

Abstract Submitted  
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**F\*\*\* Yeah Fluid Dynamics: On science outreach and appealing to broad audiences** NICOLE SHARP, FYFD — Sharing scientific research with general audiences is important for scientists both in terms of educating the public and in pursuing funding opportunities. But it's not always apparent how to make a big splash. Over the past five years, fluid dynamics outreach blog FYFD has published more than 1300 articles and gained an audience of over 215,000 readers. The site appeals to a wide spectrum of readers in both age and field of study. This talk will utilize five years' worth of site content and reader feedback to examine what makes science appealing to general audiences and suggest methods researchers can use to shape their work's broader impact.

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