



# Talking Geoscience 2019

- 60,000 FB/Twitter reaches/impressions weekly
- Followed by 100s of geoscience institutions, agencies, societies
- Leading State Geological Surveys with 30,000 social media followers
- **\$** Cost effective: 675 FB/Twitter reaches/impressions per work/minute

## Social Media



20,290 followers | daily posts  
*AZ.Geological.Survey*



7,603 followers | 2-3 posts daily  
*AZGeology*



~4,600 posts 2007-2020  
*Arizona Geology*

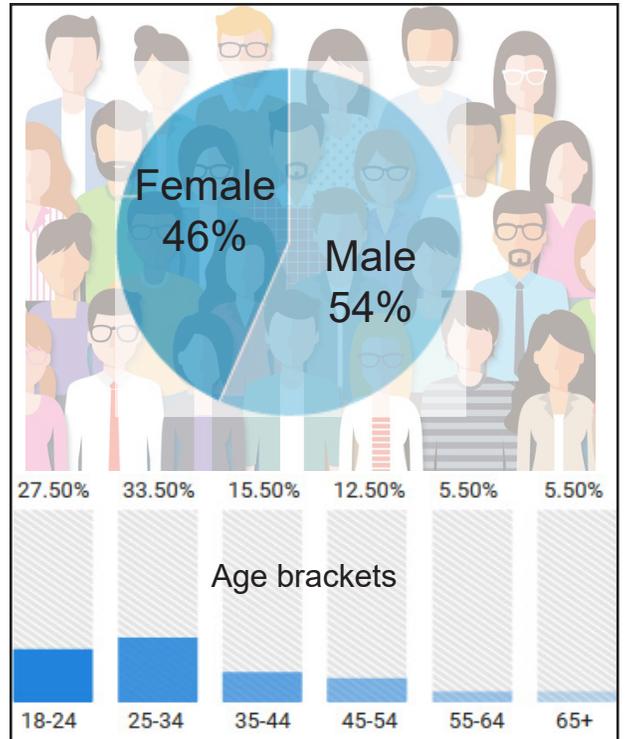


1,487 followers | weekly posts  
*Arizona Geological Survey - UA*

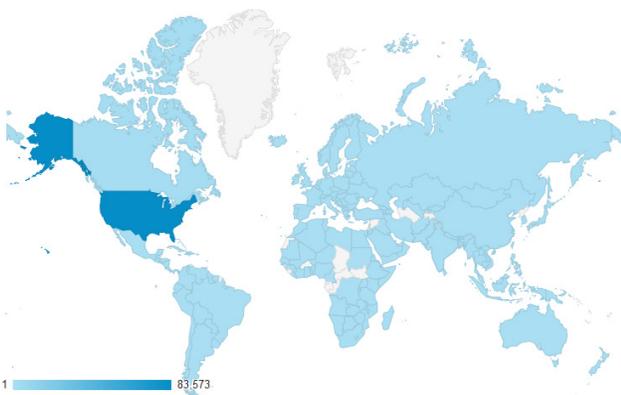


111 followers | weekly posts  
*azgeology*

## Demographics



## On the WorldWide Web



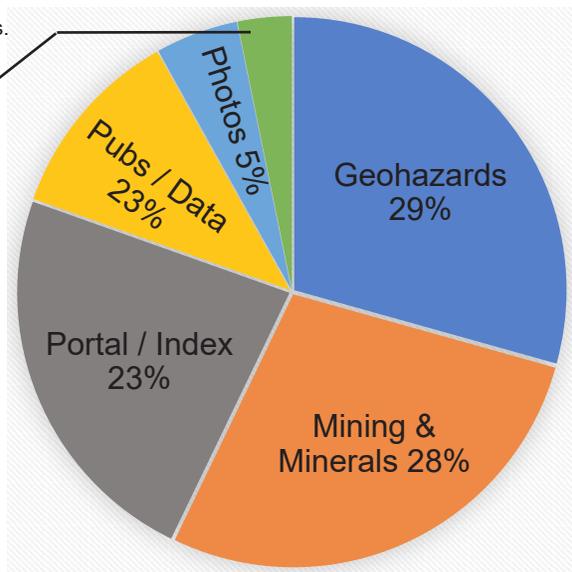
### Website

### Users/Yr

- AZGS Home Site: ~ 94,000
- Blog: ArizonaGeology ~ 12,300
- AZGS Mining Data ~ 7,000
- Natural Hazard Viewer ~ 5,000
- AZGS Document Repository ~10,000s

### Most popular pages

Ask-A-Geologist  
 3%



Conway, F.M., 2020, Reaching Beyond the Choir: Using an integrated social media-web platform to share the geologic maps and reports of a state geological survey. Arizona Geological Survey Open-file Report (OFR) -01-20, 18 p.  
<http://repository.azgs.az.gov/node/1937/>