

## **Use of social media in climate science: The Commission for Climatology Facebook experience**

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This period of history has been called the Information Age because it makes available instant access to knowledge that would have been difficult or impossible to previously find. We are at the beginning of a new era; with the advent of facebook, twitter, and the many other social-media tools, the web has become social or interactive and we share our work history, social and business contacts, what our interests are. Turning science into information requires more people's involvement. Yet keeping people engaged is an ongoing challenge. It is fairly easy to get volunteers to agree to take on specific tasks, but follow through is more difficult. We have found that building personal connections is a key piece of this effort to engage volunteers who face of other demands on their time. In this context, in order to share climate related news and communicate with each other become more interactive, provide timely informative and rapidly update that information, World Meteorological Organization (WMO) Commission for Climatology (CCI) Presidency decided to create a facebook group for WMO CCI. This was group created by Serhat Sensoy, Vice-President of the Commission, on 23rd September, 2010, and can be seen at: <http://www.facebook.com/?ref=hp#!/group.php?gid=104252032971491>. The page has been designed so all of its contents are open to the public. In this group, climate related news such as conferences, meeting, publications, and extreme events are shared between climate-related communities. Currently the group has 238 members, including CCI and Commission for Agricultural Meteorology volunteers, meteorologists, faculty members, media representatives and the other interested people. The group has exchanged more than fifty climate related links, ten videos and sixty pictures from meetings and events. According to messages received from different sector representatives, they are very impressed with this page and wish this initiative continued success. The other WMO Technical Commissions also found this initiative very helpful and worthy of trying as another communication channel between Technical Commissions leadership and volunteers. Some key messages are given in the poster.