

EFFECTIVE USE OF SOCIAL MEDIA: SENDING THE RIGHT MESSAGE

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Corps Lakes Social Media Platforms



<https://www.facebook.com/CorpsLakes>



<https://www.instagram.com/CorpsLakes>



<https://www.pinterest.com/CorpsLakes>



<https://www.youtube.com/CorpsLakes>



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Communities of Practice

- Main CoP
 - Operations & Regulatory
 - Asset Management
 - Flood Risk Management
 - Hydropower
 - Inland Navigation Infrastructure
 - Natural Resources Management
 - Park Rangers
 - Navigation
 - Operations Project Managers
 - Regulatory
 - Safety
- Civil Works Environment

Business Processes

- Headquarters
- Acquisition
- Administration
- Budget
- Communication & Marketing
- Environment
- Facility & Land Use Management
- Financial Management
- Human Resources
- O&M Plans
- Policy & Procedures
- Programs & Partnerships
- Related Sites
- Research & Development
- Safety, Security & Risk Management
- Teams/PDTs
- Tools/AIS

The NRM Gateway

- What is the Gateway?
- Gateway 101
- How to participate in Gateway development
- How to use Gateway
- Gateway Initiative
- Corps Lakes Gateway URLs
- How to Cite the Gateway

Featured/New Websites

- Every Kid in a Park
- FY15-16 Visitor Centers - Survey tools and procedures
- FY15-16 Recreation Areas - Survey tools and procedures
- Harmful Algae Bloom - Blue Green Algae
- Life Jacket Policy Study
- Pollinator Protection and Enhancement
- Recreation Carrying Capacity
- Recreation Strategic Plan
- Recreation Use Fee Waiver for Military
- Security and Force Protection
- Sustainability

Natural Resources Management Notes

Did you Know?

- The Army Corps of Engineers (USACE) has over 400 lakes in 43 states.
- USACE-managed waters provide 18 percent of all U.S. freshwater fishing.
- 41,595 volunteers work 1.5 million hours annually at USACE projects-- providing \$33 million in value of service.
- USACE manages 12 million acres of public lands and waters nationwide.
- A visitor to USACE recreation areas can find 55,390 miles of shoreline; 7,856 miles of trails; 92,558 camp sites and 3,672 boat launch ramps nationally.

2016 NRM Awards (select name to learn more about winner)

- American Recreation Coalition's Recreation Legend Award - **Tamara Schroeder**
- Beacon Award Recipient - **Jason Knight and David Gray**
- Hiram M. Chittenden Award for Interpretive Excellence - **Tammy Cleveland**
- Natural Resources Management Environmental Compliance Employee of the Year - **Brian Wilson**
- Natural Resources Management Stewardship Employee of the Year - **Christopher Langstaff**
- Natural Resources Management Project of the Year Award - **Allatoona Lake Project**
- Natural Resources Management Recreational Employee of the Year - **Robert Allen Gwinn**
- Full List

Recreation.gov Stories from Our Lakes

- Canyon Lake Volunteers Honor Wounded Warriors
- Winter Sports at Ashtabula Lake, North Dakota - More Comfortable than Your Grandfathers Ice Fishing
- Wintertime Bald Eagle Watches
- Five Town-to-Lake Bike Trails
- Full List



Every Kid in a Park

- Gateway Page
- Corps Lakes Public Page
- 9/2/15 Press Release

Happenings in NRM Community

- 2017 NRM Workshop
- Environment Stewardship Civil Works Integrated Funding Database (ES CWIFD)
- Recreation Civil Works Integrated Funding Database (Rec-CWIFD)
- Recreation Strategic Plan
- 2012 Outdoor Recreation Economy National Report
- Staffing Study Results: An Analysis of Recreation Staffing and Labor Costs at Corps Projects -- A White Paper Prepared in Support of the National Recreation Road Map
- Survey Results: Park Ranger & Visitor Safety Survey and Visitor Assistance Program Manager Survey
- Take Park Ranger Survey - Suspense 17 January 2017

Discussion Forum and Contacts

- NRM Community Forum
- Historical Forums
 - E-S Network
 - REC Network (NRM Network)
- NRM SmartBook

NRM Gateway Glimpse

- 28 September 2016
- 8 July 2016
- 27 June 2016
- 20 June 2016
- 25 May 2016
- 28 April 2016
- More Glimpse Issues

- Subscribe to Glimpse



Social Media

- What is it & How is the Corps Involved

- Facebook
- Instagram
- Pinterest
- YouTube





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Natural Resources Management Gateway

to the future . . .

- Home
- Visitors
- Lake Discovery
- Recreation
- Env Compliance
- Env Stewardship
- Partners
- News/Events
- People
- Forums
- Learning
- GETS
- Tools
- New Postings
- Submit
- Index/Search

Social Media

Social Media

What is Social Media?

Social Media is in the most general term an instrument for communication through various Internet applications. The media can be of various forms: forums, blogs, wikis, podcasts, photos, video, posts or comments. Some of the most popular social media sites are Facebook, Twitter, Flickr, LinkedIn, and MySpace. Social media blends technology with social interaction to create added value for business, industries, or government agencies.

Social networking now accounts for 30% of all time spent online in the US. As of 4th quarter 2016 Facebook has 1.86 billion active users and Instagram has 600 million users as of December 2016.

The Corps is now embracing social media! To see what Corps Lakes is doing visit our [Facebook](#) , [Instagram](#) , [Pinterest](#) , and [YouTube](#)  sites!

- [How To](#)
- [Corps Policy](#)
- [Benefits and Tips](#)
- [Interesting Facts](#)
- [FAQs](#)
- [Corps Lakes YouTube Channel](#)
- [District Sites](#)
- [Project Sites](#)
- [Partner Sites](#)
- [National Public Lands Day Social Media Webinar](#)
- [Corps Lakes Pinterest](#)
- [Corps Lakes Instagram](#)

[Social Media Technical Coordinator](#)
[Privacy and Security Notice](#)
[Technical Problems](#)
Established: July 2011



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Social Media is good for:



- General information
- Public inquiries
- News releases
- Education
- Community engagement
- Emergency operations



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Benefits of Social Media

- Easy and efficient
- Cost effective
- Reaches millions of people – customers and partners
- Mainstream communication tool
- Reaches all generations
- Improves public awareness



What should I post?



- Photos/video
- Events
- Items of interest



Example: 2011 Flood



Louisville District, U.S. Army Corps of Engineers

April 26, 2011

There have been numerous reports of structural problems with the dam at Cave Run Lake. These reports are false. The dam is structurally safe and operating as intended with over 30% of its total flood control storage capacity available for future incoming rainfall. The daily lake report can be viewed at <http://www.lrl.usace.army.mil/wc/reports/lkreport.html>



Louisville District, U.S. Army Corps of Engineers

April 27, 2011

By mid-morning we expect water at Rough River Lake to flow through the dam's emergency spillway. It is important to note that this will NOT be a wall of water, but rather a slow rise. If you live near areas that have previously flooded, you can expect water to be higher than it has been before. Take precautions and move to higher ground. Stay away from water-covered roadways.

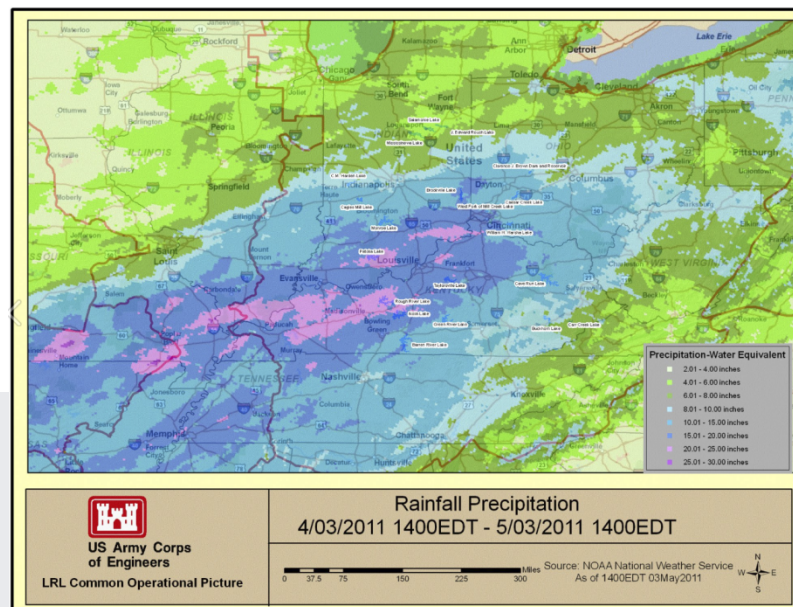


Louisville District, U.S. Army Corps of Engineers

April 27, 2011

I know everybody likes to get photos of the flooding, but we want to remind you to put safety first -- do not drive around barricades or through water. Keep yourself and your families safe!

Social Media



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Caution

- Be sure content is appropriate
- Don't post negative comments
- Don't post inappropriate photos or video
- Don't post sensitive or classified information
- Be sure the password for the account is secure



Caution: Security



- Protect national security
- Gain approval for news media requests
- Vet filming locations
- Geo-tagging of posts – **DON'T!!!**



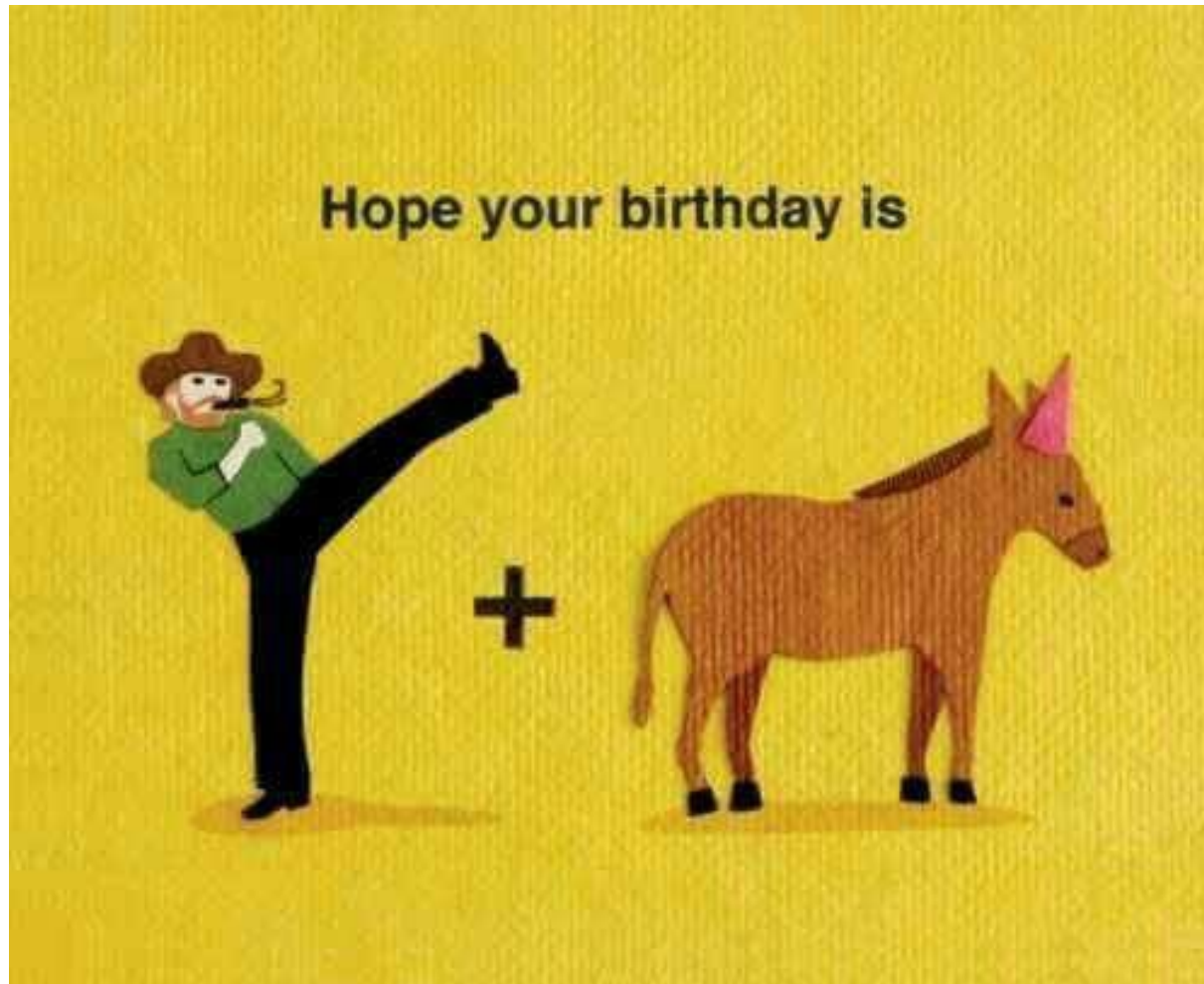
Caution: Monitoring



- User comments
- Fake accounts



Caution: Appropriateness



- Politics
- Philosophies
- Endorsements
- Humor



Promote Safety



- Safety Briefing and Activity Hazard Analysis (AHA)
- Personal Protective Equipment (PPE)
- Review for Safety Violations



Safety is your job too!



Safety Gear Check

Hard Hat	✓
Gloves	✓
Life Jacket	✓
Steel Toe Boots	✓
Rain Suit	✓
Propane Tank	✓
Cigarette	✓



Use #Hashtags



- Help organize information
- Help locate information
- Help reach audiences





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Share your experience this summer at
Corps Lakes by using these hash tags

Did you have **#FunAtCorpsLakes**

Water safety is very important!

Did you **#WearItCorpsLakes**

watersafety.usace.army.mil



www.Bobber.info

Did you **#FishCorpsLakes**

Did you **#BoatCorpsLakes**

Did you **#CampCorpsLakes**

Do you **#VolunteerCorpsLakes**

www.CorpsLakes.us

watersafety.usace.army.mil

Think before posting: original

- Maintain content
- Represent
- Post appropriately
- Recheck



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Maintain your pages



- Graphics vs. text
- Use .gov or .mil sites
- Post throughout the day
- Respond
- Write captions



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Build a strong presence: market



Carr Creek Lake US Army Corps of Engineers, Louisville District

Posted by Donna Bowling [?] · January 26

Interesting Facts or Fiction?

Can fish drown? Do possums actually play dead? Throughout the years, stories and beliefs have developed about almost every inhabitant of our natural surroundings, often based on pure speculation or exaggerated ...

[See More](#)



- Network
- Print
- Social media
- Share with Corps Lakes



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Contribute to Corps Lakes Social Media

- Email CorpsLakes@usace.army.mil
- Contact Virginia Dickerson
- DM CorpsLakes via platform



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Corps Park Ranger Facebook Page

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Corps Park Rangers

Friends Following Message

Timeline About Photos Friends 23 Mutual More

About

Park Ranger at U.S. Army Corps of Engineers

High School Ask

Current City Ask

Hometown Ask

Friends · 266 (23 Mutual)

Chad Pearson Jon Fillingham Melissa Salsgiver

Bill Jackson Carlos Lopez Scott Jackson

Post Photo

Write something...

Corps Park Rangers shared a link.
April 1

Kristine Brown - Galveston District

USACE Galveston District Spotlight on Kristine Brown
www.dvidshub.net

Kristine Brown, natural resources specialist and park ranger for the...

Like · Comment · Share

Kevin Salvilla, Lynda Nutt, Melissa Salsgiver and 7 others like this.

Write a comment...



Social Media Lessons Learned

- Do you have a Social Media fail to share?



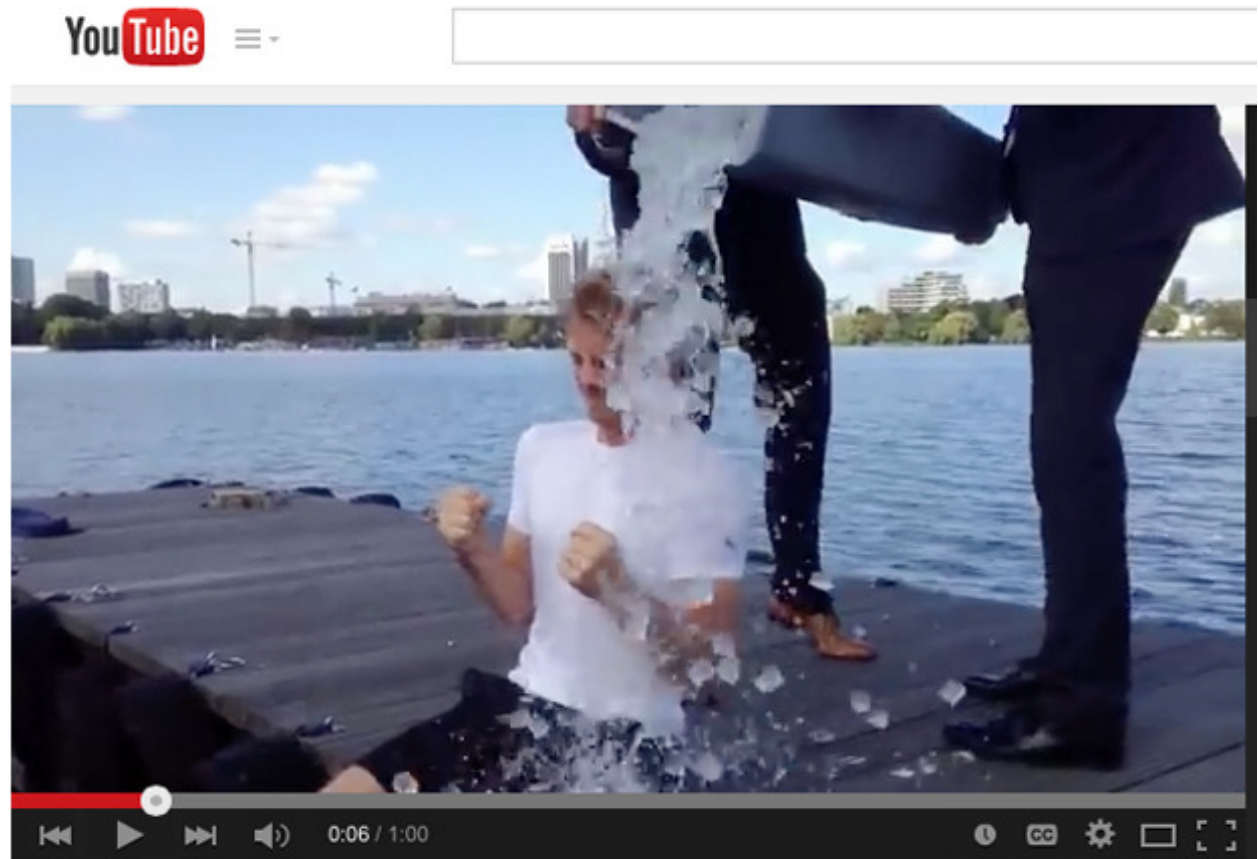
UShealthykids @CaseyHinds · Oct 27

@McDonaldsVegas #RonaldMcDonald is the Joe Camel of fast food
lettertomcdonalds.org



Social Media Lessons Learned

- Do you have a Social Media success story to share?



Thank you



outofhere

