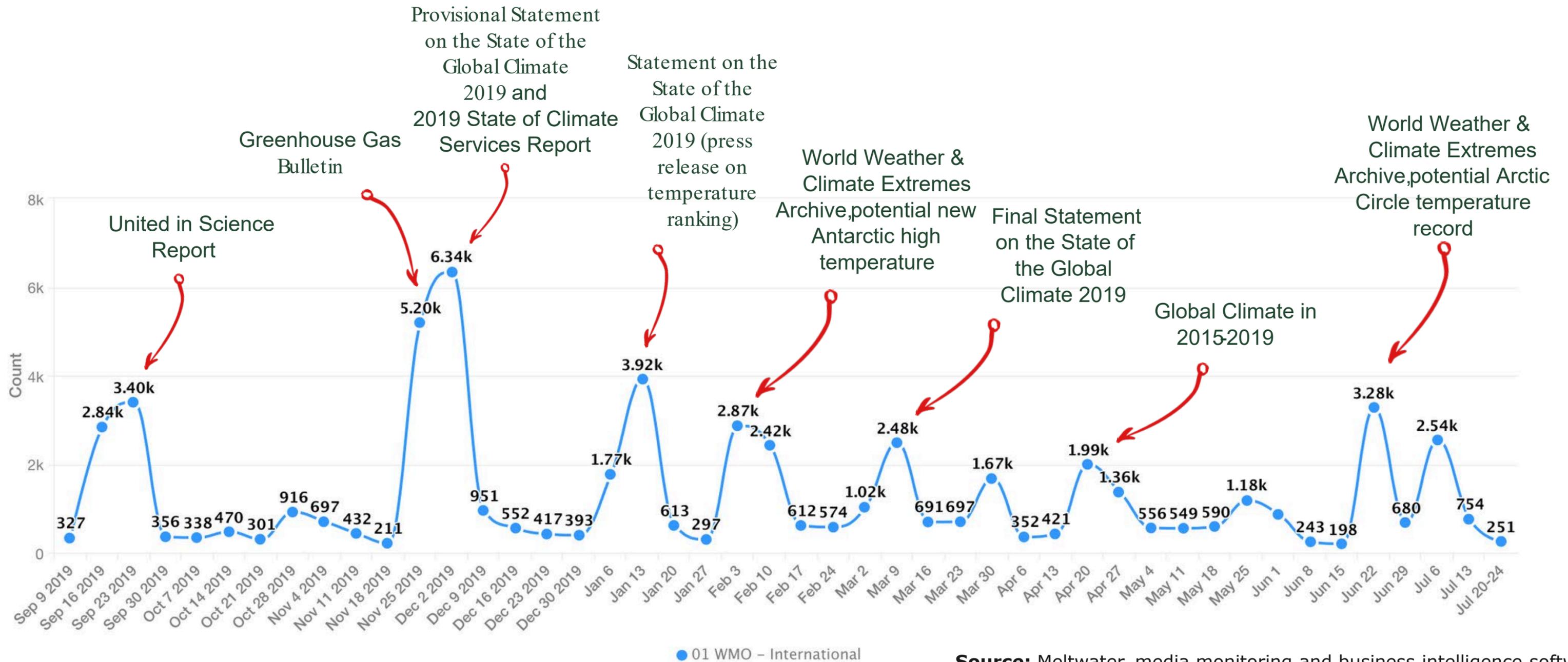




WMO Strategic Communications in Action



Source: Meltwater, media monitoring and business intelligence software

The power and reach of social media



Top Tweet earned 239K impressions

Final report on #StateofClimate in 2019 highlights #climatechange signs like increasing land and ocean heat, sea level rise, melting ice. And impacts on development, health, migration and displacement, food security and land and marine ecosystems.

pic.twitter.com/y6zdv6Khl2



World Meteorological Organization @WMO · 3 Dec 2019

2019 concludes a decade of exceptional global heat, retreating ice and record sea levels. Average temps for 10-year (2010-2019) period set to be highest on record. 2019 is on course to be 2nd or 3rd warmest year on record. #StateofClimate #COP25 #ClimateAction

2019 is set to be one of the three warmest years on record.

154.1K views

Regular re-tweets by the UN Secretary-General, United Nations, other international organizations and scientific partners.

António Guterres @antonioguterres · 25 Nov 2019

The level of greenhouse gases in the atmosphere has reached another record high, according to @WMO.

Another record that shows we are not doing enough to address the climate emergency.

Strong & decisive #ClimateAction cannot wait. bit.ly/33j132K

94.4K views

United Nations @UN · 10h

2019 on-track to conclude warmest 10 year period on record, as climate emergency impacts health, food security, migration, displacement, ecosystems, oceans & more.

Get details in @WMO's #StateofClimate report: bit.ly/2DHY4GS #ClimateAction

13 comments, 115 retweets, 177 likes

World Meteorological Organization @WMO · Aug 17

WMO will verify the temperature of 130°F (54.4C) reported at Death Valley, California, on Sunday. This would be the hottest global temperature officially recorded since 1931.

Death Valley National Park
Furnace Creek Visitor Center (DEVC1)

Today's Observations

Conditions at 4:00pm		Daily Stats So Far	
Temp:	127°F	Max Temp:	130°F @ 3:41pm
Humidity:	7%	Min Temp:	96°F @ 5:52am
Wind:	NW 2, Gust 6 MPH	Max Gust:	8 MPH @ 1:00am
Rain (1hr):	0.00 in.	Total Rain:	0.00 in.

572 comments, 7.8K retweets, 11K likes

WMO e-Library Downloads

Global Climate in 2015-2019	Final Statement on the State of the Global Climate 2019	2019 State of Climate Services Report	Provisional Statement on the State of the Global Climate 2019	Greenhouse Gas Bulletin 2018
14,610 (in 2 weeks)	118,198 (in 2 months)	16,053 (in 4 months)	48,754 (in 6 months)	12,371 (in 4 months)

PLEASE FACTOR IN COMMUNICATIONS INTO ALL YOUR WORK

The WMO community needs to reach not just scientists, but also decision makers, development agencies and the wider public

Keep your language simple, free of acronyms

There is huge interest in weather, climate, water and the environment.

We need to mobilize it and turn it into action

Thank you

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