Effectively Communicating Ocean Data

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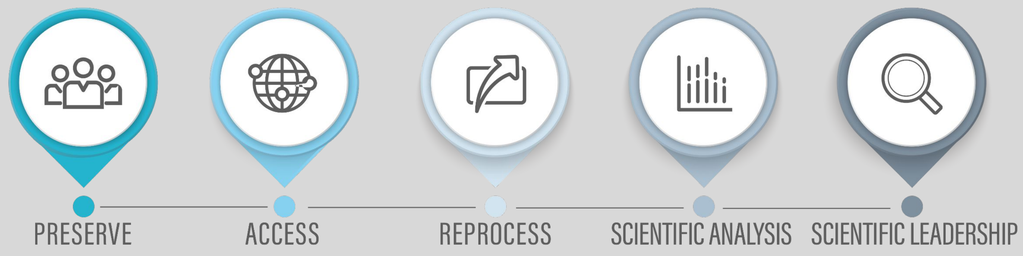
NOAA National Centers for Environmental Information

NOAA National Centers for Environmental Information (NCEI) hosts and provides access to one of the most significant archives on Earth, with comprehensive oceanic, atmospheric, and geophysical data. From the depths of the ocean to the surface of the sun and from million-year-old ice core records to near-real-time satellite images, NCEI is the Nation's leading authority for environmental information.

NCEI demonstrates how it has used no-cost social media, web stories, and story maps featuring ocean and coastal observations from bathymetry, video databases, and expeditions by NOAA Ship *Okeanos Explorer* to build an audience for its scientific data.



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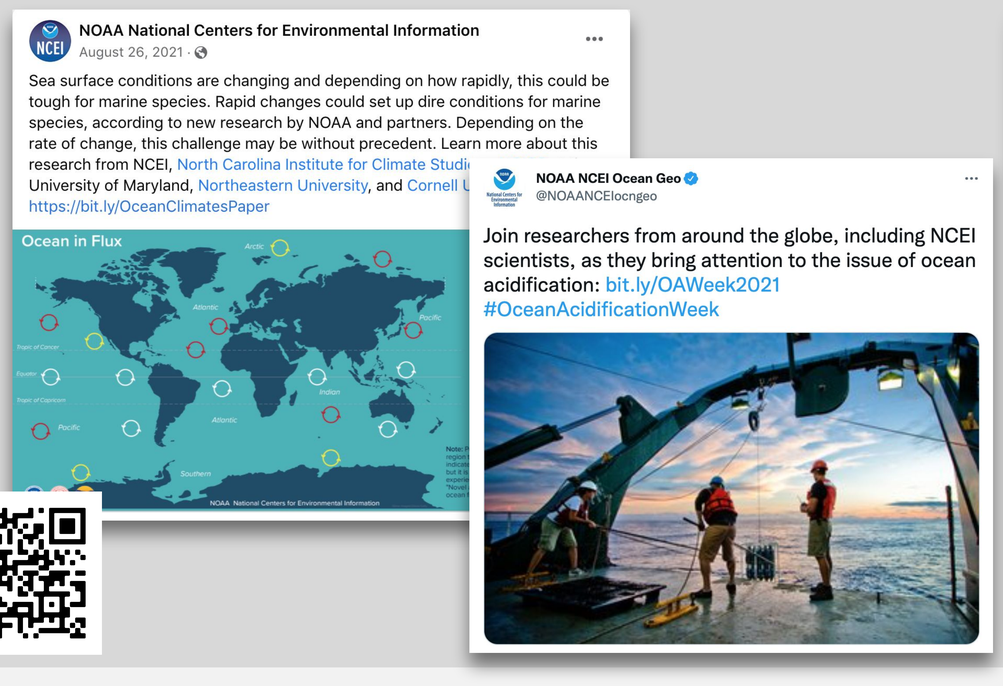
Social Media

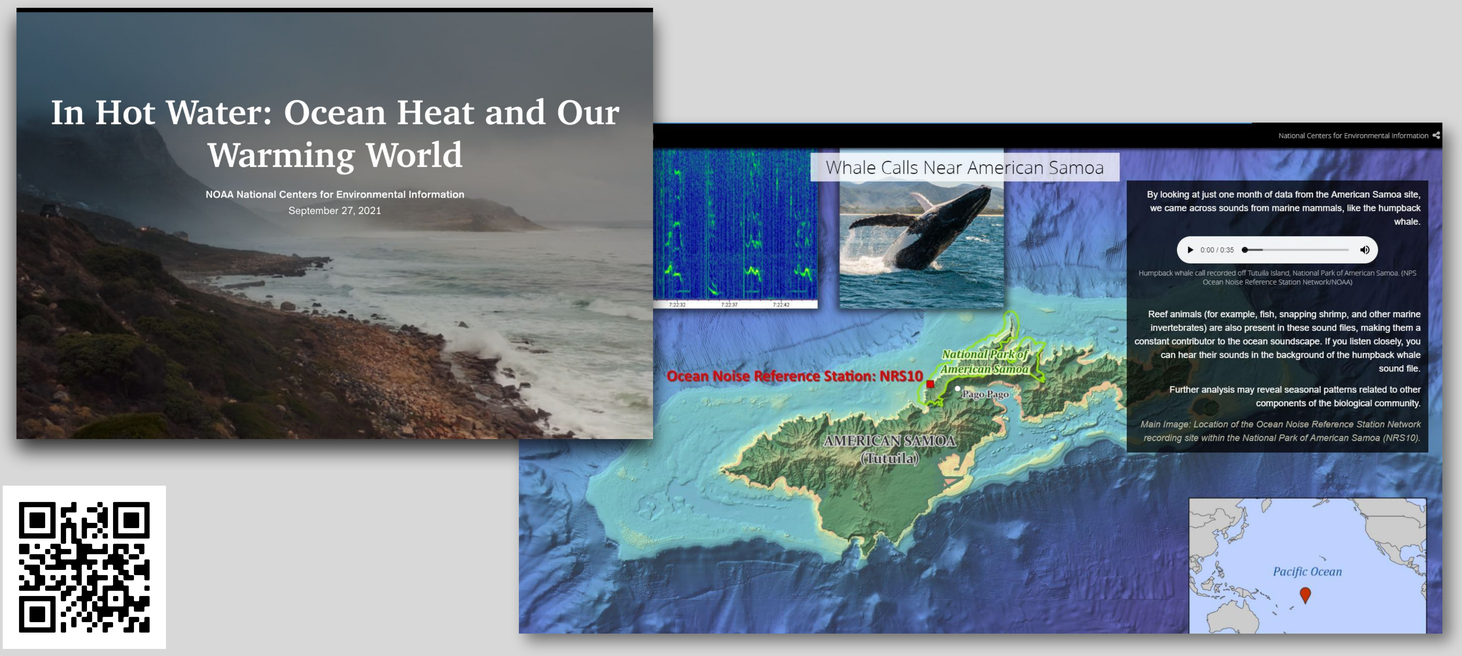


- **Social media is an icebreaker.** Tweets, Instagram, and Facebook posts should entice followers to plunge into your web content.
- **Create curiosity.** Show Images that make the viewer ask: "What's that?"
- **Be helpful.** Explain how your information has value.
- **Know news.** Tie your knowledge to current events.
- **Show action.** Your followers love seeing scientists in action, so show them off!
- **Use video.** Whenever possible, use movement in media to capture your audience's attention.

Web Stories

- **Web content is your anchor.** Create engaging, thorough web stories that inform and drive the reader to explore your other content.
- **Use clear language.** Always use plain language.
- **Provide clarifying content.** Links to additional resources, graphs, and explanatory visuals will help the reader understand complex topics.
- **Show relationships.** Show related links to help readers connect with a specific topic through your resources.

Story Maps



Story maps are an interactive visual and written experience for your audience. Story Maps let you combine authoritative maps with narrative text, images, and multimedia content. They make it easy to harness the power of maps and geography to tell your story.

Within NOAA and NCEI, story maps have proven to be an effective communication method to present often-complex scientific information or public safety information to the public in simple, easy to understand terms, and to show why they matter.