

Social Media Strategy at the Chesapeake Bay Program

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The Chesapeake Bay Program



A regional partnership that engages agencies and organizations in the restoration of the Chesapeake Bay

Our Communications Goal



To teach the public about the Chesapeake Bay and engage them with the watershed

Our Communications Products

The screenshot shows the homepage of the Chesapeake Bay Program website. At the top, there is a logo for the 50th anniversary (1963-2013) and the text "Chesapeake Bay Program" with the tagline "Science. Restoration. Partnership." Below this is a navigation menu with links for Home, Discover THE CHESAPEAKE, Learn THE ISSUES, Track THE PROGRESS, Take ACTION, In The NEWS, Bay Resource LIBRARY, and About The BAY PROGRAM. A search bar and "Contact Us" link are also present.

The main content area features a large article titled "Biologists Track Bay Grass Abundance" with a sub-headline "Submerged aquatic vegetation is an indicator of Bay health". The article text states: "The abundance of underwater grasses can tell us a lot about the health of the Chesapeake Bay. This photo essay follows scientists and volunteers as they sample grasses to gauge water quality." A "View the photo essay" button is located below the text. The background image for this article shows a rake with a wooden handle and metal teeth, lying on a white surface.

Below the main article, there are several smaller sections:

- Chesapeake Bay News:** Three news items are listed, each with a date and a small image. The first is dated July 29, 2013, and is titled "Photo Essay: Connecting with the Chesapeake at Sandy Point State Park". The second is dated July 18, 2013, and is titled "Experts work to improve environmental education across Bay watershed". The third is dated July 16, 2013, and is titled "Summertime dead zones displace Chesapeake Bay fish".
- Critter of the Month:** A section titled "July's Critter" featuring a photo of a snake and the text: "The eastern garter snake is a common terrestrial snake known for its white or yellow stripes."
- By the Numbers:** A section titled "64,000" with the text: "Square miles make up the Chesapeake Bay watershed".
- How is the Bay Doing?:** A section titled "Dissolved Oxygen" featuring a bar chart showing "Dissolved Oxygen (mg/L) at 100 Stations in the Chesapeake Bay" for various months. Below the chart, it states: "Between 2010 and 2012, 35 percent of the Chesapeake Bay and its tidal tributaries met summertime standards for dissolved oxygen."
- How To Help the Bay:** A section titled "Install a Rain Barrel" with a photo of a person installing a barrel and the text: "Install a rain barrel underneath your home's downspout to capture rainwater from your roof. You can use this water to keep your garden green."
- In The Headlines:** A section with a small map of the Chesapeake Bay watershed and the text: "The EPA established a 'pollution diet' to reduce nutrients and sediment in the Bay."

At the bottom of the page, there are links for "News Media", "The Bay Journal", and "Twitter".

www.ChesapeakeBay.net

The Challenge

A close-up photograph of three seagulls against a dark blue background. The seagull on the left is facing right with its beak wide open. The middle seagull is facing left with its beak open and its wings raised. The seagull on the right is facing left with its beak open. The lighting is dramatic, highlighting the texture of the birds' feathers and the color of their beaks.

How can we use social media to fuel a conversation about the Chesapeake Bay?

How to Use Social Media

- Define it
- Set goals
- Outline a strategy
- Create an editorial calendar
- Spread the word

What is social media?



Communication tools that allow us to share our online content



What are our social media goals?

- **Get found**
- **Strut our stuff**
- **Interact with people**

What is our social media strategy?



- Characterize content
- Set measurable objectives

Facebook

facebook.com/chesapeakebayprogram



- **Characteristics:**
 - **Visual content**
 - **Short, sweet and friendly**
- **Objectives:**
 - **Publish 18 posts/month**
 - **Increase likes by 6 percent/month**

Twitter

twitter.com/chesbayprogram



- **Characteristics:**
 - Informative content
 - Up-to-date and authoritative
- **Objectives:**
 - Publish 60 Tweets/month
 - Increase followers by 4 percent/month

Pinterest

pinterest.com/chesbayprogram



- **Characteristics:**
 - Visual content
 - Emotional, motivational
- **Objectives:**
 - Publish 36 pins/month
 - Increase followers by 9 percent/month

A crumpled calendar page with handwritten notes in green ink. The calendar shows days of the week and dates. The text "What will we post? When? How often?" is overlaid in large, bold, black font at the top. The background is a crumpled calendar page with handwritten notes in green ink. The notes include "Hawaii", "25 my", "26", "23", "24", "25", "26", "27", "28", "29", "30", "31", "Monday", "Tuesday", "Wednesday", "Thursday", "Friday", "Saturday", "Sunday", "1", "2", "3", "4", "5", "6", "7", "8", "9", "10", "11", "12", "13", "14", "15", "16", "17", "18", "19", "20", "21", "22", "23", "24", "25", "26", "27", "28", "29", "30", "31".

What will we post? When? How often?

Create an editorial calendar to manage work

An editorial calendar should...

- **Schedule content**
- **Assign content managers**
- **Help you monitor results and refine work**

	A	B	C	D	E	F	G	H	I	J	K
1	Date Posted	Time Posted	Content Type	Content Tags	Content	Posted or Scheduled?	Views	Likes	Shares	Comments	Virality
52	Week of July 21, 2013										
53	Monday, July 22, 2013	11:53 a.m.	Partner Facebook Post	Archaeology, Potomac River	A one-thousand pound Baleen whale skull was discovered on the Virginia shore of the Potomac River! The piece of Chesapeake Bay history will be put on display at the @Calvert Marine Museum.	X	326	9	2 (3 likes)		2.74%
54	Tuesday, July 23, 2013	1:10 p.m.	Photo/Outside Link	Waterkeeper Alliance, water quality	Spot a pollution problem? Call a Waterkeeper! This new app from @Chesapeake Commons sends your pollution reports to Waterkeepers across the Chesapeake Bay: http://ow.ly/nerDL	X	1,118	6	6 (8 likes)		1.24%
55	Wednesday, July 24, 2013	11:50 a.m.	Photo/Outside Link	Water cycle	Every drop of water in the Chesapeake Bay is part of the water cycle. But how does the water cycle work? Learn more from this @U.S. Geological Survey (USGS) graphic! Thanks to @American Rivers for sharing: http://ow.ly/neMof	X	471	9	3 (1 like)	1	2.26%
56		6:50 p.m.	Photo/CBP Web Content	Chesapeake Currents	Do YOU subscribe to our monthly newsletter? The next issue will go out on August 1! Click here to sign up: http://ow.ly/neMXc	X	356	4	1		1.06%
57	Thursday, July 25, 2013	2:40 p.m.	Photo	Wildlife, Critter of the Month, eastern garter snake	Can you guess our current Critter of the Month? Here's a hint: the terrestrial reptile is known for the white or yellow stripes that run down the length of its back. Leave your answer in the comments!	X	356	2		1	1.06%
58	Friday, July 26, 2013	11:10 a.m.	Photo	Underwater grasses, Tips	Going boating this weekend? Steer clear of bay grass beds! And share this post to remind others to protect this critical habitat.	X	514	7	2 (2 likes)		2.74%

A school of silver fish swimming in dark water. The fish are illuminated from above, creating bright highlights on their scales and fins. The background is dark and out of focus, with some light spots.

Who will spread the word?

Colleagues, partners, friends and family

The Power of a Share



Chesapeake Bay Program

July 3

Wondering why you aren't seeing many sea nettles this summer? Rains are keeping jellyfish further south than usual: <http://ow.ly/mDwoY>

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Sue Lane Winstead, Michelle Vosper, James Simpson and 8 others like this. Top Comments

50 shares

Elisabeth Carrozza Wilkins yay!
Like · Reply · 1 · July 5 at 3:17pm

Charlotte Kyzer Winstead Good, they can stay down there!!!
Like · Reply · July 7 at 4:45pm

Frank Smith Good
Like · Reply · July 5 at 5:32pm via mobile

Dennis Stallings That's a good thing....thanks for the report.
Like · Reply · July 5 at 5:08pm



Write a comment...





