

# July 2016 theme: Water Resources, Sea Grant 50<sup>th</sup> Anniversary Communication Plan and Guidance

## Key Messages

We all have a personal connection to water and rely on it for daily survival.

Sea Grant addresses local water issues through research, outreach, and education.

Projects and programs focus on water quality, water quantity (both flooding and drought), and water supply.

## Communication Strategies and Support Materials

### **Two Page Summary and Overview**

As for each month of the 50<sup>th</sup> anniversary, we have put together a fact sheet that highlights Sea Grant's work on water resources.

Goal: This document is meant to serve as a quick reference for sharing examples of Sea Grant's work related to water resources and an archive of the efforts being highlighted this month.

Audience: Partners, stakeholders, NOAA and University leadership.

Use: take away item for in-person conversations and meetings.

### **Infographic of Water Supply**

As a supplement to this month's outreach efforts and to educate the public about the sources of our drinking water, we developed this simple infographic to show the diversity of sources. It can be used in a variety of formats including on websites, social media platforms, and as print displays.

### **Watershed Moments Storify Project**

The goal: Let's take a 'dry' term like water resources and bring in a human touch. We can provide people with an opportunity to express their affection or emotional connection to their water body. It may also be an opportunity to connect with Sea Grant constituencies that may be able to describe how their connection to their waterbody has been enhanced.

The messages: The questions can vary, considering audiences and specific goals, but the general idea is to ask for information such as: Tell us your favorite moment in a local waterway. What has that meant to you?

The audiences: Each program can decide who to connect with to engage in answering these questions and/or requesting water photos. The general public, teachers who have worked with Sea Grant, stakeholders who have been involved in SG projects, partners, and more. You might engage with multiple partners or not.

The method: The idea is that everyone's submissions end up in a larger feed in [Storify](#). One easy way for this to happen is a Twitter or Instagram hashtag: [#seagrantswater](#). Not as many people are on Twitter as are on Facebook, so it might be helpful to pin a post to your Facebook feed to ask for input. For us, Facebook or Twitter requests will not be sufficient to bring numerous folks on board to answer the questions. And if you want to target specific audiences, that isn't necessarily the best approach to recruit people. You might send an email to lists of stakeholders or constituents to direct them to the Facebook or Twitter feed, where the questions are pinned.

As long as something is publicly searchable, we can connect it to Storify. So if you are inspired to put together a story, or work with kids at an event, as long as we can find it online, we can use it.

It might be good to help get the answers going so that others are more likely to join in. You can recruit Sea Grant folks or partners to provide some initial responses. This may also be a good opportunity to test your question and you may find that you tweak it some.

IL-IN SG will create the Storify account for this project, and with some feedback from other programs, will gather the comments, photos and stories that come from this.