

ARM Climate Research Facility: Communication & Outreach Tools & Services



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Choose Your News

Program News
Announcements of interest to the ARM & ASR community

Research Highlights
Additions to the research highlights database

Events
Conferences, meetings, symposia

Facility Updates
Summaries of recent infrastructure progress and achievements

Employment
Jobs available at research organizations around the world

Data Announcements
New tools or products available from the Archive

Feature Stories
Articles about significant news and events

Publications
New citations added to the publications database

Choose Your Medium

ARM uses a variety of Web 2.0 tools to communicate your scientific accomplishments to the public.

- RSS subscription service in the News Center
- eNewsletter summarizing and linking to News Center
- Facebook page shares News Center plus links to other relevant online venues, including those from our collaborators
- Twitter for short, informative bursts



SHARE YOUR NEWS

ARM communications staff are available to help.

- Get your name out
- Share your accomplishments on Facebook, Twitter, websites
- Distribute messages to the ARM and ASR community using email lists and eNewsletter
 - **armall:** everyone
 - **arsr:** ASR Principal Investigators
 - **armcore:** Principal Investigators and ARM infrastructure staff



Field Campaign Support

Collaborating and sharing research experiences from the field is integral to a successful campaign. ARM provides these communication tools and resources to its users to support their field research.



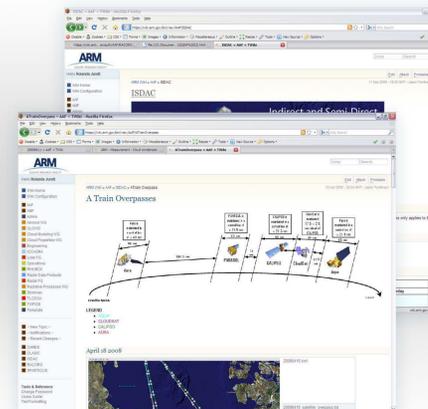
Field campaign documentation follows the ARM publications process from editing, formatting, and publishing to the website and OSTI.



Websites are provided to help communicate about the campaign.



Backgrounders are created to communicate the purpose and objectives of the campaign to general audiences.



Wiki environments help the science team with coordination and planning.

WHAT'S NEXT?

- Microblogging from the field
- Public discussion forums for research highlights
- Photo albums in Flickr
- Video library on YouTube
- More Facebook content



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