

Science Communication Consulting

Project Portfolio: Science Translation

Social media provides scientists a great opportunity to more widely communicate important scientific happenings. However, raw scientific data and research papers can be dry and confusing; one may get a few words in and feel overwhelmed by the multitudes of scientific jargon, graphs, and diagrams. It can take an eye trained in technical science writing to tease out the important points woven into scientific papers. That's where Everblue comes in. With staff members of many different backgrounds who are well-versed in scientific communication, we fill an important gap between researchers and non-researchers. Using recently published papers, we write up different posts for the various platforms, breaking down the information into easily digestible tidbits.

Everblue tailors each post to each different social media platform: for example, Instagram users prefer enticing photos, lengthier captions, and many hashtags, Facebook users prefer short sentences paired with interesting links to follow, and Twitter users prefer few hashtags and concise information. In addition, *all* of Everblue's posts are inclusively accompanied by alternative text. "Alt text" is an aid for people with visual disabilities, so they may also participate fully in the absorption of information. Below are three examples of how social media posts are written for different platforms.

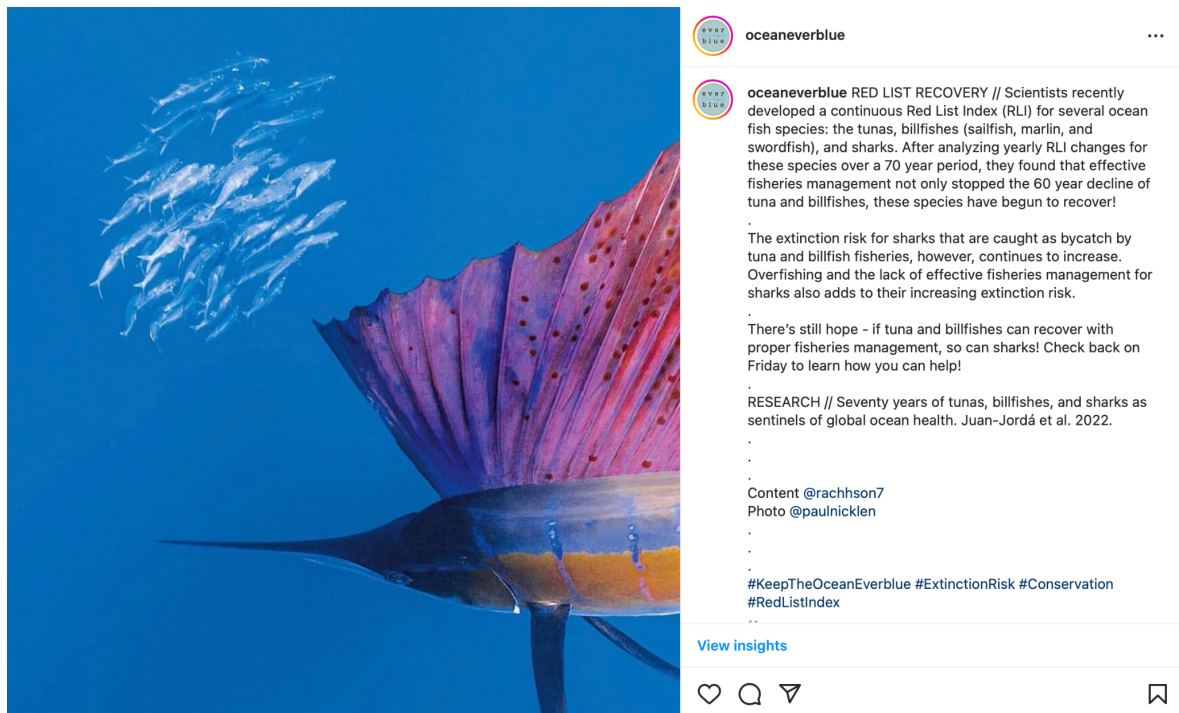
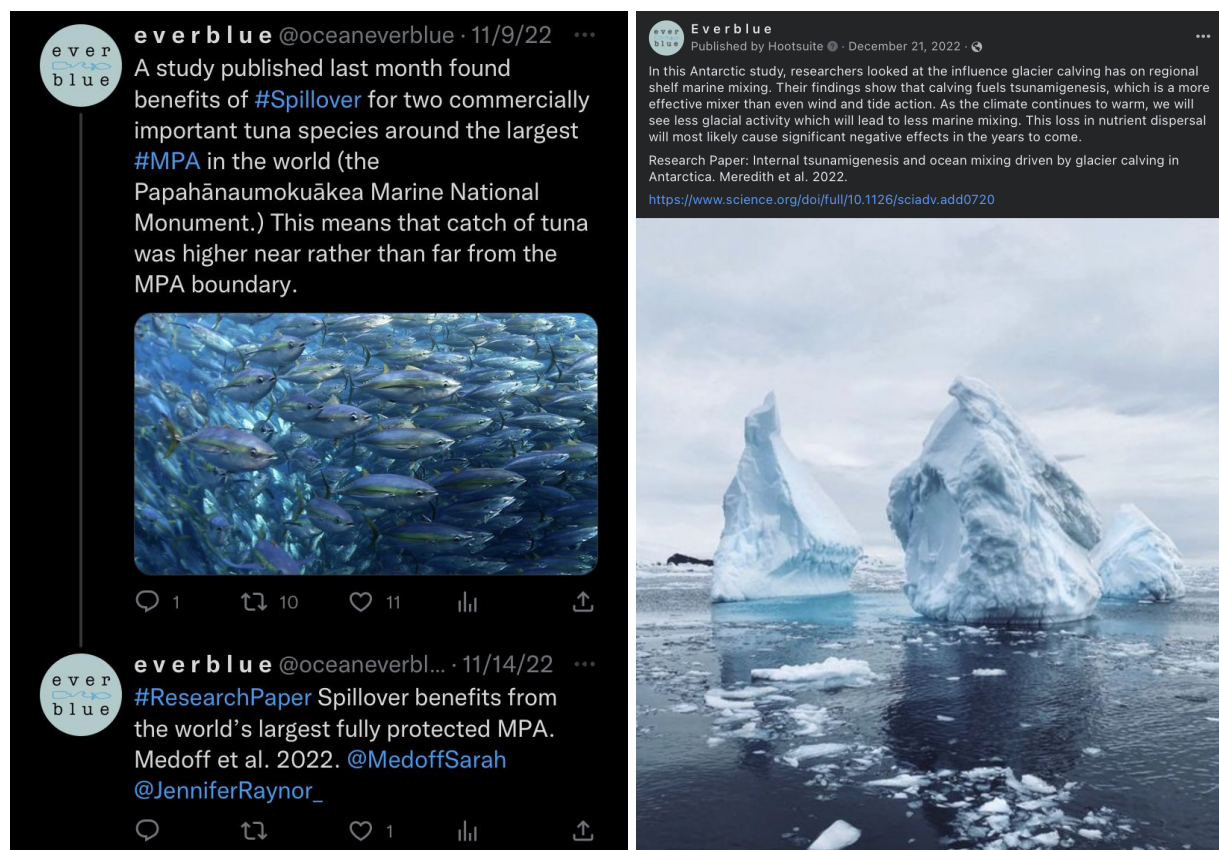


Image: Example of science translation from an Instagram post.



Images: Examples of science translation from Twitter (left) and Facebook (right) posts.

Everblue traditionally writes three types of posts to convey information: introducing, educating, and changing. Our introduction posts introduce a topic and give readers background information, followed by our education posts which describe recently published papers pertaining to the introduced topic, and finished with our change posts which encourage our audience to take ocean-friendly and sustainable actions in their life based on the new information they learned from the science. Below are three examples of previous Everblue Instagram posts, broken up into the three distinct categories. There is guiding information written in bold, to help you understand what exactly each post is trying to accomplish.

Introductory post

A topic is presented, and any complicated ideas are elaborated on.

NEW US CLIMATE LEGISLATION // Amidst all the challenges we face with curbing climate change and conserving our ocean resources, it's easy to miss the wins. But last month, a bill was signed into law that provides nearly \$370 billion over the next ten years to reduce greenhouse gas emissions, scale up renewable energy, and create American jobs. It's far from perfect - it still has a loophole that allows for new oil and gas leases - but it's a step in the right direction that we need to get us to the President's goal of reducing US greenhouse gas emissions by 50% by 2030. Check out our infographic to see how close these new laws might get us to this goal!

LAW // Inflation Reduction Act of 2022

SOURCE // Council on Foreign Relations

#KeepTheOceanEverBlue #ClimateCrisis #Legislation #ClimateLegislation #HowABillBecomesALaw #OurOcean
#MakingChange #ReducingEmissions #RenewableEnergy #GreenJobs #CleanEnergy #Renewables #Sustainability
#UnitedStates #GreenhouseGasEmissions

Educational post

The selected research is presented; the writer has condensed the important information and translated it in a way that is easy to understand and accessible to a wide audience.

CHANGING THE CLIMATE GAME // So, why is the new Inflation Reduction Act such a big deal? Well, if implemented correctly, the act actually sets the US on track to reduce carbon emissions by 40% by 2030, a monumental undertaking that was nearly impossible before the act was passed.

Potentially the most significant piece of the infrastructure is that it doesn't just allocate a lot of money to implementing climate solutions and provide incentives to switch to renewable energy technologies - it actually sets aside funding for communities to engage in climate solutions at the local level. Check back in tomorrow to see how you can be a part of climate work in your community!

SOURCE // Center for American Progress

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Change and call to action post

Information from the last two posts is reiterated alongside either a sustainability tip, a way in which readers can live a more ocean-minded lifestyle, or an opportunity get involved in positive change.

FUNDING FOR COMMUNITIES // One of the most significant contributions the Inflation Reduction Act of 2022 made to supporting real climate solutions is setting aside money to invest in local community-led efforts to reduce effects of climate change. Specifically pertaining to ocean efforts, the act allocated about \$3.3 billion dollars to the National Oceanic and Atmospheric Administration, which will be periodically released through grants and funding opportunities. The act is still so new that it might be a while until we see any of this funding trickle down through grants, but as we wait to see the funding appear for our communities there are three key actions we can take to prepare!

- 1) Read up on the Inflation Reduction Act to see how the funding investments will play out over the next five years!
- 2) Read up on climate solutions and brainstorm tools your community can use!
- 3) Check in with your local community! What efforts to reduce climate change already exist in your area?

Whatever it is you choose to do, keep us updated on how it goes! If you're already involved in any community efforts to diminish emissions or reduce effects of climate change, comment what they are below so we can see all the incredible community work being done.

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Consult with Everblue on science translation!

We would love to aid you on your journey to translating your research. Whether you'd like us to formulate social media posts sharing your research, send out newsletters for you, or summarize your research for easier-to-read options, we've got you. Our team has five years of experience translating scientific research, and is excited to help you accurately communicate your research in unique, engaging ways.

Interested in scientific translation but would rather do it yourself? In our workshops, we'll show you the ins and outs of our translating process, train you in how to use various social media platforms for the best engagement, and help you create your own content. Contact us at oceaneverblue.org/sci-comm-consulting to learn about our workshops.