



**Workshop Summary &
“How-To-Guide”
for
Using Social Media Tools**

October 26-27, 2011

Charleston, SC



Hosted by:



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Introduction

Social Media has become the newest outreach tool for communicating with stakeholders on a variety of topics including fisheries management issues. There are many social media platforms that have been developed in the past five years (blogs, Facebook, Twitter, etc.) and each platform has a specific strategy for conveying information. Determining how to effectively use each platform to reach a specific audience or deliver a targeted message can be overwhelming for organizations and agencies that are unfamiliar with the functions and attributes of specific platforms. Understanding the best use of each platform is critical to the transferability of using social media for outreach.

The overall goal of the Social Media Workshop, hosted by the South Atlantic Fishery Management Council and the S.C. Sea Grant Consortium, was to assist regional agencies and organizations in developing a better understanding of commonly used social media platforms. To achieve this goal, the workshop delivered interactive presentations about Facebook, Twitter, YouTube, blogs, mobile applications for Smartphones, e-Newsletters and websites. Group discussion followed each presentation and the workshop offered live demonstrations of social media platforms and panel discussions with speakers on lessons learned from current applications of social media. The following summary provides an overview of each session on the seven social media platforms presented at the workshop - Facebook, Twitter, YouTube, blogs, mobile applications for Smartphones, e-Newsletters and websites.



FACEBOOK

Presenter: Katie Mosher, Communications Director, N.C. Sea Grant (NCSG) – *Social Media Perspectives*

After recently attending the National Science Writers meeting in October, Katie came away with a new appreciation for the impact social media can have on your target audience. One of the presentations was entitled, “Get a Life – I Tweet, I Blog, I Sleep” indicating how social media has become a part of everyday life for many people. Participants at this conference were of the post-baby Boomer generation - not your expected typical Gen X and Y. This helped frame her perspective for how N.C. Sea Grant uses Facebook for part of their outreach activities.

OVERVIEW

- 90% of Sea Grant programs use Facebook (75% on Twitter)
 - National Sea Grant FB site has 300+ likes and 2,000+ Twitter followers
 - Florida Sea Grant has a focus on targeting grad students
 - SC & GA Sea Grant programs are developing social media policies
 - Beach Sweep/River Sweep in SC has a separate FB page
- N.C. Sea Grant strategies and statistics:
 - In 2008, they utilized a summer intern to start their initial page thinking it might be just a college student tool. Not so.

- Currently they have 460 likes;
- User demographics: 60% female; 36% male; 30% age 35-44; 22.2% ages 25-34; 16% age 55+; 408 USA; 5 Canada and Turkey (each); 4 Indonesia; 14 other countries
- Monthly active users: 320 as of August 20th; 624 currently; This surge in active users might possibly be linked to Hurricane Irene info and NC Seafood Festival (includes likes and re-posts and searches).
- Katie uses a personal work FB page that she uses to share N.C. Sea Grant and NC State Research information.
- Partners links and other professional links: 89 people that share with the NC SG. Some people want to interact individually with staff of the agency not just the agency.
- Currently use Twitter and YouTube primarily because posts to these platforms were driven by a communications intern.
- Katie mentioned that a great way to connect with others using social media to convey science is the NC State's Science On-line conference January 19-22 (bloggers, etc.) and a meeting of Science Writers in the Research Triangle in October. See: - <http://scienceonline2012.com>

Q & A with participants:

- Q: *How do you set up personal vs. professional accounts?*
A: She uses her maiden and married names to have two separate accounts
- Q: *What types of information do you put on the Facebook page?*
A: Items for NCSG FB page are limited to CoastWatch magazine, news releases or research/extension projects and other partner projects that are topically related to work the NCSG is working on.
- Q: *Do you do anything specifically to get people to like your page?*
A: They promote it through placement of the FB page link on NCSG pubs – Coastwatch, postcards, , website, correspondence; One issue is they have very few comments or shares that they can then track the traffic; fans may not repost info on their FB page but they will put it in news clips
- Q: *What is the Impressions count?*
A: You can look at your individual pages diagnostics to track impressions on each item that is posted.

Presenter: Elizabeth Bender, Marketing Manager, South Carolina Aquarium (SCA) – *FB at the Aquarium*

The SCA has a marketing/communications team of five individuals including a webmaster, graphic designer and master of communications. They created a FB profile for the SCA in 2008 and at first the page was not very active. Currently they have 8,226 fans with 78 of these fans being active users of the FB page. 73% of users are women and 24%

are men and this correlates to the member base of the SCA. Additionally, the use the FB impression statistics to characterize their fans and most research indicates that there are more women engaged on FB than men.

“Know your audience and what they are interested in. FB allows 2-way communication, so it is important to get people engaged and posting.”

Elizabeth emphasized that Facebook is about dialogue/participation versus advertising and managers need to provide things for people to be involved in. e.g., sea turtle releases.

OVERVIEW

The SCA operates on five principal guidelines to manage their social media activities.

Five FB Guidelines:

- | | |
|----------------------------------|--|
| 1) Establish: Build a Presence; | 4) Influence-Provide positive experiences; |
| 2) Maintain-be active; | 5) Monitor-Listen and Learn |
| 3) Engage-develop relationships; | |

Guideline 1 - *Be Active: Share Content*

- Remember using FB is not necessarily advertising; people stay active when they can participate in your page (photos, videos, events that they attended, etc.)
- Hot topics always attract activity – i.e., sea turtles
- Use FB to create events for the Aquarium – useful for getting traffic for events and meetings (i.e., “Shark Rattle and Roll” event – main way they pushed into the market)

Guideline 2 - *Engage: Ask for their thoughts*

- Ask questions (trivia); sometimes do giveaway prizes; e.g., “what is your favorite animal in the aquarium”.
- Know your target audience and target your engaging questions to that group (i.e., moms are major at the aquarium and so they love to talk about their kids, give their opinions, etc.)
- At Events: Gave two tickets away at the event by posting a FB question on their page and asking people to post the answer on the FB page to win the tickets.

Guideline 3 - *Provide positive experience: Answer their Questions*

- Use it as a customer service opportunity – “Ask the Experts” type questions – what is this shell I found? It is important to let people know that they are being heard.
- Must provide a dialogue if people ask questions and this will help garner support for the brand and fans will become brand ambassadors.

Guideline 4 – *Listen: Let Fans talk to Fans*

- When fans answer for you then peer recommendations give a stronger connection with the fans and organization.
- FB page can be the tool to get more current information out to fans because of how quick and easy it is to post vs. a website update.
- Note that FB is much easier for posting current information than website. They recently announced aquarium closure due to threat of hurricane.

Guideline 5 - *Engage: Host Contests*

- FB link placement on website, ads, visitor maps.
- Hosted a photo contest on FB called “Let’s Go Sea” asking fans to show themselves enjoying the water outdoors with other people.

- 134 entries; 132 Album likes; 2029 photo likes.
- People submitting photos - Lots of shares and asking friends to like their photo and the SC Aquarium.
- Fans/likes went up in a 2 month period.

Q & A with participants:

- Q: *Do you review photos before they go up on the page?*
- A: Yes, they used an entry sample contest that Coca Cola used. They had an entry form, with name, zip code, title and description (at least two people and water in the picture); The entry form on the page was then sent to Aquarium in an e-mail for review and reposting.
- Q: *How much do you have to police what is being posted and inappropriate comments?*
A: Can create negative feedback by deleting comments so, Kate and Elizabeth monitor daily and if they get spam or other offensive things they delete them. Try to post at least once a day (sometimes more); try to reply to questions within 24 hours; also monitor TripAdvisor – respond to incorrect comments.
- Q: *What if the fan responding to another fan gives incorrect information?*
A: They respond after the incorrect post and just say actually this is more correct.
- Q: *How do you use the Chat Room tab?*
A: They don't use it but they have created their own tabs for other functions.
- Q: *How do you look at the Impressions and get demographic data?*
A: Click on the Impressions link and look at the data by scrolling through.

Presenter: Emily Muehlstein, Public Information Assistant, Gulf of Mexico Fishery Management Council

The GMFMC started their FB page in mid-2011. They face different challenges as a fisheries management agency which is dealing with contentious issues and angry stakeholders.

OVERVIEW

Why is it useful?

- Creates dialogue; place to correct misinformation; share commonly requested documents; share outreach documents; build relationships.
- The conversations that happen on the Wall are a great case study in how difficult fisheries management can be.
- Gets the dialogue out in the public eye; conversations that may be had via e-mail or specific meetings is now accessible to a larger audience.
- Use it to correct information – example of red grouper bag limit misinformation.
- Posted pictures of the SEAMAP sampling in the region so that people can see how the science happens
- Post outreach materials on the page
- Facebook should be more light-hearted than typical council scientific and briefing book documents. Post recipes on the opening of snapper season – build relationships and have a positive message

“You don't have to like us to like us on Facebook.”

CHALLENGES

- Initial negative perception of the Council – all of letters and correspondence say “*You don’t have to like us to like us on FB.*”
- Monitoring of the FB page is a 24 hour job and she is checking it on her personal time too; you have to keep on top of the comments and respond.
- Can only upload PDFs or external links.
- Character limit on the things you post.

ADVANTAGES

- On FB you can see who the people are that are posting vs. on a blog where they can hide behind user names. This helps curb people’s posting behavior.
- FB posts are in real time; fans don’t have to wait for a web update to get hot news.
- Participation metrics: can break down users (761 active users). FB will email metrics on a weekly basis. (Don’t need to install Google Analytics, etc.)

GUIDELINES

- They used NOAA’s social media guidelines when developing their FB page.
- Information page gives quick description of the agency.
- Need to remind people that are posting opinion on the FB page that these FB posts do not constitute public record and will not be submitted for the public record. They will still need to submit formal comments through the established process in order to be considered.
- Include a disclaimer at the bottom of info page about comments being removed for certain types of posts.

Q & A with participants:

- Q: *Do you have an internal review of what the staff posts?*
A: At the Gulf council, they have freedom to put up what they want; most outreach documents are reviewed by supervisor; provides authenticity and gives a “real” face to the information being given. “I would fear censorship that would turn me into part of the machine that I hate any way. I think people appreciate that I’m not the ivory tower bureaucrat.”
- Q: *How do you avoid the “public record” status?*
A: There is currently no law for use of social media for use as public record for public comments; maybe something to come down the road in the future for rulemaking.
- Q: *Do Council members ever respond and if so, what is the response of the Council member?*
A: Currently, none of the council members are friends of the FB page and none post. Emily uses FB to provide contact information for Council members. There has been some discussion about members being fans and replying to threads on posts and whether or not this constitutes a quorum and if this could be a problem. General Counsel has not provided guidance on this yet....To be continued.
- Q: *It appears that the site is monitored 24/7. Are there staff dedicated to doing this?*
A: Emily is only staff person, and she is always on it!



Presenters: Sara Thomas and Hilary Gridley – Ocean Conservancy

The Ocean Conservancy started their social media campaign in 2008 first with a Facebook page. However, there was not dedicated staff person and this was something that was a self starter effort. Organizations have to *want* to use the technology or it will quickly fall by the wayside.

OVERVIEW

- Twitter account name is #OurOcean.
- As of 2009, they have over 34,000 likes on Facebook and over 10,000 followers on Twitter.
- They have used very little advertising and most of the growth has been all organic.
- Currently they have a large communications/marketing team totaling 6 digital staff and 12 marketing staff.
- Hilary runs most of the social media. The efforts were successful due to both internal/external buy in.
- Their goal is to build transparency around the ocean as a whole – address not just their specific program issues.

“There’s a lot that we can get from the people who follow us and a lot we can give.”

STRATEGIES

- Strive for scientific accuracy with what they Tweet. They usually run the tweets by a staff scientist before posting.
- Use tweets for sending action alerts on issues people can actually take action on.
- Tweet general facts and news about the ocean that the public will enjoy learning about.
- Promote the work of their sponsors work to help better engage sponsors and stakeholders.
- Use tweets for fundraising efforts.
- Learn from successes – getting more buy-in from within the organization. Some examples include:
 - International Coastal Cleanup – an ocean trash expert used Twitter to answer questions.
 - Have used this tactic for other messages – CEO Vicki Spruill tweets regularly. This targets high level audiences and establish relationships with funders and helps build authority.
 - Nick Mallos – ocean trash scientist expert sends tweets. The organization only sends info about news or news about articles. Nick sends more detailed technical info as the expert such as journal articles/studies
 - Dave Connell (director of digital marketing) – uses personal account to also spread the tweets from the organization. This has helped make connections via other tweets – example of

InTheBlu project where OurOcean tweeted and then Dave tweeted to InTheBlu and they in turn tweeted to send him a direct message

- Shark Fin Bill – California issue; some followers did not want to hear about this; hoping that they can create state specific OurOcean tweets to those specific target audiences.
- The reason they have not pursued advertising is they are interested in the quality not the quantity – i.e., highly engaging followers that comment regularly on tweets. Staff review metrics daily, weekly and monthly and monitor what is posted very carefully
- *The amount of engagement we get is most important.* “Measure the number of people who actually took action when we sent a Tweet.”
- The organization has a manual outlining guidelines for use of Twitter and FB much like a Best Management Practices manual for the use of each social media tool.

“...followers are interested in the quality (of the tweet) not the quantity.”

Q & A with participants:

- Q: *How many followers does the CEO of the Ocean Conservancy have and is it worth it?*
A: She just started and has 137 followers. It is difficult to stay up to date and she is looking at the subscribe option on Facebook instead since she can post lengthier information and posts.
- Q: *How do you monitor the scientists/CEO accounts?*
A: They have access to all of these accounts and they also have it built in that they have one general hub to work from. However, staff DO NOT tweet for these people.
- Q: *Do you ever tweet for anyone else?*
A: No- it takes away from the transparency. The Executive Team is fully behind digital testing, so they have the ability to try things out just to see if they will work!
- Q: *Describe the Subscribe feature on FB?*
A: This is a response to Google Plus which was a response to Twitter. You can have one account and share things with friends but you can also share things publicly with people that are not your friends. Anyone who subscribes to you your posts will show up on their news feed.
- Q: *How do you deal with Friend Requests or the Subscribe feature (on FB)?*
A: Have set the default to “Share Only with Friends”. You can decide to make the information public.
- Q: *For the CEO’s Twitter account, does she have to have reminders to tweet...she is so busy and wondering if it is part of her routine? How often does she tweet and can you tweet too much? How do you moderate it all?*
A: She is interested in social media and does it on her own but does come to staff for the best way to do it effectively. We recommend that she sends out two per day – serious and heavy or something fun like a photo.

Presenter: Kate Dittloff – South Carolina Aquarium (SCA), Public Relations Manager

OVERVIEW

- As of May 2009, the SCA has 3951 followers, they follow 488 others (media, etc.) and they are on 268 lists. To date they have sent over 3800 tweets.
- Their profile layout uses a key aquatic species, the jellyfish, as the icon and the Aquarium logo.
- Typically they send out 6 tweets/day, 133/month and use HootSuite to schedule tweets. Tweets are mostly sent Monday through Friday and are spaced out by at least 1-hour.
- 99% of tweets are original content and only 1% are retweets.

STRATEGIES

- Staff “ping-pong” tweets between the following topics: news/events/happenings/facts/tips. They stay away from generalized tweets and try to keep the followers engaged.
- Why are they active with Twitter?
 - It’s free! People are out there and interested!
 - Helps drive web traffic and visitation.
 - Connects with a wider audience.
 - Taps into a more targeted audience.
 - Provides quick answers to questions followers may have.
 - Allows the SCA to share their work with our followers and their networks.
 - Tweeting has become useful for learning about new resources and what others in the industry are up to.
 - Encourages followers to become ocean stewards.
- Fulfills the mission of the SC Aquarium:
 - Inspires conservation – e.g., sea turtle rehabilitation hospital.
 - Tweets about projects/events.
 - Tells how to improve the environment and go green.
 - Gets followers involved with conservation.
 - Provides stories/studies about conservation.
- Excelling in Education:
 - Provides educational resources for teachers and students.
 - Teaching facts/information about species that live in SC (land and water).
 - Sharing new ocean and environmentally related stories and studies.
 - Fun educational videos
- Visitor Experience:
 - Provides upcoming events/programs so that followers can plan on attending.
 - Showcases promotions at the aquarium.
 - Encourages visitors to share their experiences.
 - Venue for responding to questions/inquiries followers may have.

- Daily happenings at the aquarium – dive shows, programs, etc.

EXAMPLES of SUCCESSES

- Case Study: Fun with Twitter at the Sea Turtle release
 - Sent real time tweets and pictures from the release.
 - Using a hash tag with a specific word included sends your tweet to people that are interested in that topic.
- Case Study: Media Preview – reopening of salt marsh aviary
 - Encouraged people to use a specific hash tag and then they chose a name at random to win a prize.
- Criminal Penguins – get link from YouTube <http://www.youtube.com/watch?v=MlBxRBfGAr0>

RESOURCES

- Websitegrader.com – grade your Twitter account.
- Hubspot.com – grade your website.
- Tweetgrader.com – grade your Twitter account.
- Twitrratr.com - grade your Twitter account.
- HootSuite – use to schedule Tweets and manage pictures.

Q & A with participants:

- Q: *What is a “Tweet Up?”*
A: This is when you invite people that are on Twitter to meet up in person. A “meet up” is for all social media but they have not tried that. The SCA did conduct a preview event only through FB and Twitter so they were able to track who showed up to preview event and who is following them on these social media sites. This can be used to calculate their return on investment using social media.
- Q: *What is the best way for tracking the return on investment?* There are free services – Hootsuite does this and others. Google Twitter tracking services is free; Hootsuite is a nominal cost per month.
- Grade your Twitter account: websitegrader.com through HubSpot; Tweet.grader.com; twit rater – twitrrater.com



Presenter: Cathy Sakas – Gray’s Reef National Marine Sanctuary (GRNMS)

OVERVIEW

Recently, GRNMS was involved with the Savannah Ocean Exchange program (www.savannahoceanexchange.org) that requested applicants to develop solutions for ocean exchange. The program used YouTube to develop the Gulfstream Navigator 2011 video -

<http://www.youtube.com/watch?v=DC3qcaF7Jhl>. There were 58 solutions submitted and one winner was awarded \$100,000. This is one example of using YouTube for a specific project and below discusses using YouTube for archiving projects and information.

STRATEGIES

Video Production-

- Staff wrote a script for the specific project. Script should be developed with “shots” on the left hand column and actual script on the right hand column.
- EXAMPLE: Oral History project from NOAA – Voices of the Fisheries
 - One-hour of programming resulted in 45 pages of script.
 - Used editing suite for video production.
 - Project included 60-90 minute interview per fishermen with six individual fishermen in GA, both recreational and commercial fishermen and including African American fishermen.
 - All interview participants were asked the same set of questions.
 - For the project, each interview was condensed down to 10 minutes. However, the full length interview is archived and available for viewing on YouTube
 - Interview Questions were centered around oral history with a focus on what they considered a good day’s catch. Interviewed several generations from the same family and noted they recalled catching far more fish many years ago.
 - Key component to doing video with participants is to be sure to have them fill out an interview release form. Projects must have each participant sign this to cover liability and provide permission to post the content.

“...There is nothing more powerful than visuals.”

Posting on YouTube – There are three types of accounts:

- 1) Public account – create account and tag certain words that pertain to that video. This account allows you to post up to a 25 minute video. So, they would post two hours of video in eight increments. You can archive the full two hours by posting it under the private account.
 - 2) Unlisted account – This type of account is used if you want to distribute video to a selected list of people. You would just need the link to the account which is somewhat of a controlled link.
 - 3) Private account – Under this type of account you can make each 25 minute post a separate posting with a password that is required to access the video.
- All video must be digital and you need to consider the bandwidth that your videos might be using. The general rule is lower quality = lower definition = less bandwidth. You can make it High Definition however this takes up a lot of space (~2-hours to download).
 - The video needs to be in a usable file format such as .mov, .avi, .wma.
 - YouTube will ask users questions about sharing revenue from videos. When videos go “viral” this bring lots of people to the YouTube site making the advertisers on YouTube very happy. However, the federal government can’t make money off of public dollars/projects. So beware!

Q & A with participants:

- Q: *What kind of camera did you use?*
A: Panasonic High Definition and cameras have come a long way!
- Q: *What options are good for small cameras and phones?*
A: Use the highest quality camera possible; "Shooting From the Hip"- just filming with whatever is available without a high quality camera.
- Q: *What editing software did you use?*
A: Final Cut Pro. Others available include Izzyvideo.com and Lynda.com.

Presenter: Hilary Gridley and Sara Thomas – Ocean Conservancy

OVERVIEW

- What makes a successful story? One minute of video can tell 1000 words and people engage more with images.
- Which is more compelling? Words or images? Videos can capture tone, emotion, etc. as well.
- Don't get lost in the idea of making the videos too complicated...example of whale entanglement home video.
- Story telling is about understanding, remembering, communicating those things and then repeating. Don't complicate your message to the point that you can't repeat it.
- General statistics about video:
 - 48 hours of video are uploaded every minute.
 - Eight years of content is posted every day.
 - Three billion videos viewed per day.
 - More than 50 percent of videos on YouTube have been rated or commented on. This demonstrates the "engagement ladder" – people are actually doing something with the video and sharing it.
 - Auto tweets generate six new YouTube sessions.
 - More than 500 tweets per minute contain a YouTube link.
 - 17 million people have connected their YouTube account to another social media site.

*"Those who tell stories
rule society."
~ Plato*

STRATEGIES

- They started in 2008 with a FlipCam but then got a Canon XL2. This worked because most major media outlets will use anything since they can digitize it.
- Produced a Public Service Announcement (PSA) with footage of a seal. They used Final Cut Pro to do editing and all of this was self taught.
- PSA's need to be under 90-seconds. These capture attention quick and usually generate a call to action (i.e., website visit or donation or sending comments, etc.).

- Transparency + Authenticity = Growth + Support. *Remember you must promote, not just post.* People need to feel inspired to take action and see what good can come from taking positive action.
- Videos gave programs a face and people could identify with that face – they reaped the benefits with awards and features, etc.
- Videos can benefit most in awareness building campaigns.
- Recognize your audience when designing videos and partner with other organizations that might have better technological capabilities for video production.
- EXAMPLE: Used the BP/Deepwater Horizon oil spill as a way to create videos “from the Frontline.” Staff was equipped with flip cameras and recorded video showing how they were working with local communities. Staff went back one year later as a follow-up and continues to produce videos and interviews. The Board is in the Gulf now to show they are still engaged and will follow up.
- Be sure to be strategic about who the faces of the organization are and select people to be on the videos.
- What’s Next?
 - Ask a Scientist program – YouTube featured scientist that will post about what he does and his trips to the North Pacific gyre. The scientist posts a couple of times a month to respond to questions. They are also looking at possibly using the moderator function on YouTube which allows them to post questions directly to the video or even video posts and it will stay branded to your YouTube account page.
 - You can do overlays and put share buttons directly on video similar to what you would do on a Flash project. All links are directly linked on the video. This helps connect all of your social media platforms.
 - Building into their yearend video campaign they hope to give the look of the YouTube website the same feel as the Ocean Conservancy website so that you can click and find more info or donate.

Q & A with participants:

- Q: *What do you see as the value – best to have staff, best to have celebrities?*
A: They don’t really have that many celebrities...just Phillippe Cousteau.
- Hilary wanted to make a point that the only reason they will now have a designated staff member for video production is because Sara took the initiative to learn how to use the flip cam and editing software on her own to produce quality videos that made a measurable impact.



BLOGS:

Presenter: Cathy Sakas – Grays Reef National Marine Sanctuary (GRNMS)

OVERVIEW & STRATEGIES

- On average, each teacher has 120 students per year and students retain learned information for 7 years.
- GRNMS conducts research expeditions on their vessels and they utilize daily blogs/logs on different projects such as the acoustic fish transmitter.
- Scientists will generally write in plain language when blogging about their work. Daily logs are an excellent outreach component.
- It is recommended to put one person in charge of writing the blogs and usually the scientists do a great job of writing in plain language. In this case the scholar would interview the scientist and then the scholar would write the blog.
- Blogs are a great tool to get to the heart of the research and why it is being conducted to build a relationship with the users to understand the science.
- Blogs were advertised to the GRNMS listserv which contains many teachers and they were able to ask questions to each blog posting and the scholar would answer them by the next morning.
- Caution – review content for quality and content in order to make sure the right message is being conveyed.
- EXAMPLE: GRNMS used a Hollings Scholar student for posting on their site regarding Remotely Operated Vehicles. He posted online and then publicized postings through their list-serve. This works well because it doesn't put pressure on the scientists to report conclusions, but gets the daily information out there.
 - GRNMS Science Expeditions website:
http://graysreef.noaa.gov/science/expeditions/2011_nancy_foster/welcome.html
 - Blogs from the research cruise:
http://graysreef.noaa.gov/science/expeditions/2011_nancy_foster/log_05282011.html
http://graysreef.noaa.gov/science/expeditions/2011_nancy_foster/log_05272011.html
http://graysreef.noaa.gov/science/expeditions/2011_nancy_foster/log_05262011.html
http://graysreef.noaa.gov/science/expeditions/2011_nancy_foster/log_05252011.html
There are more through May 19th

- EXAMPLE: Cathy does a log from her series of education workshops. Teachers post almost daily during workshops on such topics as water quality monitoring, etc. Other teachers follow along and this forum was well accepted and facilitated teacher to teacher communication.
 - Also blogged about the educator workshop:
 - http://graysreef.noaa.gov/education/workshops/2011_rivers_reefs1/welcome.html
 - http://graysreef.noaa.gov/education/workshops/2011_rivers_reefs1/log_06172011.html

Q & A with participants:

- Q: *How long does it take the scientists to post their blogs?*
A: No longer than 1 day.
- Q: *What is your readership?*
A: It depends on the expedition. There is a higher readership for the education blogs, but this may be due to the social interactions of teachers. There are approximately 2,500 readers.
- Q: *How is your blog linked to other agencies?*
A: It is not currently linked to other agencies, but they would like to, e.g., Sea Grant and SAFMC.
- Q: *Is the blog linked to any educational institutions?*
A: Gray's Reef already partners with some institutions, so they are better at networking with those places (versus other agencies).

Presenter: Shane Clevenger – The Charleston Angler (a local retail fishing supply store)

OVERVIEW & STRATEGIES

- The Charleston Angler website - <http://www.thecharlestonangler.com/>
- “Reel Blog” - <http://www.thecharlestonangler.com/reelblog/>
- Keywords should include words that people will be searching for in search engines.
- Thumbnail pictures need to appeal to all sectors of the public. Use great pictures that show images of interest – kids, women, etc. *Always add at least one image to a post.*
- Get excerpts from local captains to talk about their trips.
- Mention actual products or brand names in the blog posts and link it and this can serve as advertising.
- Capt John Irwin – sent a fishing report and Shane demonstrated how he makes a post to the blog:
 - Log-in to his site – uses WordPress (most commonly used site)
 - Go to Posts and use the drop down menu to Add New
 - Title the post and then paste the content into the text box
 - Insert images using the button to Add Image – select a file on your computer and insert, tag the picture with key words so that search engines can pick up the blog post; copy the link to the image before inserting
 - Back on the main blog post page, click Thumb under Custom Fields and insert the link to the image

- Upload gallery (more than one picture) by clicking on the button, and select two rows to have in the gallery. Put the source of the picture and post at the bottom and put the website of the captain; be sure to select the box that will open the link in new window
- Click Publish
- Go back to Post and click quick edit and assign categories that you want to assign to the blog post and then click update.
- Also posts link to the blog post to the FB page

Q & A with participants:

- Q: *Do you ever post anything from regulatory agencies?*
A: Yes, some things like weather, fishing reports, CCA, NOAA, SCDNR.
- Q: *Do you have a chat/forum function?*
A: Yes, you can leave comments on the posts at the bottom of the screen. But the comments come to Shane for his review before they are posted.
- Q: *Do you have Twitter too and if so how many followers?*
A: Yes, they just started ~ one year ago (#TCAngler). They have 90 followers.

Presenter: Jennifer Strickland – US Fish & Wildlife Service (USFWS)

OVERVIEW

- USFWS blog - Fws.gov/news/blog – was launched in April 2011 as a part of their 50 stories/50 states/50 days campaign aimed at climate change information.
- “Open Spaces” was the transition after initial campaign ended
- Created in-house by IT in Denver office and is based on Wordpress format.
- The functionality of the blog is two-fold. The “backend” goes in through the intranet; the “front end” goes through the internet.
- Challenges:
 - Security measures.
 - 2-person support team in Denver.
 - Extremely limited in the look of the blog.
 - Working on getting video support, Flickr slideshow.
 - No search or archive function.
 - HTML/CFM (cold fusion)
- Open Spaces is managed now by 2 people in Washington that get content and post. Content is written by social media specialists NOT writers. They have a schedule that they work from and they have to filter the blogs and have a clearance process on convoluted issues (i.e., wolf issue).

STRATEGIES

- Content Standards:
 - 500 words or less;

- Photos
- Snappy titles: “ 5 Things you must know about...”
- Bullet form
- Easy to scan
- Fun and frivolity gets engagement – keep it short and know that people may not read the whole entry (example: photo mash-up is an image that is posted that is distorted and people have to guess what it is. They then go to the FB page the next day to see what the image was.)

“Sending out press releases and media news does not cut it anymore. Talk to people like you would in normal conversation; Facebook and Twitter are great tools for this.”

- Write about what’s interesting not what you agency wants to push (use press releases for agenda pushes)
- Don’t make Facebook and Twitter your final destination for users. Instead, use Facebook and Twitter as the distribution channels – mix it up and ask questions on Facebook that then leads them to read the blog post.
- Example of Gibson guitars and the use of illegal wood: USFWS recently used their blog to correct misinformation about Gibson guitars that were produced with illegal wood. They also targeted Tweets to guitar users and asked to retweet to clarify issue and reached out to interest groups to get the word out that these groups were not targeted by the Lacey Act.
- Tips:
 - Experiment with new ideas – i.e. photo mash up.
 - Hits and Views – the number you show for evaluation of your program.
 - Engagement = how you measure success (comments, shares online, retweets, etc.).
 - Address niche audiences on occasion – the general public does not exist, everyone has a specific interest; helps with engagement of specific user groups.
 - Negative feedback is normal – Comments are monitored and the comment policy is on their website to let users know how inappropriate comments will be dealt with.
 - Don’t skirt the real issues.
 - Talk in plain language – technical talk may not be the best delivery method.
 - Remember we are all human so interact like one – use your personal name if you feel comfortable when responding.
- Plans for the future: more blogs with a specific purpose ; Simple storytelling series – what do you do

Q & A with participants:

- *Q: How do you effectively use humor in FB and tweets?*
 A: Cathy gives example from Plymouth Whale group regarding whale urine (250 gallons/day) and its importance for providing nutrients for phytoplankton and then how phytoplankton is important for photosynthesis, etc.



MOBILE APPS:

Presenter: Emily Muehlstein – Gulf of Mexico Fishery Management Council

OVERVIEW

- Gulf Council has developed an App for smartphones for fishing regulations.
- Printed regulations are now rendered useless by many people because of the rapid nature of the changing regulations. Agencies are moving away from printing and have regulations web-based.

“Instead of having a lawyer onboard, you have a smartphone.”

STRATEGIES

- Verona Solutions is the company that worked on the initial development for iPhone (they work with many federal agencies – NOAA Apps). iPhone development took 6 months and the Droid development took 1 month.
- Costs: Free to the user! One-time cost to the Council for the initial iPhone App was \$10,000 and the Droid adaptation was \$7,500.
- Screenshots of the actual App include Fishing Companion; Fish id/regs; Measurement guidelines; Important phone numbers; Sanctuaries and Closures; Settings; About; State regulations. State regulations must be purchased separately.
- Fish id is all species of fish you would find in the Gulf – you can choose fish info, picture, or regulations; also has a share function.
- Do not need to connect to the internet to have the regulations show up on your phone. Automatic updates are provided when available so users can update before leaving for fishing.
- Council staff can change the regulations from the backend of the App and it will automatically update on the smart phone update functions – but will need to update before heading offshore
- How many downloads? iPhone = 7270 (since March) and Droid = 603 (since August)

Q & A with participants:

- Q: *Does NOAA General Counsel have to review the updates?*
A: No, but we do have a disclaimer on the App that says this is produced by the Council but that the federal register has the official regulations.
- Q: *How easy is it to do the programming on the back end?*
A: It is similar to a website template with boxes that you can edit/delete and change information.
- Q: *Are you still doing paper copies of the regulations?*
A: Only by request and no routine distribution. All printing is in-house.

Presenter: Dylan Murphy – College of Charleston, MES graduate student

OVERVIEW

- Clean Marine App was developed from a NOAA Marine Debris grant project aimed at reporting large marine debris items in coastal South Carolina. The App supplements the Ocean and Coastal Resource Management agency web-based reporting form.
- Android market is free with a minimal account set-up fee (\$20). Clean Marine is only available for Android for now.
- Setting up the app involved writing code for the program and getting the appropriate graphics for the icons and app and then plugging your phone into the computer and typing to change.
- Screenshots of the app include tabs for Who & Where; Here and Now (can also enter lat/long/time/date manually); Debris; Impacts; Looks Like (take a photo); Anything Else (comments section)
- Hit menu button on your phone to Submit Debris – right now it sends the data to developer and SC DHEC-OCRM staff in charge of collecting marine debris data.
- Has blog for the App – mob-sci.bellstrike.com/clean-marine
- To download the App see: <http://market.android.com/detail?id=mobsci.cleanmarine>

Q & A with participants:

- Q: *Why did you choose Droid first?*
A: He knows the Java language whereas the Apple uses Objective C, which is proprietary to Apple. Apple market is also more expensive and he does not have the iPhone or a Mac which is needed to develop the App.
- Q: *How did you work with OCRM to coordinate?*
A: He just worked with Curtis Joyner to duplicate the web-based form so that the data could be combined seamlessly.
- Q: *The Charleston Angler is interested in developing an app that could post tide charts, fishing info, etc. can we contact you?*
A: Yes!
- Q: *How did you learn how to program in the Java language?*
A: Took a college course but also enjoy programming and technology.

Presenter: Alicia Wellman – FL Fish and Wildlife Conservation Commission (FWC)

OVERVIEW

- iFishStick is the mobile App being development to record recreational catches to track for the research institute.

- Initially, FWC wanted an app to record recreational catches of redfish, seatrout and snook. But they had no funding to develop the app so they partnered with Gaff magazine;
- To date, this one iPhone App has cost over \$20,000.

STRATEGIES

- Be aware of what you want!! Look and see what is viable for your situation and pick your strategy. Is it going to work with what you want it to do and do you know what you want it to do?
- Can include so much more....buy fishing licenses, tides, boat landings with GPS cords,
- It has gotten too complicated and it now asks for log-in information which is not very user friendly.
- Partnering is fine but you need to do it collaboratively and negotiate/maintain some control of the product development.
- Know the costs and how the designer wants to be paid. One strategy is to maybe use ads to help pay developer for updates.
- Integrate it with web and social media strategies.
- Minimum start up is \$20,000.
- Lesson learned: There is a birding trail app that is still in development. However, someone is making money on the app and it is still in negotiations.
- Note: During discussion, the audience mentioned another type of mobile App developed by NC Sea Grant staff called RecText that uses text messaging to report fish landings in king mackerel tournaments. The use of graduate students may also be a great strategy for getting these applications developed since they know the new social media tools and have the computer programming skills.



LIVE STREAMING:

Presenter: Alicia Wellman – FL Fish and Wildlife Conservation Commission (FWC)

OVERVIEW

- MyFWC; @MyFWC; @MyFWClife; MyFWCvideos
- Facebook:
 - Policies on posting: It is necessary to have the Facebook wall open so that people can freely post and there is transparency. It is also suggested to direct messaging people if they post inappropriate content to let them know why the comment is being removed.
 - Current audience – males/females 25-44; target audience increase 13+.
 - Strategies to increase members – post videos; public photos and events; opened the wall; TALK BACK; give answers in a timely manner; create a direct line of communication with audience.
 - Photos – are e-mailed to a separate e-mail that then responds that their picture will be included in a public album on the FB page.

- Posts need to be spun to give it that public interest – need to consider what you are posting and how it is worded – get catchy hooks.
- Used an eagle playing with a stick as an example.
- Twitter: MyFWClife
 - Current audience primarily females ages 18+; families with smaller children.
 - Strategies to increase Numbers: retweet often; follow back nearly always; mention others as much as possible; have real time conversations; #FF (Follow Friday – people tell them who they like to follow and increases followers) when we can (allows people to search this specific keyword); calendar of events; Live Twitter events; 1000 followers in 5 months.
 - People rely on the fact that FWC is connected with people/events/things that they like to do.
 - Goal to send 6-20 tweets per day; 8-10 on average; staff freaks out because they want 3 days to review the material typically so this has changed to get them more actively involved in a timely fashion.
 - Two different accounts: MyFWC – more straight-laced scientific info; MyFWClife is more fun information.
 - Live Twitter Event – At an event for law enforcement/canine training and using an iPad they could take pictures of the dogs, and info about the canine training, even video (short and sweet is good – don't want to give the wrong impression about use of taxpayer dollars) to tweet as the event was happening.
 - You want to take people with you so they can experience something that they may not be able to attend or participate in. Making connections and building relationships with constituents.
- Add the social media logos to all website home pages!!! This is the easiest way to find people.
- For good growth in your fans/followers you need to have interaction with those people – regularly.
- Twitter: MyFWC site
 - 25-44 M/F; agency news; press releases; follow back nearly always; have limited Live Twitter events
 - Strategies: tweet more often; follow back more; be relevant; cross promote our social media platforms
 - Increased followers by over 1,000 since 4/11
 - Live Twitter event – Commission meeting; Press conference
 - FB does have capability to do live streaming capabilities – looking at this function with tech staff
- YouTube:
 - 6th grade level
 - 45-54 males (current); m/f 13+ and 25-54 (target)
 - Find out what section of your audience is missing; look at insights who are you currently hitting; don't try to alienate those people but figure out another way to target these groups (why they started MyFWClife)
 - Post Pro videos; Some social media; Distribution hub to link from all accounts

- How do we reach the target youth audience – TEACHERS!!!
- Strategies to increase: made videos appealing to specific audiences – youth turkey hunting, florida panther, ladies let’s go fishing; now their demographics are 41% female and 59% male from 30% and 70% since April.
- Examples:
Panther Project: <http://www.youtube.com/watch?v=EvNphm7VQn4>
Protect the Panther: <http://www.youtube.com/watch?v=5gSM3uh15aY>
Youth Turkey Hunt Weekend: http://www.youtube.com/watch?v=3_iEzjEFadI
Safe 4th of July sturgeon: http://www.youtube.com/watch?v=sEVTDP_I7w

Q & A with participants:

- Q: *How did you get clearance for the music you use?*
A: 1812 overture is not copyrighted. They have gone to Sony and it cost several thousand dollars for a popular song. Cathy suggests asking friends that are musicians to record short 1-minute clips of local music.
- Q: *Are the videos shot using flipcams or other?*
A: They use HD cameras.
- Q: *Does it lose the effectiveness when the videos look amateur?*
A: Absolutely not if you can get the hook to get people to watch. If they get their message across to someone they have not heard it before then they have accomplished something.
- Q: *How do you shoot a video clip?*
A: We have written a piece and then shot video OR shot the video and the scripted it.
- Q: *Do the videos help educate people about risks – i.e., red tide?*
A: FWC is responsible for the content they post. Staff tries to work with scientists to get them to write things that are educational and answer questions and why the post is important. People need to connect the issue to them personally.



FORUMS:

Presenter: Emily Muehlstein – Gulf of Mexico Fishery Management Council

OVERVIEW & STRATEGIES

- Before working for the Council Emily posted regularly to one fishing forum and she now posts to 22 different fishing forums.
- “GandyGirl” is her username
- Experiences & Lessons Learned about posting:

- Onlinefishermen.com – She posted who she was personally and also revealed that she worked for the Council. People slandered her and found out all her personal/professional information. This was difficult but she used the opportunity to educate.
- However, that has changed...now she uses these experiences as a teachable moment on the forums.
- She reached 14,000+ people across the 22 forums she posts to on an issue that was before the Council.
- Even though you have the “bad apples” that respond time after time, you are still reaching a large amount of people through the views.
- Devote the time and wear your bullet proof vest but it is incredibly valuable. If you’re going to do it then you have to commit to posting regularly.
- Do not respond to personal attacks. Ignore them and only respond to relevant conversations threads.



WEBSITES/E-NEWSLETTERS:

Panelists: Katie Mosher (NCSG), Jennifer Strickland (USFWS), Sara Thomas (Ocean Conservancy):

North Carolina Sea Grant (NCSG), Katie Mosher:

- **NCSG Website:** They do not have a designated web person to maintain and update the website – all communications staff contribute.
- Research, Extension, and Education is the focus but these terms don’t necessarily mean anything to some users; so they were trying to convey the work they do in other ways.
- Went out for bid for development but they do the content management. Bids were wide ranging – ultimate bid was ~\$30,000.
- Use Wordpress for distribution of newsletters and will transfer their content management to WordPress soon.
- **Scotch Bonnet:** education newsletter that is now electronic and it is now sent just using a link to the website where the issue is located. They do not use Constant Contact or other software because they have sometimes run into security issues with the e-mail coming in as spam.
- Very few requests for printed copies of the newsletter and easy to use in a pdf format.
- **NC Sea Grant Law Center:** Easy to update; co-director of center writes copy and they will edit and post to site
- **Legal Tides:** Law center newsletter is also produced through WordPress; this audience does request printed copies

- Would like to change having a more robust section regarding the NCSG produced research or links to the studies produced in journal articles. The search function is not working well for them on the current site.
- *Q: Calendar – do you use it and how?*
A: Just a listing on a separate page; typically they just post SG related events or partner events or something that is related to SG work.
- *Mariners Menu*: seafood resource book; working on second book and now has a blog about the old and new book, seafood safety and handling, recipes, etc. Seafood sightings = they will look in different media outlets and find recipes or mentions of NC seafood and pull that and re-post.; calendar in WordPress just tells you when something is posted

US Fish & Wildlife Service (USFWS), Jennifer Strickland:

- Uses Dreamweaver – not very effective because of construction (CMS).
- Website should be consistent and have a brand.
- Can't use internal jargon and acronyms.
- Make an "Add This" bar – links to FB, Twitter.
- Trending Topics section.
- Current website design has lots of problems – search bar is using a specific search engine that GSA authorized them to use. There is no calendar for them to post all of the events going on at the refuges.
- Have a good search tool! Build content so that content is searchable within the site. Use Tags in an efficient manner. Make it clear with the CMS programmer that searchability is key.
- Going to use a similar brand for the refuges website as the National Parks System; however it will only be for this part of the USFWS website not the entire agency website.
- Recommends to not doing this type of update to only one part of your site. It is important to have a plan for the entire website and then make the changes all at once.
- Comparison of the marriage of Connie Chung (trustworthy communications from agency) and Maury Povich (social media, anyone can post something). It's a polar opposite type of interaction but one that is integrated and works to effectively communicate to all of your constituents with information that is relevant to them.
- They don't use e-newsletters
- Use Google Analytics/Google Flow Visualization

The Ocean Conservancy, Sara Thomas:

- Getting ready to do a website redesign so will talk about what they don't like in the current website.
- Focused on constituency side – donate, take action, e-mail list, corporate promotion, main feature spot rotates between 3 topics they are working on.
- Primarily a stakeholder tool; online strategy will change to focus on engagement factor to get people to communicate back to them on the webpage; people will be able to comment back on each page and

will be more visual with less text; changing from static content to revolve around dynamic opportunities to engage with the user.

- Will look to other channels to communicate with peers and scientists – more social media.
- Next 6 months they will do an alpha then beta launch and then a fall launch.
- Convio is the CMS they use – it's expensive; Salsa, Drupte, Survey Monkey and Google Docs are great tools for free surveys on-line.
- Print newsletter called *Splash* that will now be on-line; monthly newsletter; action alerts that go out weekly.
- Q: *How do you balance engagement with using more than one social media tool and a more dynamic website?*

A: They want to shift behavior of constituents so that they are visiting their website weekly or even daily because there is information to be learned that often not just static information. People will be able to sign in to your FB from their site and engage with other platforms and so when you interact on one platform it will be linked to the others.

- Q: *What is the definition of a more dynamic site?*

A: A dynamic site is one that is currently directing people but also gaining traffic from people simply searching for info on the web.

Lessons Learned

Following the conclusion of the workshop presentations, a facilitator worked with participants to develop a list of lessons learned about the use of social media including opportunities/advantages, challenges, tips/lessons learned and what might be next with regards to new social media technology. In addition, workshop organizers compiled overall lessons learned based on the workshop presentations and discussion among participants and presenters. These lessons are conveyed below.

OPPORTUNITIES /ADVANTAGES

- SOCIAL MEDIA IS FREE!
- POSTING IS VERY CLOSE TO REAL TIME
- ABILITY TO FORM STRONG PARTNERSHIPS
- USING PARTNERSHIPS TO “SHARE THE LOAD”
- PUBLIC RELATIONS OPPORTUNITIES – USEFUL FOR MEDIA
- CAN LEARN MORE ABOUT WHAT THE PUBLIC IS SAYING ABOUT *YOU*
- SOCIAL MEDIA IS *THE WAY* TO REACH YOUR AUDIENCE
- COST EFFECTIVE VS PRINTED MATERIALS
- ESTABLISHES TWO –WAY COMMUNICATION BETWEEN YOUR ORGANIZATION AND YOUR TARGET AUDIENCE.
- PARTICIPATORY IN NATURE – PEOPLE CAN INTERACT WITH YOUR SOCIAL MEDIA SITE
- AUDIENCE IS ENGAGED THROUGH THE DEVELOPMENT OF RELATIONSHIPS
- CAN BE USED TO FURTHER ENHANCE THE BRANDING OF YOUR ORGANIZATION AND MISSION
- BUILDS A VIRTUAL PRESENCE THAT ALLOWS YOU TO BE A PART OF THE COMMUNITY
- PROVIDES A VENUE TO PROVIDE POSITIVE EXPERIENCES AND ENHANCE CUSTOMER SERVICE TO YOUR TARGET AUDIENCE
- ALLOWS YOU PROMOTIONAL CAPABILITIES FOR EVENTS, CONTESTS, TIME-SENSITIVE MATERIAL AND REGULATORY INFORMATION
- PARTICIPATION OR PERFORMANCE METRICS - MOST SOCIAL MEDIA PLATFORMS OR OTHER AVAILABLE SOFTWARE PROVIDE OPPORTUNITY TO EVALUATE YOUR MARKETING STRATEGIES THROUGH AN ANALYSIS OF USERS.
- TRANSPARENCY - GETS DIALOGUE ABOUT IMPORTANT ISSUES OUT IN THE PUBLIC EYE
- CAN BE USED FOR FUNDRAISING EFFORTS
- INSPIRE TARGET AUDIENCE TO TAKE ACTION BASED ON THE POST
- THE USE OF VIDEO FOR OUTREACH CAN SOMETIMES BE MORE EFFECTIVE AT GETTING A MESSAGE ACROSS THAN VERBAL CAMPAIGNS; ONE MINUTE OF VIDEO CAN TELL 1000 WORDS AND BE DONE USING IMAGES

- STORYTELLING IS ABOUT UNDERSTANDING, REMEMBERING, COMMUNICATING THOSE THINGS AND THEN REPEATING; DON'T COMPLICATE THE MESSAGE
- TRANSPARENCY + AUTHENTICITY = GROWTH + SUPPORT. *REMEMBER YOU MUST PROMOTE, NOT JUST POST.*

CHALLENGES

- TIME CONSTRAINTS WITH STAYING CURRENT AND ACTIVE
- MISINFORMATION THAT SOCIAL MEDIA REACHES A YOUNGER AUDIENCE
- THERE IS A GENERAL PUBLIC AND SENDING OUT INFORMATION IS USEFUL
- KNOW YOUR AUDIENCE
- FEAR OF CREATING ANOTHER PLACE FOR ARGUMENTS
- NEED FOR HANDS-ON TRAINING
- MUST DO IT TO LEARN IT
- PERSONNEL RESPONSIBILITY
- HOW TO MEASURE EFFECTIVENESS
- IS IT WORTH MY TIME?
- EACH TWEET AND POST HAS A SHELF LIFE OF 2.4 HOURS
- NEED FOR POLICY FOR USING SM
- UNDERSTANDING AND DEFINING CONSISTENCY IN USING SM
- SOME TOOLS REQUIRE FUNDING
- POSTS CAN BE INAPPROPRIATE – ESTABLISH GROUND RULES AND POLICIES FOR HANDLING INAPPROPRIATE POSTING BY TARGET AUDIENCE EARLY ON
- POSTS CAN BE INCORRECT – SIMPLY FOLLOW-UP WITH THE CORRECT INFORMATION
- SOME LIMITATIONS ON THE TYPES OF FILES THAT CAN BE POSTED AND THE CHARACTER LENGTH OF POSTS.
- KEEPING UP WITH ALL SOCIAL MEDIA PLATFORMS CAN BE TIME CONSUMING.
- SECURITY ISSUES WITH BLOGGING AND POSTS CAN BE DIFFICULT.

TIPS & LESSONS LEARNED

- KNOW WHAT YOU WANT WHEN DEVELOPING SOCIAL MEDIA STRATEGIES AND MOBILE APPLICATIONS
- CREATING TECHNOLOGY FOR THE SAKE OF TECHNOLOGY IS NOT EFFECTIVE
- KNOW YOUR AUDIENCE
- ALWAYS PROOF READ
- USE INTERNS – FREE LABOR OR LOWER COST SOLUTIONS
- USE TOOLS LIKE HOOT-SUITE AND TWEETDECK, DASHBOARD
- IDENTIFY YOUR NEEDS
- RECOMMENDATION TO HAVE STAFF MEMBER DEDICATED TO USING SOCIAL MEDIA FOR YOUR ORGANIZATION.

- BE TIMELY IN RESPONDING TO POSTS FROM STAKEHOLDERS
- DO NOT RESPOND TO PERSONAL ATTACKS – IGNORE THEM.
- VIDEO CAN BENEFIT MOST IN AWARENESS BUILDING CAMPAIGNS;
- RECOGNIZE YOUR AUDIENCE WHEN DESIGNING VIDEOS AND PARTNER WITH OTHER ORGANIZATIONS WITH TECHNOLOGICAL EXPERTISE.
- WHEN BLOGGING, WRITE IN PLAIN LANGUAGE.
- ALWAYS ADD AT LEAST ONE PHOTO TO A BLOG POST.
- INTEGRATE ALL OF YOUR ORGANIZATIONS SOCIAL MEDIA – DON'T MAKE ONE PLATFORM THE FINAL DESTINATION FOR USERS. LINK FACEBOOK TO TWITTER TO WEBSITE TO BLOGS AND MOBILE APPS

TOOLS & WHAT'S NEXT?

- DROPBOX – FILE SHARING SOFTWARE
- NING – SOCIAL NETWORKING USING COMMUNITY OF INTERESTS
- LINKED IN – SOCIAL NETWORKING FOR PROFESSIONALS

WORKSHOP EVALUATION

Participants were surveyed following the workshop to gain insight on the effectiveness of the workshop. Workshop evaluation results are compiled below including participant comments. Twenty of the 31 participants responded to the survey.

Please provide your assessment of the presentations provided about Facebook, Twitter, YouTube/Video, Blogs/Forums, Mobile Apps, Live Events, Websites/E-Newsletters and the overall content/format of the workshop.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Question 1:	The speakers were knowledgeable about their topic.	50%	50%	0	0	0
Question 2:	The speakers presented materials in an understandable way.	45%	50%	5%	0	0
Question 3:	Information I learned during the Workshop will assist me in integrating certain social media tools and strategies for my organization.	25%	50%	20%	5%	0%
Question 4:	I had ample opportunities to interact with the speakers.	45%	45%	5%	5%	0
Question 5:	As a result of participating in the Workshop, I feel more comfortable trying some of the concepts taught during the program.	35%	40%	25%	0	0
Question 6:	At least one topic presented during the Workshop relates to an outreach idea I would like to try with my organization.	45%	45%	10%	0	0
Question 7:	The Workshop met my expectations and needs.	60%	35%	5%	0	0
Question 8:	Networking with other agencies and organizations using social media tools was beneficial.	65%	25%	10%	0	0
Question 9:	I plan to contact the speakers we met during the Workshop to get more information about social media strategies for my organization.	10%	40%	45%	5%	0
Question 10:	I would be interested in attending other workshops and training sessions on social media tools and other outreach methods beyond what was learned at this workshop.	55%	35%	10%	0	0
Question 11:	Please provide any additional comments and feedback on the workshop in the space provided below.	See comments below.				

- Great event. Well organized and presentations were very good. Learned a lot that we hope to integrate at our agency in the near future.
- I am impressed with the capabilities that social networking has to tell the stories so necessary for the greater public to have information on resource management. There is obviously a large gap between the values and attitudes of the social networkers and the technical people on the information that needs to move in these new media. It is not a one way street and neither group is at fault. We are creatures of our own making. Bridging that gap is another opportunity for a special type of workshop. Can you figure a way to do it?
- I was very impressed with the speakers knowledge and the way the program was set up. The SM tools are varied and can be complex, perhaps narrow the focus on the next topics so we can delve a little deeper and not get overwhelmed in the material. Perhaps next topics could include training in implementing a SM tool to work with Web sites. Thank you!
- Thank you so much. Prior to this workshop I rarely used any social media. This workshop helped me understand the concept of social media and specifics for how to manage social media accounts (facebook, twitter, etc.). It also helped me recognize the utility of social media for engaging target audiences in outreach/education programs at my office.
- I was skeptical about the workshop just because social media is such a very broad topic and I wasn't sure if we would be able to adequately cover the numerous components that come under that broad heading. The workshop however exceeded my expectations and I was thrilled with the speakers and the various ways they presented their topics. Having opportunity to interact with the speakers over lunch and dinner and on breaks was very useful for getting specific information. Thank you for planning and implementing this delightfully useful workshop!
- Well done! View
- Although I was only able to participate in the workshop for one day, I found the information to be very useful. Unfortunately, I'm not currently in a position with my employer to initiate any of the social media ideas. However, I will share the information and strategies that I learned with those in outreach/media relations.
- I'm not sure there's a way to avoid this, but several presenters provided information that would not be considered industry best practices--things like tweeting upwards of 20 times a day for your organization, which has proven to be detrimental for organizations. Other than that, I truly enjoyed the workshop. Thank you so much for your work organizing it and for having me there!
- I am already following some new friends on Twitter and Facebook.
- I definitely felt like a listener more than a presenter. The information I learned the day I was there was worth the whole trip. Thanks again.
- It was helpful for the presenters to indicate any price associated with the social media tools and what steps they took to become involved with the Social Media tools.
- Was very interesting.
- I was only able to attend the conference for one day, so you can take my recommendations with a grain of salt because I may be missing several pieces of the big picture. However, on the day I was there, I felt that the presentations could have been targeted more toward helping others by sharing experiences, lessons learned and cool things others have tried rather than what felt like, at times, a show and tell exercise. Some presentations were slow moving and felt more like bragging sessions rather than presentations that were developed with a specific interest in benefitting the listeners and their work. Thank you for the experience! The thing I appreciated most was the networking opportunity and the chance to hear the projects other conservation organizations are working on. I connected with several organizations I was not familiar with before.

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ⁱ *I&E AP refers to South Atlantic Fishery Management Council's Information and Education Advisory Panel