

# National Sea Grant Office Communication Update

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# What's New?

The screenshot shows the NOAA Sea Grant website homepage. At the top, the NOAA logo is on the left, followed by the text "NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION" and "UNITED STATES DEPARTMENT OF COMMERCE". To the right, a list of services includes "WEATHER", "OCEANS", "FISHERIES", "CHARTING", "SATELLITES", "CLIMATE", "RESEARCH", "COASTS", and "CAREERS/NOAA". The "Sea Grant" logo is on the far right. Below the header is a navigation menu with links for "Home", "Who We Are", "What We Do", "Where We Work", "How We Work", "Funding & Fellowships", "News", and "Network Resources". A search bar is located on the right side of the navigation menu.

The main content area features a large blue banner with the headline "Sobering findings from new Sea Grant climate study". Below the headline, a paragraph reads: "A new climate study from University of Hawai'i Sea Grant found that most of the earth will routinely experience a climate unlike anything on record by 2047. More shocking, is the finding that the tropics may experience these unprecedented temperatures in as early as seven years." Below the text is a large, vibrant image of a coral reef with a 3D visualization of ocean currents or temperature layers overlaid on it. Navigation arrows are visible on the left and right sides of this image.

Below the main image are four smaller thumbnail images with titles: "Sobering findings from new Sea Grant...", "Bringing Back Florida's Oysters", "New Artificial Reef Could Reduce Stress...", and "Coastal Communities Sharing Ways to...".

The bottom section of the page is divided into three columns. The left column is titled "Where We Work" and features a map of the United States with several locations marked. The middle column is titled "Sea Grant Announcements" and contains the text: "NOAA Fisheries Service and Sea Grant Announce 2013 Fellowship Awards. Seven Fellows selected to study fisheries population dynamics and resource ...". The right column is titled "Tweets" and shows a tweet from @ILINSeaGrant: "Today on the blog: UnwantedMeds.org fills us in on this Saturday's national drug take-back event." A "Follow @SeaGrant" button is located at the top right of the tweets section.

# Sea Grant Communication

## Wittman Plan

### Excel in Communication Capability

- Relational Database
- Web-based Intranet
- NSGO Website
- NSGO Leadership to Network



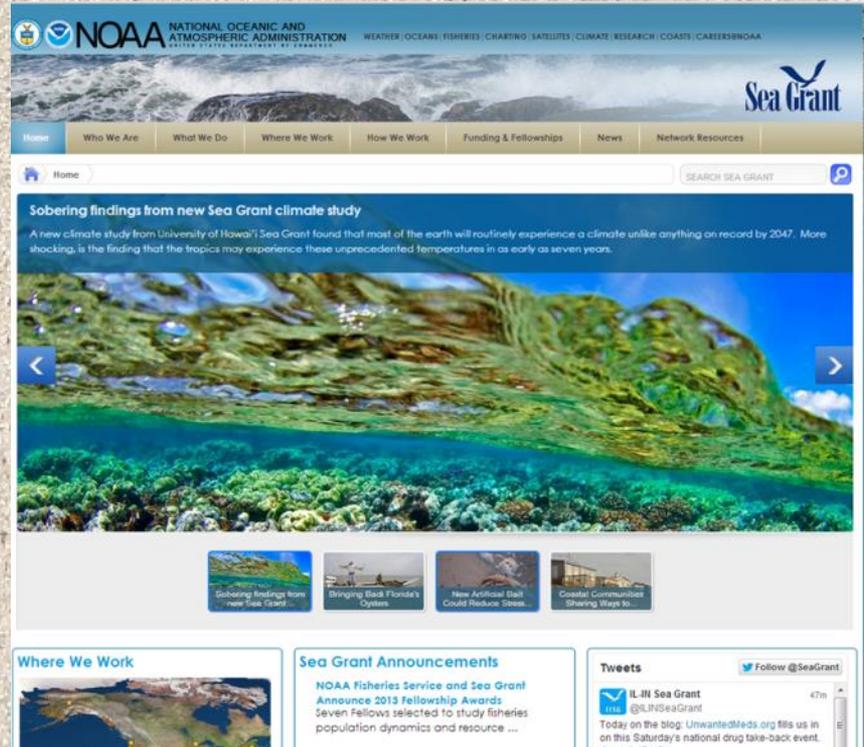
#### Positioning Sea Grant

An Integrated National Communications Plan  
2003-06

Prepared and Submitted March 10, 2003  
by Stephen Wittman, Wisconsin Sea Grant

# Sea Grant Website

- Launched September
  - News based
  - Promoted by social media
  - Effort of many
  - More work, but growing every day
  - PIER public search coming



# How've we been doing?

- 55 program stories on NSGO website
- 18 program stories on OAR website
- 3 program stories on NOAA home page
- Climate.gov RSS feed
- Many, many OAR and NOAA retweets/FB Posts



# Network Social Media

- Total Network Twitter • ~38,000
- Total Network FB Likes • ~12,000
- NOAA Research Twitter • ~10,500
- NOAA Research FB Likes • ~3,700
- NOAA Twitter • Over 200,000
- NOAA FB Likes • ~148,000

**Showing data for all available tweets**  
Full report purchase is unnecessary until there are more than 50 tweets. Check back later for more.

★ Save
🔗 Link
📊 Excel
📄 PDF
🖨️ Print
❓ Help
🐦 Tweet
Switch

TweetReach Report for

# How do people respond to coastal storm warnings? @NOAA's P. Robertson talks NOAA @SeaGrant's efforts 1yr after #Sandy <http://bit.ly/1h3n63C>

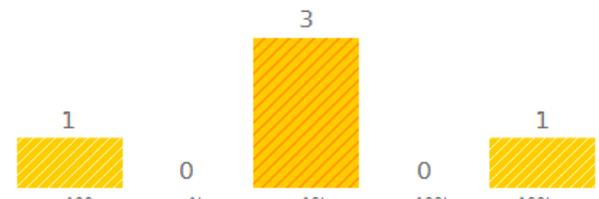
estimated reach **●**

# 196,148

accounts reached

exposure **●**

# 210,694

 impressions

Bars show number of tweets sent by users with that many followers

# Sea Grant Website

- Analytics:
  - Page views: 20,000
    - Approximately 350/day
  - Visits: 6,000
  - Unique visitors: 4,000
  - Duration: about 3 min.
  - Pages/visit: 3.4
  - Top pages:
    - Home page
    - Knauss
    - Feature stories




**NOAA** NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION  
UNITED STATES DEPARTMENT OF COMMERCE

WEATHER | OCEANS | FISHERIES | CHARTING | SATELLITES | CLIMATE | RESEARCH | COASTS | CAPSULES/NOAA



[Home](#) | [Who We Are](#) | [What We Do](#) | [Where We Work](#) | [How We Work](#) | [Funding & Fellowships](#) | [News](#) | [Network Resources](#)

[Home](#)

**Sobering findings from new Sea Grant climate study**

A new climate study from University of Hawai'i Sea Grant found that most of the earth will routinely experience a climate unlike anything on record by 2047. More shocking, is the finding that the tropics may experience these unprecedented temperatures in as early as seven years.





Sobering findings from new Sea Grant...



Bringing Back Florida's Oysters



New Artificial Ball Could Reduce Stress...



Coastal Communities Sharing Ways to...

**Where We Work**



**Sea Grant Announcements**

**NOAA Fisheries Service and Sea Grant Announce 2013 Fellowship Awards:**  
 Seven Fellows selected to study fisheries population dynamics and resource ...

**Tweets** [Follow @SeaGrant](#)

 **IL-IN Sea Grant** @ILINSeaGrant 47m  
 Today on the blog, [UnwantedMeds.org](#) fits us in on this Saturday's national drug take-back event.

<http://seagrant.noaa.gov/Home.aspx>



NOAA NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION  
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WEATHER | OCEANS | FISHERIES | CHARTING | SATELLITES | CLIMATE | RESEARCH | COASTS | CAREERS@NOAA

Sea Grant

Home | Who We Are | **What We Do** | Where We Work | How We Work | Funding & Fellowships | News | Network Resources

News > Impacts and Accomplishments

SEARCH SEA GRANT WEBSITE

**News**

- Sea Grant Announcements
- ▶ Feature Stories
- Impacts and Accomplishments
- ▶ Sea Grant Social Media
- Sea Grant Images
- Jobs and Fellowships
- Calendar of Events

### The National Sea Grant Impacts and Accomplishments



The Sea Grant network enables NOAA and the nation to tap the best science, technology and expertise to balance human and environmental needs in coastal communities. Sea Grant's alliance with major research universities around the country provides access to thousands of scientists, students and engagement professionals. Sea Grant's university-based programs are fundamental to the development of the future scientists and resource managers needed to conduct research and to guide the responsible use and conservation of our nation's coastal resources. With its strong research capabilities, local knowledge and on-the-ground workforce, Sea Grant provides an effective national network of unmatched ability to rapidly identify and capitalize on opportunities and to generate timely, practical solutions to real problems in real places.

Fishing Rock, Oregon (Credit Oregon Sea Grant)

### Search Sea Grant Impacts & Accomplishments

**Program:** 
**Year:** 
**National Focus Area:** 
**Impact/Accomplishment:**

**Keyword:**

All filters are optional. Clicking 'Search' without making a selection will return all records.

<https://pier.seagrant.noaa.gov/Login.aspx>

Questions?