

The EGU Blogs: an online platform for science communication

Laura Roberts, EGU Communications Officer

EGU General Assembly, Vienna | 27 April 2017

EOS5: Communication and Education in Geoscience: Practice,
Research and Reflection



Meetings | Publications | Outreach | www.egu.eu

The EGU

- Non-profit international union of scientists with over 12,500 members
- 17 diverse scientific journals
- Annual General Assembly: 14,496 participants in 2017



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- **Outreach:**
 - EGU Newsletter
 - Public Engagement Grants
 - Networking & Mentoring
 - Policy
 - **Social media & Blogs**



The EGU Blogs: an introduction



Highlights

Tectonics and Structural Geology

TS

Highlights at EGU 2017 from the division for Tectonics and Structural Geology

Elenora van Rijsingen · April 18, 2017

Susanne Buiter (outgoing TS president, Geological Survey of Norway) and Claudio Rosenberg (incoming TS president, UPMC France) It is with great pleasure that we write this blog welcoming everyone to EGU's upcoming General Assembly in Vienna, and especially to the many events organised by our division for Tectonics and Structural Geology! We are highlighting some of the week's many events below, th ...

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GeoLog

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Imaggeo on Mondays: In the belly of the beast

Alexandra Kushnir · April 17, 2017



Conducting research inside a volcanic crater is a pretty amazing scientific opportunity, but calling that crater home for a week might just be a volcanologist's dream come true, as Alexandra postdoctoral researcher at the Institut de Physique du Globe de Strasbourg, describes in this week's Imaggeo on Mondays. This picture was taken from inside the

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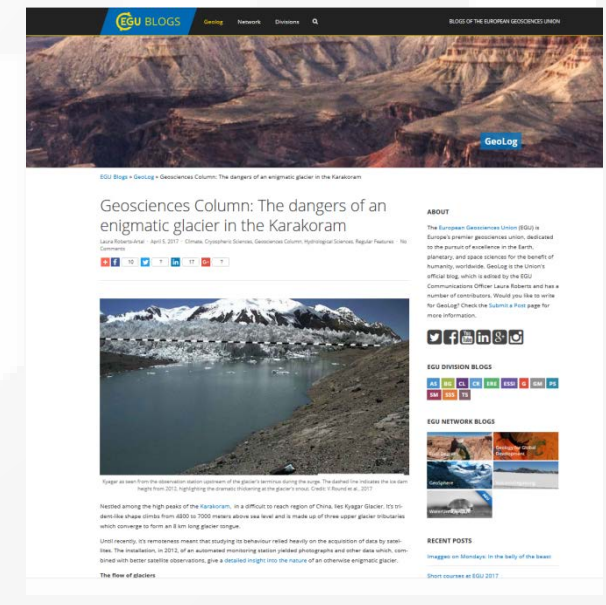
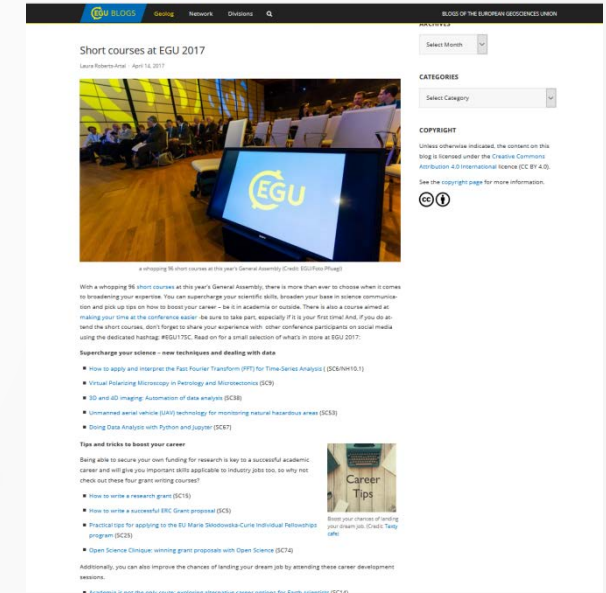
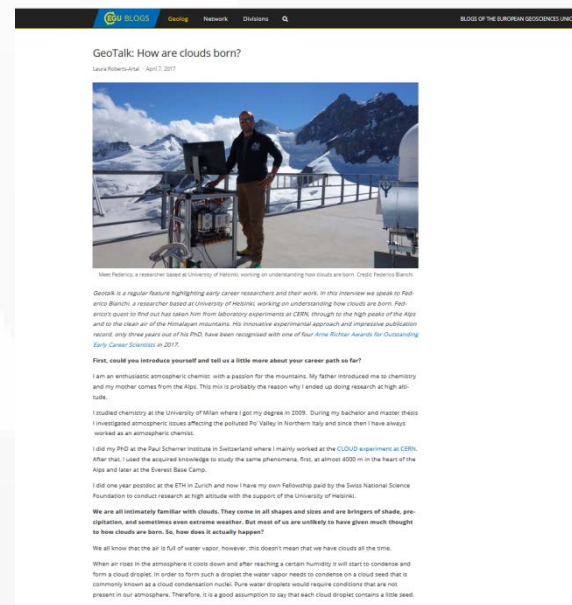
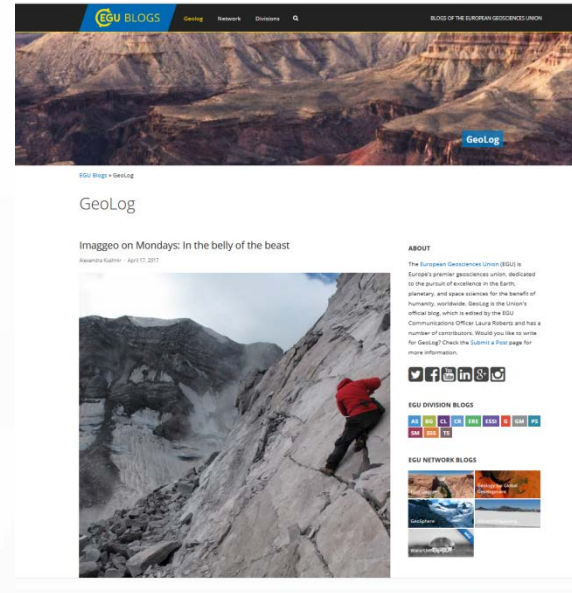
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GeoLog: the EGU official blog

- Brings readers information about the Union and its activities, particularly its General Assembly
- Showcases the work of its members
- Makes Earth, planetary and space science research accessible to a general audience



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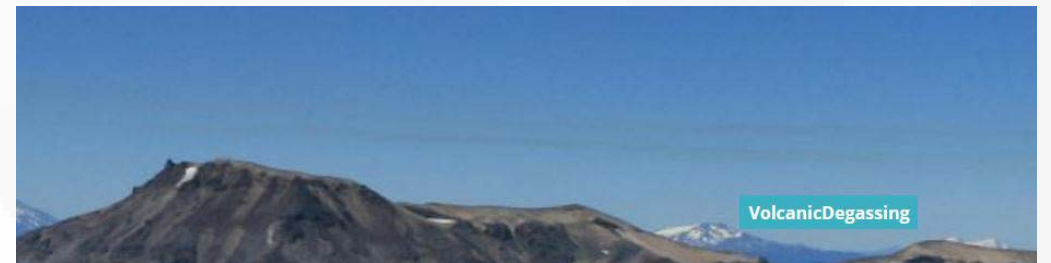
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Network Blogs

- Aim: to foster a diverse community of geoscientist bloggers
- Currently hosts 4 blogs
- Language understandable not only to fellow scientists but also to the broader public



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- Share recent developments in research areas relating to the EGU's scientific divisions
- Division news and activities
- Updates relating to division activities at the EGU General Assembly
- Currently hosts 12 blogs



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Divisions

TS

Tectonics and Structural Geology

You're an early career scientist and you want to go somewhere... but where?

Elenora van Rijsingen · April 20, 2017



Only a few more days and the General As-

SM

Seismology

Some reminders for EGU2017 General Assembly

Koen Van Noten · April 20, 2017

With only 3 days left for the kick off of the annual European Geosciences Union General Assembly (2017), here is a quick-list to go through in time for EGU. First, read this page for information concerning activities for Early Career Scientists at the GA:

<https://www.egu.eu/young-scientists/at-the-assembly/> Sunday 23th April: The Opening Reception, 18.30-21.00 in Foyer E. Mingle and tingle with th ...

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GeoLog: successes

- Readership is diverse
- Regular features ‘humanise’ science and make the research process accessible
- Collaborations with prominent scientific societies allow us to reach readers outside of our general audience



GeoLog: challenges

- Greater quantity of guest posts from geoscientists and freelancers needed to maintain content of a high standard
- Regular columns which require specialist knowledge, such as GeoEd and GeoPolicy, are difficult to maintain regularly



Network Blogs: successes

- Volunteer bloggers
- Include two long standing blogs with a solid readership
- Collaborations with prominent scientific societies

Network Blogs: challenges



- Volunteer bloggers – regular posting is a real issue



- Long-term viability of blogs: early career scientists are keen bloggers but career pressures often mean blogs are short-lived



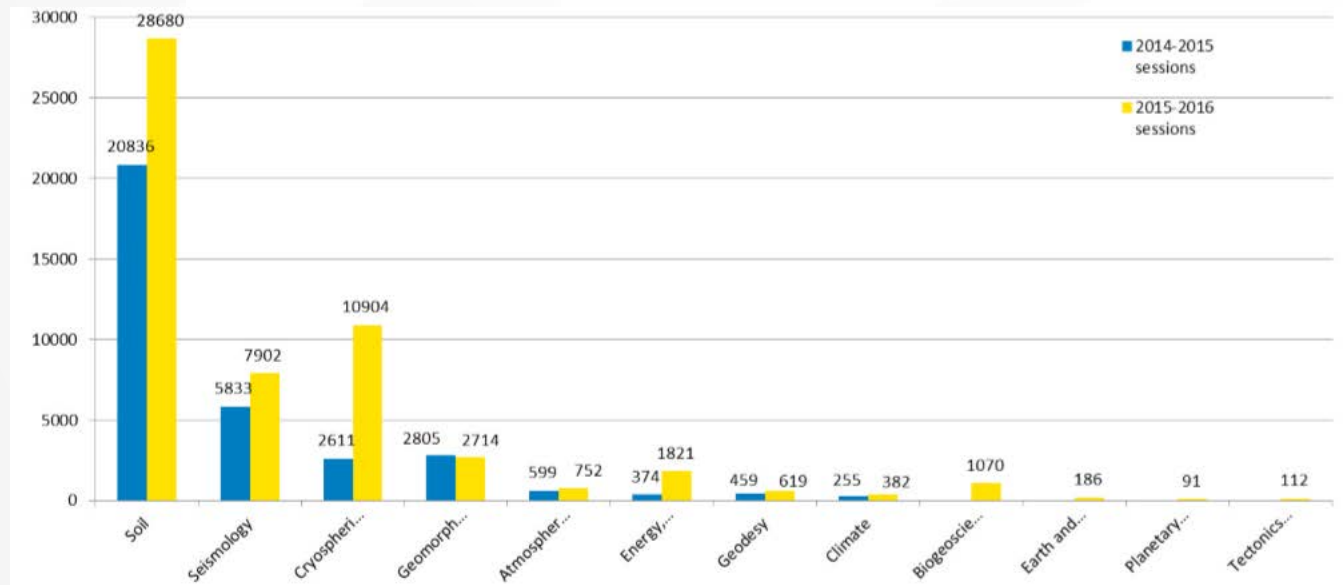
- Attracting new blogs & guest bloggers for existing blogs

Division Blogs: successes

- Since the launch in 2014 the network has grown quickly
- New divisions added yearly since launch
- Individual divisions have seen great success from having a blog, inc. increased readership of their journals and community engagement

Division Blogs: challenges

- Success not uniform across blogs – some significantly outperform others



- Regular posting is the single greatest challenge
- Communication and expectation issues

Comparison of the number of views on each division blog in 2014 to 2015 (blue) and 2015 to 2016 (yellow), correct as of October 2016

Final remarks

- The EGU Blogs provide a platform for online science communication
- Disseminate information to Union members and share science with the public by and large
- Largely volunteer driven
- Posting frequency is a real issue across all blogs in the platform
- Communication of information to some blog editors is tricky, particularly the division blogs
- Are multiauthor blogs the future?

**Visit the EGU Blogs at:
<http://blogs.egu.eu/>**

Get in touch: networking@egu.eu



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