

ED33E-0966 Exploring Social Media Engagement to grow an International Geoscience Education Organization: The case of the IUGS Commission on Geoscience Education (COGE)



Thursday, 14 December 2023



06:10 - 10:30



Poster Hall A-C - South (Exhibition Level, South, MC)

Abstract

The International Union of Geological Sciences Commission on Geoscience Education (IUGS-COGE) advocates for global geoscience education initiatives, collaborations, and dissemination of resources so that people everywhere can make informed decisions about Earth's future. Although COGE was established in 2004, it was not until recently (2022) that COGE created a dedicated Social Media subcommittee to increase its online presence, global membership, and interest in its initiatives. This study explores how the followers engage with COGE's social media accounts (Instagram, Facebook, Twitter, and LinkedIn) and its website. We use standard social media engagement analysis tools to understand what our followers are interested in and how they react to our content. Our social media content can be divided into seven categories, four of which relate to COGE subcommittees: the Geoscience Education Field Officer (GEFO) Program, the Chris King Medal for achievements in geoscience education, Publications, and International Relations. The remaining three categories are under the purview of the COGE'S Social Media subcommittee and can be characterized as posts about New Membership, Website Updates, and Miscellaneous posts related to the global geoscience community. An analysis of the categories and post types (interactive vs static) that yield the highest engagement among followers is conducted. Further, the influence of multilingual content on engagement is assessed in relation to COGE's existing audience and website visitors.

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