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**CONFERENCE OF THE PARTIES TO THE
INTER-AMERICAN INSTITUTE FOR GLOBAL
CHANGE RESEARCH
Thirty-first meeting
Panama City and Videoconference
21-22 June 2023
Agenda item 13(c)(i)**

Website and social media analytics

1. This document has been prepared by the IAI Directorate.

Background

2. The Conference of the Parties to the Inter-American Institute for Global Change Research (IAI), at its 25th meeting (Bogotá, 2017), adopted Decision XXV/28, which instructed the Directorate to:

... find ways to enhance the capacity of IAI research projects to communicate their results to stakeholders.

3. The Conference of the Parties at its 26th meeting (Antigua, 2018), adopted Decision XXVI/31, which instructed the IAI Directorate to

... facilitate dissemination of the scientific knowledge needed for the implementation of national and international policies.

4. Theme III, goal 1, objective (i), Action (b) of the *IAI Strategic Plan*

The IAI communication area is continuously linked to the activities of the partners to disseminate events and activities of the focal points in order to publicize their objectives.

5. In light of Decisions XXV/28 and XXVI/31, and Theme III, goal 1, objective (i), Action (b) of the IAI Strategic Plan, the IAI Directorate has increased efforts to reach different audiences interested in the scientific knowledge and research results made available by the IAI to its Parties.

Report of progress

6. By posting more information in the News section of the IAI's website, and the IAI's social media accounts, the IAI Directorate has aimed to widen its audience, including stakeholders, policymakers, and other researchers, and effectively communicate scientific knowledge and research results that may be useful to them.
7. The IAI Directorate has continued to publish and disseminate the newsletter and other other communication materials as a means of bringing timely information on IAI events, current science, and training/funding opportunities to the IAI network. The contact list has grown almost three-fold from the last intersessional period, suggesting an increased interest among the IAI's network in remaining updated on the IAI's activities and shared opportunities related to scientific knowledge that is relevant to the Parties.
8. In the past year (2022), the IAI website had almost 39,000 users (21% more than the previous year), representing almost universal access by countries in the Americas and other regions. Among the top ten countries accessing the IAI website, seven were from the Americas.
9. The Directorate uses the following social media platforms: Twitter, Instagram, Facebook, LinkedIn and TikTok. The IAI's most active social network is Twitter, which is used for live coverage of the IAI's events and meetings, where the IAI's account has 2,380 followers. Compared to 2021, there was a growth of 40% in Twitter impressions.
10. New accounts that follow the IAI Twitter account belong to important institutions involved in or with an interest in global change research, such as the Secretaría Nacional de Ciencia, Tecnología e Innovación (Senacyt), Panama, the Pan American Health Organization (PAHO) and the World Health Organization (WHO), the Ministry of Health of Argentina, the Fundación de Estudios Avanzados de Buenos Aires, the American Association for the Advancement of Science (AAAS), the Global Diet and Activity Research Network (GDAR), the Centro de Vinculación de Global Universidad Tecnológica del Uruguay (UTEC), the Degrees Initiative, Geoscience Education, the National Water Institute (INA), the Grand Challenges Canada, the Science Summit United Nations General Assembly (SSUNGA), and Environment and Climate Change Canada, as well as universities and ministries from different countries in the region.
11. The other two main social networks of the IAI are Instagram, with 983 followers, and Facebook, with 3,800 followers. Compared to 2021, on Instagram there was a growth of 353% in accounts reached, with 2,022 views, and on Facebook there was a growth of 278% in page reach, with 21,255 views.

12. The IAI LinkedIn account has significantly increased its following reaching 1,962 followers, with the majority of its visitors from the field of research and education. This account had almost a four-fold growth compared to 2021.
13. With a total of 730 subscribers, the IAI's YouTube channel is a valuable tool for disseminating the full recordings of scientific presentations and meetings.
14. The IAI also recently innovated with an account in Tik Tok, a social media platform used by United Nations organizations such as the United Nations Environmental Program (UNEP) and the WHO, with a reach of 3,897 views.
15. A total of 29 massive emails, including the IAI's Newsletter, have been sent during the period March 2022 and January 2023, with an improvement of 80% in their performance compared to the previous period, with a total of 25,515 views.
16. The use of the IAI's website and social media has contributed to enhancing the communication of scientific knowledge and results that are relevant to the region, including for policymakers and partners, and promoting the objectives of the Parties.

Recommendation

17. The Conference of the Parties is invited to take note of this report.