

# HELPING WG

## Outreach, Communication & Science Interfaces

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# Motivation and Aims

- **Increasing the visibility** of the new scientific decade
- Motivate researchers to join and contribute, especially ECS
- Signal-boosting the message and the science questions of the decade
- Motivating additions to the Digital Water Globe
- Engage media targeting the scientific community and the broader public
- Create a central, easily navigable, point of information, with all updates and news on the scientific decade
- Make HELPING discoverable in search engines and on social media



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Join the IAHS' New Scientific Decade:  
Science for Water Solutions – HELPING

Christina Anna Orieschnig · September 6, 2023 · Early Career Scientists, Science communication, Science, Policy & Society · No Comments



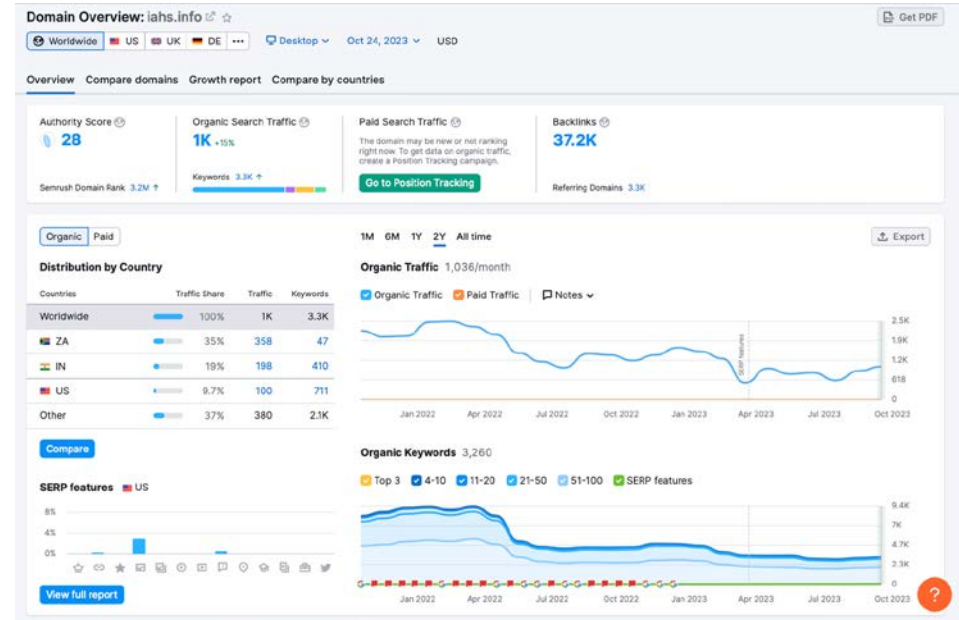
Digital Water Globe

Blog of the Hydrological Sciences division of the EGU. One of the top search queries for HELPING in Google!



# Tools and Strategies

- Tools from digital marketing and science communication
- Search engine optimization
- Outreach to media (contacting editors and sending press releases)
- Coordinating with other organizations in hydrology for signal-boosting (EGU HS, YHS ...)
- Social media
- Newsletter
- Creating outreach materials for IAHS members to use



Overview of search engine and traffic performance of the IAHS website over the past 2 years.