

Should Your Organization be Twittering and Facebooking? A Case Study for Wildlife Health

Cris Marsh, MLS,
Wildlife Data Integration Network

*Organization of Fish & Wildlife Information Managers Annual Conference
October 18, 2011*

*National Wildlife Health Center
United States Geological Survey*

*Nelson Institute for Environmental Studies
University of Wisconsin - Madison*

Presentation Outline

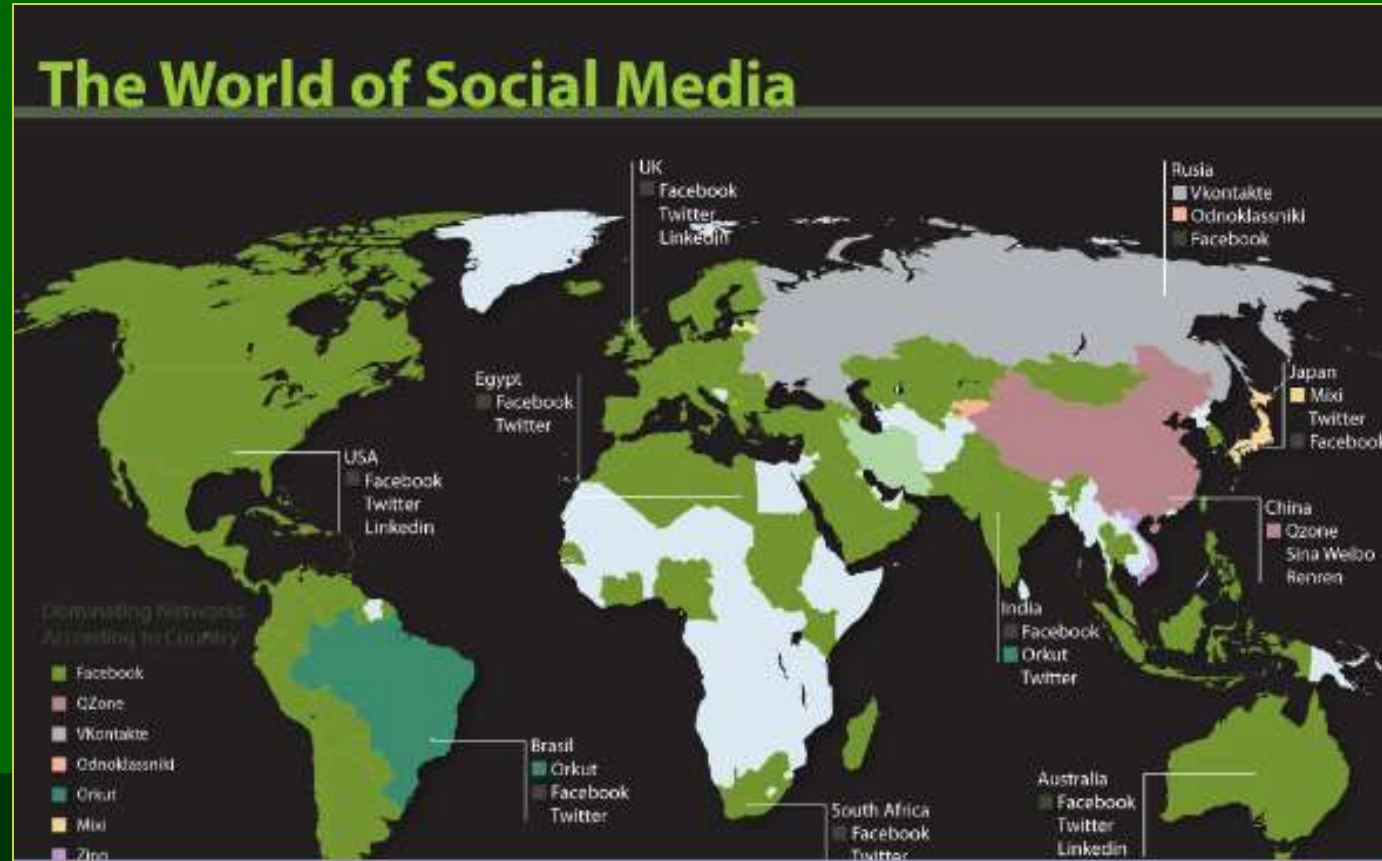
- Explain why we entered into the social media arena
- Describe how our accounts are set up
- Describe how we are using these tools
- Share some unexpected benefits



The Social Media Universe

WDIN took the plunge

- Adapt to the changing landscape of the web
- Reach a broader audience



Source: *The Growth of Social Media: An Infographic*

The Social Media Universe

WDIN took the plunge

Wildlife Health Event Reporter A Component of the Wildlife Health Monitoring Network

Home | Login | Register | About | Help

Have you seen dead or sick wild animals?
What to report? Why report an event?
Information on sick/injured animals

WHER News and Information
WHER help documentation updated!
What do I do if my confirmation email link is not working?
Does your group or agency have alternate users?

Login and Report
Create an Account

Events Occurring in the Last 60 Days

This system is an experimental reporting system for wildlife mortality events. These events reports have not been confirmed or verified and may be useful only as 'situational awareness'.

Start Date: (mm/dd/yyyy) Species: (blank = all species)
End Date: (mm/dd/yyyy) General animal names Exact animal names

Observation Date: 09/21/2010
Ocean Beach, California
Species: Dolphins/Marine mammals/Whales
Number Sick/Injured: 0
Number Dead: 1

Wildlife Disease News Digest

Wildlife Disease News and information at your fingertips. Brought to you by the Wildlife Data Integration Network (WDIN).

Home | International News | Archived in the Spotlight | FAQs | Profile Announcements

OCTOBER 14, 2011

In the Spotlight - Past Wildlife Disease Investigation from AWHW

Interesting Case from the Latest Australian Wildlife Health Network Newsletter - Wildlife Health in Australia

Wild Platypus in New South Wales (page 7)

A subadult male in poor body condition was presented after several days in care. Blood work revealed a moderate to marked infection of red blood cells with a parasite (*Theileria*) not uncommonly found in these animals. The animal was

Wildlife Health in Australia

This news service focuses on wildlife diseases, and wildlife morbidity/mortality, especially as they relate to humans and ecosystem health. We work to cover emerging infectious diseases, zoonoses, environmental toxins, population threats, unexplained incidents, die-offs and more.

- Disclaimer
- Event Detection Policy
- Feedback
- How to sign up for alerts
- How to temporarily stop your Digest alerts

Global Wildlife Disease News Map

(7952.1)

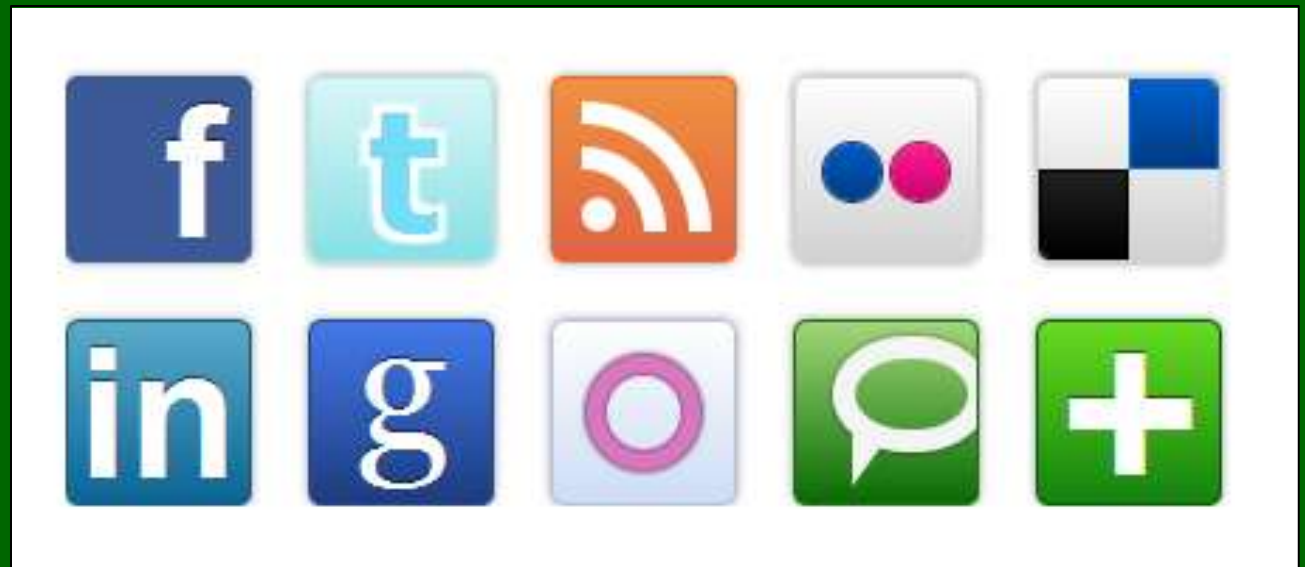
Theileria infections have been previously identified in both platypus and bandicoots but have not been related to disease in these species. *Theileria* in platypus have commonly been

- Reach a broader audience
- Engage and drive users to our products

The Social Media Universe

WDIN took the plunge

- Can easily make use of freely available communication channels

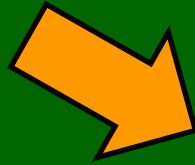


WDIN Content is Portable

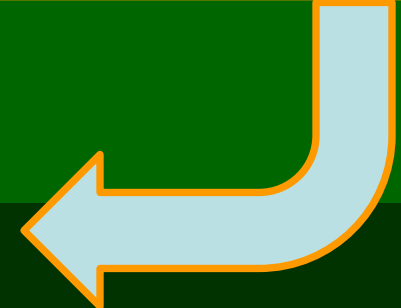
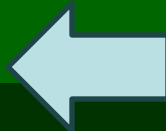
Deliver content to where users work and play online



RSS



- Recently published journal articles
- Wildlife disease map updates
- Newly added meetings and events to WDIN calendar
- Wildlife Disease News Digest posts




dlvr.it

Free syndication service

The screenshot displays the dlvr.it dashboard. At the top left is the logo and tagline "You publish. We deliver.". A navigation bar includes "Deliveries", "Stats", "Post", "Widgets", and "Settings". Below this, "Routes" and "Destinations" are visible, with a "+ Add Route" button. A "Destination Editor" modal is open on the right, titled "Choose your destination:", listing various social media and news sources with "New" or "Use Existing Account" options. The main content area shows "My New Route" configuration. A "Sources" list (circled in red) includes items like "Just Added Meetings & Events" and "Recent Wildlife Disease Publications". An arrow labeled "route to" points to a "Destinations" list (also circled in red) containing "Twitter - WDIN_News" and "Facebook - Wildlife Data Integration Network". A "route settings" button is at the bottom left of the route configuration area.

Source Editor

 Wildlife Disease Map Updates

Feed Details | **Feed Update** | Item Text | Filters | Scheduling | Location | Advanced

Feed Update Period *
Every Hour

Max Number of Items to Post per Update F
1

Max Number of Items to Post per Day *
4

Trickle items over time: [?]
Post Oldest Items First

PuSH Settings

Subscribe to PuSH updates (if available): [?]

Subscribed Hubs:

Hub	Lash Push
http://pubsubhubbub.appspot.com/	2011-10-10 5:13:54 PM

Prefix / Suffix

Start items with
Event Mapped:
 No space after prefix [?]

End items with
at newsmap.wdin.org
 No space before suffix [?]

Find and Replace / Remove [?]

Action	Find Text
Replace <input type="checkbox"/>	

Feed Details | Feed Update | Item Text | Filters | **Scheduling** | Location | Advanced

Event type [?]
 Window Single Update

Start time : AM **End time** : PM

Days
 M Tu W Th F Sa Su
Weekdays Weekends All Days

Change your time zone in [Settings](#) > [Account](#)

During a posting window, dlvr.it will post on the posting cycle defined in your Posting Frequency (above).

Direct Post

Write Your Message [\[?\]](#) (0)

Links will be shortened when the message is posted. Character count will be approximate. Long urls are counted with an approximate shortened url length.

Destinations [\[?\]](#)

Add Destinations

Schedule Post

Schedule a post for later using the controls below. Otherwise, we'll make the post right away.

Date: Time: Hour : Minute A.M.

(GMT-06:00) Central Time (US & Canada)

[Change time zone in Settings > Account](#)

post

clear

Scheduled Posts

[click to edit a scheduled post](#)

If you haven't moved to our new Facebook page, Wildlife Disease Information Node, then you are missing out on all the latest wildlife disease news. Rejoin us by selecting the 'Like' button on our new page at <http://dlvr.it/n61Gx>. We hope to see you there soon!

Scheduled to post on: Oct 17, 2011 8:00:00 am

[Destinations](#)

If you haven't moved to our new Facebook page, Wildlife Disease Information Node, then you are missing out on all the latest wildlife disease news. Rejoin us by selecting the 'Like' button on our new page at <http://dlvr.it/n61Gx>. We hope to see you there soon!

Scheduled to post on: Oct 19, 2011 8:30:00 pm

[Destinations](#)

Facebooking

Let us tell you a little bit about ourselves

facebook



Wildlife Data Integration Network

Non-Profit Organization · Madison, Wisconsin · [Edit Info](#)

Basic Information

Location Madison, WI

About Website: <http://wildlifedisease.nbii.gov/News> <http://wdin.blogspot.com/> Wildlife Disease Ma <http://wildlifedisease.nbii.gov/newsmap/> Twit /WDIN_News WHER: <http://www.wher.org/>

Company Overview The Wildlife Disease Integration Network (WDIN) project working to develop a Web-based monitoring system to provide state and federal resource specialists, veterinary diagnostic laboratories, workers, educators, and the general public with wildlife diseases, mortality events, and other...

Mission Building partnerships and providing tools to facilitate collaborative efforts in the wildlife disease area

- * Facilitate access to data and information on diseases;
- * Visualize clusters on morbidity and mortality
- * Track the prevalence and spread of various discrete spatial and temporal levels through in other applications;
- * Predict possible new disease appearances;
- * Identify previously unrecognized wildlife-human disease relationships;
- * Help limit further disease spread;
- * Help prevent future outbreaks.

Products <http://wildlifedisease.nbii.gov/> <http://wdin.blogspot.com/> <http://wildlifedisease.nbii.gov/newsmap/> <http://www.wher.org/>

Email wdin@wdin.org

Website <http://wildlifedisease.nbii.gov>

Wall
Hidden Posts

- Info
 - Insights
 - Notes
 - Photos
- EDIT

About [Edit](#)

Website: <http://wildlifedisease.nbii.gov/>
News Digest: <http://wdin.blogspot.com/>
More

45
like this

1
talking about this

Likes [See All](#)



National Wildlife

facebook



Wildlife Data Integration Network ▸ Notes

Non-Profit Organization · Madison, Wisconsin · [Edit Info](#)

RSS Feed Collection

By Wildlife Data Integration Network · Monday, August 15, 2011

Have the news you want delivered to you directly!

WDIN has compiled a number of RSS feeds to help you stay informed about wildlife health topics. Subscribe to receive notification for updates to our website, News Digest, Global Disease News Map, events calendar, or to learn about current wildlife health-related journal publications.
Many of our...

[View Full Note](#) · [Like](#) · [Comment](#)

Global Wildlife Disease News Map

By Wildlife Data Integration Network · Monday, August 15, 2011



View wildlife health-related news on a map!

The Global Wildlife Disease News Map displays news articles from the Wildlife Disease News Digest. On it users can easily see wildlife disease headlines both locally and globally. The Map displays Wildlife Disease News Digest articles that have been posted within the last 45 days that have a geographi...

[View Full Note](#) · [Like](#) · [Comment](#)

Events Calendar

By Wildlife Data Integration Network · Monday, August 15, 2011

Learn about Upcoming Wildlife Health Related Meetings and Events

The WDIN Events Calendar provides an overview of upcoming and past wildlife health related conferences and events, with links to their respective web sites. Users can browse events

Wall
Hidden Posts

- Info
 - Insights
 - Notes
 - Drafts
 - Photos
- EDIT

About [Edit](#)

Website: <http://wildlifedisease.nbii.gov/>
News Digest: <http://wdin.blogspot.com/>
More

45
like this

1
talking about this

Likes [See All](#)



National Wildlife Federation

Twitter

Update followers about WDIN's activities

The screenshot shows a Twitter profile for AVMAvets. The main content is a tweet from AVMAvets, posted 3 minutes ago, with the text: "Canine distemper ID'd in Siberian tigers; next step is determining the source, and howto combat the disease bit.ly/nhpFEg". The tweet includes a link to a bit.ly URL. Below the tweet are several other tweets from various sources, including esciencenews and kate_LCBB. The right sidebar shows the user's profile statistics: 2,352 tweets, 84 following, and 106 followers. It also lists "Who to follow" with accounts like CDCMMWR, ProMED_FRA, and BillGates. A "Trends" section is visible at the bottom of the sidebar.

What's happening?

Timeline @Mentions Retweets Searches Lists

1 new tweet

AVMAvets AVMAvets
Canine distemper ID'd in Siberian tigers; next step is determining the source, and howto combat the disease bit.ly/nhpFEg
3 minutes ago

esciencenews el Science News
New Saudi Arabias of solar energy: Himalaya Mountains, Andes, Antarctica bit.ly/oewDqo
8 minutes ago

esciencenews el Science News
First practical scientific test to date and authenticate priceless silk masterpieces bit.ly/q2Ynrm
8 minutes ago

kate_LCBB Life Could Be Better by USFWSHQ
@USFWSHQ Fish and Wildlife Director Dan Ashe on white-nose syndrome in bats They need your help 1.usa.gov/r0BlzS
pic.twitter.com/24FKYGR1
1 hour ago

USGS USGS
Residents reported booming sounds during VA earthquake in August. Here is an explanation: on.doi.gov/pek3Lr
9 minutes ago

Your Tweets 2,352
3 minutes ago : **AVMAvets** Canine distemper ID'd in ...

Following 84 Followers 106

Who to follow · refresh · view all

CDCMMWR MMWR · Follow
Morbidity and Mortality Weekly Report

ProMED_FRA ProMED-FRA · Follow
Followed by @ProMED_mail.

BillGates Bill Gates · Follow
Sharing cool things I'm learning through my foundati

Trends: United States · change

#VWBeetle Promoted

#Makesmelaugh

#LookAtMeNow

Hi Rihanna

#rejectedDieHard5titles

WE LOVE YOU BEYONCE

Error 3200

Downloading iOS 5

Dear Blackberry

DIGGY GOT BARS

Firefox with Twitter

Twitter Followers

Track who is interested in WDIN



The screenshot shows the Twitter interface for the profile @WDIN_News. At the top, the Twitter logo and navigation links (Home, Profile, Message) are visible. Below the profile header, it states "You have 107 followers" and "Here's more about them." A tab labeled "People" is active, displaying a list of followers. The first follower, Chelsea Laudon (@chelaudvast), is highlighted with a red box around her "Follow" and profile icons. The other three followers shown are Michael Walsh (@EpiDoctor), EcoTrekker, and Wulf Outdoor Sports (@wulfsports).

twitter Home Profile Message

← @WDIN_News's profile

You have 107 followers
Here's more about them.

People

 **chelaudvast** Chelsea Laudon

 **EpiDoctor** Michael Walsh
I am an infectious disease epidemiologist specializing in the physical and social landscapes of infections. Author of InfectionLandscapes.org and Germlines.org

 **EcoTrekker** EcoTrekker
Ecology + Trekking = Happiness


 **wulfsports** Wulf Outdoor Sports
Wulf Outdoor Sports is East Texas' premier retailer for hunting, fishing, archery, outdoor apparel and off-road power vehicles.


Retweets


See what content followers are sharing


Timeline **@Mentions** Retweets Searches Lists

Tweets mentioning @WDIN_News

 **BiteOfAMosquito** Kriszian Magori
EDENextDMT: Many thanks for the RTs @WDIN_News
@BiteOfAMosquito @eukaryography They are all well worth fol...
tinyurl.com/3gs5los
19 Aug

 **EDENextDMT** EDENext DMT
Many thanks for the RTs @WDIN_News @BiteOfAMosquito
@eukaryography They are all we
19 Aug


 **SmileyBat** SmileyBat
The SmileyBat! Daily is out! bit.ly
@wdin_news
18 Aug


 **USGS Library** USGS Library
@IrishHospice @Roman_A_Ou
@MyDenverAgent @lbrou @sola
@USGS_OR @WDIN_News Th
17 Aug


What's happening?

Timeline @Mentions **Retweets** Searches Lists

Your tweets, retweeted

 **WDIN_News** Wildlife Info
Event Mapped: Botulism deaths of birds near Stillwater climb to 2,356 (Nevada, United States) dlvr.it/qY2QN at newsmap.wdin.org
5 hours ago ☆ Favorite ↶ Reply 🗑 Delete

 **WDIN_News** Wildlife Info
Infect Genet Evol: 'Interspecies transmission...avian influenza genomes among Alaska dabbling ducks' More articles at dlvr.it/jZxHZ
12 Oct

 **WDIN_News** Wildlife Info
Event Mapped: Multiple dead seals wash up on Seacoast beaches (New Hampshire, United States) dlvr.it/pS7PW at newsmap.wdin.org
5 Oct

 **@WDIN_News**
Wildlife Info

Event Mapped: Botulism deaths of birds near Stillwater climb to 2,356 (Nevada, United States) dlvr.it/qY2QN at newsmap.wdin.org

5 hours ago via dlvr.it

☆ Favorite ↶ Reply 🗑 Delete

Retweeted by [EpiDoctor](#)

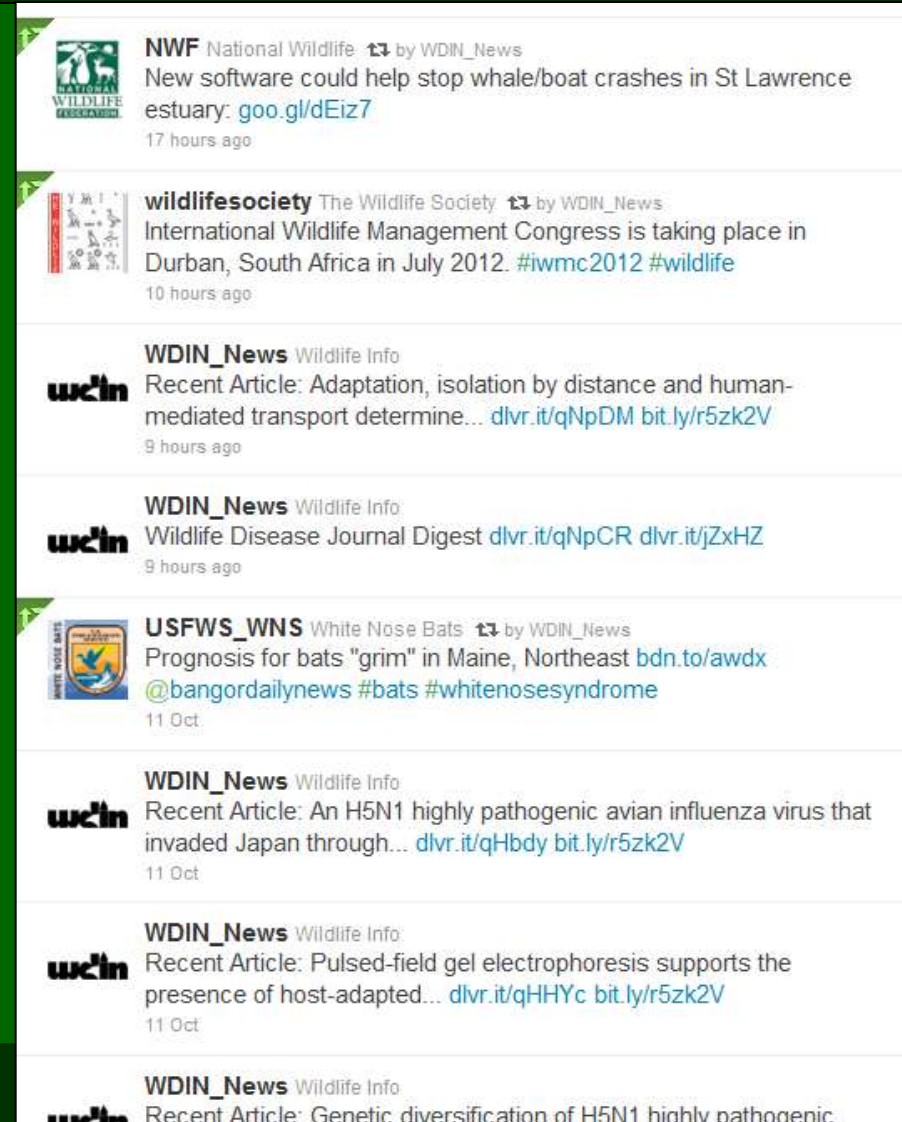


Microblogging in the Social Universe



Time spent



Twitter


- Check 2-3/ day
- Retweet 2-3/day
- Write original content 1/day
- Automated messages 2 – 10 posts/ day
- Total time spent = 15 minutes/day






The screenshot displays a vertical list of tweets. Each tweet includes a profile picture, the account name, a bio, the tweet text, and a timestamp. The accounts shown are NWF National Wildlife, wildlifesociety, WDIN_News, and USFWS_WNS. The tweets discuss topics such as new software for whale/boat crashes, the International Wildlife Management Congress, wildlife disease journals, and the prognosis for bats in Maine.


NWF National Wildlife  **NWF National Wildlife**  by **WDIN_News**
New software could help stop whale/boat crashes in St Lawrence estuary: goo.gl/dEiz7
17 hours ago


wildlifesociety  **wildlifesociety** The Wildlife Society  by **WDIN_News**
International Wildlife Management Congress is taking place in Durban, South Africa in July 2012. [#iwmc2012](https://twitter.com/iwmc2012) [#wildlife](https://twitter.com/wildlife)
10 hours ago


WDIN_News Wildlife Info 
Recent Article: Adaptation, isolation by distance and human-mediated transport determine... dlvr.it/qNpDM bit.ly/r5zk2V
9 hours ago

WDIN_News Wildlife Info 
Wildlife Disease Journal Digest dlvr.it/qNpCR dlvr.it/jZxHZ
9 hours ago

USFWS_WNS White Nose Bats  **USFWS_WNS** White Nose Bats  by **WDIN_News**
Prognosis for bats "grim" in Maine, Northeast bdn.to/awdx [@bangordailynews](https://twitter.com/bangordailynews) [#bats](https://twitter.com/bats) [#whitenosesyndrome](https://twitter.com/whitenosesyndrome)
11 Oct

WDIN_News Wildlife Info 
Recent Article: An H5N1 highly pathogenic avian influenza virus that invaded Japan through... dlvr.it/qHbdy bit.ly/r5zk2V
11 Oct

WDIN_News Wildlife Info 
Recent Article: Pulsed-field gel electrophoresis supports the presence of host-adapted... dlvr.it/qHHYc bit.ly/r5zk2V
11 Oct

WDIN_News Wildlife Info 
Recent Article: Genetic diversification of H5N1 highly pathogenic

Microblogging in the Social Universe

Time spent

Facebook

- Check 1-2 day
- Write original content 1/day
- Automated messages 2 – 10 posts/ day
- Total time spent = <15 minutes/day

The screenshot shows the Facebook profile of the Wildlife Data Integration Network (WDIN). The page header includes the 'facebook' logo and the organization's name, 'Wildlife Data Integration Network', with a 'Non-Profit Organization' tag and an 'Edit Info' link. The 'Wall' section is set to 'Everyone (Most Recent)'. A share bar offers options for Status, Photo, Link, Video, and Question. Below the share bar is a text input field with the placeholder 'What's on your mind?'. The main content area features three posts from the organization. The first post, dated 2 minutes ago, is titled 'Wildlife Data Integration Network' and discusses 'Infect Genet Evol: Interspecies transmission and limited persistence of low pathogenic avian influenza genomes among Alaska dabbling ducks'. It includes a link to a Wildlife Disease Journal Digest article. The second post, dated 4 hours ago, is titled 'Wildlife Data Integration Network' and discusses 'Adaptation, isolation by distance and human-mediated transport determine pattern...'. It includes a link to a recent article about Galapagos mosquito migration. The third post, dated 4 hours ago, is titled 'Wildlife Data Integration Network' and discusses 'Wildlife Disease Journal Digest'. It includes a link to a complete Digest publication library. The left sidebar shows the organization's profile picture, a 'Wall' tab, and navigation options for Hidden Posts, Info, Notes, Photos, and EDIT. Below these are links to the organization's website, News Digest, and a list of likes from Wildlife Watch, Inc., Center for North American Bat Research and NetworkedBlogs, and National Marine Life Center.

Expected Benefits

- Learned about what partners and similar organizations are doing.
- Became another source of news for our Wildlife Disease News Digest.



The New Yorker

“On the Internet, nobody knows you’re a dog.”

Thinking about Joining the Crowd?

Is it worth your time and effort?

- What is your organization/agencies policy on social media usage?
- Find a partner/similar organization. How are they using social media tools?
- Who is your audience?
- What do you want to gain for your organization with your efforts?
- Do you already have content available as RSS feeds?
How much time can you give to managing social media accounts?

Not Disappearing Anytime Soon

Social media does not appear to be a fading fad



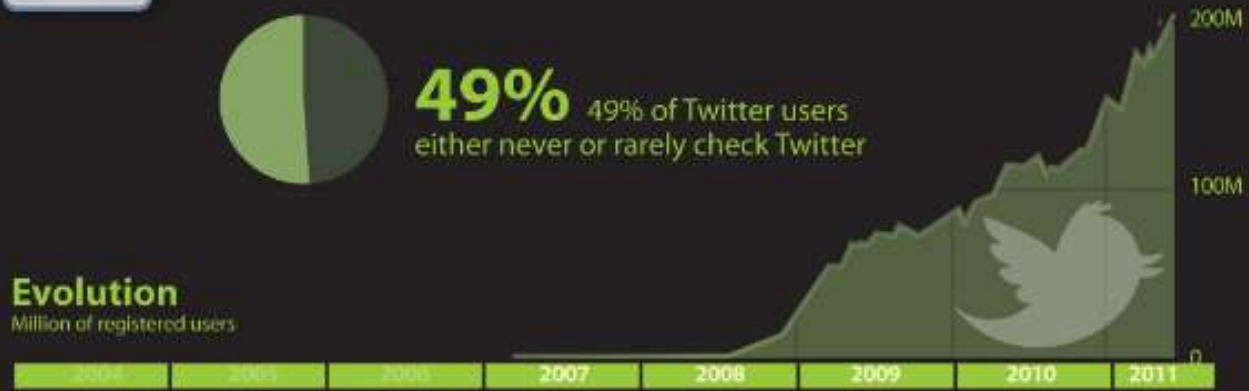
Twitter



49% 49% of Twitter users either never or rarely check Twitter

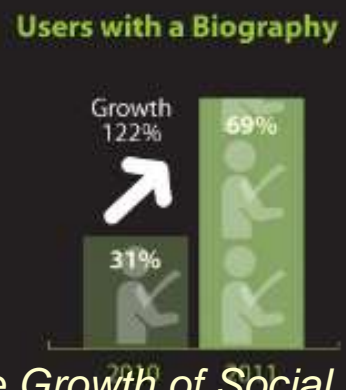
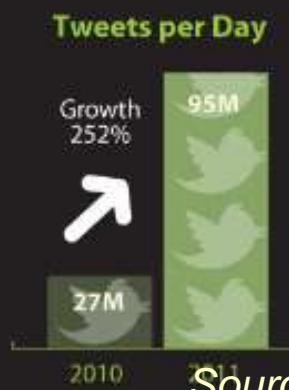
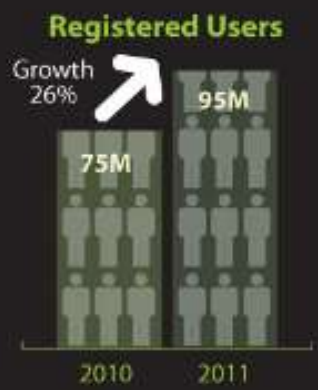
Evolution

Million of registered users



- Registered users: up 25%
- Tweets/day: up 252%

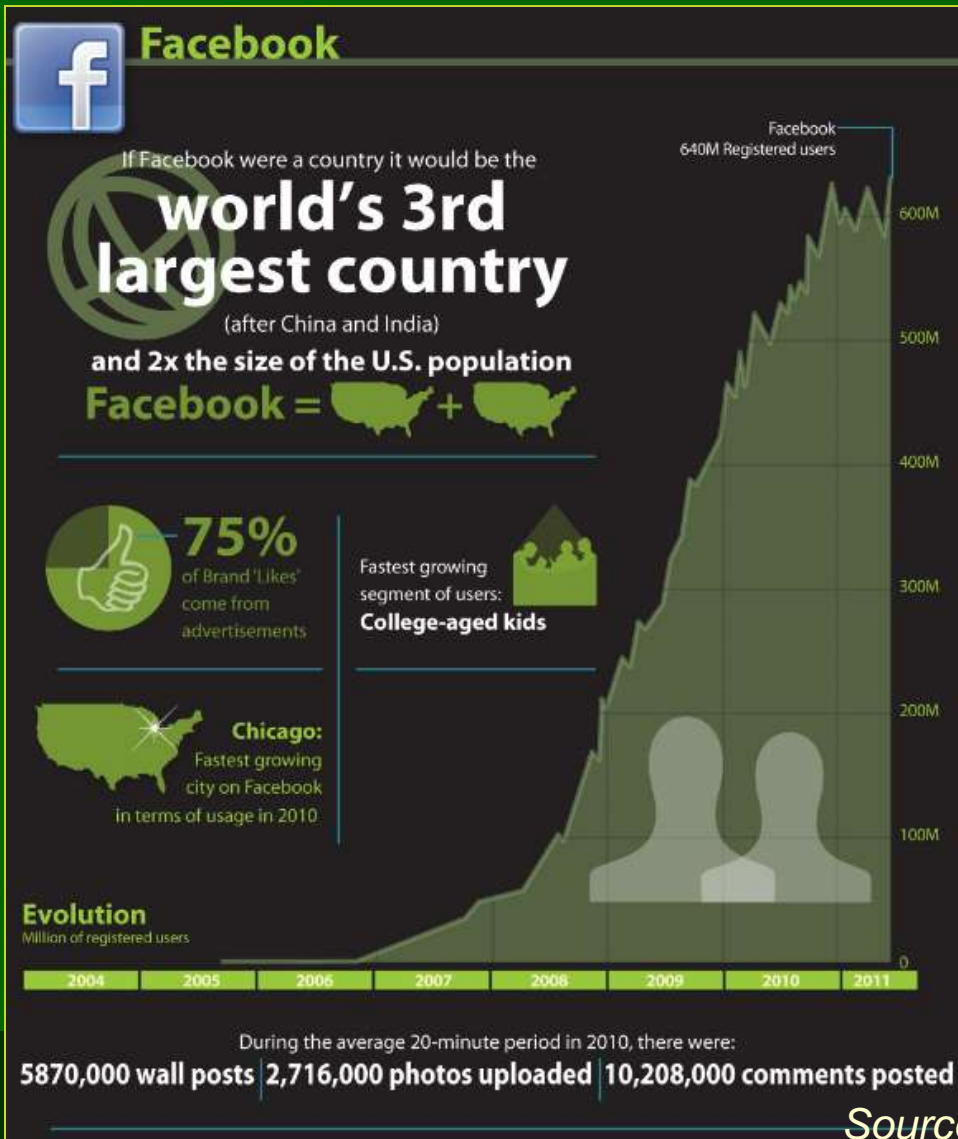
Twitter 2010 - 2011 Growth



Source: *The Growth of Social Media: An Infographic*

Not Disappearing Anytime Soon

Social media does not appear to be a fading fad

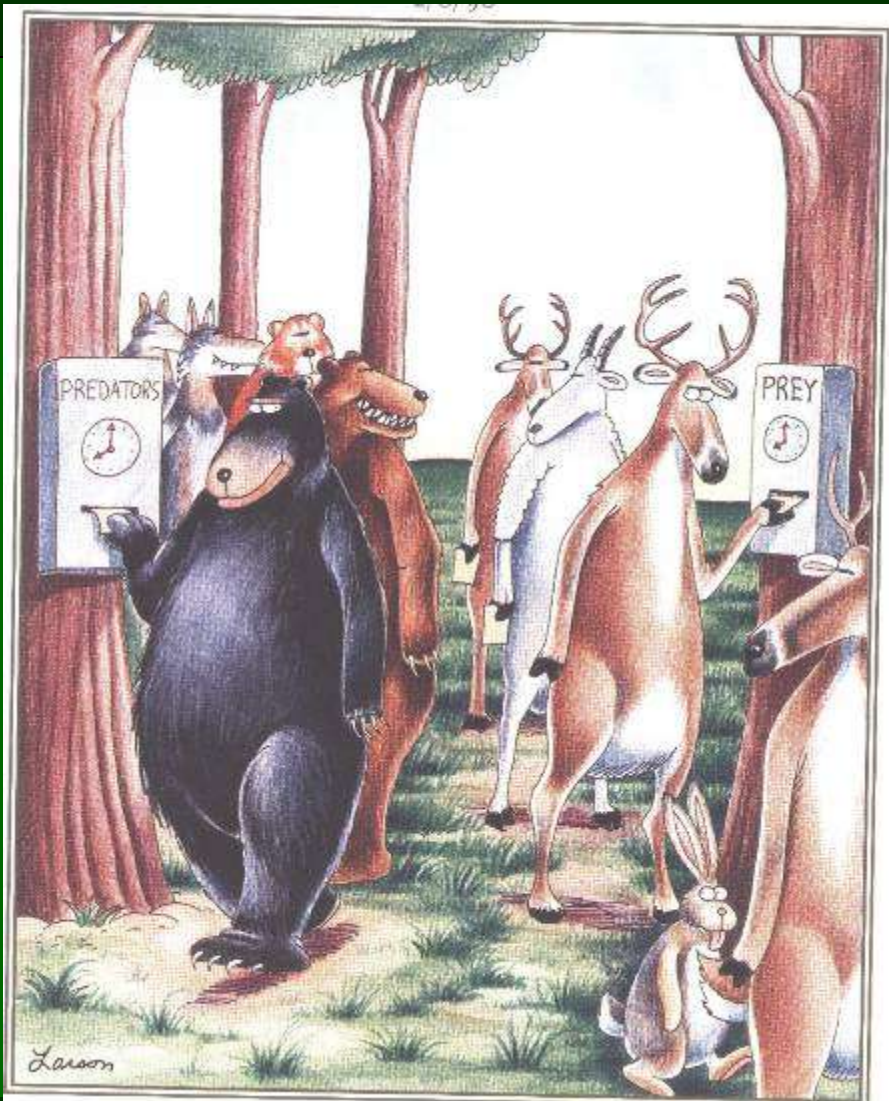


- Registered users: Up 82%
- Content shared/day: Up 100%
- Content shared via mobile phones: Up 200%

Based on user numbers, Facebook would be the world's 3rd largest country!

Source: *The Growth of Social Media: An Infographic*

Thank You For Your Attention!



Wildlife Day Shifts

wc'din Wildlife Data
Integration Network

Questions? Comments?

Cris Marsh

608.270.2459

cris.marsh@wdin.org