



行政法人 國家災害防救科技中心
National Science and Technology Center
for Disaster Reduction

The 5th International Climate Change Adaptation Platforms Meeting/
AP-PLAT Plenary Meet, October 24th - 25th, 2024, Tsukuba, Japan.

TCCIP's Social Networking and Content Curation in the New Media

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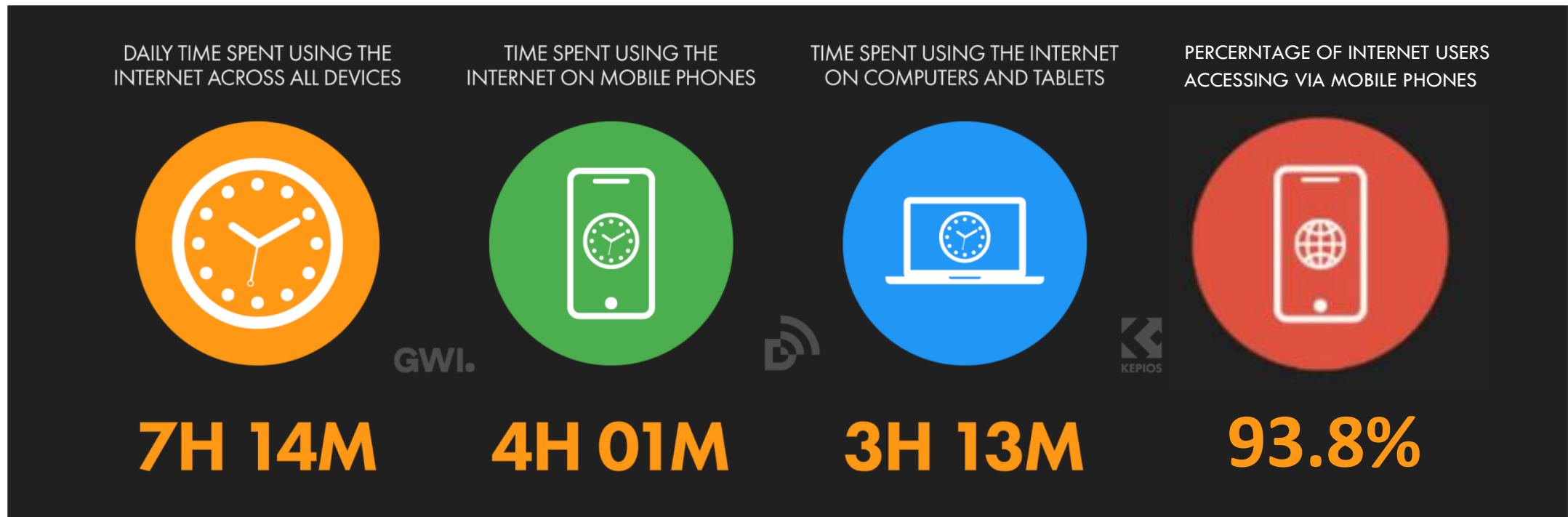
Climate Change Division

National Science and Technology Center for
Disaster Reduction (NCDR)

2024.10.24

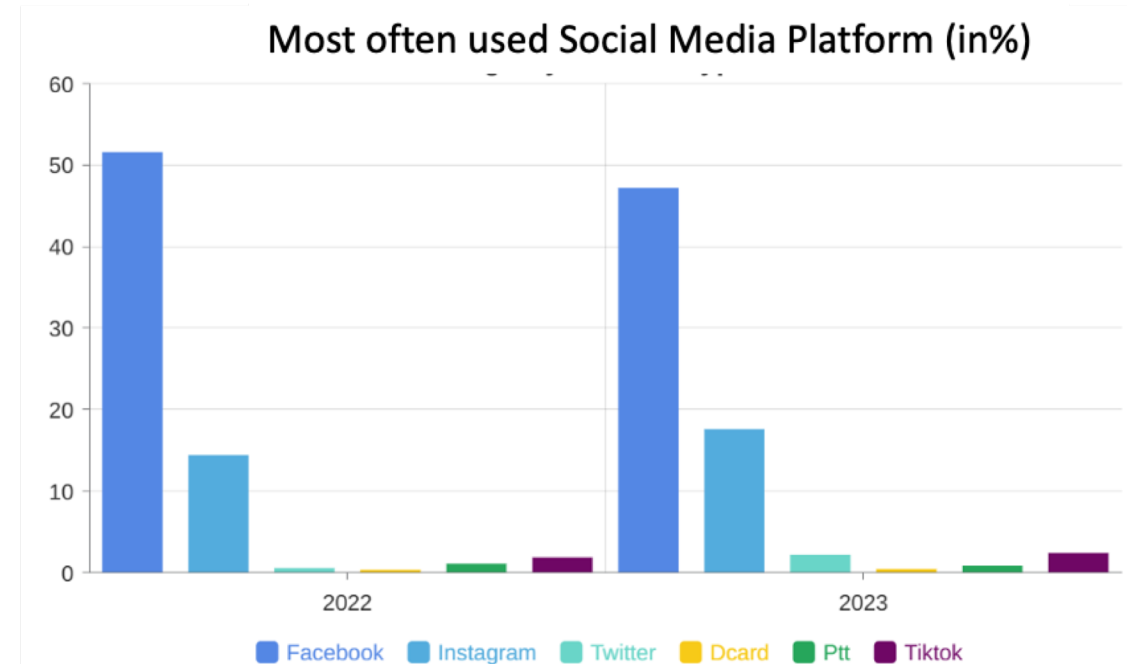
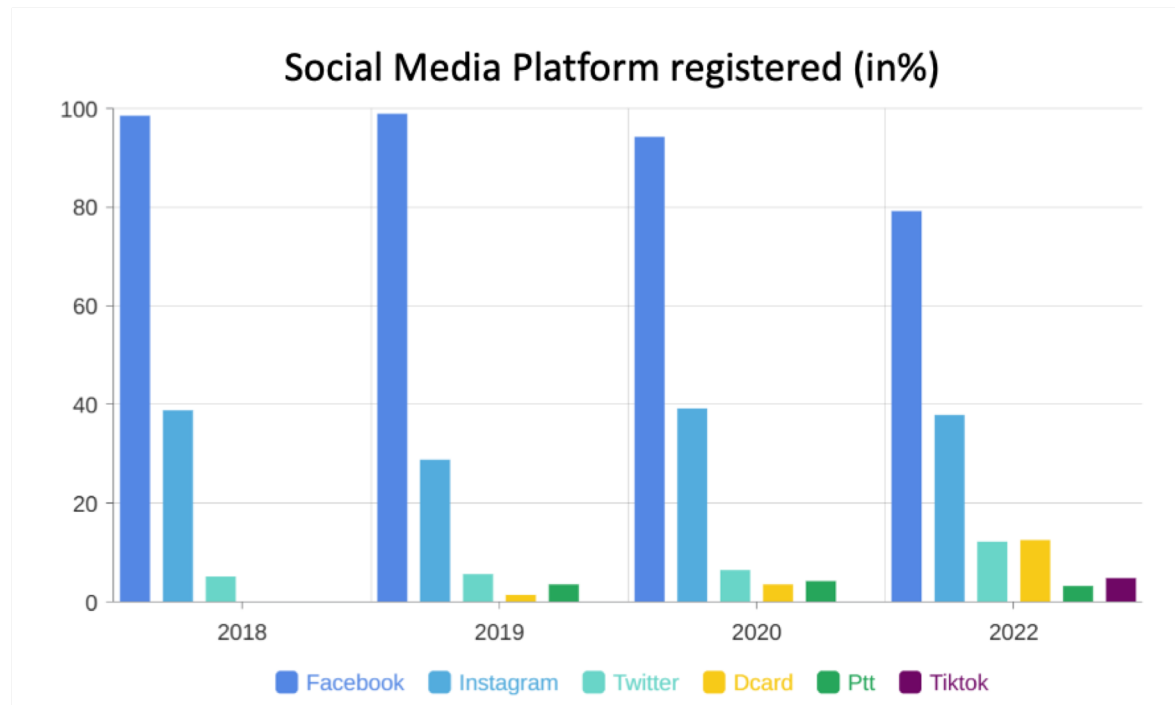
Internet Statistics in Taiwan

**More than 90% of Taiwanese are active internet users
with heavy reliance on mobiles for content viewing**



Changes on Preferences for Social Media Platform

Facebook is the largest social media platform in Taiwan while Instagram and Tiktok are increasing its presence on user base and frequency of usage in recent years



Identify TCCIP's Role in Social Media

Through multiple seminars, workshops, forums and online surveys, TCCIP gathered our users' opinion on how they wish us to improve on knowledge communication



Expanding Communication Channels: Tools we use

Since 2015



Weekly Review



Targeted Functions

- 1 Offer latest update on data services and activities
- 3 Provide breakdowns of Scientific Knowledge

Since 2015



YouTube Channel



- 2 Offer more introductory materials for educational use
- 3 Provide breakdowns of Scientific Knowledge

Since 2017



FB Fan page



- 1 Offer latest update on data services and activities
- 4 Engage in platforms that can easily share information

Since 2021



Podcast



- 2 Offer more introductory materials for educational use
- 4 Engage in platforms that can easily share information

Since 2024.10



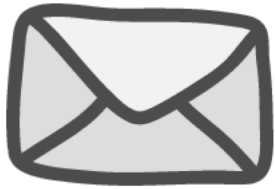
Instagram



- 1 Offer latest update on data services and activities
- 4 Offer latest update on data services and activities

Weekly Review: Modest yet informative

Since 2015



Weekly Review



TCCIP's weekly review is sent out to all subscribers through email every Monday. The review utilizes a standard template that compiles:

- latest updates on TCCIP project (activities, data released etc.)
- climate change news
- Upcoming activity

Serving as TCCIP's earliest form of active engagement, we continue to send email weekly to newsletters subscribers. This helps to guide users back to the platform for more information.

Regular Update Required

Cost: Minimal to None

Staff Support: 1 person

Time spent: 1 hour/weekly

Impact: ~3000 subscribers

YouTube: Our best friend during Covid-19 Pandemic

Since 2015



YouTube



TCCIP YouTube channel features project introductions, research targets, and Climate Change science videos. We also utilize this platform to provide live-streaming for forum and seminars we host.

“Stay at Home” Series

During the COVID-19 pandemic, the TCCIP project translated 7 videos (copy-right approved) showing the latest phenomenon on climate change had received more than 9,000 views in total.



Active Content Creation Required

Cost: 200~1700 USD/video

Time spent: 6- 80 hours/video

Impact: 1500~8000 view/video

Useful to support physical Activities

Staff Support: 3-5 persons (and external help required)

Facebook: Easy to Share info and Provide Instant Feedback

Since 2017



FB Fan page



臺灣氣候變遷推估資訊與調適知識平台

6,129 按讚數 • 6,916 追蹤者

本粉絲頁在國科會『臺灣氣候變遷推估資訊與調適知識平台計畫』(TCCIP)的支持之下，擷取國內外關注的氣候變遷議題，以提升民眾對氣候變遷議題的認同。

查看主控板

刊登廣告

TCCIP Facebook fan page has around 7,000 followers, the writes news posts irregularly (but at least twice every week to keep the page active).

The content we post include:

- Latest updates on the platform (new data, newsletters, podcast etc.)
- Climate change news
- Latest research results of the team and published papers
- Promotional events (hosted by TCCIP or other agencies)
- Surveys

*Friendly relationships are built by assisting other institutions to promote their activities, our post will also be shared on their managed fan pages

Regular Update Required

Staff Support: 1-2 persons

Time spent: 2-4 hour/weekly

Cost: Minimal to None

Impact: ~500 people reached/post

Useful to support physical Activities

Podcast: Perfect Testing Grounds for New Ideas

Since 2021



Podcast



Podcasts can be easily accessed anytime, anywhere. It is a friendly method to deliver new knowledge to users using fragmented time in their day, whether commuting, exercising, or doing house chores.

Based on the needs of the project, TCCIP creates the “Climate Rock & Roll” Podcast Channel, featuring two types of content (36 episodes):

- **Climate Change News Sharing & Discussion**- topics of all kind, use common language to discuss the latest development and trend in Climate Change field
- **Expert Interview**- in-depth Q&A dialogues with the experts working on Climate Change Research

Active Content Creation Required

Regular Update Required

Time spent: 4-6 hours/episode

Staff Support: 1 coordinator, 2-4 supporting staff

Cost: ~100 USD/episode

Impact: 500+ listeners/episodes

Climate Rock & Roll: New ways to “add life” to the Platform

Climate Change News Sharing & Discussion

- Mainly hosted by the “[Everyday Trio](#)” (Build loyal listeners)
- Topics are scheduled to be [aired in accordance with holidays, trending topics, special news/events](#) to enhance knowledge sharing on the social impacts of climate change.



Expert Interviews

- Mainly [invite researcher from TCCIP project](#) as guest speaker
- Topics focusing on the [details of research process and latest results](#) that have been done within the project and [special reports](#) published by the team



Strategies used for Promoting Podcast

Promote the content through the Platform: turn loyal platform users into your listeners (Front page Banners etc.)

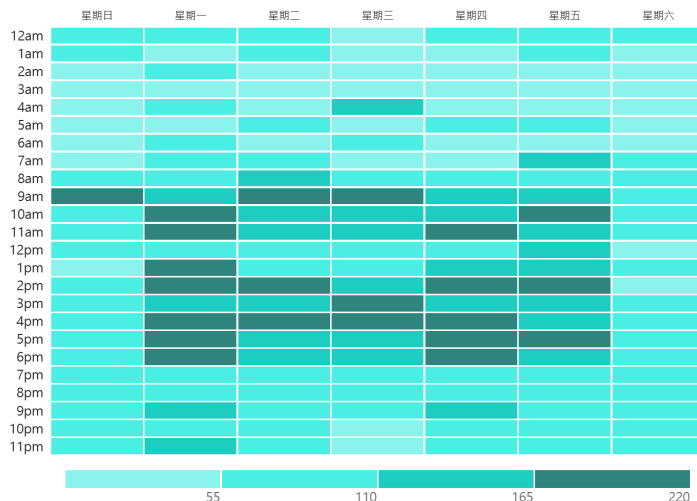
Takes around 1 year to prepare for the full luncheon of Podcast and began



See another upward moving trend due to the recent release of National Climate Change Report of Taiwan

Know when is best to release your episodes

Judging by the Statistics after airing 10 episodes, we discovered Monday and Thursday at 4 p.m. are the best time for getting most downloads



Self-Promotion by linking the knowledge products

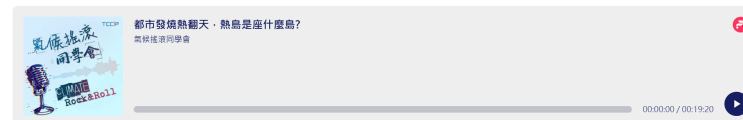
Put related episodes of Podcast under Newsletters articles



封面故事

主題

Extended Materials



Link related episodes under data description page



Podcast Performance

Continuous improvement on Program Ranking
(#10 --> #5 --> #3)

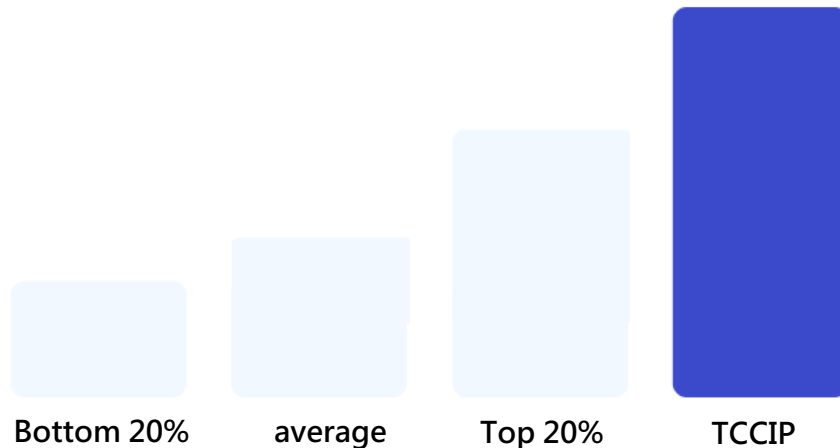
Downloads

1.3 times more
than the average download
of top 20% program under
geoscience category

Apple Podcast
leaderboard

#3

under geoscience category



-background data provided by Firstory

Chartable

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Podcast Charts

Apple Podcasts — Taiwan — Earth Sciences



Listed as one of the core Podcast Resources for High School Students
(published by Ministry of Education)

教育部國民及學前教育署

普通型高級中等學校學科資源平臺

教學資源公告

【氣候變遷與調適】相關資源

發布單位：地球科學學科中心 |

【參考資料】

- 氣候變遷專有名詞手冊
- 氣候變遷懶人包

【Podcast】

- 氣候搖滾同學會
- 氣候變遷小語
- IC之音—氣候戰役在台灣
- IC之音—零碳未來
- 公共電視-我們的島

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