

# Using Social Media as a Communication Tool

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Traci Iott, CTDEEP  
National TMDL Meeting  
May 28, 2020

# Reflections on Using Social Media

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- Learn your agency accounts and procedures
- Typically social media accounts are set up at an Agency, not programmatic, level
- Develop a core group of staff interested in social media & collaborate across programs\*
- Work through the challenges of staff turnover
- Can't replace standard communication platforms but can augment

\*Thanks to  
Melissa  
Czarnowski,  
Ali Hibbard,  
Rebecca Jascot  
and Meghan  
Lally for making  
this presentation  
possible!

# Create A Campaign

- Develop a format that can be reused with new information
  - Easy for public communication
  - Easy to get through Agency review processes
- Using humor to educate
  - “The Most Interesting Commissioner.” for general water education



# Create A Campaign

- Keep a document in the public eye during comment period
  - #WaterWednesday: Weekly posts on state Water Plan during comment period



CT DEEP Water Monitoring added 4 new photos.

August 23, 2017 at 9:00am · 🌐

It's WATER WEDNESDAY! Did you know that water is needed for both out-of-stream and in-stream uses? Out-of-stream use supports public supply, industrial, commercial, and agriculture needs. In-stream use supports aquatic life, fishing, recreation, aesthetics, and waste assimilation.

The draft #CTStateWaterPlan addresses this on page 2-20. Visit [www.ct.gov/water](http://www.ct.gov/water) to learn more, and provide feedback.

#CTDEEP #WaterWednesday



CT DEEP Water Monitoring

November 15, 2017 at 9:00am · 🌐

It's WATER WEDNESDAY! Did you know that one of the most important messages in the State Water Plan is balance to satisfy all in-stream and out-of-stream needs all the time?

The Plan offers ideas for understanding and improving this balance. Visit [www.ct.gov/water](http://www.ct.gov/water) to learn more, and provide feedback.

#CTDEEP #CTStateWaterPlan #WaterWednesday



Boost Post

👍 Like

💬 Comment

➦ Share



# Get the Word Out

- Announce public meetings, comment or job opportunities
- Recognize someone's good work

**CT DEEP Water Monitoring**  
Published by Lally Meghan [?] · September 11, 2019 · 🌐

SAVE THE DATE!



**TUE, SEP 24, 2019**  
**Watershed Fair & CT Integrated Water Resource Management Update** Interested

You like CT DEEP Water Monitoring

**CT DEEP Water Monitoring**  
Published by Lally Meghan [?] · March 12, 2019 · 🌐

REMINDER: The Public Meeting on the Connecticut Water Quality Standards and Classifications will be held tomorrow at DEEP headquarters in Hartford. See the event post for details.




**WED, MAR 13, 2019**  
**Public Meeting Re: CT Water Quality Standards & Classifications** Interested

You like CT DEEP Water Monitoring

**CT DEEP Water Monitoring**  
Published by Lally Meghan [?] · August 5, 2019 · 🌐

Great work being done in Eastern CT by recipients of CT DEEP's Clean Water Section 319 Grant funds!



**Eastern Connecticut Conservation District**  
August 3, 2019 · 🌐

New Green Infrastructure at East Lyme High School

On Thursday, Aug. 1st, construction of a new stormwater management practice began at East Lyme High School. EC...  
[See More](#)



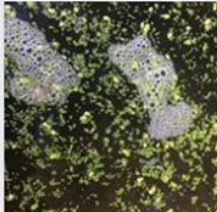

# Provide Info on Public Interest Topics

**CT DEEP Water Monitoring**  
Published by Lally Meghan [?] · August 24, 2018 ·

Its #FieldNoteFriday! This time of year, we receive a lot of concerned inquiries about GREEN WATERBODIES. Green water could be a sign of a CYANOBACTERIA bloom - which can pose health risks - or it could be an accumulation of harmless, tiny aquatic plants.

So, HOW CAN YOU TELL THE DIFFERENCE?? Recite this phrase: "If it looks like a PAINT SPILL, it could make you ILL... but if it looks like a LENTIL SEED, don't worry - it's DUCKWEEDI!"

CYANOBACTERIA blooms are typically brig... See More



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**CT DEEP Water Monitoring**  
Published by Lally Meghan [?] · August 13, 2019 ·

During the summer months we receive an increased number of inquiries about blue green algae blooms and pet safety. Report suspected cyanobacteria blooms to DEEP by sending photos to [deep.algalblooms@ct.gov](mailto:deep.algalblooms@ct.gov).

Dogs can be exposed to toxins by skin contact with water contaminated with cyanobacteria or toxin(s), when swallowing water while playing in the water, or by licking it off fur or hair. While not all blooms are dangerous, if you observe an algae bloom, the best thing to do is prevent your pet from entering that water. Water that has the appearance of pea soup or spilled paint in particular should be avoided. If you suspect your dog has been exposed to a toxic algal bloom, please seek immediate veterinary care.

To learn more visit the EPA page on How to Keep your Dog Safe from Toxic Algae: <https://www.epa.gov/nutrientpollution/protect-your-pooch>  
<https://www.youtube.com/watch?v=goPMNzDmJDg>



YOUTUBE.COM

**Protect your pooch from harmful algal blooms**





NOTE: If you need captions, please click the CC button on the player to...

**CT DEEP Water Monitoring**  
Published by Lally Meghan [?] · August 3, 2018 ·

It's #FieldNoteFriday! Our electrofishing crew found this WOOD TURTLE while out monitoring streams in southcentral CT this week. Great find!

Except during mating season, these turtles are fairly elusive - but when found are easily identified by their bright body coloring. Despite their name, wood turtles rely on rivers for their survival, rarely leaving the river corridor other than to reproduce. Just another reason healthy rivers are so important!

Listed as a species of spec... See More



# Review Feedback

- Many platforms will provide information on public engagement with your posts or websites
- Identify what types of information or posts get the most traffic
- For the previous posts shown, most FB posts received about 300 views except for the ones about public interest topics which had between more than 20,000 views

Published	Post	Type	Targeting	Reach	Engagement
02/28/2020 3:35 PM	 Why did the wood frog cross the road? To get to the vernal pool!			194	7 12
02/18/2020 2:07 PM	 SEASONAL JOB OPPORTUNITY! We are looking to hire TWO (2)			1.1K	85 38
02/18/2020 2:05 PM	 SEASONAL JOB OPPORTUNITY! We are looking to hire five (5)			1.5K	176 50
10/23/2019 3:00 PM	 Today is "Imagine a Day Without Water". Here are a few examples of			395	43 19
10/23/2019 11:30 AM	 What do you think CT should prioritize when it comes to water?			418	36 8
10/23/2019 9:00 AM	 Imagine a day without water. What would your day be like if you			604	22 22
09/11/2019 1:28 PM	 SAVE THE DATE!			287	27 11
08/22/2019 3:11 PM	 DID YOU KNOW THAT TODAY IS SHELL DAY? On August 22, more			361	21 16
08/13/2019 10:18 AM	 Check out this #FieldNoteFriday post from last year to learn more			542	86 19
08/13/2019 10:14 AM	 Blue-green algae is receiving a lot of press right now. We are			635	158 69
08/13/2019 9:14 AM	 During the summer months we receive an increased number of			19.3K	2.1K 1.1K
08/05/2019 5:00 PM	 LAST CALL! The CT DEEP Water Planning and Management Division			552	36 8
08/05/2019 10:25 AM	 Great work being done in Eastern CT by recipients of CT DEEP's			368	24 7
08/05/2019 10:11 AM	 An interesting water quality twist related to the plastic bag ban in CT.			506	130 30



# Infographics

- Visual representation of information
- More pictures, less words
- Efficient, concise presentation of topic
- Focuses on key issues

Can be incorporated into other forms of communication: social media, web pages, documents, presentation

**Know Your H<sub>2</sub>O**  
Connecticut's Triennial Review

Every three years, Connecticut reviews our Water Quality Standards to determine if revisions are necessary. The State requests public input during this time while reviewing the current standards.

Changing Water Quality      Changes by EPA      New Scientific Information

**WHO DOES THIS AFFECT? YOU!**

Agriculture  
Recreation  
Industry

Public Water Supply  
Fishing/Aquatic life

CHANGES RESULTING FROM THE TRIENNIAL REVIEW WILL BE IMPLEMENTED THROUGH A REGULATORY PROCESS

# Resources

## Free High Quality Images for Commercial

- [Unsplash](#)
- Some [Flickr](#) (search for commons)
- [Pixabay](#)

## Free Infographic Templates

- [Canva](#)
- [Piktochart](#)
- [Visme](#)
- [IAM](#) – University of Maryland, Images, Videos, Symbols

