

Science journalism and a multi-directional science-policy-society dialogue are needed to foster public awareness for biodiversity and its conservation

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S3 Table

S3 Table: Proportionate use of social media channels per IPBES region. The numbers represent % per region.

	The Americas (n = 17)	Europe and Central Asia (n = 27)	Africa (n = 3)	Asia and the Pacific (n = 5)
Facebook	16.47	10.59	26.67	45.00
Instagram	9.12	0.74	0.00	0.00
LinkedIn	1.76	4.04	10.00	5.00
Reddit	4.41	0.00	0.00	0.00
Twitter/X	45.00	70.44	6.67	2.00
YouTube	3.71	5.00	6.67	4.00
Blogs	6.29	6.59	0.00	16.00
Other	13.24 (ResearchGate, WhatsApp)	2.59 (ResearchGate, Telegram)	50.00 (Email, WhatsApp)	28.00 (Email, KakaoTalk)