

"Coastal Science Serving South Carolina"

Social Media Workshop:

Workshop Overview & Lessons Learned



Amber Von Harten,
Fisheries Specialist
S.C. Sea Grant Extension Program

South Atlantic Fishery Management Council
Information & Education Committee
March 7, 2012
Savannah, GA

Social Media Workshop: October 26-27, 2011



What platforms are being used?

How to develop effective strategies?

Lessons Learned: Challenges & Opportunities

The World of Social Media: Social Media Explained



I need to eat a donut.

I just ate a donut.

This is where I eat a donut.

Why am I eating a donut?

Watch me eating a donut.

I am good at eating donuts.

Social Media Platforms:



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

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

- 1. Establish: Build a Presence**
- 2. Maintain: Be active**
- 3. Engage: Develop relationships**
- 4. Influence: Provide positive experiences**
- 5. Monitor: Listen and Learn**

Social Media Platforms:



- **Transparency + Authenticity = Growth + Support**
- **Video can meet need of visual learners**
- **Blogs provide informal communication along with images**

*"One minute of video
can tell 1,000
words...Literally,
pictures (video) speak
a thousand words."*

*"Sending out press
releases and media
news does not cut it
anymore. Talk to people
like you would in normal
conversation...."*

Social Media Platforms:



- Know what you want from the APP before you start designing!
- Forums can reach a wide audience but be ready for some pushback

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

“Don’t take things personally nor respond to personal attacks...wear your bullet proof vest and be timely in responding.”

Social Media Platforms:



- Livestreaming can provide real-time access to an event. (i.e. Live Tweeting at an event or posting video)
- E-newsletters and websites: one of the easiest platforms to communicate regularly with more detailed information.

A screenshot of the South Atlantic Fishery Management Council website. The header includes the council's logo and name, along with a tagline: 'conserving and managing America's fisheries from three to 200 miles off the coasts of North Carolina, South Carolina, Georgia and East Florida'. The date 'January 20, 2012' is displayed in the top right. The main content area is divided into two columns. The left column, titled '2012 Council Meeting Schedule:', lists four meetings: March 5-9 in Savannah, GA; June 11-15 in Orlando, FL; September 10-14 in Charleston, SC; and December 3-7 in Atlantic Beach, NC. A link for 'Detailed meeting' is at the bottom. The right column, titled 'Reminder!', features a section 'Public Hearing and Scoping Meetings Begin Next Week'. It states that the council is holding a series of six public hearings and scoping meetings from January 24 through February 2, 2012, from 4:00 PM to 7:00 PM. It also mentions that written comments are accepted until 5:00 PM on February 15, 2012. Below this, a section titled 'Public Hearings Issues:' lists two items: 'Limits to the commercial golden tilefish fishery (Snapper Grouper Amendment 18B)' and 'Proposed area closures and gear marking requirements for the commercial spiny lobster fishery (Spiny Lobster Amendment 11)'.

Lessons Learned: Opportunities

- ***Social Media is FREE***
- ***Two-way communication to engage stakeholders***
- ***Improves transparency – creates dialogue***
- ***Near real-time***
- ***Chance to provide accurate information and outreach***
- ***The wave of the future – THE way to reach target audience***



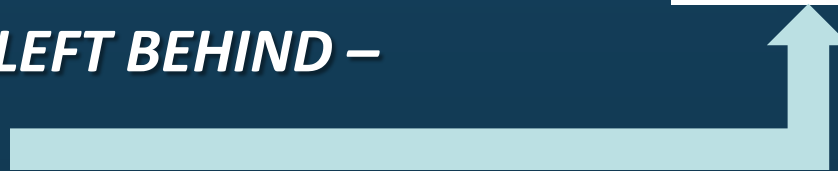
Lessons Learned: Challenges

- ***Time commitment***
- ***Knowing your audience/interests***
- ***Negative feedback - need immediate response***
- ***Need guiding policies***
- ***Mobile APPS can be costly -***
- ***Integration of all platforms is critical to keeping messages on target***



Final Thoughts

- ***Need dedicated staff or shared responsibilities for effectiveness***
- ***Develop key operational strategies for messaging and integrating***
- ***More opportunity than challenges***
- ***Adapt strategies as you go along***
- ***DON'T GET LEFT BEHIND – JUMP ON!***



Thank you!

**Amber Von Harten,
SC Sea Grant Extension
843.255.6060 ext 112
ambervh@clemson.edu**

