

# APNEP Media Options

(or, how using Facebook at work can make you a more knowledgeable scientist)



Jim Hawhee, M.S., J.D.  
Community Specialist  
Albemarle-Pamlico National Estuary Program

# First, A Test...



(seriously)

1. Name two STAC members who have received media coverage for their research during the past week.
2. According to an op-ed in the N&O, what sport is good for both water quality and the economy?
3. APNEP recently supported the distribution of educational booklets in which watershed?
4. Name two environmental programs at risk after the release of the NC House budget.
5. What national distinction did the Albemarle-Pamlico estuary recently receive?

# APNEP Media Options

- Website
- Mailing List
- Calendar
- News
- Facebook
- Twitter
- LinkedIn

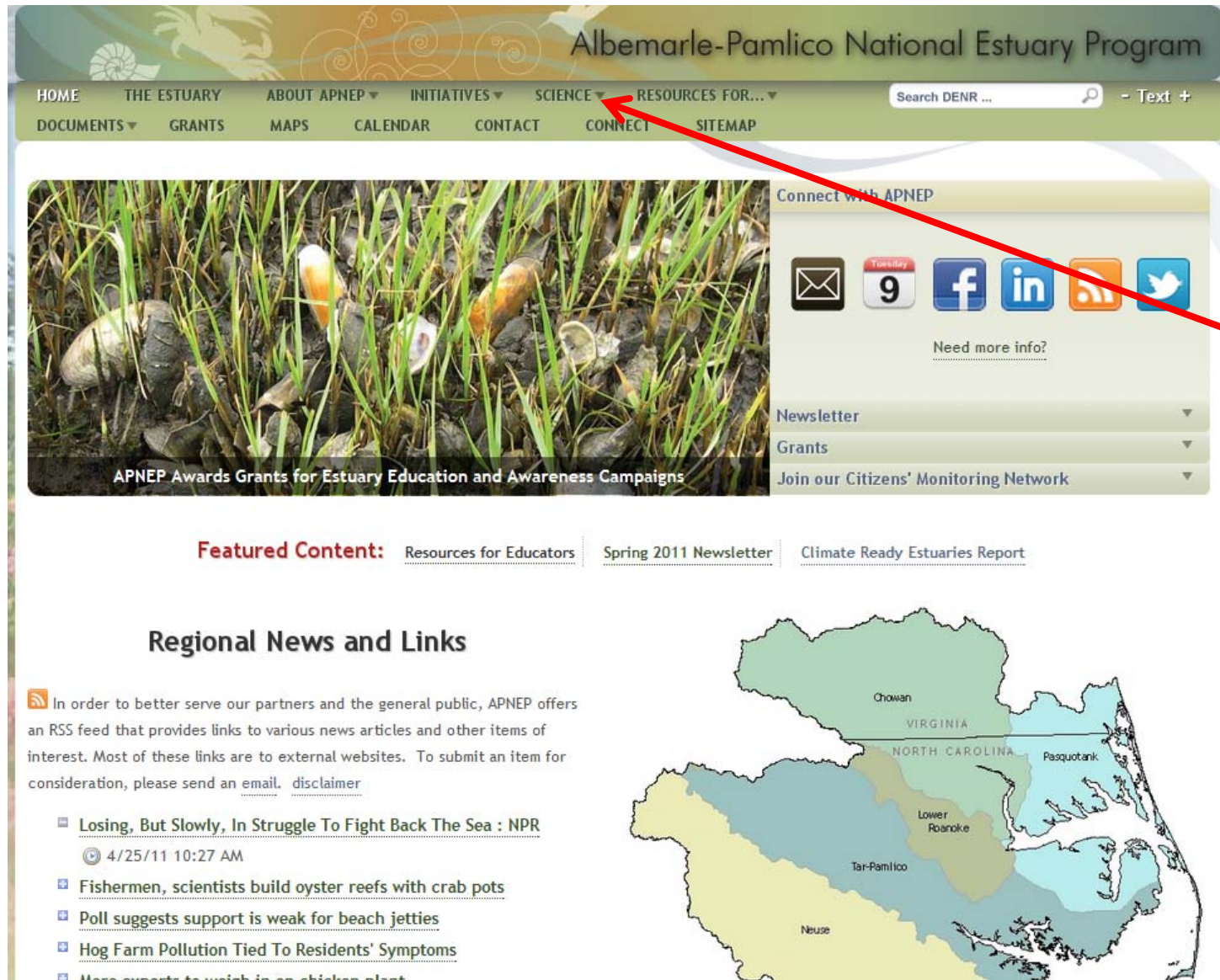


# Website Features for Scientists

- Science Section (some sections in development)
  - Science News
  - Models
  - Monitoring
  - Research
  - Assessments
  - S&T Teams



# Website Features for Scientists



Albemarle-Pamlico National Estuary Program

HOME THE ESTUARY ABOUT APNEP INITIATIVES SCIENCE RESOURCES FOR... DOCUMENTS GRANTS MAPS CALENDAR CONTACT CONNECT SITEMAP

Search DENR ... - Text +

APNEP Awards Grants for Estuary Education and Awareness Campaigns

Connect with APNEP

Twitter Facebook LinkedIn RSS YouTube

Need more info?


Newsletter  
Grants  
Join our Citizens' Monitoring Network

Featured Content: [Resources for Educators](#) | [Spring 2011 Newsletter](#) | [Climate Ready Estuaries Report](#)

## Regional News and Links

In order to better serve our partners and the general public, APNEP offers an RSS feed that provides links to various news articles and other items of interest. Most of these links are to external websites. To submit an item for consideration, please send an [email](#). [disclaimer](#)

- [Losing, But Slowly, In Struggle To Fight Back The Sea : NPR](#)  
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- [Hog Farm Pollution Tied To Residents' Symptoms](#)
- [More experts to weigh in on chicken plant](#)



Chowan  
VIRGINIA  
NORTH CAROLINA  
Pasquotank  
Lower Roanoke  
Tar-Pamlico  
Neuse

# Website Features for Scientists

- STAC Section (In “About APNEP”)
  - Bylaws, members & bios, alumni
- Documents
  - Research reports, technical issue papers, STAC presentations
- Grants
- Maps

# Website Features for Scientists

The screenshot shows the website for the Albemarle-Pamlico National Estuary Program. The header includes the program name and a navigation menu with links for HOME, THE ESTUARY, ABOUT APNEP, INITIATIVES, SCIENCE, RESOURCES FOR..., DOCUMENTS, GRANTS, MAPS, CALENDAR, CONTACT, CONNECT, and SITEMAP. A search bar and a text size adjustment option are also present. Below the navigation is a large image of oysters in a marsh, with a caption: "APNEP Awards Grants for Estuary Education and Awareness Campaigns". To the right of the image is a "Connect with APNEP" section featuring social media icons for email, calendar, Facebook, LinkedIn, RSS, and Twitter, along with a "Need more info?" link and dropdown menus for "Newsletter", "Grants", and "Join our Citizens' Monitoring Network". Below this is a "Featured Content" section with links to "Resources for Educators", "Spring 2011 Newsletter", and "Climate Ready Estuaries Report". The "Regional News and Links" section includes an RSS feed notice and a list of news items: "Losing, But Slowly, In Struggle To Fight Back The Sea : NPR" (dated 4/25/11 10:27 AM), "Fishermen, scientists build oyster reefs with crab pots", "Poll suggests support is weak for beach jetties", "Hog Farm Pollution Tied To Residents' Symptoms", and "More experts to weigh in on chicks' diet". To the right of the news is a map of the estuary region, showing the boundaries of Chowan, Pasquotank, Lower Roanoke, Tar-Pamlico, and Neuse rivers, and the states of Virginia and North Carolina.

Albemarle-Pamlico National Estuary Program

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DOCUMENTS GRANTS MAPS CALENDAR CONTACT CONNECT SITEMAP

Search DENR ... - Text +

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Newsletter  
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# Mailing List

- APNEP's mailing list will be used to distribute grant announcements, quarterly newsletters, and major program announcements to all advisory committee members and the general public.
- Dean will continue to communicate as usual regarding routine STAC business and announcements.
- Visit our front page to sign up.

# Mailing List Sign Up

The screenshot shows the website for the Albemarle-Pamlico National Estuary Program. At the top, the title "Albemarle-Pamlico National Estuary Program" is displayed. Below it is a navigation menu with links for HOME, THE ESTUARY, ABOUT APNEP, INITIATIVES, SCIENCE, RESOURCES FOR..., DOCUMENTS, GRANTS, MAPS, CALENDAR, CONTACT, CONNECT, and SITEMAP. A search bar is located on the right side of the navigation menu. A red arrow points to the "Connect with APNEP" section, which includes social media icons for Facebook, LinkedIn, RSS, and Twitter, along with a calendar icon showing "Tuesday 9". Below the social media icons is a link for "Need more info?". The "Connect with APNEP" section also includes a "Newsletter" dropdown menu, a "Grants" dropdown menu, and a "Join our Citizens' Monitoring Network" dropdown menu. A large image of oysters in a marsh is shown on the left side of the page, with the caption "APNEP Awards Grants for Estuary Education and Awareness Campaigns". Below the image is a "Featured Content" section with links for "Resources for Educators", "Spring 2011 Newsletter", and "Climate Ready Estuaries Report". The "Regional News and Links" section includes an RSS feed icon and a paragraph of text: "In order to better serve our partners and the general public, APNEP offers an RSS feed that provides links to various news articles and other items of interest. Most of these links are to external websites. To submit an item for consideration, please send an email. disclaimer". Below this text are several news links: "Losing, But Slowly, In Struggle To Fight Back The Sea : NPR" (dated 4/25/11 10:27 AM), "Fishermen, scientists build oyster reefs with crab pots", "Poll suggests support is weak for beach jetties", "Hog Farm Pollution Tied To Residents' Symptoms", and "More experts to weigh in on chicken plant". On the right side of the page is a map of the Albemarle-Pamlico National Estuary Program region, showing the states of Virginia and North Carolina, and the counties of Chowan, Pasquotank, Lower Roanoke, and Neuse.

Albemarle-Pamlico National Estuary Program

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DOCUMENTS GRANTS MAPS CALENDAR CONTACT CONNECT SITEMAP

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✉ Tuesday 9 f in RSS Twitter

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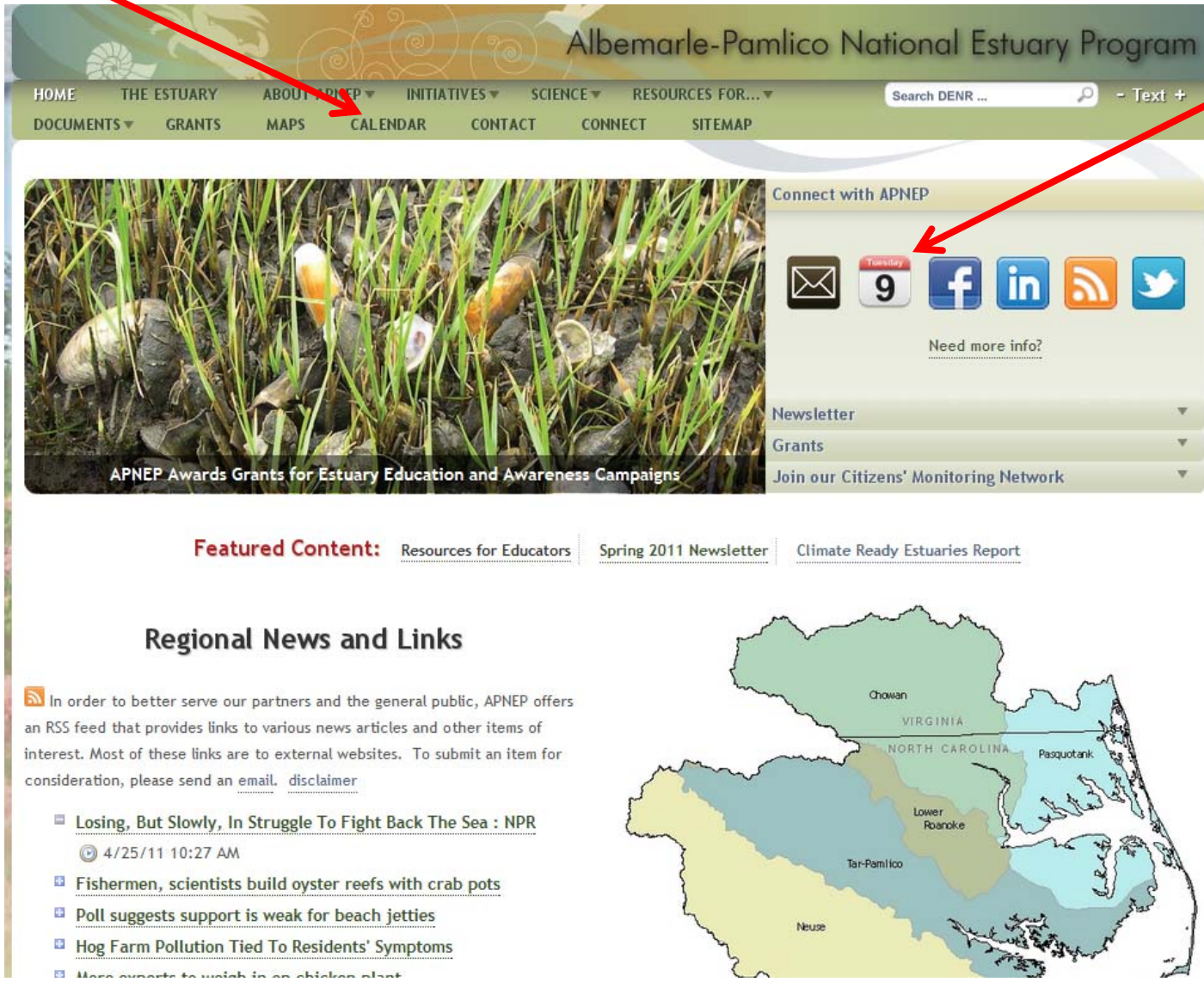
# Calendar

- APNEP maintains a calendar of events occurring throughout the region, including local volunteer opportunities, conferences, and events of interest to the APNEP community.
- To add an event, send information or a web link to any staff member (which will ultimately be forwarded to me).

# Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3 [Week 15]	4	5	6	7	8 8:00 AM Chapel Hill- Outdoor Classroom Symposium	9
10 [Week 16] National Environmental Education Week	11 National Environmental Education Week	12 National Environmental Education Week 3:30 PM Elizabeth City- Junior Museum Explorers at Museum of the Albemarle	13 National Environmental Education Week 10:00 AM Hyde County- Restoration: Good for farmers and fishermen	14 National Environmental Education Week 2:30 PM Raleigh- Aquatic Habitat Geocaching	15 National Environmental Education Week 1:00 PM Emporia- Ribbon Cutting: Edward W. Wyatt Middle School Outdoor Classroom	16 4th Annual Falls Lake Festival National Environmental Education Week Pamlico-Tar River Foundation Riverkeeper Cleanup Challenge
17 [Week 17]	18	19	20	21 Raleigh- Environmental Awards 10:00 AM Corolla- Surf Fishing for Beginners	22 1:00 PM Corolla- Sound Sampler	23 10:00 AM Roanoke Island- Sea Turtle Egg Hunt
24 [Week 18]	25	26	27 9:00 AM Raleigh- Adult Stream Investigation 10:00 AM Greenville- APNEP Science & Technology Advisory Committee Spring Meeting 7:00 PM Community- based Green Infrastructure Webinar	28 2:00 PM Corolla- Nature Photography for Beginners	29 Arbor Day 9:30 AM Wilmington- North Carolina Sea Grant Fisheries Forum	30 2:00 PM Corolla- Kayak Fishing

# Calendar



Albemarle-Pamlico National Estuary Program

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Chowan  
VIRGINIA  
NORTH CAROLINA  
Lower Roanoke  
Tar-Pamlico  
Neuse  
Pasquotank

# News

- Every day, we clip from 1-9 local and regional news stories related to APNEP's mission.
  - Some stories highlight the work of our partner organizations, while others follow pertinent policy or political issues in our region.
  - Also included are timely links to scientific and governmental reports and papers.
  - News is usually up by 10am on weekdays.
- Two ways to read the news: from our front page or via an RSS feed. Depending on the RSS reader, stories can also be automatically forwarded to your email address.

# News

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Albemarle-Pamlico National Estuary Program

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# Social Media

(Facebook, Twitter, LinkedIn)

- What is social media?
  - “a group of Internet-based applications that ... allows the creation and exchange of user-generated content.” (Kaplan and Haenlein 2010)
- Benefits of social media for APNEP?
  - Specific benefits vary by platform
  - Generally, these outlets are the most efficient way to receive consistent program updates, and they allow for input and contributions by all interested stakeholders.



# Facebook

- Facebook is the world's most popular social networking site.
- We recommend it for: personal use. There are 150 million Facebook users in the US, 70% of whom log on daily.
- How we use it: General program updates or articles of interest are posted once or twice per week.
  - Our posts to Facebook are designed to unobtrusively blend with personal feeds, with the assumption viewers are using their personal time to view this content.
  - You don't need to have a Facebook account to view our page.



# Albemarle-Pamlico National Estuary Program

Government Organization · Raleigh, North Carolina [Edit Info](#)

[Edit Page](#)



Wall

Albemarle-Pamlico Nationa... · Most Recent

Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

Write something...

## Wall

Hidden Posts

- [Info](#)
- [Photos](#)
- [Notes](#)

[Edit](#)

## About [Edit](#)

This is the Albemarle-Pamlico National Estuary Program's official Facebook...

[More](#)

120

people like this

## Likes

[See All](#)

- White Oak-New Riverkeeper Alliance
- North Carolina Zoo



### Albemarle-Pamlico National Estuary Program

Another great feature on Dr. Fodrie's unique oyster restoration project, which was funded by APNEP's Citizens' Advisory Committee.



**Fishermen, scientists build oyster reefs with crab...**  
[www.carteretnewstimes.com](http://www.carteretnewstimes.com)

The Carteret County News-Times Online Newspaper Edition:  
Carteret County North Carolina

4 hours ago · [Like](#) · [Comment](#) · [Share](#)

[Katie Mosher](#) likes this.



**Estaboga D. Hance** Reefs make for the best fishing!

4 hours ago · [Like](#)

Write a comment...



### Albemarle-Pamlico National Estuary Program

We had a ball at the Shad in the Schools presentation today, which included an electrofishing demonstration and informative presentations by NCWRC and USFWS representatives.



Apr 15, 2011 11:03am

Admins (1) [\[?\]](#)

[See All](#)



[Use Facebook as Albemarle-Pamlico National Estuary Program](#)

[View Notifications](#)

[Promote with an Ad](#)

[View Insights](#)

[Suggest to Friends](#)

### You and Albemarle-Pamlico National Estuary Program

[Emily Hawhee](#) likes this.

### Quick Tips

Get more people to like your Page with Facebook Ads today!

[Get More Connections](#)

### Sample Ad: Albemarle-Pamlico...

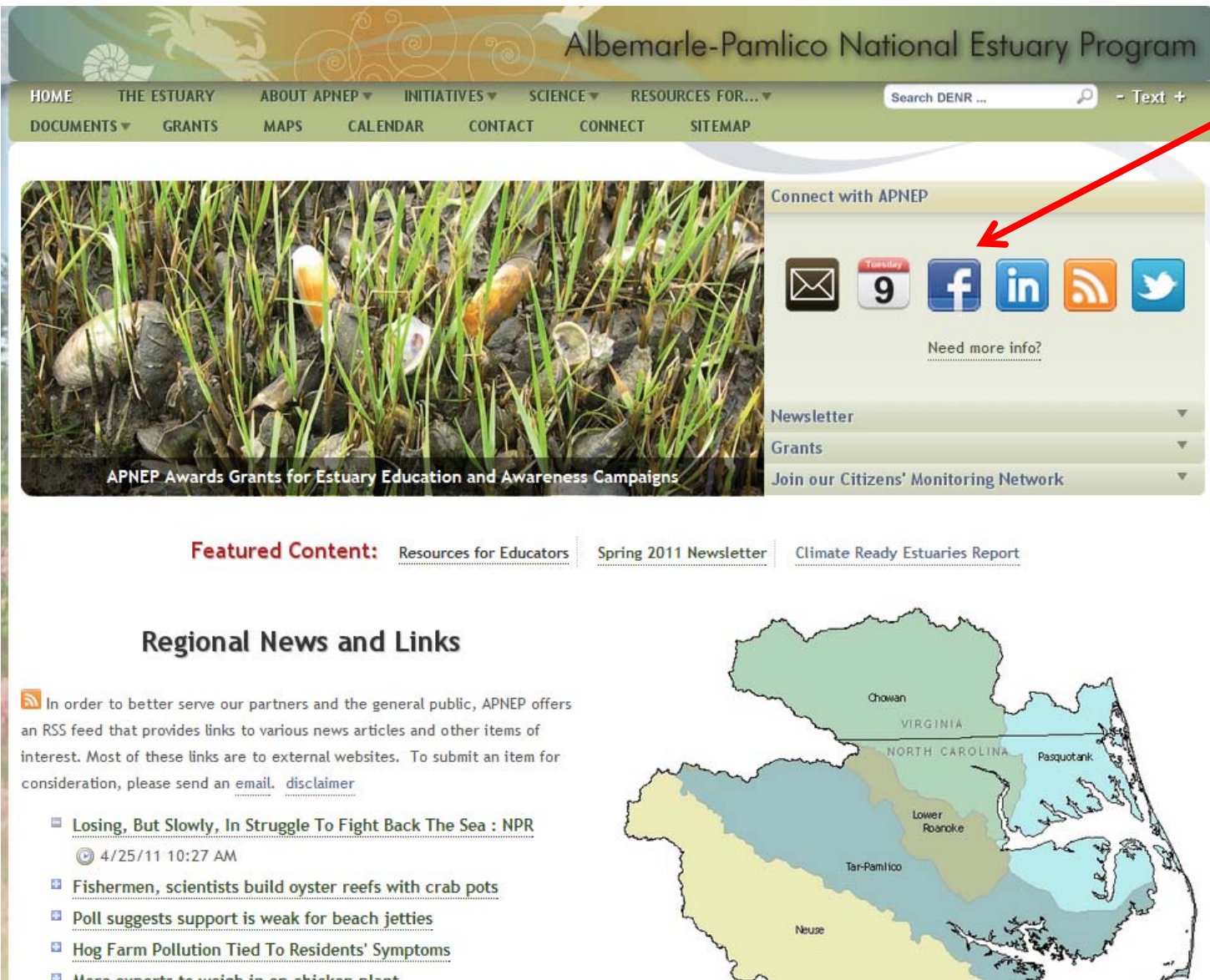


The text of your ad will go here.

[Like](#) · [Jim Hawhee](#) likes this.

[Chat](#)

# Facebook ([facebook.com/APNEP](https://facebook.com/APNEP))



Albemarle-Pamlico National Estuary Program

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APNEP Awards Grants for Estuary Education and Awareness Campaigns

Connect with APNEP

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Chowan  
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NORTH CAROLINA  
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Tar-Pamlico  
Neuse

# Twitter ([twitter.com/APSounds](https://twitter.com/APSounds))

- Posts limited to 140 characters, compatible with mobile phones.
- We recommend it for: personal or professional use. Follow organizations of interest, general news, or science features (NatureNews, nytimescience, ScienceNewsOrg).
- We use it for: 1-2 posts per day, “re-tweeting” partner posts.



# APNEP

**@APSounds** Raleigh, NC

*Posts to this site, in connection with the transaction of public business, are subject to the NC Public Records Law and may be disclosed to third parties.*

<http://www.apnep.org>

Edit your profile →



Timeline

Favorites

Following

Followers

Lists



**APSounds** APNEP

APNEP STAC member Brian Boutin highlighted by NPR: Losing, But Slowly, In Struggle To Fight Back The Sea (<http://n.pr/fA9M6f>)

5 hours ago



**lisapjackson** Lisa P. Jackson, EPA by APSounds

I wrote a post for the White House blog today to commemorate Earth Day. Check it out: <http://1.usa.gov/g6ZCcX>

22 Apr



**APSounds** APNEP

Fishermen, scientists build oyster reefs with crab pots: <http://bit.ly/hoMV8l>

5 hours ago



**APSounds** APNEP

Preliminary photos and video are up from our Shad in the Schools visit this morning: [@NorthCarolinaEE](http://www.facebook.com/APNEP)

15 Apr



**APSounds** APNEP

Friday, 4/15, 8am, Anderson Point Park in Raleigh- join us as we cap our Shad in the Schools project at EWMS: <http://bit.ly/eFv7AT>



About you

30

Tweets

21

Following

8

Followers

4

Listed

Following 21



Followers 8



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Todd McGee



**vtillett**

Virginia Tillet



**billyhoo**

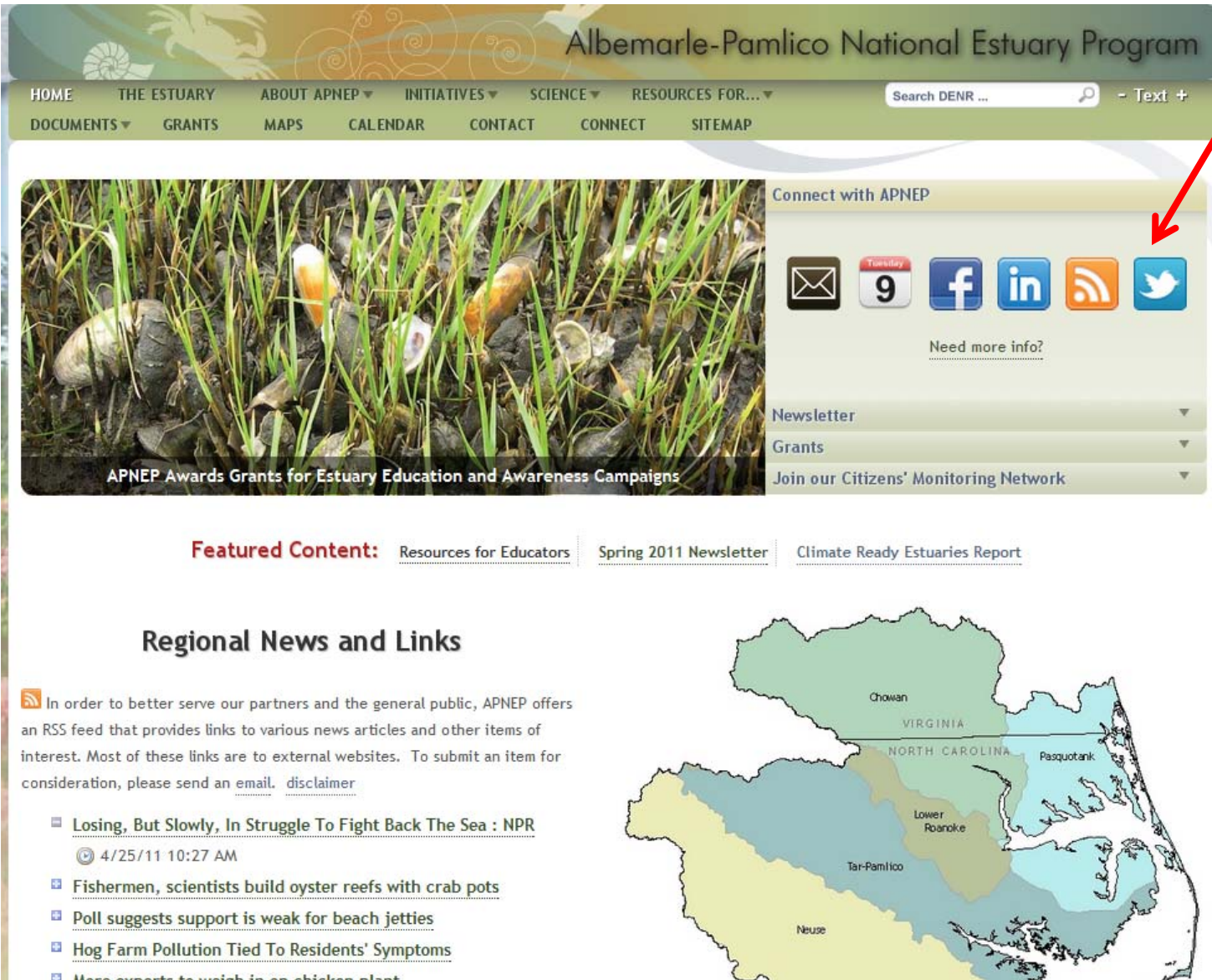
bill clark



**pcroesler**

Patrice Roesler

# Twitter



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Albemarle-Pamlico National Estuary Program

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Map showing the Albemarle-Pamlico National Estuary Program region, including sub-regions: Chowan, Lower Roanoke, Tar-Pamlico, Neuse, and Pasquotank. The map also indicates the states of Virginia and North Carolina.

# LinkedIn

- LinkedIn is a professional networking site which allows users to post updates, view professional credentials, and find connections with other professionals
- What we recommend it for: Status updates, discussion groups, connecting with new colleagues, reading news clips.
- What we use it for: See above...

# LinkedIn

LinkedIn Account Type: Basic

Jim Hawhee Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More

Groups



## Albemarle-Pamlico National Estuary Program

Discussions Members Search Manage More...

Share group



My Activity

Start a career discussion or share something with the group...

Maximum length is 200 characters.

Attach a link

### Latest Discussions

2 of 20 [See all new discussions](#)



**Busy beavers muck up state's best efforts** newsobserver.com • 4 hours ago  
The groundskeeper in Caddyshack grappled with a gopher. The state of...



Like

Comment

Flag

More



### Most Popular Discussions



**Welcome to APNEP's LinkedIn Page!**

posted 2 months ago

[See more](#)

### Updates: Last 7 Days



**Jim Hawhee** has created the subgroup APNEP Science and Technology of Albemarle-Pamlico National Estuary Program

3 days ago • Like • Comment



**Brenda Rashleigh** has joined the group.

13 days ago • [Send message](#)



**Katherine Kovach** has joined the group.

25 days ago • [Send message](#)

[See all updates](#)

PERSONAL SAVINGS from American Express

**1.15%** APY\*

FDIC INSURED

NO FEES

NO MINIMUM BALANCE

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Accounts offered by American Express Bank, FSB. Member FDIC

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TAKE CHARGE®

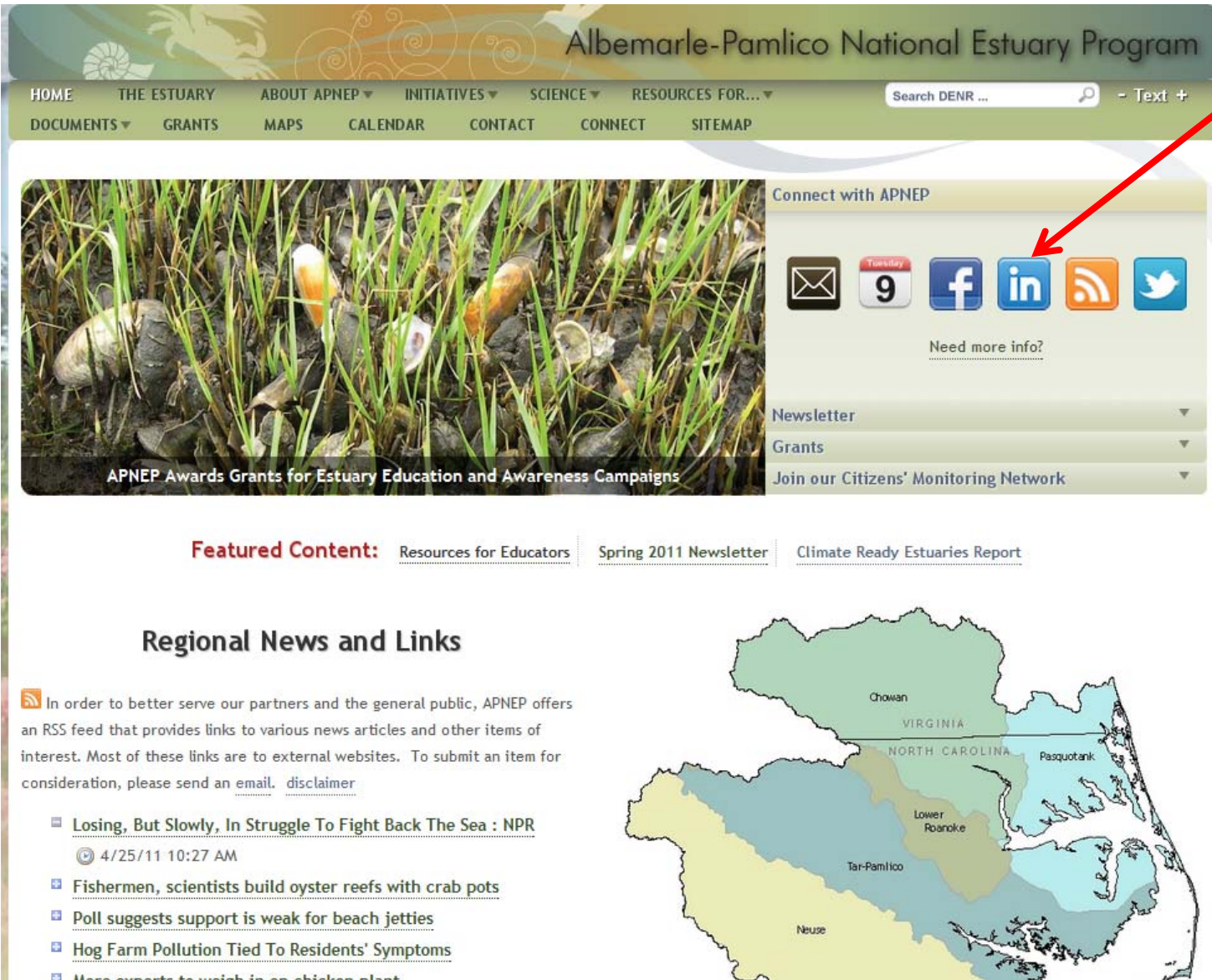




# LinkedIn

- The APNEP group and all subgroups are open—all with interests in following our program are encouraged to join.
- A science and technology subgroup has been created for your use.
  - Use the subgroup to notify staff and the STAC of publications (yours or others), discuss research ideas and findings, or seek experts in a specific area.
  - Discussions can be automatically sent to your email account.
- Other subgroups can be created as requested.


# LinkedIn




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The map shows the Albemarle-Pamlico National Estuary Program region, which spans across the border of Virginia and North Carolina. Key areas labeled include Chowan, Pasquotank, Lower Roanoke, Tar-Pamlico, and Neuse. The map is color-coded to show different sub-regions within the estuary system.

# In summary...

- We hope these services can make you more knowledgeable and efficient in your work. They also help APNEP maintain a polished online presence and a vibrant and close-knit (scientific) community.
- Social media will continue to evolve, and our offerings will likely evolve as well. If you have recommendations for new platforms or questions, please contact me: [jim.hawhee@ncdenr.gov](mailto:jim.hawhee@ncdenr.gov).
- Please also contact me when you have professional news to share, or simply post it to one of our social media sites.