



## **SAN Engagement and Stewardship Workgroup Minutes**

**Tuesday, May 9th**

**10:00 - 12:00**

### 1. Introductions

Kaitie Evers, PDE

Kristen Cooney, PDE

Kate Layton, PDE

Shelby Coulton, French & Pickering

Creeks Conservation Trust

Rosemary Keene, Schuylkill River

Greenways (SRG)

Caroline Muehlbronner, Perkiomen

Watershed Conservancy (PWC)

Robert Campbell, WeConservePA

Chesa Blom, PDE

Beth Garcia, EPA Region 3

Anna Schwartz, WeConservePA

Erica Rossetti, PDE

Victoria Laubach, Green Valleys

Watershed Association

Kristie Arlotta, PDE

Ayashe Ramey, SRG

Ryan Beltz, PWC

Meghan Rogalus, PDE

John Harrod, PDE

Debbie Slobe, Resource Media

### 2. Break-Out Room Discussion (10:15 - 10:50)

Workshop following questions:

What are your communications challenges?

#### ■ Social media posts:

- trolls - sensationalizing of things
- attention span for posts on media – being creative and quippy in the space, so many competing platforms and content out there
- who is the market and how we reach them? understanding the audience, what do people actually think about your topic before you go for altering perceptions

- need for more surveys of general public base line - do we always have to start at square one
- getting buy-in/long-term engagement with new audiences, meeting disadvantaged communities “where they’re at”
- seeing same people on social media - how to branch out?
- Determining audience before boosting event/program, how do you choose what audiences to prioritize?
- Who is our audience (hard to tell on general platforms like Instagram)

■ Events

- balancing hybrid meeting options, perhaps related to additional events at local level (ie townships offering more programs than previously)
- Volatility of community sign-ups (how to know which event is going to be popular?)
- in-person and hybrid attendance is lacking of late - competing attendances - how to achieve individualized / targeted outreach?

**Pro Tip** → Ask at registration how folks are finding out about your events. They’re more likely to answer questions at registration rather than after the event

How can we better support one another in resource building?

- Forum to pop questions in and get responses from the community
- Favorite each others pages and engage with other’s posts to help with engagement algorithms

Favorite tools of the trade - Which platforms do you use?

- Many use the main social media platforms: Instagram, Facebook, Twitter, and LinkedIn
  - Twitter 'still useful for now' not total loss; retweets from partner orgs will exponentially increase engagement
    - There is a place on Twitter for "Niche, funny content" (NPS, USFS)
    - Government organizations find it hard to be timely due to their PR approval process. They are able to gain approval for retweeting much faster which allows gov't partners to keep up with the timely nature of news.
    - Some find that Twitter allows for a more 'argumentative' space in the comments and the platform provides less overall control of what is shown publicly which can leave the organization on the defensive
- Canva used most frequently - tricks and tips may be helpful content for group down the line
- Adobe Suite is great, but has barriers to entry because of complexity
- Issuu (paid subscription) integrates with Canva for successful Newsletter delivery
- Constant Contact for publications and email marketing – in addition to Sales Force for management
- Eventbrite and Meetup to find new folks for events
- There is varying use of the privacy settings among organizations. Some feel like they don't want to open the door to controversy, while others maintain transparency by keeping settings public.
- In terms of trolls, and 'hot topics' in the news and current events, it's important to remember that attention spans are short. People move on to the next hot topic within a week or two. This can be a critical

time-sensitive window where your org can take a stance, or ride it out quietly.

Topics for future meetings:

- Canva tips and tricks
- Integrations among platforms to speed up the posting and scheduling process
- Time saving hacks
- Controlling for SPAM filters blocking your content

3. Resource Media Presentation – Relating Scientific Topics to General Audiences (11:00 - 12:00) with *Debbie Slobe, Sr. Program Manager*

This portion of the meeting was recorded, as well as Q&A/discussion at the end of the meeting and will be shared.

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*Highlights from the presentation:*

Common Pitfalls in Science Communications:

- Leading with facts and figures
  - \*Facts don't move people, EMOTIONS do
  - \* Tap into emotions and help your audience imagine the positive outcome you are working toward
- Using jargon
  - \*these terms can make people feel like they don't belong or give a sense of incompatibility with science
- Focusing too much on problems
  - \*leaves folks feeling hopeless and despondent
- No making issues relevant to everyday happenings
  - \*Keep relevancy by relating to everyday issues like money, and tactile senses

- Sowing seeds of uncertainty

\*Scientists always have to make defensible statements in the scientific community that can be challenged and tested. But using qualifier and hedging words turns audiences off.

\*Using metaphors and analogies to explain in plain language and connect meaning to the facts and figures by using social math (relatable objects and quantities to compare trends to)

#### Winning Message Formula:

- Start with values (audience sees themselves in the message)
  - Add threat to values
    - Add the science
    - Add the solution - there is hope and this is something worth engagement
  - Add Call to action

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Increase Engagement!