



The INGV photos on Flickr

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In May 2012, right after the $M=5.9$ Emilia earthquake, was launched the Istituto Nazionale di Geofisica e Vulcanologia (INGV) photographic gallery on Flickr (<https://www.flickr.com/photos/ingv/>), to improve the INGV communication strategy. The main goals of this initiative were to inform society of the main ongoing research activities, new scientific discoveries, seismic, volcanic and environmental monitoring and key events at INGV. Specifically, to communicate through photos new results of scientific research in seismology, volcanology and environment, to enhance awareness of the earth sciences and related natural hazard in society. At this time, after about two and a half years from the beginning, have been published about 550 downloadable original photos on Flickr, collected in 45 albums. These were all shot by INGV researchers, technologists and technicians, during field surveys, seismic or volcanic emergencies or key events. Besides the INGV seismic and volcanic monitoring centers, photos document the effects of (i) main recent earthquakes in Italy; (ii) main volcanic eruptions in Italy and worldwide, (iii) Mediterranean sea and ocean tsunamis; (iv) environmental changes and monitoring activities and finally (v) main events at INGV.

Presently, the total number of views is over 2.277.000 with main peaks often in relationships with relevant Italian or worldwide earthquakes and volcanic eruptions. The most popular Photo (San Carlo, Emilia earthquake) has been viewed more than 56,000 times.

Because each photo includes a brief scientific description and often is linked to press communicates launched by the INGV press office and to geophysical and geological publications, we believe that this initiative has increased people's awareness of the INGV activity and its role in society, contributing to the scientific outreach of researcher's work.