

## ***Sharing Statewide Climate Expertise through North Carolina's Climate Blog***

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The State Climate Office of North Carolina created its Climate Blog in December 2012 to provide timely weather and climate information, including monthly and seasonal summaries and outlooks, recaps of recent and historical events, and expert insight on the climate and its impacts. As the blog nears its four-year anniversary, we are seeking new ideas for topics and formats, questions about local and regional climate that could use a scientific explanation, and additional ways to communicate with a general audience, including with the use of multimedia.

Questions might include:

- What climate topics come up from you and your stakeholders?
- What topics need in-depth explanation?
- How do you want to access such information (blog, social media platforms, etc)?
- Should topics always be related to recent weather conditions?
- Are summaries of the past month and season useful? What about monthly and seasonal forecast discussions? Which would be more useful?
- Video and audio blogs require much more effort - are you more inclined to use these as compared to traditional text and images?
- Should we keep the topics general, or focus on specific impacts to a community (e.g., water supply, agriculture, tourism, etc).