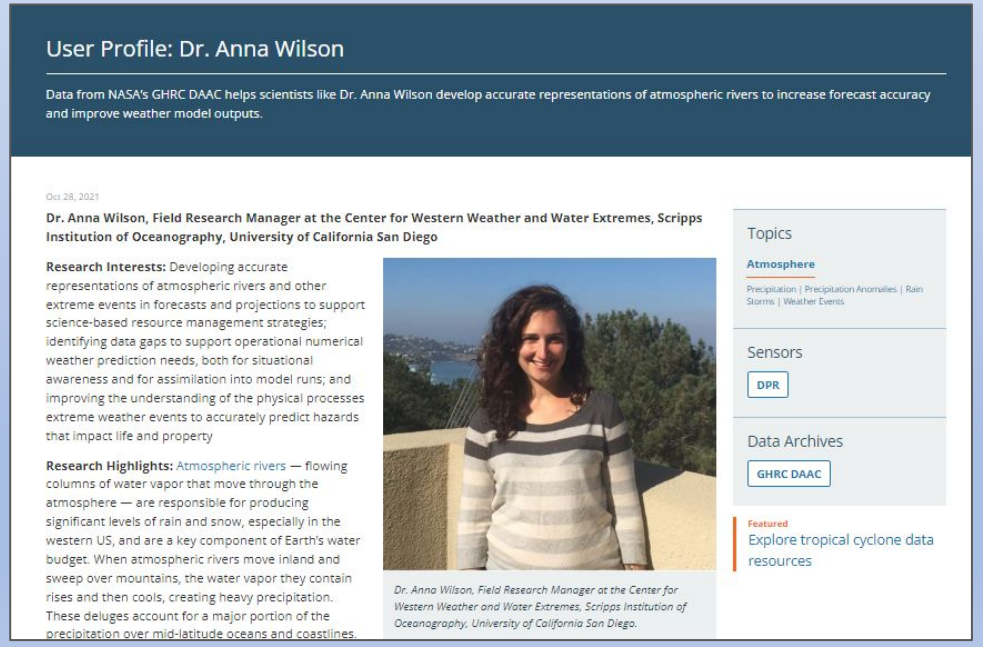
Joint Communications Efforts: EOSDIS/GHRC DAAC

October 23, 2021– October 17, 2022

- Data User Profiles and Data Chats
- Feature Articles
- Earthdata Webinars
- Social Media
- EOSDIS Quarterly Update Newsletter

Data User Profiles



User Profile: Dr. Anna Wilson

Data from NASA's GHRC DAAC helps scientists like Dr. Anna Wilson develop accurate representations of atmospheric rivers to increase forecast accuracy and improve weather model outputs.

Oct 28, 2021

Dr. Anna Wilson, Field Research Manager at the Center for Western Weather and Water Extremes, Scripps Institution of Oceanography, University of California San Diego

Research Interests: Developing accurate representations of atmospheric rivers and other extreme events in forecasts and projections to support science-based resource management strategies; identifying data gaps to support operational numerical weather prediction needs, both for situational awareness and for assimilation into model runs; and improving the understanding of the physical processes extreme weather events to accurately predict hazards that impact life and property

Research Highlights: Atmospheric rivers — flowing columns of water vapor that move through the atmosphere — are responsible for producing significant levels of rain and snow, especially in the western US, and are a key component of Earth's water budget. When atmospheric rivers move inland and sweep over mountains, the water vapor they contain rises and then cools, creating heavy precipitation. These deluges account for a major portion of the precipitation over mid-latitude oceans and coastlines.

Dr. Anna Wilson, Field Research Manager at the Center for Western Weather and Water Extremes, Scripps Institution of Oceanography, University of California San Diego.

Topics

Atmosphere

Precipitation | Precipitation Anomalies | Rain Storms | Weather Events

Sensors

DPR

Data Archives

GHRC DAAC

Featured

Explore tropical cyclone data resources

Published 10/28/21 https://go.nasa.gov/3T9NsoZ

About the Profiles

- Published 4th Thursday of each month
- Each monthly profile features a different DAAC UWG member and his/her research
- Promoted via NASA Earthdata social media

https://earthdata.nasa.gov/profiles

Coming Soon! November Data User Profile (11/29 due to Thanksgiving holiday) will feature Dr. Timothy Lang

Feature Article

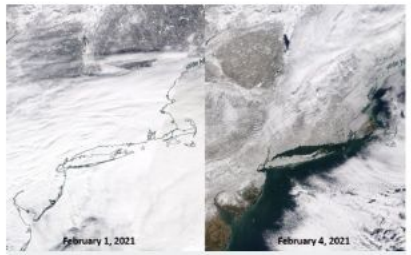
IMPACTS Campaign Investigates the Processes Causing Snowfall in Winter Storms

IMPACTS—the first campaign to study intense East Coast snowstorms in the past 30 years—aims to give scientists a better understanding of what drives the processes that generate snowfall in the snowbands of intense storms.

Oct 26, 2021

States of emergency were declared for New Jersey, New York City, and more than 40 counties in New York State on February 1, 2021, after a massive winter storm pummeled the East Coast. The storm's heavy snows and high winds closed schools, cancelled thousands of flights, and wreaked havoc on local travel—and if there wasn't a global pandemic, there would have likely been a NASA P-3 Orion research aircraft flying right through its most intense snowbands.

Outfitted with an array of state-of-the-art microphysics probes and dropsonde capabilities, the P-3 aircraft is one of two planes used in NASA's Investigation of Microphysics and Precipitation for Atlantic Coast-Threatening Snowstorms (IMPACTS) field campaign. The other is the ER-2 and, together, they'll collect an impressive amount of data that scientists will use to identify and investigate the processes that form and drive the snowbands inside winter storms.



These before-and-after images from the Moderate Resolution Imaging Spectroradiometer (MODIS) aboard NASA's Terra satellite show area impacted by the winter storm that hit the New York and New Jersey on February 1, 2021, and its aftermath on February 4. For a closer look at these images, visit NASA Worldview.

Topics

Atmosphere

Precipitation | Snow | Snow Grains | Solid Precipitation

Human Dimensions

Natural Hazards | Severe Storms

Data Archives

GHRC DAAC

Featured

Explore tropical cyclone data resources

Winter snowstorms like the one that brought New York City and New Jersey to a stand-still last February are not uncommon along the East Coast. Yet the processes inside these storms that produce such large amounts of snow are poorly understood by scientists and poorly predicted by the numerical weather models. IMPACTS, the first comprehensive study of East Coast snowstorms in 30 years, aims to change that.

"The goal of IMPACTS is to give scientists a better understanding of what is driving the processes that create and generate snowfall, particularly the intense snow bands," said Dr. Geoffrey Stano, Chief Scientist at NASA's Global Hydrometeorology Resource Center Distributed Active Archive Center (GHRC DAAC). "This will improve our scientific understanding, which in turn could be applied to operational forecasting."

Published 10/26/21 https://go.nasa.gov/3yNNPgQ

We will be setting up an area within the Earthdata Wiki to collect DAAC dataset, or tool story ideas or other DAAC related news for the Earthdata website and social media.

We welcome opportunities to feature GHRC DAAC datasets, services, and tools. The most popular content on our social media accounts is data recipes or Jupyter Notebook oriented content.

We welcome more of this!

Earthdata Webinars

Shifting the Paradigm: Discover, Access, and Process Data With Cloud-Based Services

Webinar Metrics (Held 5/4/22)

- 103 Total Participants, Affiliation: Commercial 10.68%, Education 65.05%, Government 21.36%, Non-Profit 2.91%; Country: 59.22% U.S. and 40.78% International from 27 other countries

NASAEarthdata YouTube Metrics:

- 543 views and 62.5 hours of watch time since published 5/10/22

(Note: YouTube metrics pulled on 10/18/22 at 12:00 noon EDT)

NASA Earthdata YouTube Channel

www.youtube.com/c/NASAEarthdata

- 9.73 K Subscribers
- Over 150 data discovery and access webinars
- Approximately 40 short data tutorial videos
- Playlists include annual webinars dating back to 2013, Earth System Observatory (ESO) Mission: Data Processing Study Workshops, Earthdata GIS Resources, Commercial Smallsat Data Acquisition Program webinars, EO Dashboard Hackathon videos and more!

Social Media- Twitter (@NASAEarthdata)

Time period: 10/23/21 - 9/28/22

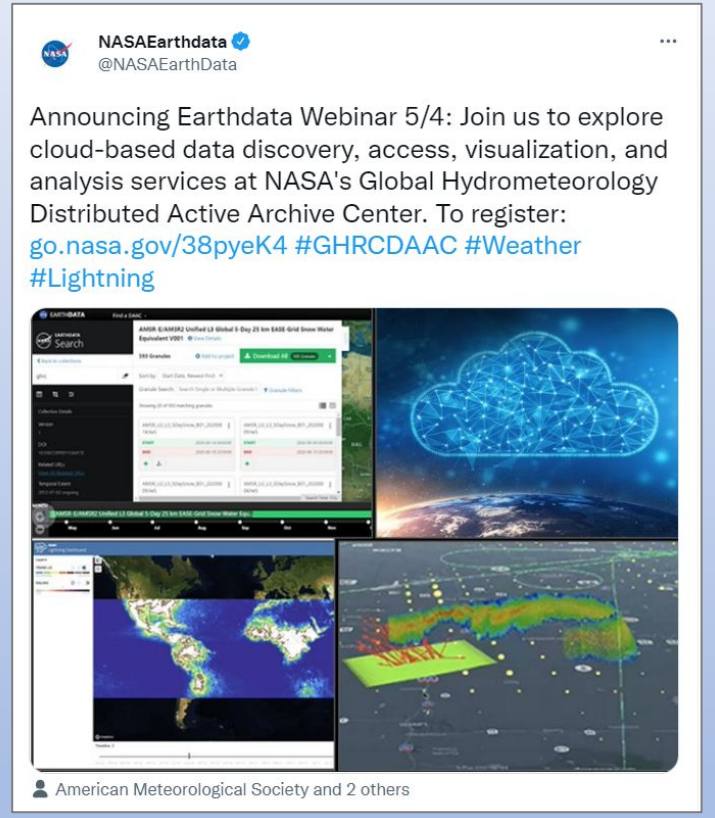
- 10 GHRC DAAC-specific/related tweets announcing new data products, data tool or data service updates and webinars.
- 24,831 Impressions
- 796 Engagements

NASA Earthdata Twitter Account

- 35,436 Followers on 10/18/22 (pulled at 12:18 PM EDT)

- The most popular content on our Twitter account are data recipes, data scripts, Jupyter Notebooks, etc.

We welcome more of it!



Highest Engagement Rate
4.2% Engagement Rate, 2,982 Impressions
125 Engagements
https://twitter.com/NASAEarthData/status/1519013011436056579

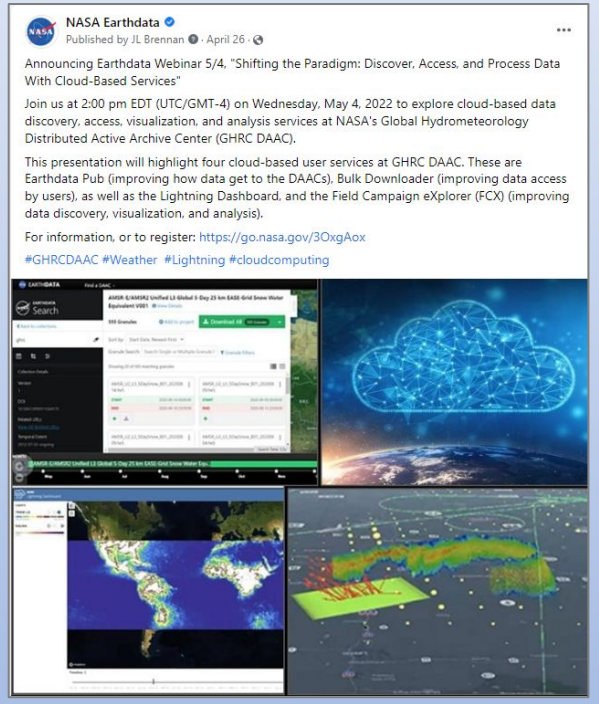
Highest Impressions
5,678 Impressions, 176 Engagements, 3.1% Engagement Rate
https://twitter.com/NASAEarthData/status/1521464152337924098

Social Media- Earthdata Facebook

Time period: 10/23/21 - 10/5/22

- 6 GHRC DAAC- specific/related posts announcing new data products, data tool or data service updates and webinars.
- Impressions 16,136, Reach 15,659, and 610 Engagements

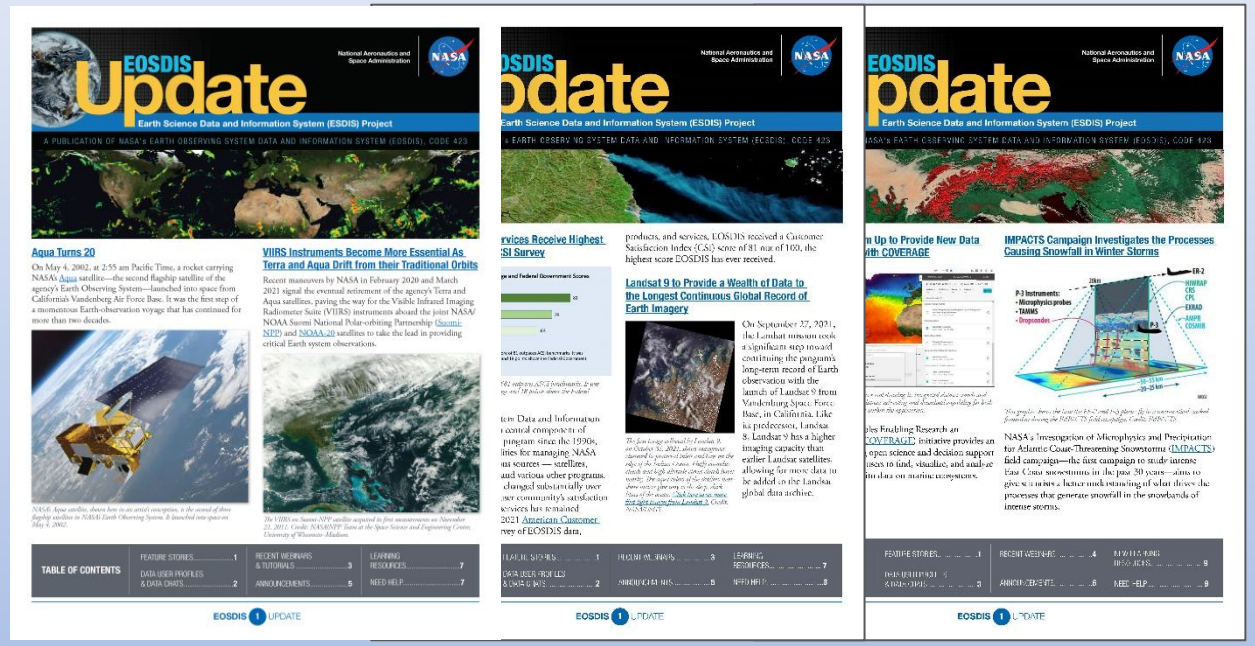
NASA Earthdata Facebook Account
www.facebook.com/NASAEarthdata
55,555 Followers on 10/18/22 (Pulled at 12:38 PM EDT)



Highest Performing Post
3,254 Post Impressions, 3,206 Post Reach, 136 Post Engagements
: https://www.facebook.com/NASAEarthData/posts/295869486049558

Other Efforts

EOSDIS Quarterly Newsletter



DAAC specific data announcements, data tutorials and data recipes, webinars and data user profiles appear in each quarterly newsletter.

https://earthdata.nasa.gov/learn/user-resources/eosdis-newsletter

*Note: Our final quarterly newsletter was just released on June 30th. Beginning in July, all of the webinars, dataset and data tool news, Data User Profiles, etc appear in the ESDS program newsletter.

The Communications Team is here to help! Have a story idea? Would you like us to address a data product or tool on social media?

We'd love to hear from you! Reach out to Jennifer Brennan at Jennifer.L.Brennan@nasa.gov

Twitter: @NASAEarthdata, Facebook: www.facebook.com/NASAEarthdata, YouTube: www.youtube.com/c/NASAEarthdata