Communication is the Key

Clear communication is the Challenge

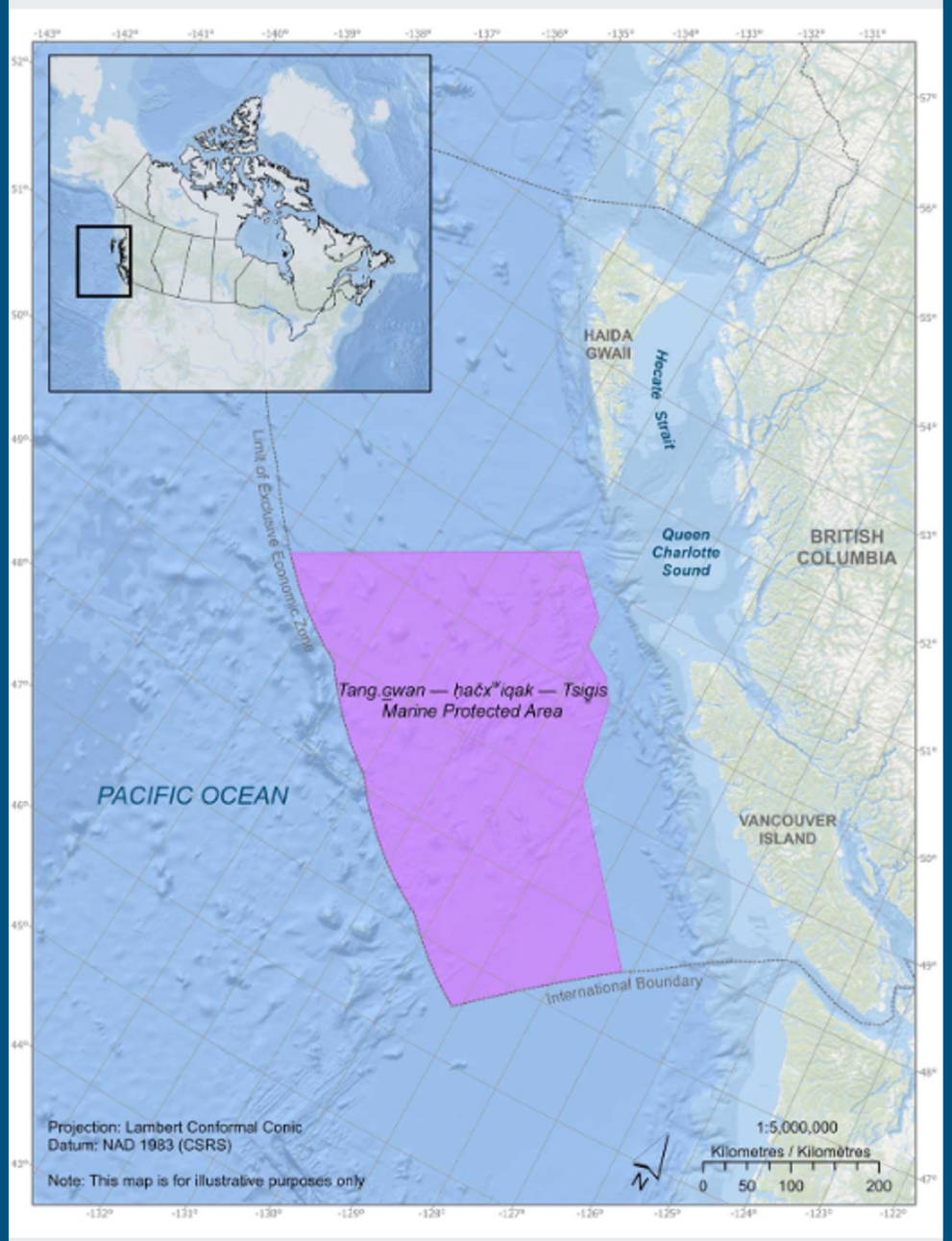
Tammy Norgard & Devon Warawa

Background

- As a Scientist - we all do science with the idea that we want to share our findings
- Sharing those finding is easy if you are sharing with a colleague with similar interest in you own country but becomes more challenging to find way to clearly communicate your science with people outside of community, field of interest and country,
- Finding engaging ways to share your science has been something the team I have been working as been try to do.

Tammy Example

- In 2017 the Government of Canada announced that it was starting to be the process to protect large area of the offshore of Canada.
- We decided right away as part of science objectives that we need to communicate as clearly as possible to many people as possible why that area was being chosen for protection



Map: Tang.ɡwan – ḥačx̌ʷiqak – Tsigis Marine Protected Area (TḥT MPA)

Outreach & Communication

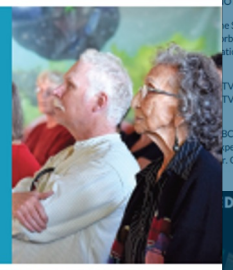
Canada
FISHERIES AND OCEANS

IMPACTS:

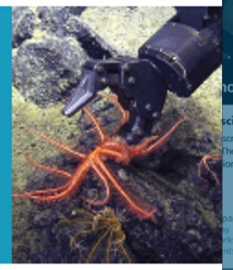
231
MEDIA STORIES GENERATED

3.7M
REACHED ON SOCIAL MEDIA

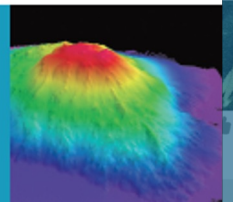
130
COUNTRIES WATCHED ONLINE



300
SPECIMENS LIKELY TO INCLUDE SPECIES NEW TO SCIENCE



13
SEAMOUNTS MAPPED



SOCIAL MEDIA

#PacificSeamounts2018

Collaboration on social media was planned ahead of time to bring awareness to the
pictures, videos, facts and jokes. The expedition hashtag allowed for a virtual conve
scientists and the public. On Facebook, partners were very good at tagging each ot

2.47 million Reach

3,572 Tweets

1,050 Contribu

Engagement

Original Tweets
@Message Tw
Retweets
Total Tweet

Reach: total number of people who saw the content.
Engagement: number of times a user interacts with a post - retweets, replies, follows, lik

TOP TWITTER ACCOUNTS

Ocean Networks Canada was the most active partners on social m
DFO's Dr. Cherisse Du Preez was also an important contributors,

	Number of times the account was: Mentioned	Retweeted
Ocean Networks	994	778
E/V Nautilus	956	383
Oceana Canada	745	507
Fisheries and Oceans	286	179
		126

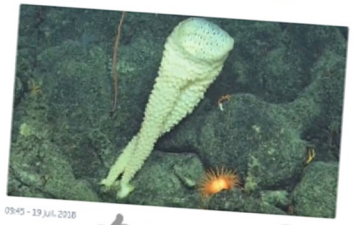
SOCIAL MEDIA

#PacificSeamounts2018

Who said that science had to be boring?

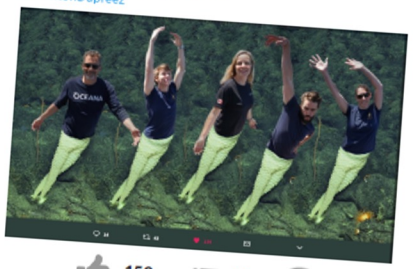
Viewers were taking screen grabs while watching the livestreaming and had side conversations on Twitter using the expedition hashtag. The general public, scientists aboard and on shore, crew members and partners alike were sharing their impressions, exploring the deep-sea all together. The use of humour made for the most popular tweets.

southisland
Very cool yoga pants sponge
#spongethursday #yogasponge
@Ocean_Networks @EVNautilus
#PacificSeamounts2018 #NautilusLive



171 59 5

Dr Cherisse Du Preez
#WhoWoreItBetter? 1 to 5, left to right?
#YogaPants sponge worn by #deepsea
#scientists.
#PacificSeamounts2018 #SassyPants
#FancyPants #spongethursday #spongebob
@EVNautilus #actuallivingscientist
@FishOceansCAN @Ocean_Networks
@OceanaCAN @CHN_HaidaNation
@SheltonDupreez



159 43 14

201 104 9

The most popular Tweet of the expedition was Ocean Networks Canada's play on David Bowie's outfits during the exploration of Bowie Seamount.

Share with a Video Summary each year

Pick summary video from surveys
Videos — NorthEast Pacific Deep-sea Exploration Project (NEPDEP)

https://youtu.be/e9nM7B_d13A?si=0bRH37W1L9MolS8t (3.40 mins)

https://youtu.be/TIf4Xxile5o?si=ognvh74u-m34H9kO (42 sec)

PICES Advisory Panel on Science Communication (AP-SciCom)

Objective:

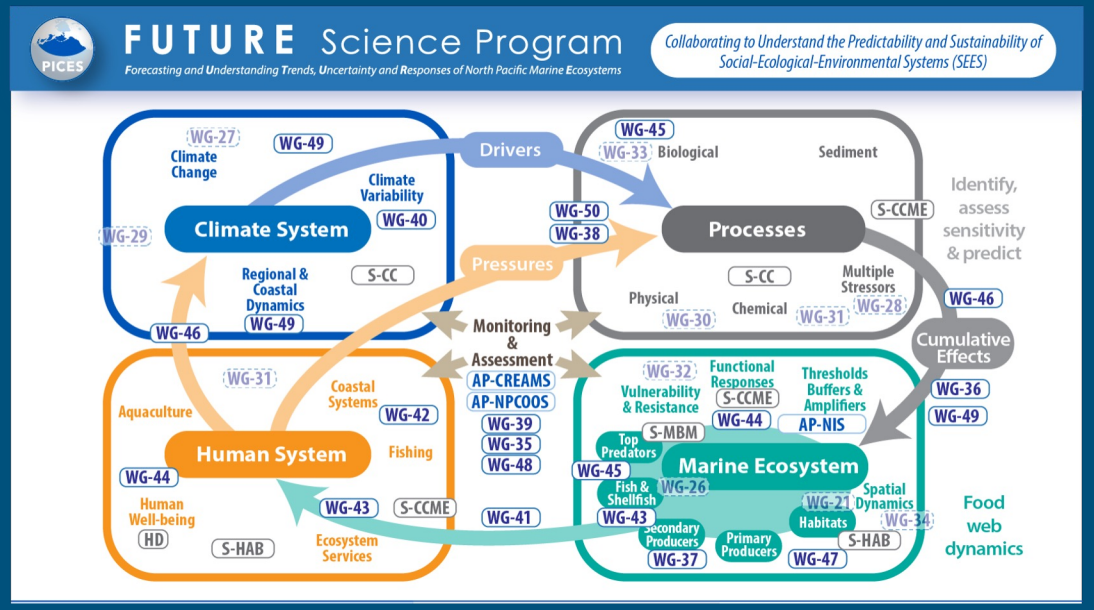
Find effective ways to clearly share science.

Communication Tools

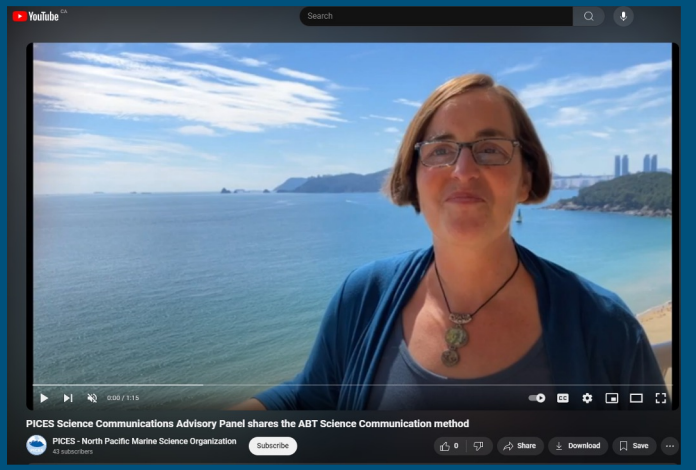
Visuals and graphics

Fact sheets/one pagers

Tell your narrative



ABT method



Communication Channels & mechanisms

Social media platforms

Publications


PICES PRESS

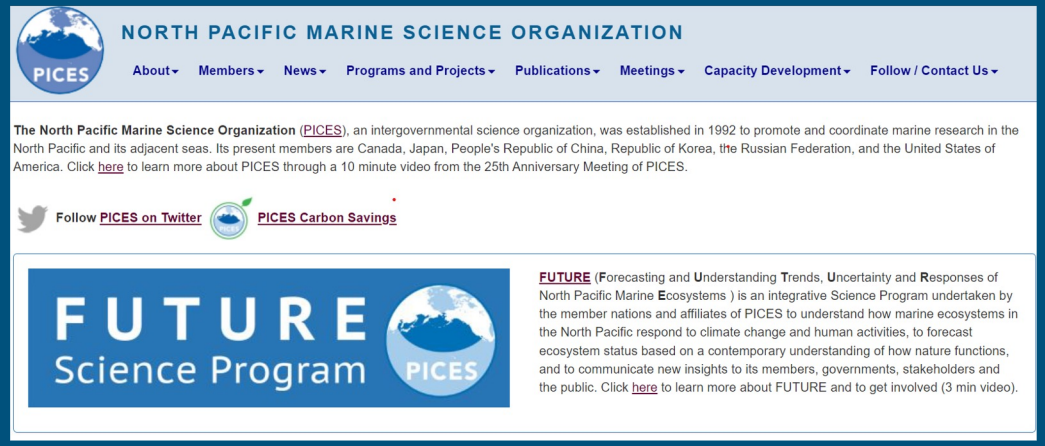
Newsletter of the North Pacific Marine Science Organization Vol. 32, No. 2 | Summer 2024

2024 Intersessional Science Board Meeting - Note from the Science Board Chair

Sukyung Kang

In this issue:

Websites


NORTH PACIFIC MARINE SCIENCE ORGANIZATION

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The North Pacific Marine Science Organization (PICES), an intergovernmental science organization, was established in 1992 to promote and coordinate marine research in the North Pacific and its adjacent seas. Its present members are Canada, Japan, People's Republic of China, Republic of Korea, the Russian Federation, and the United States of America. Click here to learn more about PICES through a 10 minute video from the 25th Anniversary Meeting of PICES.

Follow PICES on Twitter PICES Carbon Savings

FUTURE Science Program

FUTURE (**F**orecasting and **U**nderstanding **T**rends, **U**ncertainty and **R**esponses of North Pacific Marine **E**cosystems) is an integrative Science Program undertaken by the member nations and affiliates of PICES to understand how marine ecosystems in the North Pacific respond to climate change and human activities, to forecast ecosystem status based on a contemporary understanding of how nature functions, and to communicate new insights to its members, governments, stakeholders and the public. Click here to learn more about FUTURE and to get involved (3 min video).

Expert groups

Interactive Questions

Interactive Question 1

What is the biggest challenge you have with your Science communication for your work.

Interactive Question 2

What does science communication mean to you? (One Sentence)

Interactive Question 3

Describe your most successful science communication experience in one sentence.

For example: a social media post (tweet), a presentation for 5000 people, a time where you got engagement on your communication

Summary

What works in your field/country/work

Ask us what you would like to know