

How the **American Geophysical Union (AGU)** Books Program Enhanced Its Engagement Efficiency by 2.3X with Editage Digital Media Solutions.



Background

The American Geophysical Union (AGU) is one of the world's leading scientific societies, advancing discovery in Earth and space sciences through high-quality publications and events. AGU's Books Program has a publishing legacy spanning seven decades and four active book series including monographs, textbooks and technical manuals. The Books Program sought to strengthen the visibility of its new releases among global audiences.

To support this vision, AGU partnered with Editage Digital Media Solutions (DMS) for a pilot initiative featuring short-form video content for newly published titles.

The Goal

AGU aimed to connect more meaningfully with its diverse community of scientists, authors and readers by showcasing new books in an engaging, accessible format across social media.

Specifically, the Books Program sought to:

- Enhance visibility of its latest titles and feature the voices of authors/editors
- Increase engagement efficiency across social platforms
- Strengthen audience interaction through compelling multimedia storytelling

The Strategy

The Editage DMS team:

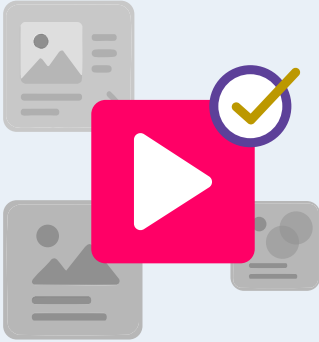
- Produced Q&A-style video interviews (3–5 minutes) with book authors or editors and highlighting each book's key scientific ideas and real-world applications.
- From each interview, created 3 short snippets (20-45 seconds), extracting key points from the full video.
- Developed customized video scripts to align with AGU's tone and audience preferences.
- Delivered social-media-optimized video formats (square, vertical, and widescreen) with engaging titles, subtitles, and thumbnails to maximize reach.
- Created platform-optimized social media copy to enhance the reach and impact of video content.
- Created infographics for the videos to visually communicate key ideas and make the content more engaging and shareable across platforms.
- This collaboration combined AGU's subject expertise with DMS's creative strategy, ensuring every video delivered both intellectual depth and visual appeal.

The Impact



Engagement Efficiency

By integrating video storytelling into its communication mix, AGU Books **improved its social media engagement efficiency by 2.3x**, measured through combined reach, interactions, and follower engagement across platforms.



Content Contribution and Reach

Across the campaign period, **44 social media posts** were published under AGU's Books Program between January and July 2025.

Of these, Editage DMS created **video content for approximately one-third (31%) of the posts**, focusing exclusively on videos conceptualized and produced by the DMS team. These posts consistently outperformed static content in terms of engagement and interaction quality.

In sum, the **DMS-AGU partnership contributed to greater visibility for the AGU Books Program** across target academic and professional communities.

Conclusion

Through this pilot, AGU successfully elevated the visibility of its Books Program, improving both engagement metrics and audience connection across platforms. The collaboration underscored how strategic video storytelling can expand reach, deepen engagement and showcase the scientific content of AGU's book publishing program.