



OCEAN
OBSERVATORIES
INITIATIVE

Community Engagement Report OOIFB Fall Meeting

Darlene Trew Crist, October 27, 2022

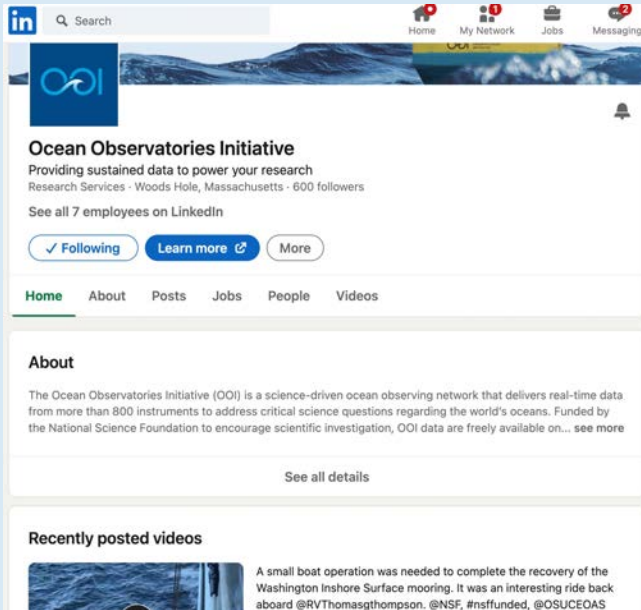


Increased visibility = community growth

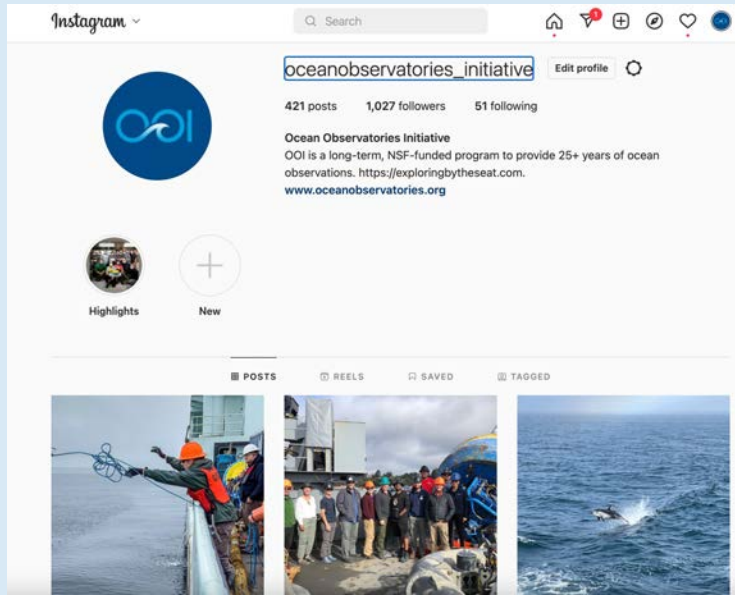
- Steady and growing data requests
- Steady and growing publications
- Steady and growing data user community



Ways we digitally engage



LinkedIn profile for Ocean Observatories Initiative. The profile includes the OOI logo, a header image of a coastline, and the following text: "Ocean Observatories Initiative", "Providing sustained data to power your research", "Research Services - Woods Hole, Massachusetts · 600 followers", and "See all 7 employees on LinkedIn". Navigation buttons for "Following", "Learn more", and "More" are visible. The "About" section states: "The Ocean Observatories Initiative (OOI) is a science-driven ocean observing network that delivers real-time data from more than 800 instruments to address critical science questions regarding the world's oceans. Funded by the National Science Foundation to encourage scientific investigation, OOI data are freely available on... see more". A "Recently posted videos" section shows a video thumbnail with the caption: "A small boat operation was needed to complete the recovery of the Washington Inshore Surface mooring. It was an interesting ride back aboard @RVThomasgthompson. @NSF, #nsffunded, @OSUCEOAS".



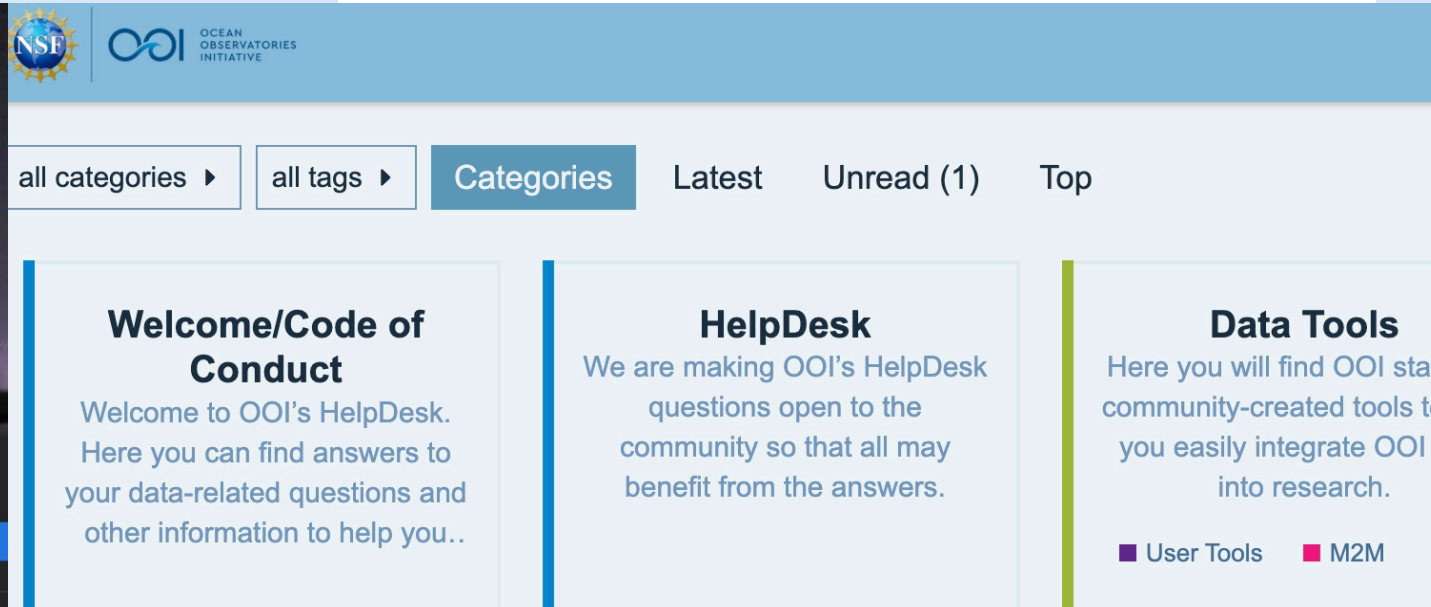
Instagram profile for oceanobservatories_initiative. The profile includes the OOI logo, a header image of a coastline, and the following text: "oceanobservatories_initiative", "421 posts", "1,027 followers", "51 following", "Ocean Observatories Initiative", "OOI is a long-term, NSF-funded program to provide 25+ years of ocean observations. https://exploringbytheseat.com. www.oceanobservatories.org". Navigation buttons for "Highlights" and "New" are visible. The "POSTS" section shows three images: a person on a boat, a group of people on a ship deck, and a whale breaching the ocean.



Twitter profile for Ocean Observatories. The profile includes the OOI logo, a header image of a crab on a rock, and the following text: "Ocean Observatories", "1,208 Tweets", "Ocean Observatories", "@oceanobserv", and "The OOI is a long-term, NSF-funded program to provide 25-30 years of sustained ocean measurements." An "Edit profile" button is visible.



Header and footer for the Ocean Observatories Initiative website. The header features the NSF logo and the OOI logo with the text "OCEAN OBSERVATORIES INITIATIVE". The footer features the OOI logo, the text "Ocean Observatories Initiative", "@ooi.org · 5 3 reviews · Nonprofit organization", and a blue button labeled "+ Add a button". The background of the header and footer is a dark image of an underwater scene with a diver and a large rock formation.



Navigation and content for the Ocean Observatories Initiative website. The navigation bar includes "all categories", "all tags", "Categories", "Latest", "Unread (1)", and "Top". The content area is divided into three columns: "Welcome/Code of Conduct" with the text "Welcome to OOI's HelpDesk. Here you can find answers to your data-related questions and other information to help you..", "HelpDesk" with the text "We are making OOI's HelpDesk questions open to the community so that all may benefit from the answers.", and "Data Tools" with the text "Here you will find OOI state community-created tools to you easily integrate OOI into research." Below the "Data Tools" section are two colored squares: a purple square labeled "User Tools" and a pink square labeled "M2M".

Other ways we engage

OOI DATA USERS TOWN HALL SPECIAL GLIDER SESSION

Mark your calendar
August 24 at 3 PM Eastern



Download

October 2022



Canadian and OOI Gliders Meet in the Pacific



Other ways we engage



OCEAN SCIENCES MEETING 2022

OOI and Extreme Events

Tuesday 1 March | 3-4 pm ET

How OOI data are informing what we know about marine heat waves, earthquakes, and hypoxia

Join the discussion:
bit.ly/OOIExtremes

AGU ADVANCING EARTH AND SPACE SCIENCE ASLO THE OCEANOGRAPHY SOCIETY



Partnerships

- UN Decade Endorsed Action, affiliated with OASIS
- US Ocean Decade Nexus Partner
- IOOS and subsidiaries
- Ocean Network Canada
- NEON



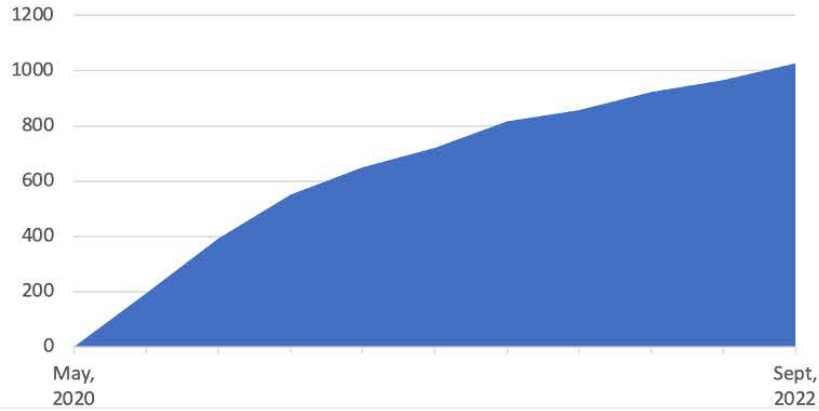
2021
2030 United Nations Decade
of Ocean Science
for Sustainable Development



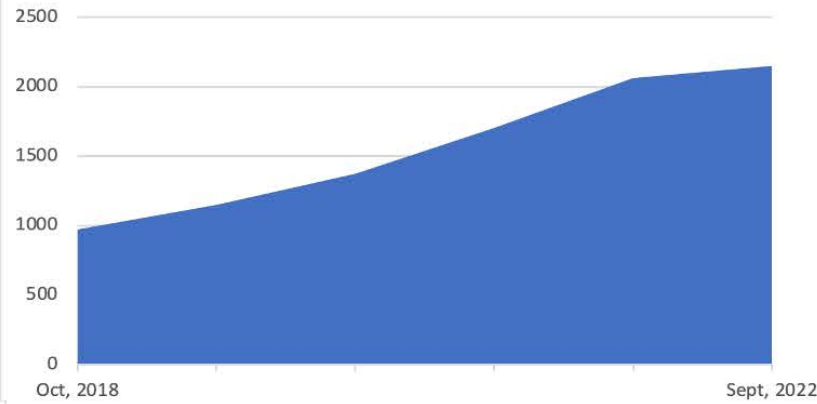
How are we doing?



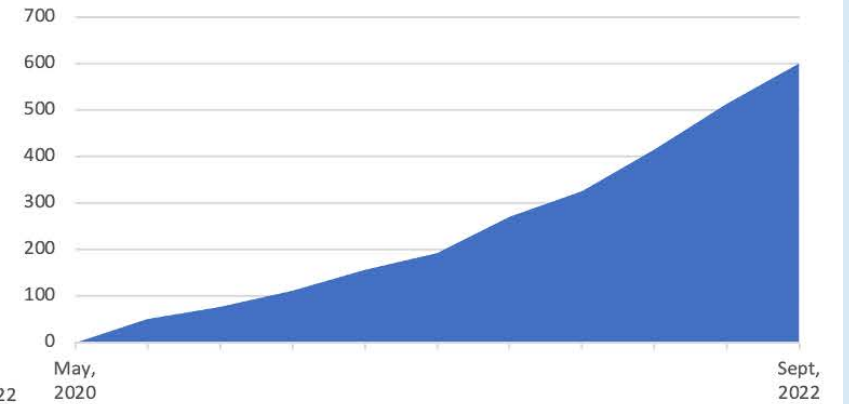
Instagram Followers



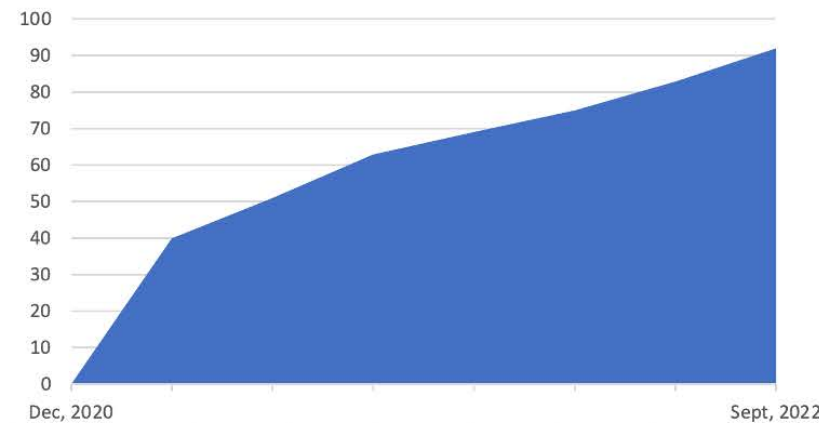
Twitter Followers



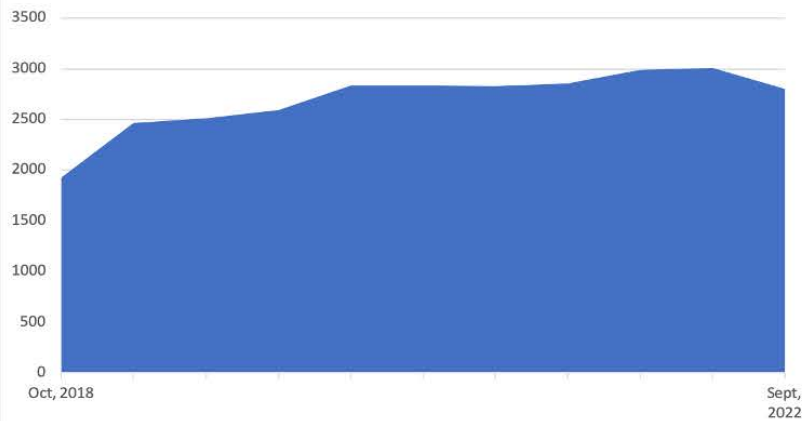
LinkedIn Followers



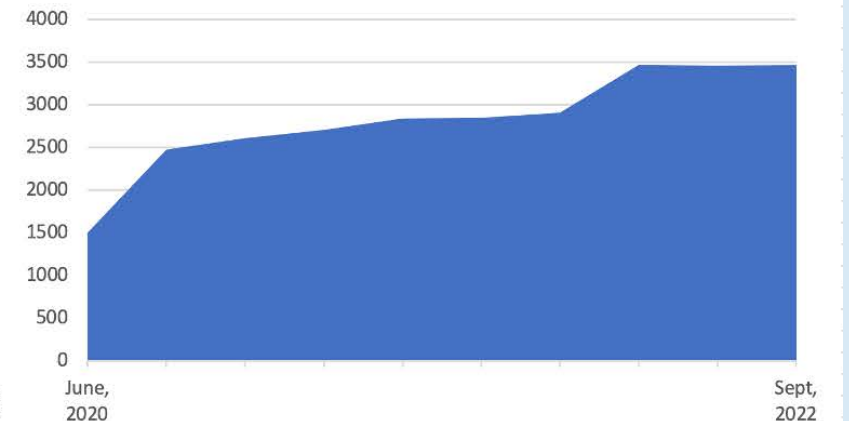
Discourse Users



Facebook Likes



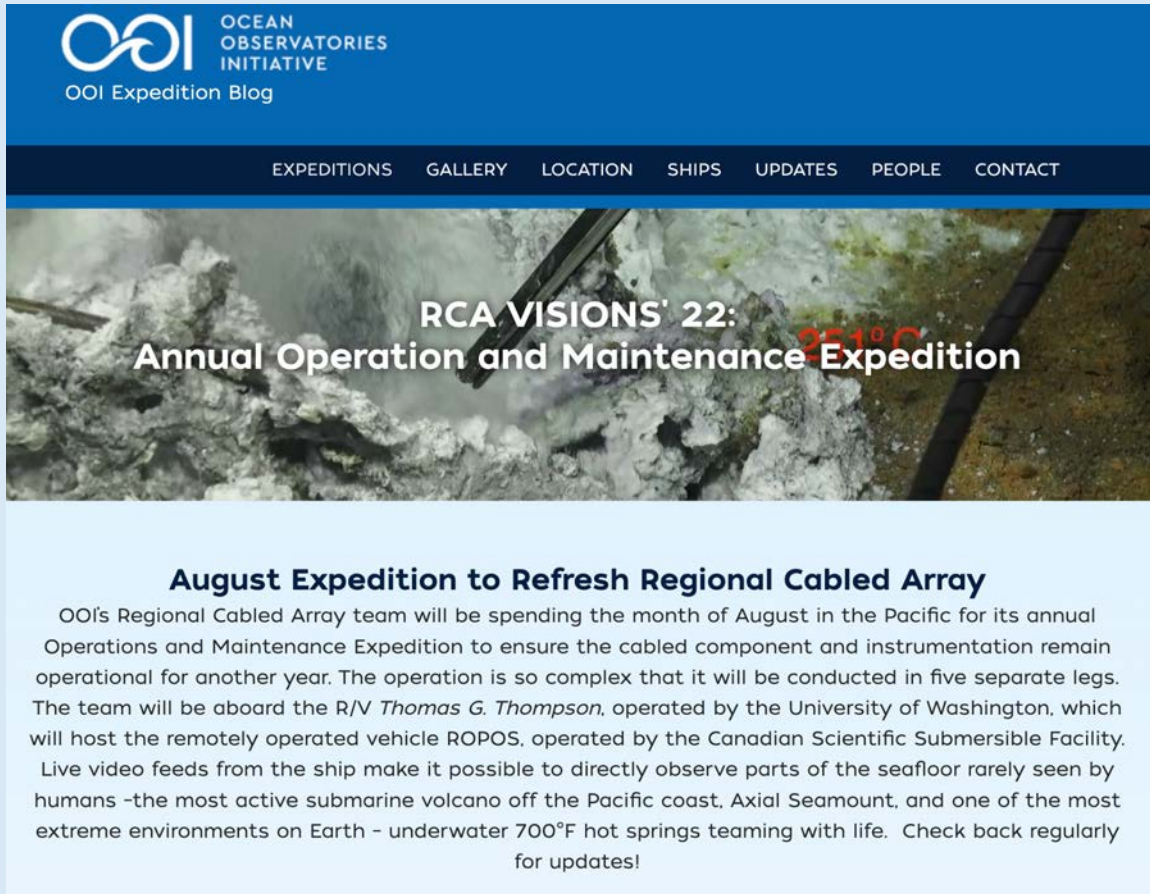
Download Subscribers



Data Ambassadors



Expanding image and video content

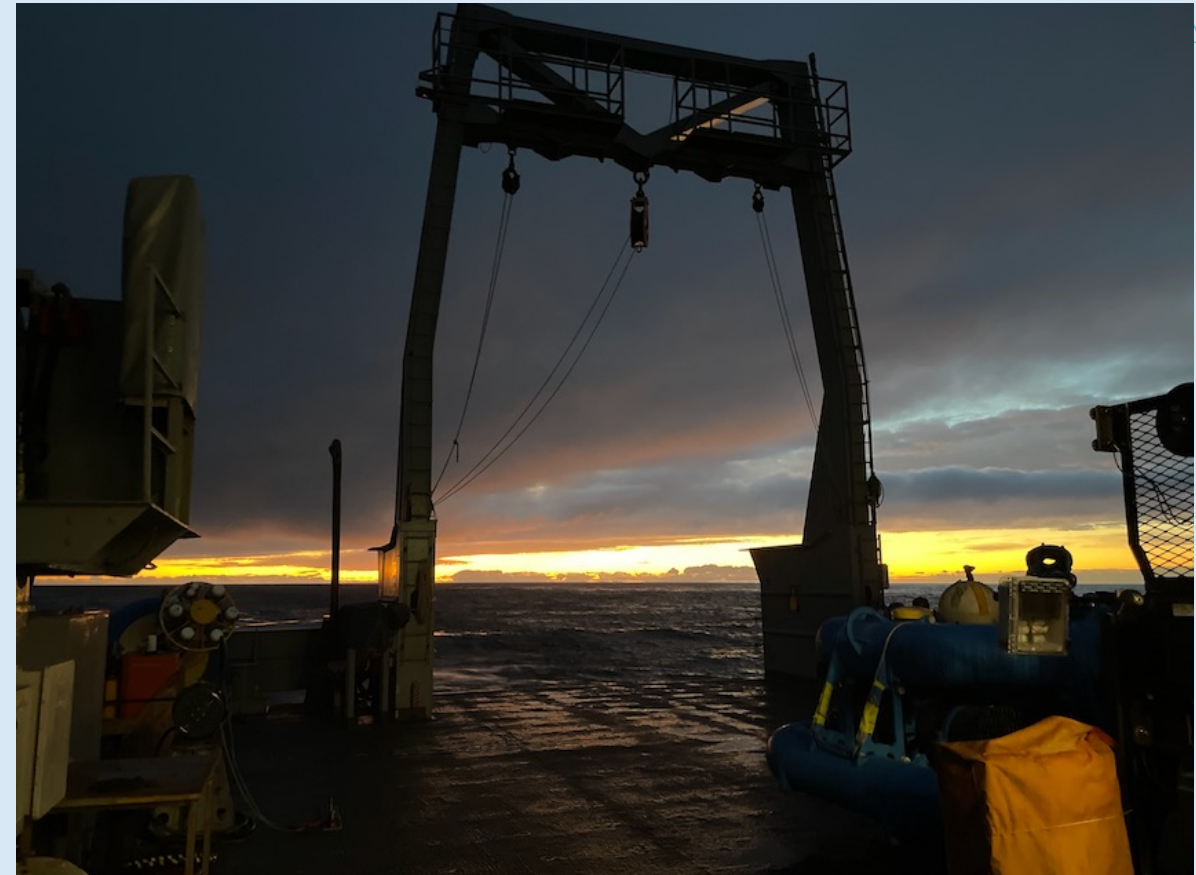


The screenshot shows the top portion of a website. At the top left is the OOI logo (an infinity symbol) and the text "OCEAN OBSERVATORIES INITIATIVE" and "OOI Expedition Blog". Below this is a navigation menu with links for "EXPEDITIONS", "GALLERY", "LOCATION", "SHIPS", "UPDATES", "PEOPLE", and "CONTACT". The main content area features a large image of a rocky seafloor with a red temperature reading of "251°C". Overlaid on the image is the text "RCA VISIONS' 22: Annual Operation and Maintenance Expedition". Below the image is a section titled "August Expedition to Refresh Regional Cabled Array" followed by a paragraph of text.

**RCA VISIONS' 22:
Annual Operation and Maintenance Expedition**

August Expedition to Refresh Regional Cabled Array

OOI's Regional Cabled Array team will be spending the month of August in the Pacific for its annual Operations and Maintenance Expedition to ensure the cabled component and instrumentation remain operational for another year. The operation is so complex that it will be conducted in five separate legs. The team will be aboard the R/V *Thomas G. Thompson*, operated by the University of Washington, which will host the remotely operated vehicle ROPOS, operated by the Canadian Scientific Submersible Facility. Live video feeds from the ship make it possible to directly observe parts of the seafloor rarely seen by humans -the most active submarine volcano off the Pacific coast, Axial Seamount, and one of the most extreme environments on Earth - underwater 700°F hot springs teeming with life. Check back regularly for updates!



Revamping website and newsletter





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QUESTIONS?

