

A man in a light blue polo shirt and khaki shorts stands with his arms raised in front of a large, illuminated sign that reads 'COMMUNICATION'. The sign is set against a red wall. Above the sign, there is a glowing 'EXIT' sign and some track lighting. The overall scene is brightly lit, typical of a museum exhibit.

COMMUNICATION

Discover the inventive and ever-changing ways humans express themselves every day.

Discovering **inventive**, often **ever-changing** ways humans express themselves every day

- *Communications exhibit, Liberty Science Center, NJ*



Communication investigates *all* the ways we express ourselves: written, spoken, gestural, symbolic, electronic, digital and more - from totem poles to texts.

Communication ... “Why,” “What”

- The “Why” ... We communicate to **share information** ... Today we can reach around the world with the **tap of a button**.
- The “What” ... “**The Internet has brought us a deluge of information** — who, what, when — but if you really want to enhance people's understanding, **there's no substitute for a powerful narrative** that carries a reader along, teases out the subtleties of a story and hopefully gets at a larger truth.”
 - Henry Blodget, *Business Insider's* CEO and editor-in-chief, who feels strongly that narrative has a vital role to play in the digital space. (“Business Insider” goes long on journalism,” *USA Today*, November 7, 2013)

There are a couple of reasons for the welcome return of narrative. People are much more comfortable reading longer pieces on **tablets and mobile apps** than they were on desktops. **And the rise of social media created an ideal way for building an audience.** A finely crafted magazine-style piece is just the thing many people want to share with friends.

Communication ... “How”

- Print & electronic media are intertwined, and “social media,” a type of **online media created by people**, is pervasive
- With the rise of **Facebook, Twitter, RSS News feeds**, and other like platforms, e-media presents a shift in how we discover, read, and share news, information and content
- **Facilities discussion**, often with a more broad-based attraction, and allows readers, listeners and viewers to **participate** in the creation and development of the content
- **Doesn't require** pricey equipment/software; **Does require** some know-how (*re: upgrades, eg. FB Timeline*)

“Social Media” Why all the Fuss?

- It appeals to some key social behaviors ...

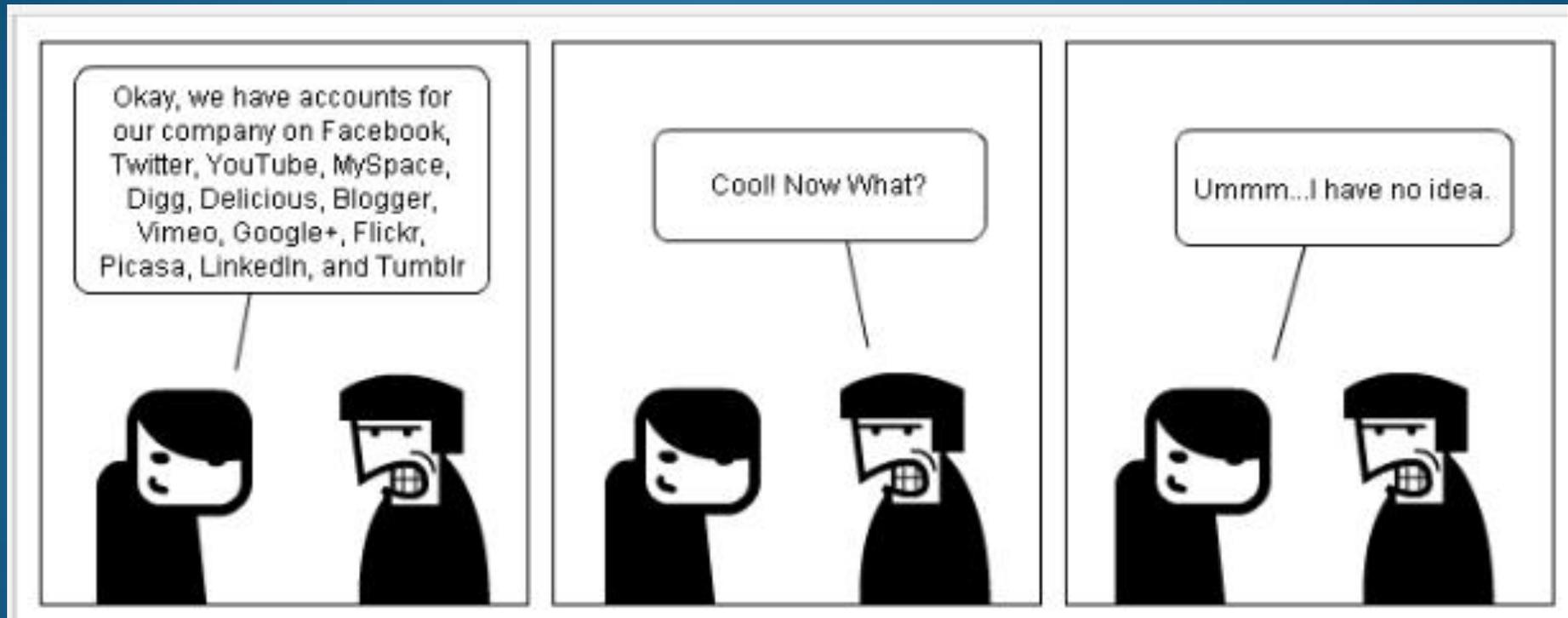
How we build our relationships,
clustering ourselves and our likes
with those of others

How we're drawn to influence
(we seek influence, other times,
acting as an influencer)



Most people use social media to stay in touch with friends and family, and more are doing so while on the go. About 200 million Facebook users check their Timelines from their mobile devices every day. *(Mashable.com, March 2012)*

“Social Media” But, Do I *Have* To?



This cartoon was inspired by an actual tweet on [Twitter](#) ...

“Social Media” But, Do I *Have To*?



Instead of trying to be everywhere, take some time to **analyze each platform** and its potential benefits; then **develop an entrance plan** for those that meet your needs.

“Social Media” ... and Sea Grant

- New York Sea Grant joined **Facebook**, **Twitter** and **YouTube** in June 2009, following a lively social media panel discussion at a Great Lakes Sea Grant meeting in Alexandria Bay, NY.

We also have a **Blog**, opt-in **RSS feeds** for press releases, news, funding opportunities; opt-in e-lists via **Constant Contact**

Facebook = More than 900 followers (550 Oct'12, 300 June'11)

Twitter = Over 2,000 followers (1,200 Oct'12, 620 June'11)

YouTube = Nearly 140 subscribers, 215+ videos ('07-Present), w/ a combined total of over 131,600 views (48,000 Oct'12)

Retweet Ripple Effect ... NOAA (*FB: 151+K/Tw: 211+K*),
National Sea Grant (*FB: 820/Tw: 6,300+*)

“Social Media” ... and Sea Grant

- Why did NYSG choose to use these social media platforms?

We view Facebook, Twitter, YouTube and other social media platforms as **additional avenues to inform** both our **parent orgs** (National Sea Grant Office, NOAA) and our **various user groups** (e.g., coastal resource managers, partner orgs, legislators, anglers, boaters)

This news - generated from **press releases, NY Coastlines and Currents** articles - helps draw people to our **Content Management System-driven Web site** (www.nyseagrant.org), where they can get additional info on a specific event or initiative or a more comprehensive overview of our program. We measure Web traffic via **WebTrends Analytics**.



"Social Media" ... meets CMS

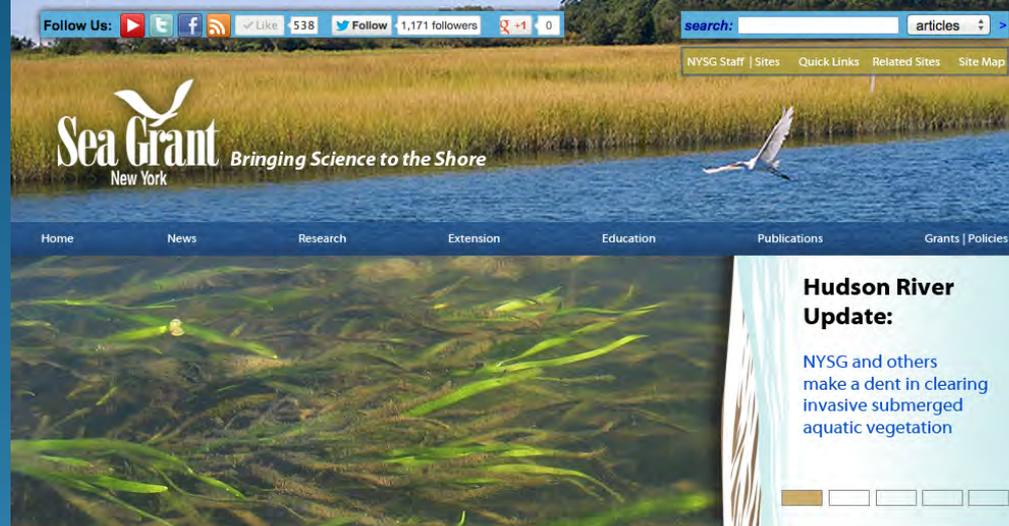
- We relaunched our Web site, www.nyseagrants.org, in late May '13 ...

Streamlines navigation

Tabbed social media links

More visually-driven news via rotating image carousel and Currents feature

Trending Topics



TRENDING TOPICS

- Rip Currents Education
- Hurricane Education
- Return Unwanted Medicines
- Climate Change
- Green Tips for Coastal Living
- Clean & Safe Boating
- Harmful Algal Blooms
- New York City
- Coastal Community Development
- LI Sound / Marine Education

More NYSG Topics at ...
www.nyseagrants.org/resourcesites

More News Archive at ...
www.nyseagrants.org/currentsarchive

Also, check "Quick Links" above



[About NOAA](#) [About Sea Grant](#)

YouTube

EXTENSION NEWS

Safer Boating Highlighted at Local Marinas

A bit of copy to highlight the video that will play right. Every so often a new video and paragraph can be uploaded. A bit of copy to highlight the video that will play right. Every so often a new video and paragraph can be uploaded. A bit of copy to highlight the video that will play right. Every so often a new video and paragraph can be uploaded.



Discover Better Boating: Fall Season's Great ... YouTube

Playlist: Uploaded videos (100 videos)

0:00 / 1:26

Currents

Coastal Flooding Concerns in NYC Continues Discussion on Storm Surge Barriers

Sea walls, marshes and trees in Brooklyn Bridge Park, part of efforts by New York City agencies to cope with rising seas.

With a 520-mile-long coast lined largely by teeming roads and fragile infrastructure, New York City is gingerly facing up to the intertwined threats posed by rising seas and ever-more-severe storm flooding.

So began a mid-September 2012 New York Times feature article, "New York Is Lagging as Seas and Risks Rise, Critics Warn," which examines some of the climate change research being done in Metro NY. As stated by New York Times writer Mireya Navarro, "Even as city officials earn high marks for environmental awareness, critics say New York is moving too slowly to address the potential for flooding that could paralyze transportation, cripple the low-lying financial district and temporarily drive hundreds of thousands of people from their homes."



NY Coastlines: We've migrated away from a **print-based** newsletter; encouraging subscribers to stay connected via **social media**, opt-in **Constant Contact**-driven e-list www.nyseagrant.org/nycoastlines



Gone Digital ... All E-Newsletter

Launched our **Constant Contact** account in July '12 with the release of the e-version of our Spring/Summer issue of **NY Coastlines**

Most recent issue has the *second highest* click-through rates so far ...

- E-Currents (Late Summer '12): 40.2% [Sent to 893 subscribers]
- **NY Coastlines (Summer '13): 37.7%** [Sent to 1,201 subscribers]
- NY Coastlines (Fall '12): 35.9% [Sent to 943 subscribers]
- E-Currents (Spring '13): 35.4% [Sent to 1,046 subscribers]
- **NY Coastlines* (Spr/Sum '12): 34.7%** [Sent to 680 subscribers]

Most recent issue has the *highest* click-through rates so far ...

- **NY Coastlines (Summer '13): 40.5%**
- Currents (Spring '13): 34.3%
- **NY Coastlines (Spr/Sum '12): 33.8%**
- E-Currents (Late Summer '12): 30.7%
- NY Coastlines (Fall '12): 24.8%

The averages for a non-profit organization like ours for **open, click-through and bounce back rates**, respectively, are: 24.97%, 8.52%, 11.68%. ... NYSG is considerably *above* the open rate, well *above* the click-through rate and *under* the bounce back rate.

Communicating Our Successes



New York Sea Grant

Liked · July 25

We're collecting data on NYC's Liberty Island for a geo-spatial coastal mapping / restoration partner project with Cornell University, Cornell University's College of Agriculture and Life Sciences (CALs), Cornell Cooperative Extension ... More to come in our Fall '12 issue of New York Coastlines. Be sure we've got you on our e-list: www.nyseagrant.org/nycoastlines

Tag Photo Add Location Edit

Like · Comment · Share · Edit

2 people like this.

2 shares



Write a comment...

Measuring Our Successes

A key reason we promote our activities and impacts on social media sites such as **Facebook** and **Twitter**?

To garner interest from our **partner and funding organizations**



This screenshot shows a Twitter thread. The top tweet is from **New York Sea Grant** (@nyseagrant) dated 25 Jul, with the text: "Collecting data on #NYC Liberty Island for geo-spatial mapping partner project w/ @CornellCALs, @Cornell, @ccecornell pic.twitter.com/AxZPHKRy". Below it is a reply from **Cornell CALS** (@CornellCALs) dated 25 Jul, with the text: "@nyseagrant Oooh...intrigued!". The tweet includes interaction options like "Hide conversation", "Reply", "Retweet", and "Favorite".



This screenshot shows a tweet from **New York Sea Grant** (@nyseagrant) dated 16 Jul. The text reads: "Our Hudson River Specialist & @CornellCALs intern visited #NYC to talk restoration sites w/ NYSG's Web Content Manager pic.twitter.com/E5WdXNRR". A "View photo" link is visible below the text.



This screenshot shows a retweet notification dated 16 Jul. It states: "CCE Cornell and NOAA Sea Grant retweeted you". Below the text are the logos for CCE Cornell and NOAA Sea Grant.

Starting in early Summer 2012, NYSG began collecting data at several NY Metro area sites, including **Liberty State Park**, for a coastal mapping education partner project with **Cornell University's College of Agriculture and Life Sciences (CALs)**, **Cornell Cooperative Extension**.

Measuring Our Successes



New York Sea Grant

@nyseagrant

#Wetlands #wildlife #fishing #dunes along 17-mi #LakeOntario stretch: nyseagrant.org/blog/6 @EPAGov, @EPAGreatLakes pic.twitter.com/fUI55leaFf - 07 Aug



Save Our Sodus

@SaveOurSodus

It's @nyseagrant's Mary Penny #Wetlands #greatlakes #fishing #dunes 17-mi #LakeOntario pic.twitter.com/rzJZmbCU10 + bit.ly/1943PYN

07:10 PM - 07 Aug 13



On social media, we promote content from our:

- Web site
- Blog
- YouTube channel



Save Our Sodus

@SaveOurSodus

Teaching the Teachers: Lake Ontario Lessons - Great Stuff! @nyseagrant oswegocountytoday.com/?p=123875

08:51 PM - 07 Aug 13



Cornell CALS @CornellICALS

10 Oct

MT @nyseagrant: Boaters & anglers can help stop aquatic #invasivespecies: tinyurl.com/nxn2rzr @NYS_DEC pic.twitter.com/ZsqCN7WpjU

View photo

Measuring Our Successes

We also **repurpose** content for:

- Newsletter
- "Social Media Week In Review" ... helps to bolster cross-platform promotion



NYSDEC
@NYS_DEC

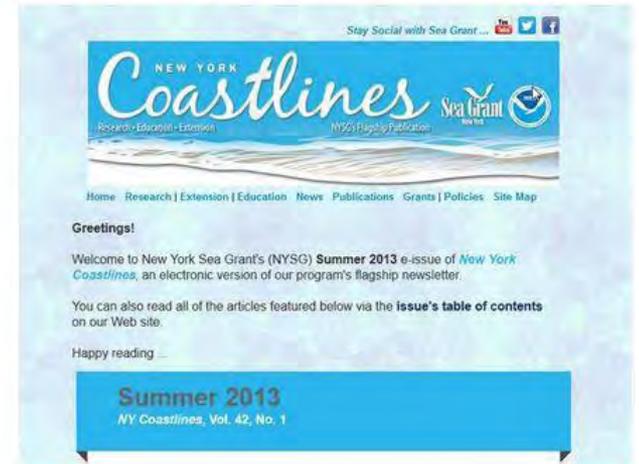
RT- @nyseagrant showcased some great info in its #SocialMedia #WeekInReview: facebook.com/nyseagrant pic.twitter.com/t4UFIFkCwI

03:35 PM - 26 Jul 13



Our Summer'13 NY Coastlines #enewsletter spotlights #LISound, #HurricaneSandy, #LakeErie, more nyseagrant.org/nycoastlines pic.twitter.com/oW3jZowcRK

← Reply 🗑 Delete ★ Favorite ⋮ More



4
RETWEETS

1
FAVORITE



12:35 PM - 26 Aug 13

Flag media

Sizing Up Superstorm Sandy

NYSG awarded this past April for its "Social-Minded Science for Superstorm Sandy" campaign, wherein research and extension-based content was provided via its Web site, Facebook and Twitter before, during and after storm's landfall in late October '12.

NYSG's funded investigators continued to discuss "the science behind the storm" in the media and at events well into Fall 2013.

www.nyseagrant.org/hurricane
www.nyseagrant.org/superstormsandy



EDEN @EDENTweets 26 Sep
cool! @nyseagrant: get essential @NOAA tweets to your device in a #severestorm, #emergency: facebook.com/nyseagrant pic.twitter.com/8DuEh2okXn
View photo



Save The Great South Bay @SaveTheGSSB 18 Jun
New York Seagrant Weighs In On The Breach and The Crippling of The Bay Park Sewage Treatment Plant -- Both Caused... fb.me /25mVUk25l
Expand



Fair Media Council @FMCsavvy Following

Check out this great shot of @jaciclement, @nyseagrant's very own Paul Focazio & @SteveScottWCBS @ the Folio Awards! pic.twitter.com/3IqNyAQm65

Reply Retweet Favorited More



1 FAVORITE

1:24 PM - 1 May 13 Flag media

Sizing Up Superstorm Sandy

NYSG's social media postings related to Superstorm Sandy represent **some of our most-viewed content on Facebook and Twitter in 2012**, with October 28th being the highest ranked day of that year. And by the close of the year, both of these NYSG social media pages **added several hundred new followers** - approximately 80 on and 200 on **Twitter and Facebook** (20 and 60 of which, respectively, were made in the week of Sandy's impact).

Facebook also saw over a 865% increase in visitors between October 25 - November 2, 2012, with over 125 new visitors and 67 re-postings of our content in those 9 days. In the days leading up to Sandy (October 19-25), this page was attracting around 162 visitors a day. By October 29, 1,406 visitors had eyes on NYSG's **Facebook** page. This was **the highest viewing day of the entire year**.

In the two month following Sandy, NYSG provided over 50 **Facebook** posts and nearly 100 **Twitter** tweets related to the storm. On **Facebook** alone, over 5,500 visitors clicked through the featured content, with even several peak days into mid-November and mid-December.

Sizing Up Superstorm Sandy

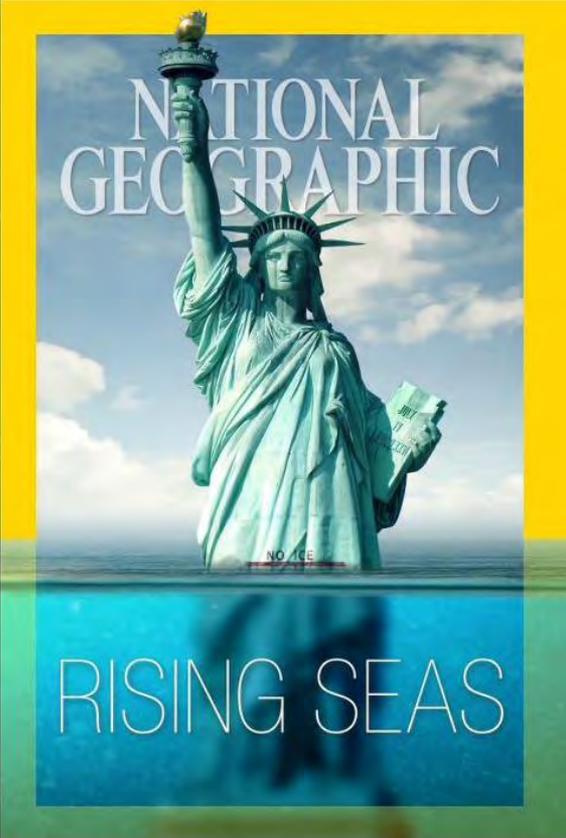
To mark the one-year anniversary of Superstorm Sandy's impact on the NY Metro area., we restarted our **Superstorm Sandy social media campaign** on September 30, 2013 for a five week-long social media campaign that wraps up this week.

Since then, our program's storm related stories, which have been posted out 5x a week, have reached over **8,800 visitors on Facebook** alone. **Repeat retweeters** on **Twitter**, where we also gained a considerable amount of new followers, include **NOAA Research**, the **National Sea Grant Office**, numerous **Sea Grant programs (CT, NJ, WHOI, NC)**, **Cornell Cooperative Extension**, **Stony Brook University** and its **School of Marine and Atmospheric Sciences**

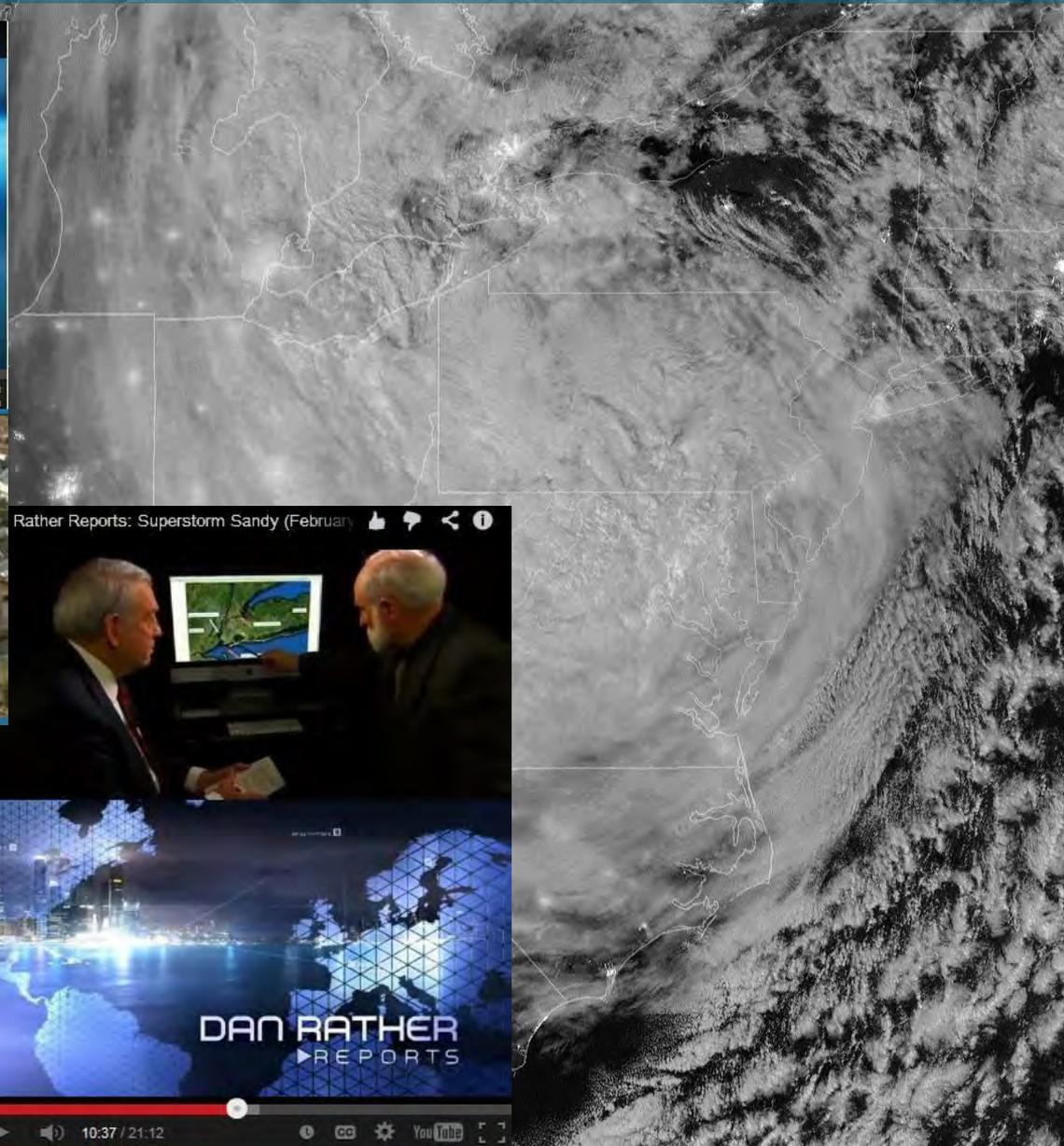
A limited **Facebook Ads campaign** tied into this effort helped to attract some 114 new likes in this time frame.

Examples of our "Science Behind the Storm" media mentions and related news stories are on next two slides

Media Superstorm Sandy



Media Superstorm Sandy



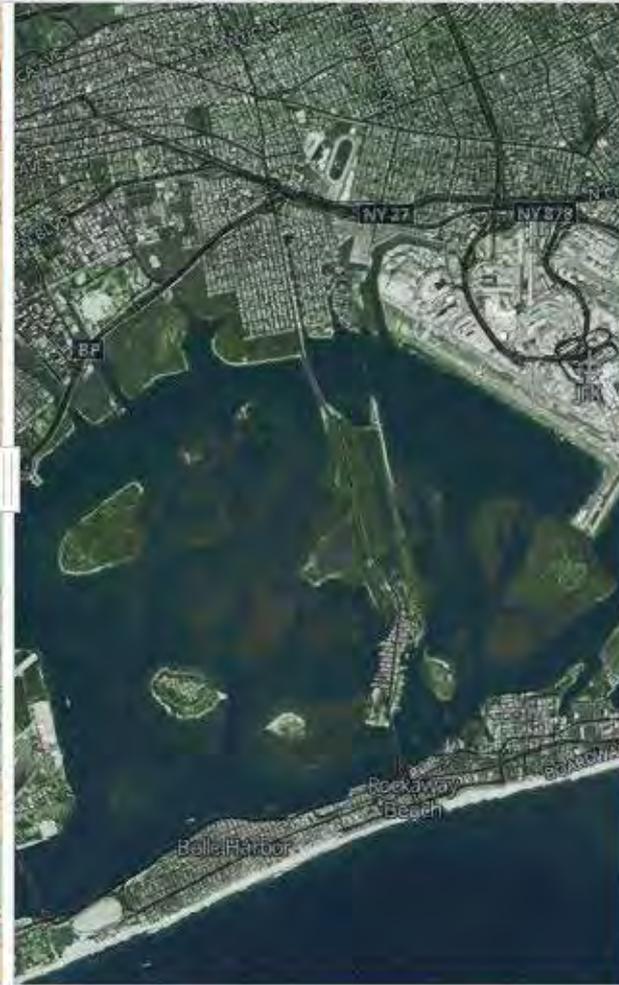
Media Superstorm Sandy

As seen in the next three slides, **Web extras** from media coverage that included our funded researchers often drew from NOAA satellite data / info that they considered *mostly* accurate - That's good ...

- Radio - WNYC
- Blog - Burn: Energy Journal
- Print - *Scientific America, National Geographic*

WNYC Jamaica Bay, Then and Now

A century of change, as seen in a 1891 map on the left and a current satellite image on the right. Many of today's coastal homes and streets -- and JFK Airport -- are atop former wetlands.



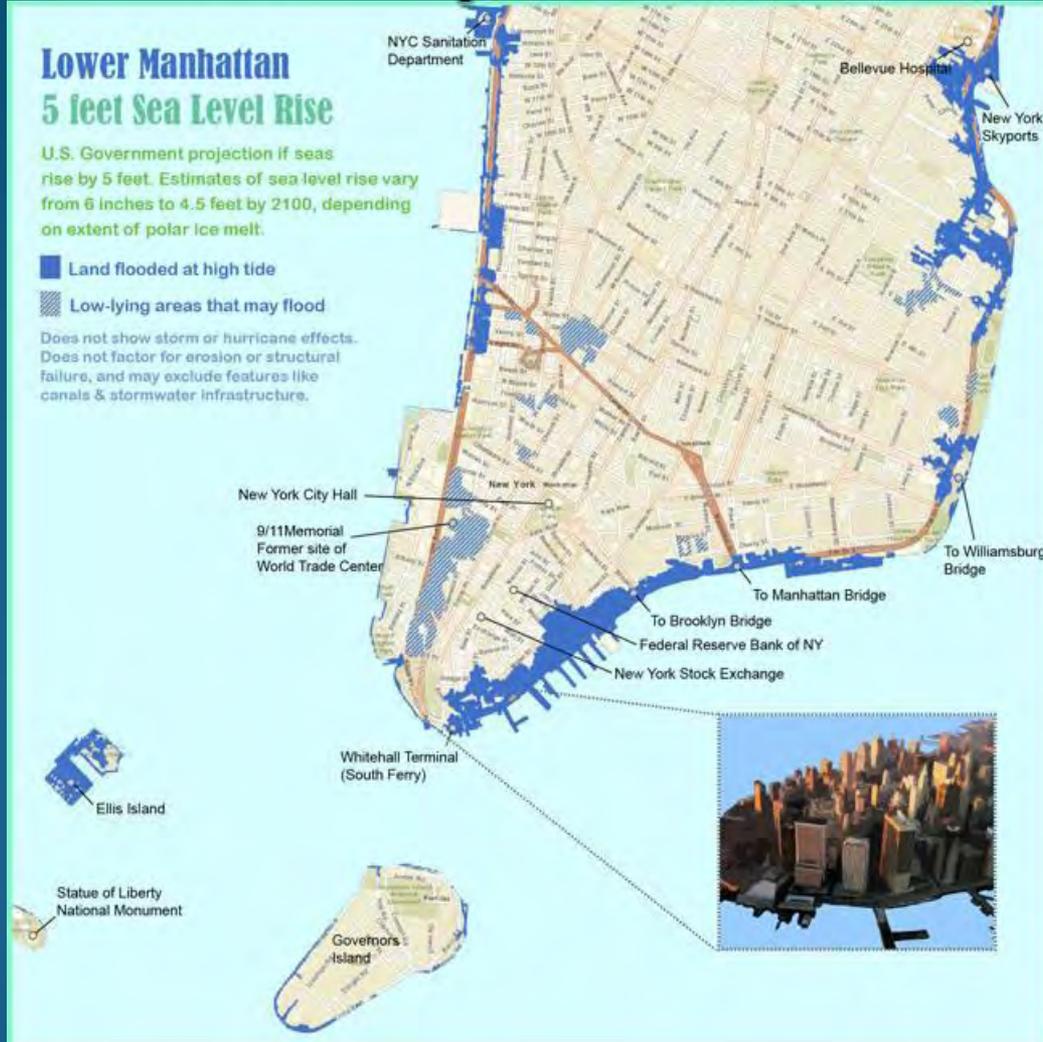
Media Superstorm Sandy

Lower Manhattan 5 feet Sea Level Rise

U.S. Government projection if seas rise by 5 feet. Estimates of sea level rise vary from 6 inches to 4.5 feet by 2100, depending on extent of polar ice melt.

- Land flooded at high tide
- Low-lying areas that may flood

Does not show storm or hurricane effects. Does not factor for erosion or structural failure, and may exclude features like canals & stormwater infrastructure.



Manhattan 5 feet Sea Level Rise

U.S. Government projection if seas rise by 5 feet. Estimates of sea level rise vary from 6 inches to 4.5 feet by 2100, depending on extent of polar ice melt.

- Land flooded at high tide
- Low-lying areas that may flood

Does not show storm or hurricane effects. Does not factor for erosion or structural failure. May exclude features like canals & stormwater infrastructure.



Sources: National Oceanic & Atmospheric Administration Sea Level Rise and Coastal Impacts Viewer; New York State Sea Level Rise Task Force. Lower Manhattan image adapted from <http://i.bk.cornell.edu/photos/mos/02/222209825>

Media Superstorm Sandy

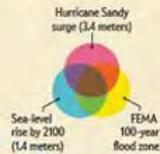
NEW YORK CITY

Storm Surge: Block It or Abandon Shore

Storm surge and sea-level rise threaten New York City. Hurricane Sandy's 3.4-meter (11-foot) surge was the highest to hit the city's metropolitan area. Like most cities, New York bases protection plans on maps from the Federal Emergency Management Agency, which show where flooding most likely will occur if a one-in-100-year storm hits. FEMA updated New York's flood zones in January, but Sandy's surge flowed farther inland in many areas (key below). Two massive barriers could hold back surges, but residents might have to abandon the lowest-lying communities, which already flood regularly, as seas relentlessly rise.

Flood Levels

A sea-level rise of 1.4 meters (4.5 feet), projected for 2100, would fall within some of the FEMA flood zones (green and brown) but would overrun them in other places (blue and purple). Sandy's storm surge covered all the FEMA area (brown and red) and much of the 1.4-meter area (brown and purple) but also moved farther inland than both boundaries in many places (pink).



Helping the Hudson

Sandy's surge raised the Hudson River all the way to Albany, around 240 kilometers north (not shown). Barriers would protect that entire corridor.

Backfill Problem

Barrier gates could close for only a day or so because heavy hurricane runoff from many large rivers would fill the bay from the inside, causing a different flood.

Winners and Losers

An East River barrier would help seal off all five boroughs but could raise floodwater immediately to the east.

Green Solution

Restoring tattered wetlands in Jamaica Bay, a process that has begun, could cut down storm surge for southern Brooklyn and Queens.

Barrier Protection

An eight-kilometer-long "outer gateway" barrier designed by Halcrow Group would close to stop a storm surge. Four pairs of swinging gates would usually remain open so that ships could pass, and five retractable sluices would allow the daily mixing of tides and freshwater needed to keep the bays alive. Levees on either side would stop flooding from water that reflected off the barriers. The design could also support a highway to speed traffic around the city.

Walk Away?

More than 100 homes in the Rockaways, one of the lowest neighborhoods, were destroyed by Sandy's surge or subsequent fires—perhaps a place for permanent retreat.



Media Superstorm Sandy



IF ALL THE ICE MELTED

Explore the world's new coastlines
if sea level rises 216 feet.

The maps here show the world as it is now, with only one difference: All the ice on land has melted and drained into the sea, raising it 216 feet and creating new shorelines for our continents and inland seas.

There are more than five million cubic miles of ice on Earth, and some scientists say it would take more than 5,000 years to melt it all. If we continue adding carbon to the atmosphere, we'll very likely create an ice-free planet, with an average temperature of perhaps 80 degrees Fahrenheit instead of the current 58.

JASON TREAT, MATTHEW TWOMBLY, WEB BARR, MAGGIE SMITH, NGM STAFF ART: KEES VEENENBOS

SOURCES: PHILIPPE HUYBRECHTS, VRIJE UNIVERSITEIT BRUSSEL; RICHARD S. WILLIAMS, JR., WOODS HOLE RESEARCH CENTER; JAMES C. ZACHOS, UNIVERSITY OF CALIFORNIA, SANTA CRUZ; USGS; NOAA; ETOPO1 BEDROCK, 1 ARC-MINUTE GLOBAL RELIEF MODEL. COPYRIGHT © SEPTEMBER 2013 NATIONAL GEOGRAPHIC SOCIETY

“Social Media” Tips & Suggestions

- Important to **keep your messages clear** and your **identity and branding consistent** across all modes of communication.
- To avoid **social media overload**, make your platform URLs **easy to remember and market** (e.g. Web site = nyseagrant.org; Facebook, Twitter, YouTube = [site]/nyseagrant)
- Scope out what your **partner organizations** are posting on social media and writing about in their newsletters; Thank them on **#FF** (Follow Fridays) and cite them as sources (if credible) on related topics - It will help **strengthen ties, bolster relationships**, and **build trust** (as well as your following)
- Crucial to **cross-promote** among your communications “vehicles” (e.g., **newsletter, fact sheets, PRs, Web site, social media sites**)

“Social Media” Tips & Suggestions

- Use one platform to reinforce another ...

Include “**Web extras**” to a printed feature story

Promote to relevant **social media followers** by “tagging” them

Provide **related links** to your Web site in tweets, posts

Create **quality** content (via print *and* the Web)

If you’re going to be on social media, **post regularly** and **map out your ideas** to coincide with events - e.g., “national awareness weeks” ... severe storms in April; boating safety in May; hurricane preparedness in May/June; rip currents in June

“Social Media” Tips & Suggestions

- Don't assume that every bit of your content on Facebook, Twitter, YouTube (or any other social media platform) is being seen by everyone ...

If you write a **larger story** for your newsletter or Web site, **break it up** into separate social media posts, always linking back to the original article and then to any other related locations on your site, such as a resource section that serves as a 'catch-all' on a particular topic.

Remember that **an engaging picture** can do a great deal to draw people into what you have to say.

Keep tabs of your analytics (simply through the **@Connect section on Twitter** and in the **Admin Panel on your Facebook** page) to make sure that your efforts are bringing in enough retweets, new followers and total reach to justify all your efforts. Built-in services for and external services to these platforms can help you track, automate your work

“Social Media” Some HELP!

- In addition to inquiring with others within the Sea Grant network as well as the greater NOAA community, here are some sources for social media assistance ...

Social Tools ... Track Web, social media via **WebTrends Analytics, Google Analytics** or the like

Facebook - Automate posts via Facebook Pages' scheduling option; Promote/Track posts via Insights, 'Pages to Watch,' 'Sponsored Ads'/'Paid Reach'

Twitter - Automate and track via TweetDeck (www.tweetdeck.twitter.com), HootSuite (www.hootsuite.com) + Ow.ly URL shorten-ers, which are trackable (www.ow.ly/url/shorten-url)

Case Studies ... "The Ocean is Broken" - A *Newcastle Herald* article that was shared over 115,000 times on Facebook and Twitter, and is still being shared now, nearly two months after it was originally published. In fact, in mid-November, the story has been shared between 40-80 times per day. - "Why Did "The Ocean is Broken" Go Viral?" Nov'13: www.upwell.us/why-did-ocean-broken-go-viral

“Social Media” Some HELP!

- In addition to inquiring with others within the Sea Grant network as well as the greater NOAA community, here are some sources for social media assistance ...

Online resources including ...

Mashable ... www.mashable.com - e.g. “50 Digital Media Resources You May Have Missed,” March’13: www.mashable.com/2013/03/02/digital-media-resources-73-2

Ragan’s PR Daily ... www.prdaily.com - e.g. “8 tips for getting your press releases read and shared,” December’13: www.prdaily.com/Main/Articles/15630.aspx

Social Media Today ... www.socialmediatoday.com - e.g. “The Role of Facebook Hashtags in your Marketing Efforts,” September’13: www.socialmediatoday.com/irfan-ahmad/1759301/role-facebook-hashtag-your-marketing-efforts

“Social Media” Concerns

While social media certainly has its advantages, also be aware of the concerns your colleagues & users may have (like those collected from a 2012 survey administered by NYSG's Cornell University office)

“Beware of the hype about the importance of these. People are becoming overloaded and soon any message in these media will become lost in the surrounding noise of it.”

“The older generation still recommends printed material”

“All that stuff drives me crazy already. I am glad Sea Grant is dealing with it, because it will reach many people - but not me!”

“I prefer hard copies of information.”

“Paper in hand is still the best form of media attention.”

“Social Media” Concerns

- **Concerns** (*con't*)

“Sea Grant must strike a balance between current and modern communication and simply being annoying. Recognition of differing audiences and their preferred communication style is likely a key.”

“Social media assumes people have sufficient time to sit in front of computer screen or hand-held device which is not the norm.”

“Create apps for mobile devices that provide coastal information. Offer webinars to extend your science-based information to the public and specific user groups.”

“Social Media” Concerns

- **Concerns** (*con't*)

“Target different groups and demographics with the media they use. Web site should be friendly and also mobile-friendly.”

“Web based technologies are good, but social media is not an effective way to transfer and apply the science based solutions that are critical to addressing complex coastal issues. The personal attention and dedication of NY Sea Grant staff is irreplaceable and vital to Sea Grant's continued relevance.”

“I personally prefer email but Sea Grant might reach a broader population via social media.”

“Cross market with partners”

“Start by talking to the generation that is intimate with that media.”



Questions? Thank You