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

- 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 as a stream of information

OYWIM 2011
Organization of Fish and Wildlife Information Managers
Annual Conference and Business Meeting
“Managing Fish and Wildlife Data to Adapt to Changing Environments”

October 17-20
St. Louis, Missouri
Drury Plaza Hotel at the Arch

Catalog Tool

Event

WDIN Database

Event Calendar
WDIN Content is Portable

Deliver content to where users work and play online

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

RSS

dlvr.it

You publish. We deliver.
Many delivery options

PuSH Settings

Subscribe to PuSH updates (if available): [ ]

[ ]

Subscribed Hubs:

<table>
<thead>
<tr>
<th>Hub</th>
<th>Lash Push</th>
</tr>
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Create one message to deliver to many outlets

Direct Post

Write Your Message [?]

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)

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

- 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

‘Like Us’!
Facebooking

Let us tell you a little bit about ourselves.
Update followers about WDIN’s activities
Twitter Followers

Track who is interested in WDIN

You have 107 followers

Here's more about them.

People

- chelaudvast Chelsea Laudon
  - [Follow]

- 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
  - [Follow]

- EcoTrekker
  - Ecology + Trekking = Happiness
  - [Follow]

- wulfSports Wulf Outdoor Sports
  - Wulf Outdoor Sports is East Texas' premier retailer for hunting, fishing, archery, outdoor apparel and off-road power vehicles.
  - [Follow]
Retweets

See what content followers are sharing
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
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
Expected Benefits

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

“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?
Social media does not appear to be a fading fad

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

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!

Questions? Comments?
Cris Marsh
608.270.2459
cris.marsh@wdin.org

Wildlife Data Integration Network

Gary Larson's Far Side

Wildlife Day Shifts