

LAC Communication and Social Media

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Our Focus Today

- Communication Strategies
- Social Media Options
- Making it Manageable



DID EVERYONE READ
MY EMAIL ABOUT HOW
TO IMPROVE OUR
COMMUNICATION?



WAS IT A LONG,
RAMBLING EMAIL
THAT STUMBLED FROM
ONE BARELY COHERENT
POINT TO ANOTHER?



THAT ONE
MUST HAVE
BEEN FROM
SOMEONE
ELSE.



GOOD,
BECAUSE
I DIDN'T
READ IT.

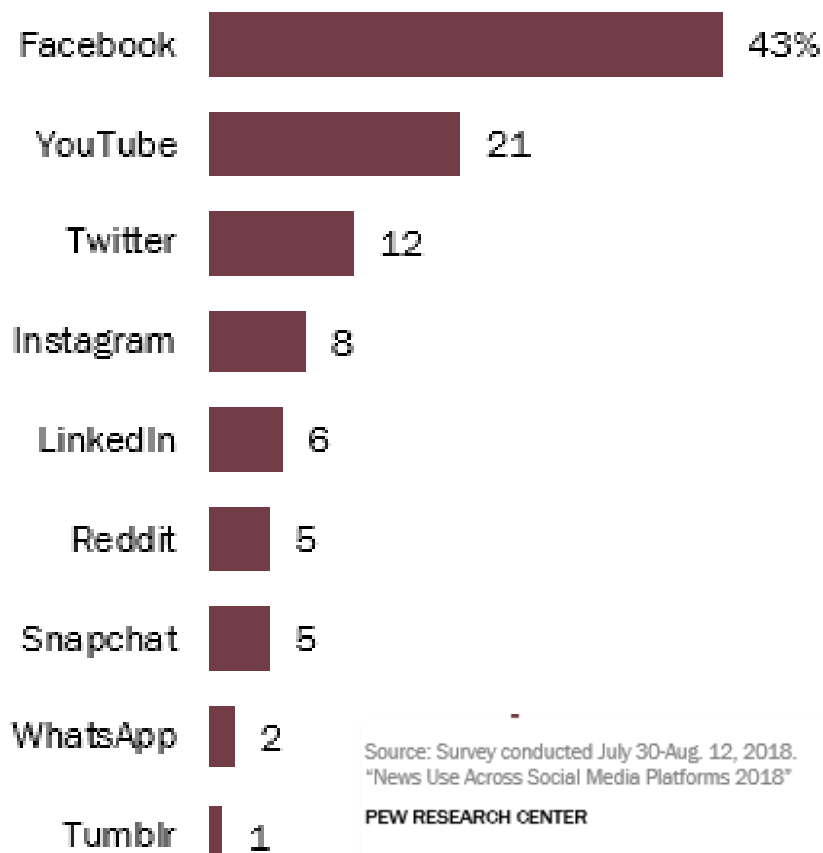


Dilbert.com DilbertCartoonist@gmail.com

3-19-13 ©2013 Scott Adams, Inc./Dist. by Universal Uclick

Social media sites as pathways to news

% of U.S. adults who get news on each social media site



Source: Survey conducted July 30-Aug. 12, 2018.
"News Use Across Social Media Platforms 2018"

PEW RESEARCH CENTER

MEDIA & NEWS | DECEMBER 10, 2018

Social media outpaces print newspapers in the U.S. as a news source

Newspapers:

12%

Of U.S. adults

Source: Pew Research Center

ONLINE PLATFORMS

- Websites
- Blogs
- Facebook
- Twitter
- Others – Instagram, YouTube, Snapchat, YouTube



Rivers on Social Media

- In 2018 NHDES tweeted about all 19 of our NH Designated Rivers.
- Designated River Tweets were the top tweets for NHDES for 3 months!
- One of them reached over 6,000 people!



NH Dept Env Services

@NHDES



The Pumpkin Seed Bridge, The Flume, The Basin, and The Rodeo Hole! Any idea which river all these places are located on? Give up? Check out the Pemigewasset River Factsheet to find out. NH Loves the Pemi! #Watershed #FactSheetFriday #30forRivers [des.nh.gov/organization/c ...](https://des.nh.gov/organization/c)





NH Dept Env Services

@NHDES

Whitewater enthusiasts and boaters love the Contoocook & North Branch Rivers! Home of the famous "Freight Train Rapids" Come enjoy the ride and gorgeous views of the double stone arch bridges. des.nh.gov/organization/c ...

#Watershed #FactSheetFriday #30forRivers



8:25 AM - 9 Nov 2018



NH Dept Env Services

@NHDES

Instream Flow... water for people and wildlife!
Learn more about the Instream Flow Program
and what it means to you.
des.nh.gov/organization/c ...

#Watershed #FactSheetFriday #30forRivers

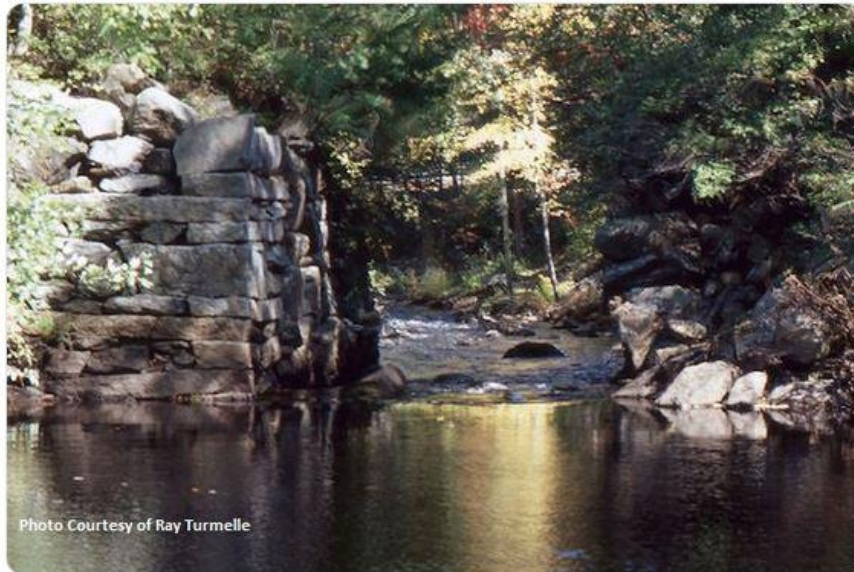


Photo Courtesy of Ray Turmelle

6:00 AM - 28 Dec 2018

NHDES Social Media **Mission**

To show the value of each of our programs and to create advocates for those programs in the public & Legislature.

NHDES Social Media **Strategy**

Use social media platforms to push our message far and wide, meanwhile targeting a receptive audience, sharing stories about what we are doing to protect health and the environment.

Trainings, Workshops and Events

Education and Outreach

Reports and Reviews

Permitting

Grants and Loans

Legislation

News Articles

Awards

**Or simply what
you're up to!**

- **Meeting information.**
- **Project information.**
- **Helpful tips.**

Does your LAC have something to share?

LAC Communication Checklist: What do you want to share?

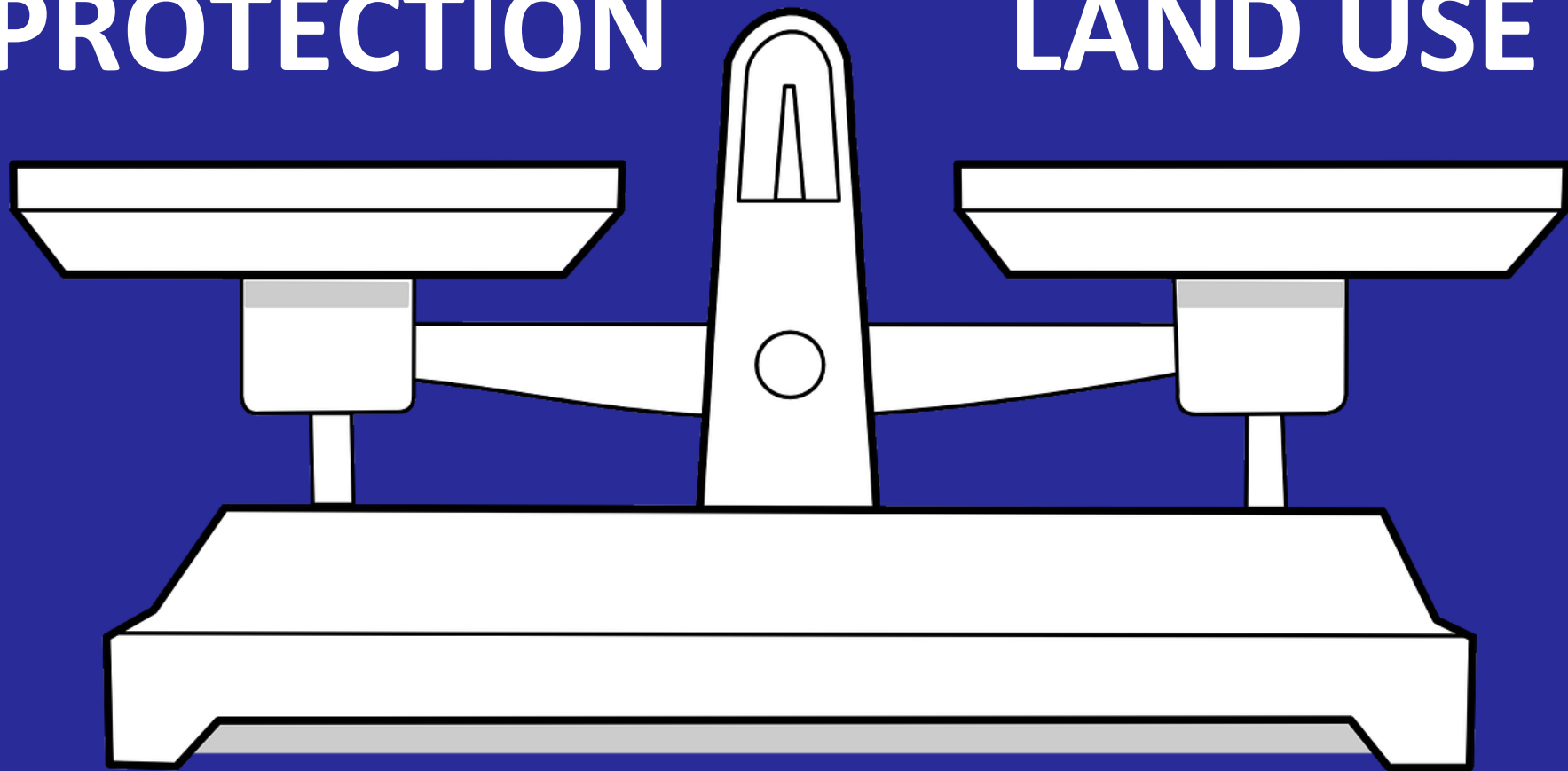
Do you have any events coming up? What type?

Do you have any interesting or fun photos to share?

Have any grants been recently awarded?

PROTECTION

LAND USE



**EDUCATE THE PUBLIC on the value of
stewardship of the river and its resources.**



Lower Merrimack River Local Advisory Committee



June 13, 2018 · 🌐

Water quality testing on the Merrimack between Manchester and Tyngsborough began Tuesday, June 12th and continues all summer. This week E. coli readings were all excellent, safe levels. 😊😊😊



Like



Comment



Share



**IMPROVE EDUCATION and information sharing
with local organizations.**



Ashuelot River Local Advisory Committee



May 4, 2018 · 🌐

Every summer, ARLAC volunteers conduct monthly physical and chemical water quality monitoring along the length of the Ashuelot River from Washington to Hinsdale; the data are then used by New Hampshire DES, the EPA, and local conservation commissions.

To learn more, join us for a volunteer training next **TUESDAY, MAY 8, 6:30 to 8 p.m.** in the Putnam Science Center at Keene State College (Room 375). For more information or to register, please contact Barbara Skuly at (603) 352-0987 or at bskuly@ne.rr.com.



1 Comment · 1 Share

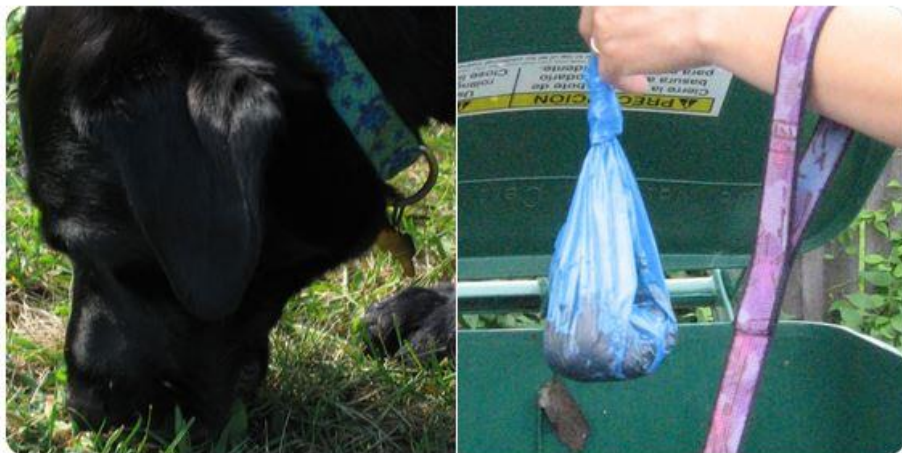
**INCREASE AWARENESS of our shared
and precious water resources.**



NH Dept Env Services

@NHDES

Yes it's cold outside, but our fur-friends still need to go out! Picking up your dog's poop and throwing it in the trash will remove a lot of potentially harmful bacteria from washing into our rivers and beaches through runoff.
#SmallChangesBigDifference #EveryDropNH
#Watershed



11:17 AM - 26 Feb 2019

2 Retweets 7 Likes





Connecticut River Joint Commissions

July 17, 2018 · 🌐

Black River Action Team Bio Blitz

Get wild and explore

at the

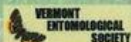
BLACK RIVER BIOBLITZ

Free family-friendly
activities at both Hoyt's
Landing and Muckcross State
Park in Springfield VT **

JULY 29, 2018 10AM - 3PM

Stay updated and get details on the "Events" page:
<https://www.facebook.com/BlackRiverActionTeam/>

** Special buttons and "swag bags"
are available for a suggested \$10
donation!



Questions to
blackrivercleanup@gmail.com
or (802) 738-0456

Poster.ly/Wall.com

• **HOYT'S LANDING, 1269 CHARLESTOWN RD (RTE 11),
SPRINGFIELD VT 05156**

and

• **MUCKCROSS STATE PARK**

Take part in an international citizen science event! Work with experts and enthusiasts to explore, learn,
and collect information about the plants and animals at either or both locations - come for an hour or pack
a lunch and stay for the day.

Help us build an "inventory" of flora and fauna using iNaturalist! Bring your camera or smartphone and be
ready to take photos if you wish to participate.

<https://www.inaturalist.org/projects/2018-black-river-bioblitz>

Questions to blackrivercleanup@gmail.com
or (802) 738-0456

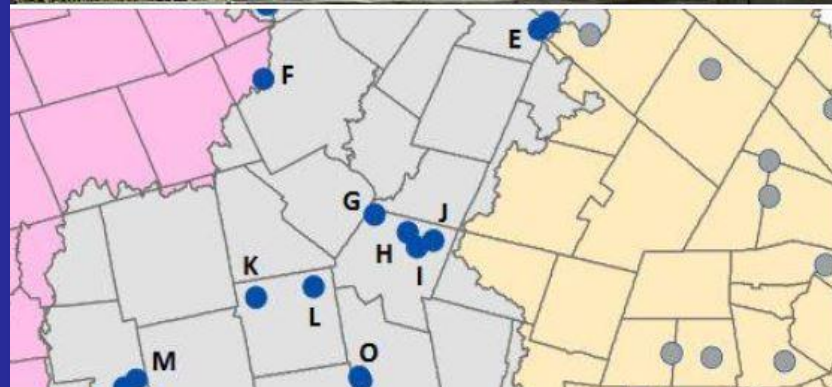
Leave your vehicle at the Park &
Ride by Exit 7 off I91 and catch the
BioBlitz Shuttle courtesy of



NH Department of Environmental Services

Yesterday at 2:08 PM · 🌐

The NHDES Aquatic Resource Mitigation Fund is now accepting pre-proposals for a 2019 Grant Round for wetland and stream preservation and restoration projects in the Merrimack River Service Area. The ARM Fund has \$1,680,000 to award for this grant round. More info here:
<https://www.des.nh.gov/.../pr/2.../20190321-aquatic-resource.htm>



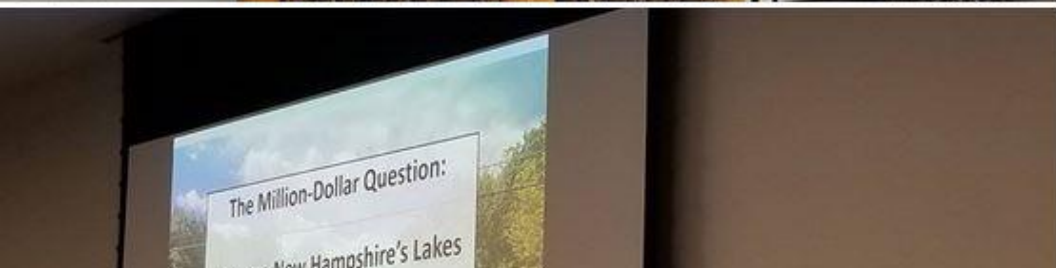


NH Department of Environmental Services

March 15 at 12:35 PM · 🌐

Our own Dave Neils has the first talk today address the current health of New Hampshire's lakes and rivers.

#NHWWC2019 #NHLakes #WaterQuality #SurfaceWater #Watershed



Ashuelot River Local Advisory Committee

September 27, 2018 · 🌐

Over 75 volunteers retrieved 1,439 lbs of trash from the Ashuelot River in Keene, Swanzey, and Marlow; and Beaver Brook in Keene last Friday and Saturday! A huge Thank You! to all whose bright energy made the river a lot cleaner and beautiful! Here are some photos from Saturday's Clean up! Thank you to David Hoitt photographer!



👍 8

3 Comments



Making it Manageable

LAC Social Media Communication Strategy / Plan

Goals: are higher reaching plans listed in your communication strategy and derived from your management plan that motivate the LAC to achieve more than the minimum duties listed in statute.

Tasks: are smaller action items that you know your LAC can handle accomplishing in the designated timeframe.

When: Add a timeline or schedule of how often / when these tasks can be accomplished (ex: two days before the monthly meeting, or on the 3rd Saturday of every month we will hold an event at the local library).

Who: Assign one or two people to be in charge of these tasks so that someone is accountable for reviewing what is posted and for ensuring that the tasks are completed.

Recommended Ideas:

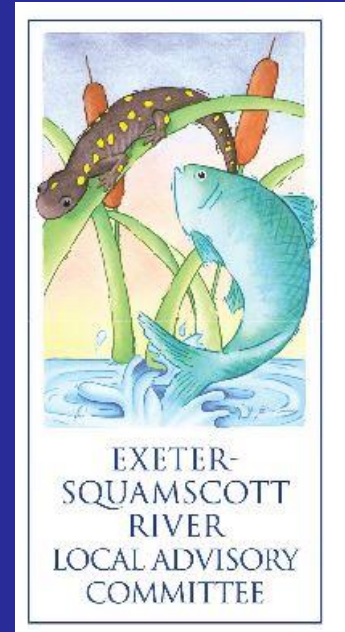
- Advertising Monthly Meetings
- Promoting Local Events
- Posting Photos

Complete this section using the recommended ideas or create your own!

Manageable Monthly Goal	What:	When: Who:
Manageable Monthly	What:	When:

WEBSITES & BRANDING

- Website can be a home for your work.
- A logo helps you get recognized.



Questions?