



Science for Solutions decade: **HELPING**
Hydrology Engaging Local People IN one Global world
IAHS Scientific Decade 2023-2032
[IAHS Scientific Decade](#)

Details of the Working Group – Outreach, Communication and Science Interfaces

Describe the work and how your suggested working group will contribute to the goal(s): Create a communication strategy tailored to different audience types to craft messages that resonate with them based on the scientific work that is being done. Produce content for the website, email series, and social media that transparently illustrates the advances made and the overall project goals.

Describe the methods you will use to achieve the goal(s): To assess content performance and audience characteristics, the working group could harness methods based in digital marketing, such as website traffic analytics, search engine optimization tools (SEMrush), email marketing tools such as Brevio that provide insights into metrics like open and click rates as well as split testing, social media and social media analytics.

Describe the (a) short-term, (b) the long-term and (c) the ultimate results you hope to achieve:

- a) promoting HELPING among the scientific community of hydrologists to foster participation and contributions
- b) increasing the visibility of HELPING outside the scientific community to enhance its impact
- c) an elevated awareness of the work that is being done.

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