

(Attachment 12) Social Media Workshop Report (update)

The Final Report for the Social Media Workshop co-hosted by the South Atlantic Fishery Management Council and SC Sea Grant Consortium is currently being completed by SC Sea Grant. Sea Grant recently distributed an on-line survey to workshop participants and the results of the survey will be incorporated into the report. If complete, the Report will be distributed at the December meeting of the Information and Education Committee meeting.

A copy of the Social Media Workshop Agenda is included as part of this attachment:



Social Media Workshop



FINAL AGENDA

South Atlantic Fishery Management Council & South Carolina Sea Grant

Hilton Garden Inn
5265 International Blvd.
North Charleston, SC 29418
1-800-445-8667

Wednesday, October 26, 2011 – 1:30 PM to 5:00 PM

- 1:30-2:00** **Welcome / Workshop Overview**
- 2:00-5:00** **Presentations on Social Media Platforms**
- 2:00-3:00 Facebook Presentations
- NC Sea Grant: Katie Mosher
 - SC Aquarium: Kate Dittloff / Elizabeth Bender
 - Gulf of Mexico Fishery Management Council (GMFMC):
Emily Muehlstein
 - Q&A Session
- 3:00-4:00 Twitter Presentations
- Ocean Conservancy: Hilary Gridley / Sara Thomas
 - SC Aquarium: Kate Dittloff / Elizabeth Bender
 - Q&A Session
- 4:00-5:00 YouTube/Video Presentations
- Gray's Reef National Marine Sanctuary (NMS): Cathy Sakas
 - Ocean Conservancy: Hilary Gridley / Sara Thomas
 - Q&A Session

(continued)

Thursday, October 27, 2011 – 8:30 AM to 3:00 PM

8:30-11:00 Presentations on Social Media Platforms *(continued)*

8:30-9:30 Presentations on Blogs/Forums

- Gray's Reef NMS: Cathy Sakas
- The Charleston Angler: Shane Clevenger
- U.S. Fish and Wildlife Service: Jennifer Strickland
- Q&A Session

9:30-10:30 Introduction to Mobile Apps

- GMFMC: Emily Muehlstein
- Florida Fish and Wildlife Conservation Commission (FWC):
Alicia Wellman
- Q&A Session

10:30-11:00 Live Events and Developing Strategy for Using Social Media

- FWC: Alicia Wellman

11:00-12:00 Break-Out Discussion – facilitated by Amber Von Harten, SC Sea Grant

1:30-2:30 Other Communication Tools: Websites, E-Newsletters & More

Panel Discussion – facilitated by Kim Iverson, SAFMC

- NC Sea Grant (Katie Mosher); Ocean Conservancy (Hilary Gridley / Sara Thomas); U.S. Fish and Wildlife Service (Jennifer Strickland)

2:30-3:00 Other Business, Questions

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