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*'Understanding volcanoes and society: the key for risk mitigation'*



## Using Interactive and Social Media to Engage Communities at Risk

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We have used social media and interactive games to connect with communities located in hazardous areas. The Earth Girl Facebook page, for example, has been an effective way to disseminate the strategy free app that has been used to explain to government officials how tsunami risk can be minimized. The Ratu River Facebook page received over 79,000 Likes when we posted for Nepalese audiences a one-week online Nepali preview of a short documentary film about earthquakes in Nepal. This presentation explores simple but effective ways to reach mainstream audiences and decision-makers and engage them in the context of scientific knowledge while paying attention to the local opportunities and limitations.