists to ensure accurate science
- Ensure content is understandable by the general public
- Coordinate with NESDIS and NOAA on web and social media content



Step 1:

Provide Background Information

- Provide general information about the CDR
 - Who helped create it?
 - How was it created?
 - What data are in it?
 - What locations and time periods does it cover?
 - What have the data been used for and why would others want to use it?
- Provide a high-res image/graph with a caption and credit information

Step 1 (part 2): Provide Background Information

- Use plain language and avoid technical jargon
- Explain any difficult concepts to understand
 - Instead of “microwave imager observations”
 - Use “observations that scientists can use to calculate water vapor, surface wind speed, rainfall rate, and other meteorological quantities”



Step 2:

Create Web Story & Social Media Plan

- We create a web story and social media plan
- The social media plan:
 - Facebook post
 - At least four Tweets
- Subject Matter Expert edits and approves

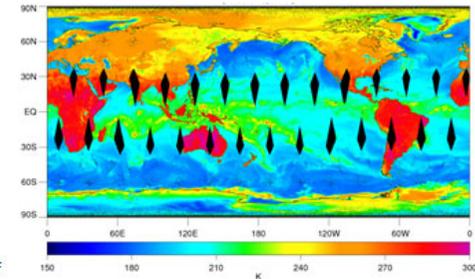
NEW Microwave Imager Climate Data Record

Summary Teaser

In July 2013, NCDRC announced the release of the new Special Sensor Microwave Imager/Sounder Climate Data Record.

Article

In July 2013, NCDRC announced the release of the new Special Sensor Microwave Imager/Sounder [SSM/I(S)] Climate Data Record (CDR). Developed by Colorado State University through a grant from NOAA's CDR Program, this CDR combines observations from the Special Sensor Microwave Imager together with those from the new Special Sensor Microwave Imager/Sounder to create a seamless and consistent long-term record of observations, which begins in 1987 and is expected to extend for at least the next decade.



January 1, 2012 brightness temperatures as measured by the Special Sensor Microwave Imager/Sounder.

As with all operational CDRs at NCDRC, the SSM/I(S) CDR meets rigorous standards recommended by the National Academy of Sciences and other expert bodies to help ensure consistent, reliable, and scientifically defensible products. These CDR data are valuable in a wide range of applications including climate change detection and monitoring. This CDR can also support oceanographers, meteorologists, climate modelers, and researchers as well as decision making in industry and government.

Social Media Plan

Facebook

In July 2013, NCDRC announced the release of the Special Sensor Microwave Imager/Sounder Climate Data Record—a record of microwave imager observations with sufficient length, consistency, and continuity to help researchers determine climate variability and change. Learn more [LINK]

Twitter

NEW Microwave Imager/Sounder #Climate Data Record released in July 2013 [LINK]

Character count: ~98

NEW #Climate Data Record provides monitoring of #Arctic sea ice [LINK]

Character count: ~90

Facebook

NOAA's National Climatic Data Center

1,630 likes · 211 talking about this · 9 were here

Government Organization
NCDC strives to be the most comprehensive, accessible, and trusted source of state-of-the-art climate and historical weather data, information, and climate monitoring.

About – Suggest a Change

Climate Data Online

1,630 Likes

Asheville



Twitter

The screenshot shows the Twitter profile for NOAA's NCDC (@NOAANCDC). The profile banner features the NCDC logo and the text: "NOAA's NCDC @NOAANCDC. NOAA's National Climatic Data Center (NCDC) provides long-term preservation, stewardship, and access to global climate and historical weather data. Asheville, NC · ncdc.noaa.gov". The profile statistics are: 707 TWEETS, 14 FOLLOWING, and 3,182 FOLLOWERS. The user is currently following the account. The left sidebar includes navigation options: Tweets, Following, Followers, Favorites, and Lists. Below this is a "Tweet to NOAA's NCDC" section with the handle @NOAANCDC entered. The "Who to follow" section lists: NWS Western Region (@NW...), NWS Southern Region (@NW...), and HRD/AOML/NOAA (@HRD_AOML...). The main tweet feed shows two tweets from NOAA's NCDC dated 26 Jul, both promoting the #Climate Data Online 3.0 service.

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Tweet to NOAA's NCDC

@NOAANCDC

Who to follow · Refresh · View all

- NWS Western Region** @NW...
Followed by NOAA's NCDC and others
Follow
- NWS Southern Region** @NW...
Followed by NWS and others
Follow
- HRD/AOML/NOAA** @HRD_AOML_...
Follow

Popular accounts · Find friends

NOAA's NCDC @NOAANCDC
707 TWEETS 14 FOLLOWING 3,182 FOLLOWERS Following

Tweets

NOAA's NCDC @NOAANCDC 26 Jul
#Climate Data Online 3.0 provides access to 11 datasets & 14 legacy systems. Learn more 1.usa.gov/13hCKM8 #noaaclimate
Expand

NOAA's NCDC @NOAANCDC 26 Jul
Check out #Climate Data Online 3.0 to find past #weather data for your location 1.usa.gov/13hCKM8 #noaaclimate

