Social Media Strategy at the Chesapeake Bay Program

Catherine Krikstan
Web Writer and Social Media Specialist
ckrikstan@chesapeakebay.net

The Chesapeake Bay Program

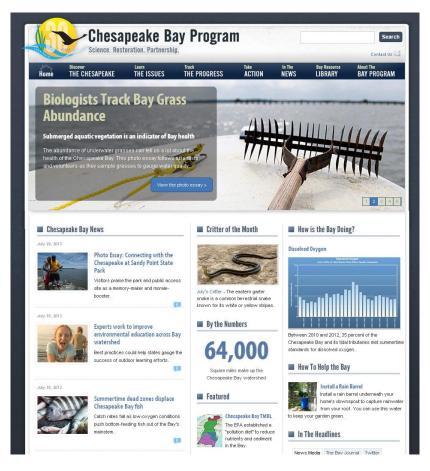


A regional partnership that engages agencies and organizations in the restoration of the Chesapeake Bay

Our Communications Goal



Our Communications Products



www.ChesapeakeBay.net



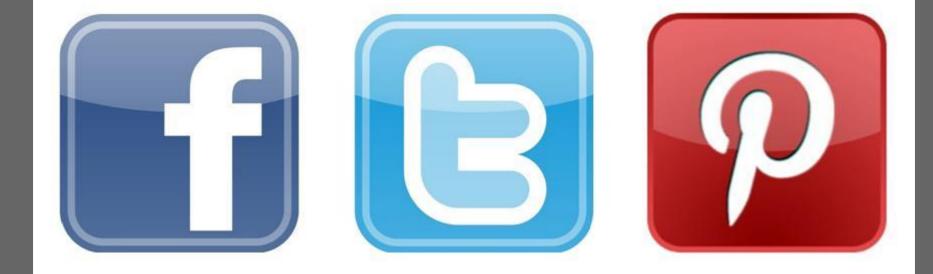
How to Use Social Media

- 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



Facebook

facebook.com/chesapeakebayprogram

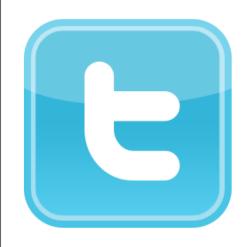


Characteristics:

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

Twitter

twitter.com/chesbayprogram



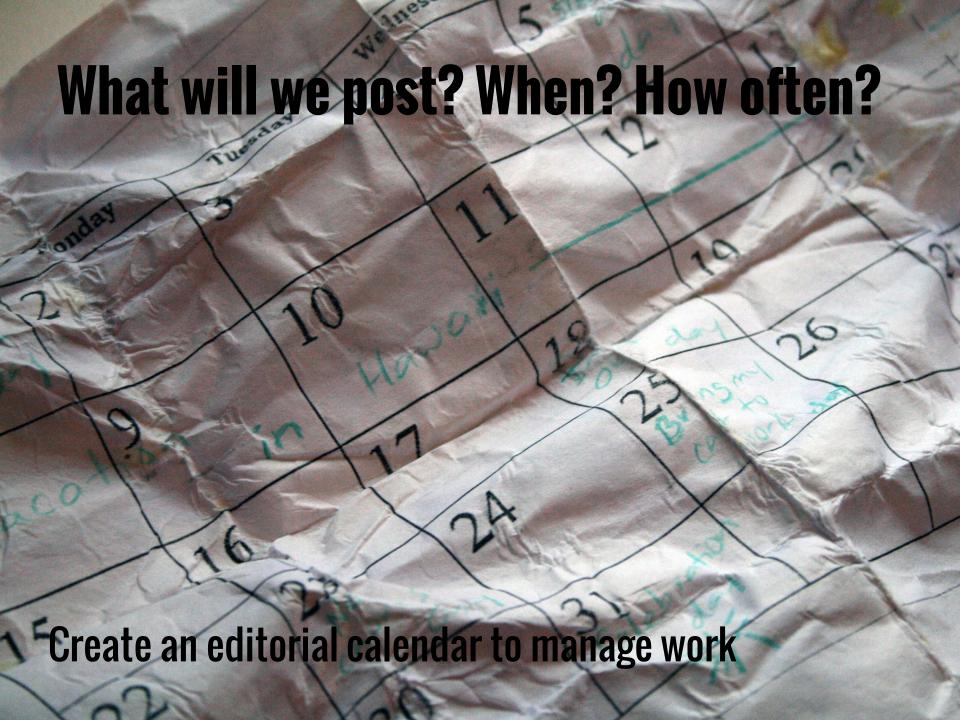
- Characteristics:
 - Informative content
 - Up-to-date and authoritative
- Objectives:
 - Publish 60 Tweets/month
 - Increase followers by 4 percent/month

Pinterest

pinterest.com/chesbayprogram



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



An editorial calendar should...

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

A	A	В	C	D	E	F	G	Н	- 1	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	i i						4		· · · · · · · · · · · · · · · · · · ·	
53	Monday, July 22, 2013	11:53 a.m.	Partner Facebook Post		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		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%



The Power of a Share

