

# Making Science Relevant to the Public



## Challenge

The National Oceanic and Atmospheric Administration (NOAA) had a major scientific climate report release coming up. They were making plans to announce to the science community, but were interested in new ideas to expose this report to a broader audience.

While social media was new to NOAA, Resource Media, a communications agency, made a point of expressing its importance in helping secure a broad swath of interest for this report. It wasn't just communicating science to scientists, it was an opportunity to make science relevant to the public. To engage the public, social media was key.

## Solution

For three months, we worked directly with several federal agencies, including the White House's Office of Science and Technology Policy and the U.S. Global Change Research Program, to plan and execute an integrated PR and social media strategy, that ran broad and deep, working within stringent White House requirements.

## Results

The report release culminated in a major White House event which was covered by hundreds of reporters across all media. Resulting coverage included dozens of print outlets, wire services, major network affiliates, national live and syndicated radio shows, science and technology blogs and Twitter feeds, reaching an audience extending into the tens of millions.

Specific to social media, Resource Media's digital team developed NOAA's first social media strategy and Twitter account @ClimateChangeUS, tweeted live coverage from the White House press briefing, Senate meeting and Capitol Hill reception and posted over 400 tweets and Twitpics. In the first three days of the event, over 1,000 new followers, reporters and bloggers joined the community which represented a reach of over 2.7 million people.

Two years later, the content strategy remains steadfast – share factual, scientific information about climate change in a way that is interesting and relevant to the public. The community has grown to over 6,100 followers and has earned its credibility demonstrated by being listed 320 times. There is also a 4,000+ member community on Facebook and a website at [www.weatherandclimate.net](http://www.weatherandclimate.net).

**ClimateChangeUS**  
@ClimateChangeUS San Francisco, CA, USA  
Climate change science: breaking news, trends and impacts.  
<http://www.facebook.com/climatechangenews>

1,508 Tweets | 860 Following | 4,580 Followers | 320 Listed

facebook

Global Warming Climate Change Report

Wall Global Warming Climate Ch... Everyone (Top Posts)

Write something...

Global Warming Climate Change Report

What's your favorite NYC landmark?

Major storms could submerge New York City in next decade

Sea-level rise due to climate change could cripple the city in Irene-like storm scenario, new climate report claims

www.guardian.co.uk

3 people like this.

Write a comment...

Global Warming Climate Change Report shared U.S. National Weather Service's photo.

3,199 like this.

66

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Answers to your questions about global warming and weather

Consensus Reports on Climate Change

U.S. Climate Impacts Report

NOAA Report

National Research Council Report

White House Report



# Changing the Culture to be Customer Driven

## Challenge

Mindjet, a productivity app startup, enjoyed a broad following of loyal customers for years, but didn't have a program in place to capitalize on the power of the customer's voice.

## Solution

Mindjet's customer advocacy team, created the company's first customer advocacy program and converted over 1,000 of the most influential customers from all over the world into an army of passionate and loyal evangelists, 85% bloggers. The customer advocacy team also started Mindjet's foray on social media and created Facebook, Twitter and YouTube communities to develop new fans. We used publisher sites such as Flickr and YouTube to connect with new users, share relevant tips and promote customer content. The customer advocacy team worked across each department to bring the voice of the customer into all aspects of product development, customer support, sales and marketing including customer-generated content and testimonials in sales tools, corporate blog, website, e-newsletter, email campaigns, case studies, videos, webinars and social networks.

## Results

The customer advocacy program began in 2007 when Mindjet had 750K customers. Two years into the program, Mindjet doubled the number of customers to 1.5M.

The Mindjet evangelist program resulted in involving the most influential customers in usability and beta testing to improve product development and prioritize engineering roadmaps. Subsequently, the Mindjet product won three industry awards including, "Product of the Year" in *Intranet's Journal's* document management/collaboration category.

The team reached out to evangelists in advance of product announcements and asked their help to spread the word through their blogs and networks. Key influencers were also recruited as spokespersons for press interviews. During one product announcement, our evangelists helped us achieve almost 500 press hits from global top tier media, over 5,000 blog articles, and 11 product reviews.

By pro-actively injecting the voice of the customer at every possible opportunity, it changed how the company operated, improved the brand image and created a customer-driven culture.

## What customers are saying

"As a result of using Mindjet at every stage of the sales process... we have closed more deals and moved more deals into the current quarter".

Stu Schmidt | Cisco  
Vice President at WebEx |

Mindjet Solutions for Sales



## Intranet Journal

## Product of the Year

