

Intro to Online Social Media

Social Networking Tools



Tim Cumming

Ausable Bayfield Conservation Authority

March 10, 2011

Tools we are using so far

- Wiki site for team
- Conservation Strategy Youth Page
- Limited postings by Tim on Twitter, Facebook

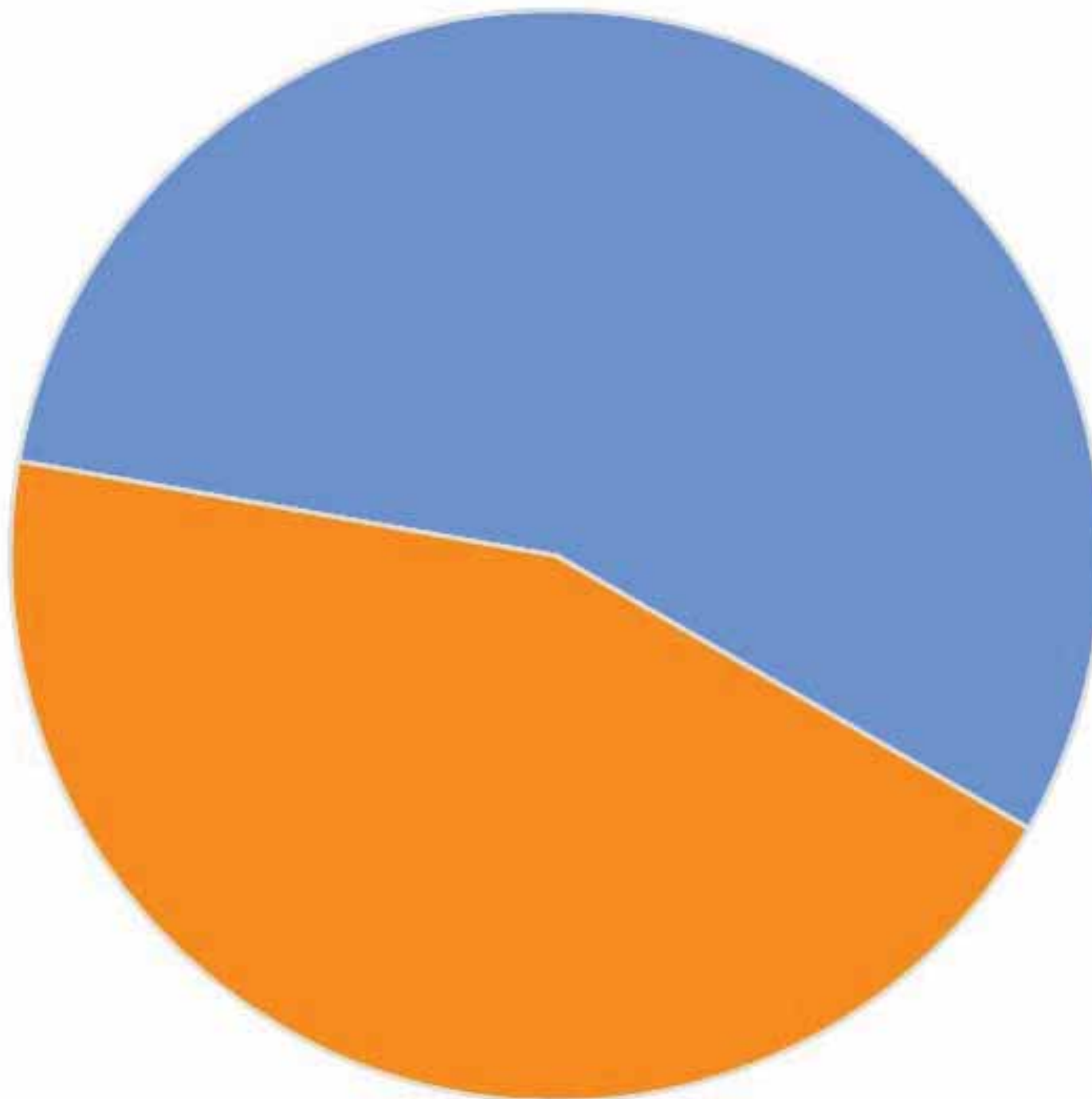
Tools we could be using

- Facebook page for ABCA
- Facebook group for ABCA
- Facebook page for Conservation Strategy
 - Create ABCA Twitter profile
- Create Wikipedia Channel for ABCA
- Create You Tube channel for ABCA

Results of Social Media Survey

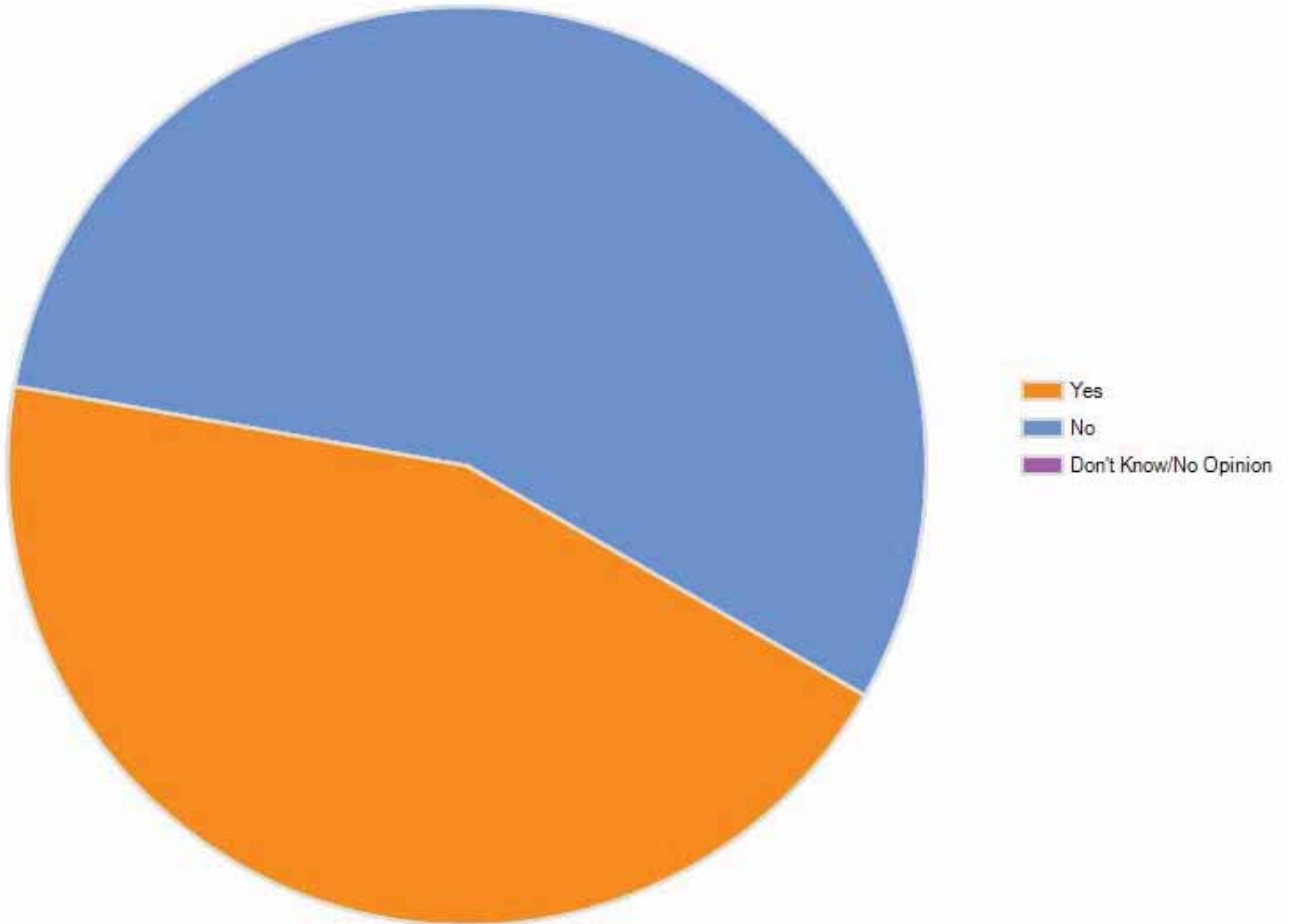
- Review results

I use Facebook.

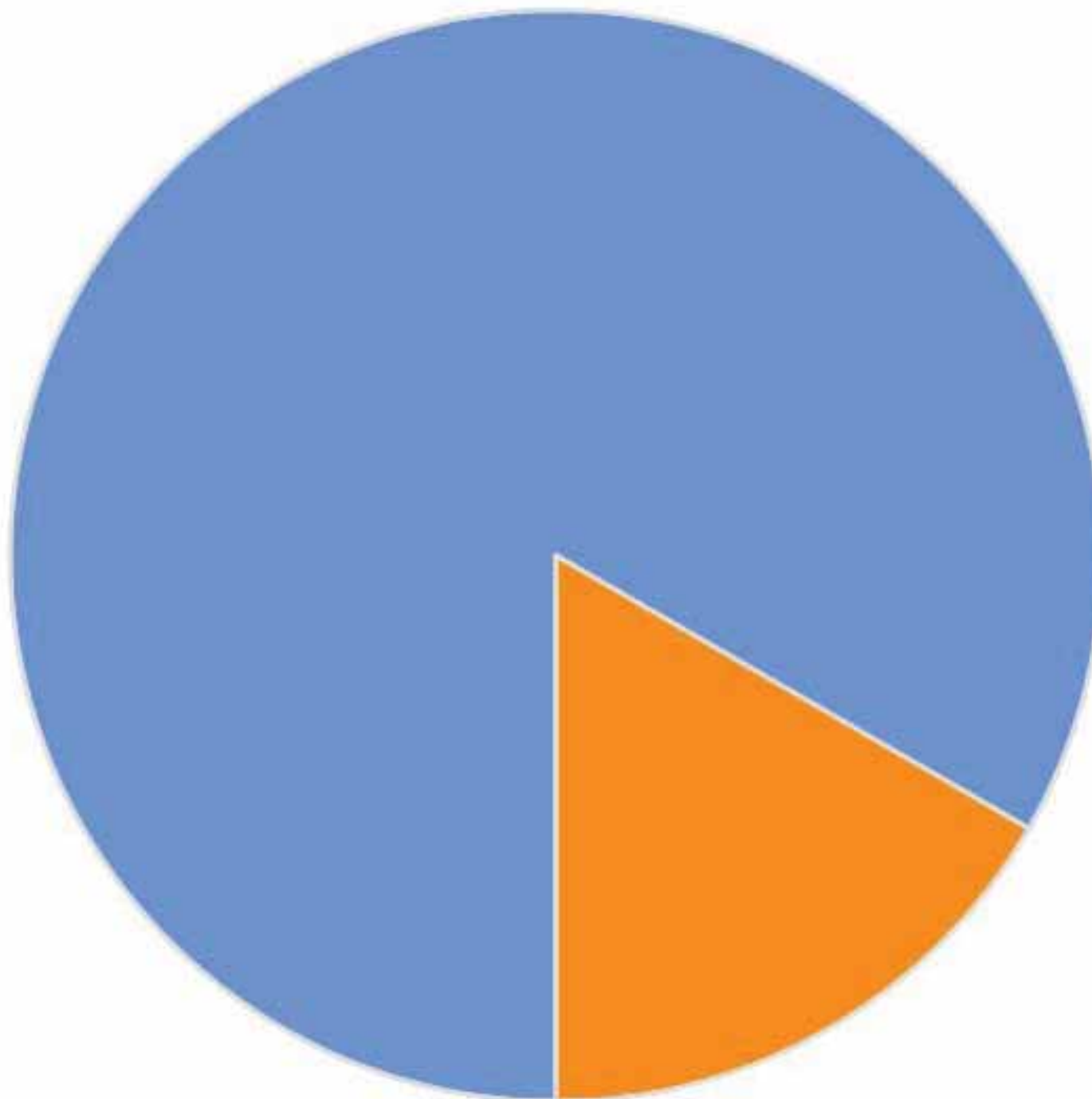


- Yes
- No
- Don't Know/No Opinion

Someone in my household uses Facebook.

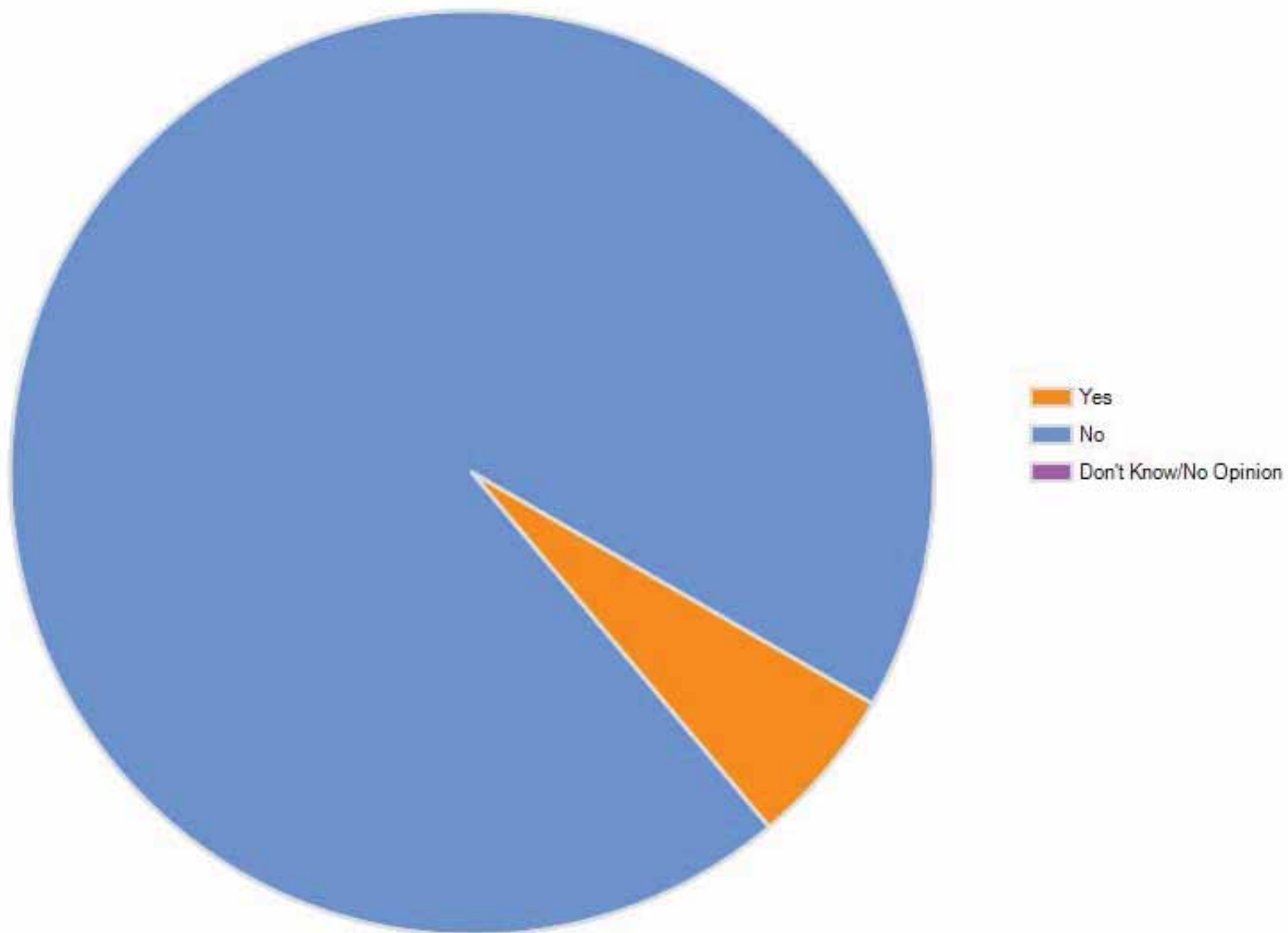


I use Twitter.

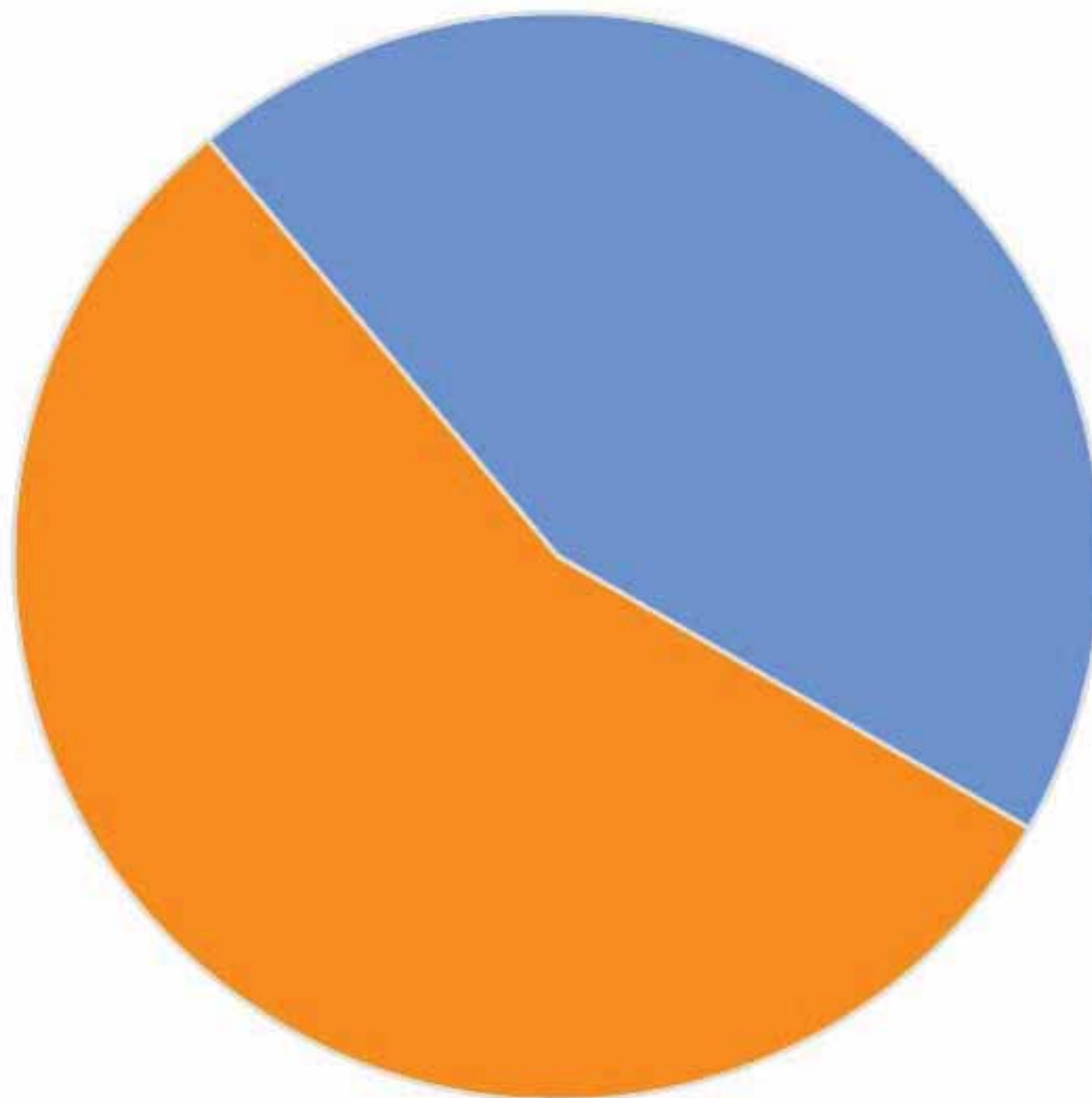


- Yes
- No
- Don't Know/No Opinion

Someone in my household uses Twitter.

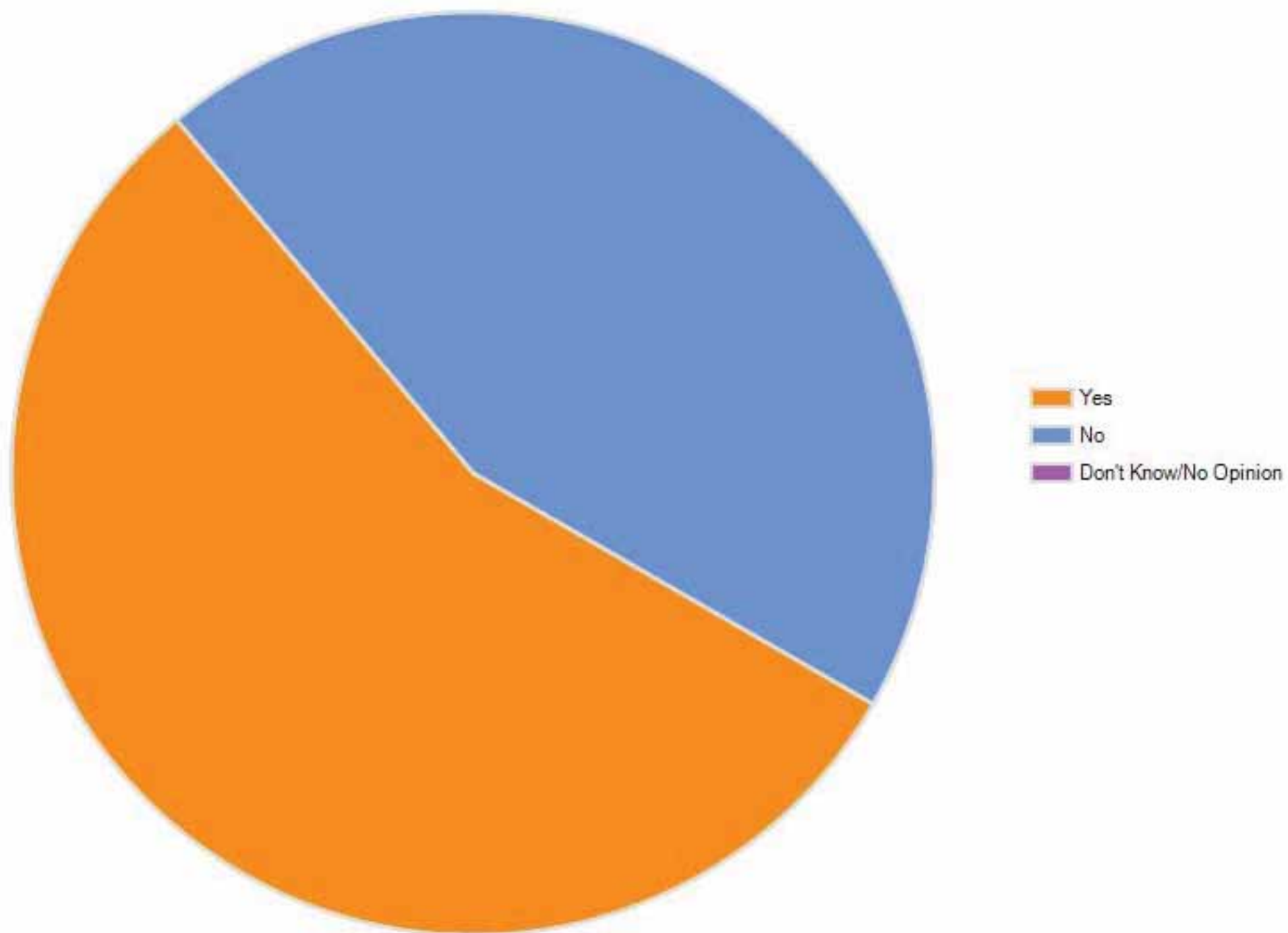


I use youtube.com

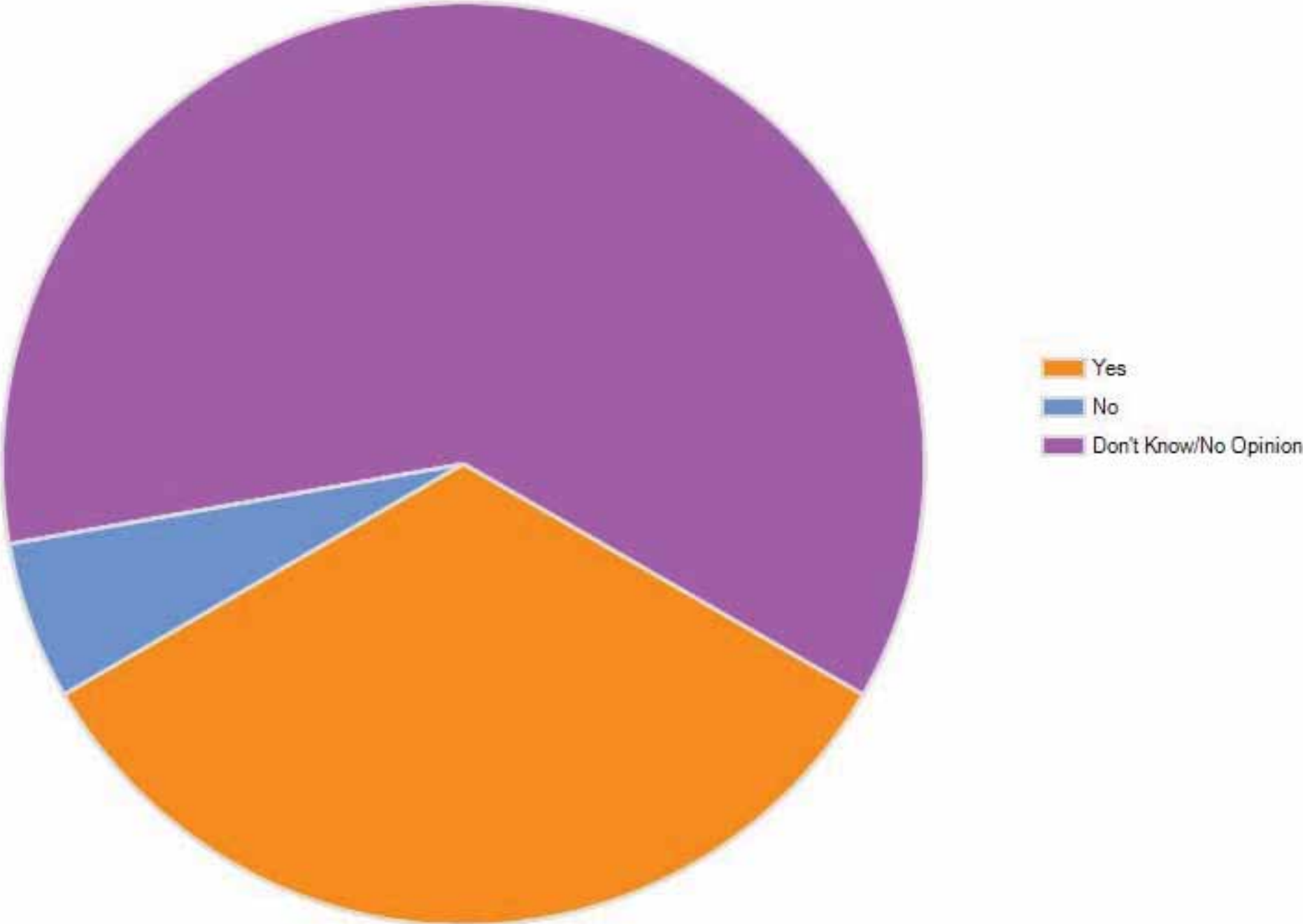


- Yes
- No
- Don't Know/No Opinion

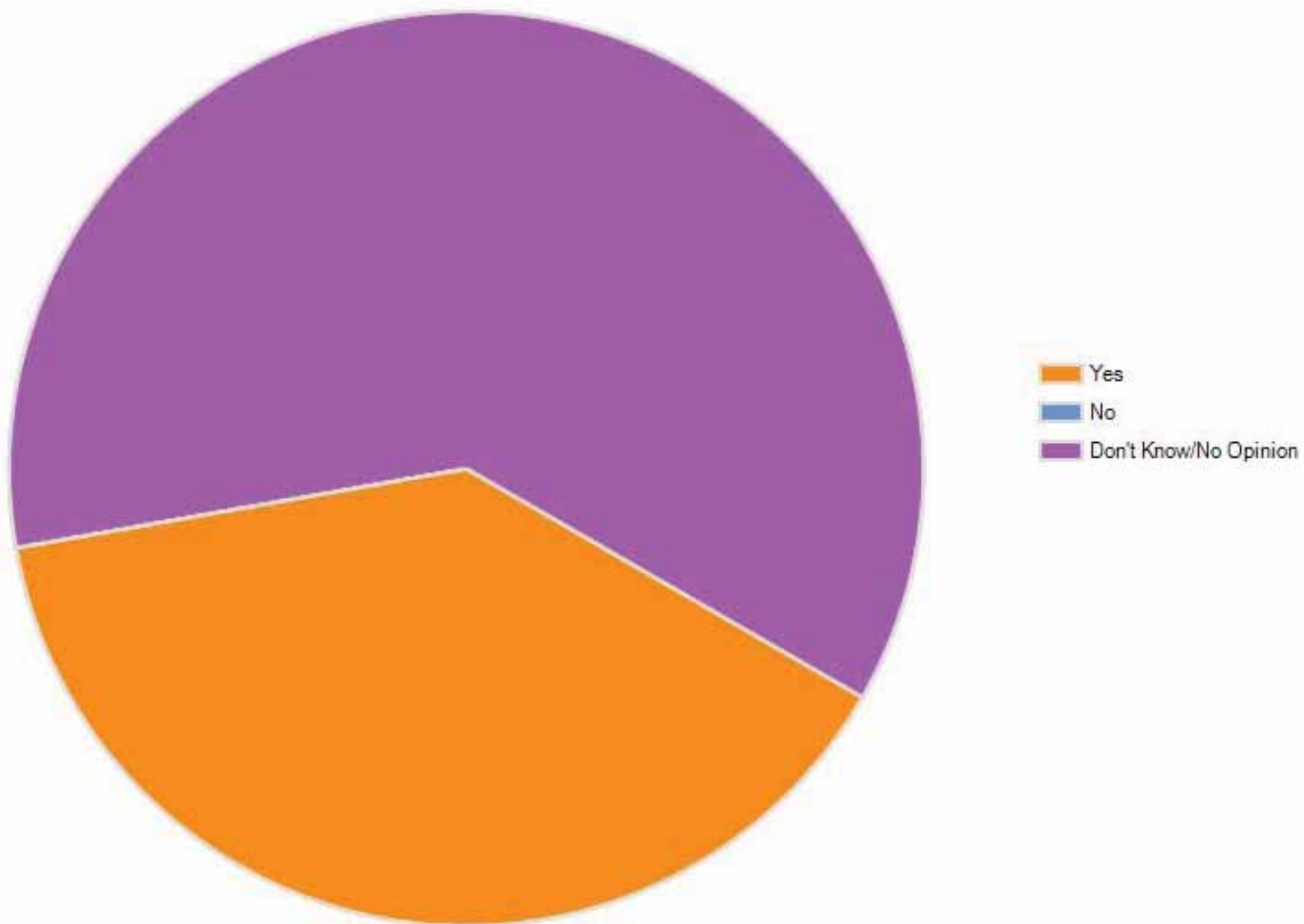
Someone in my household uses youtube.com



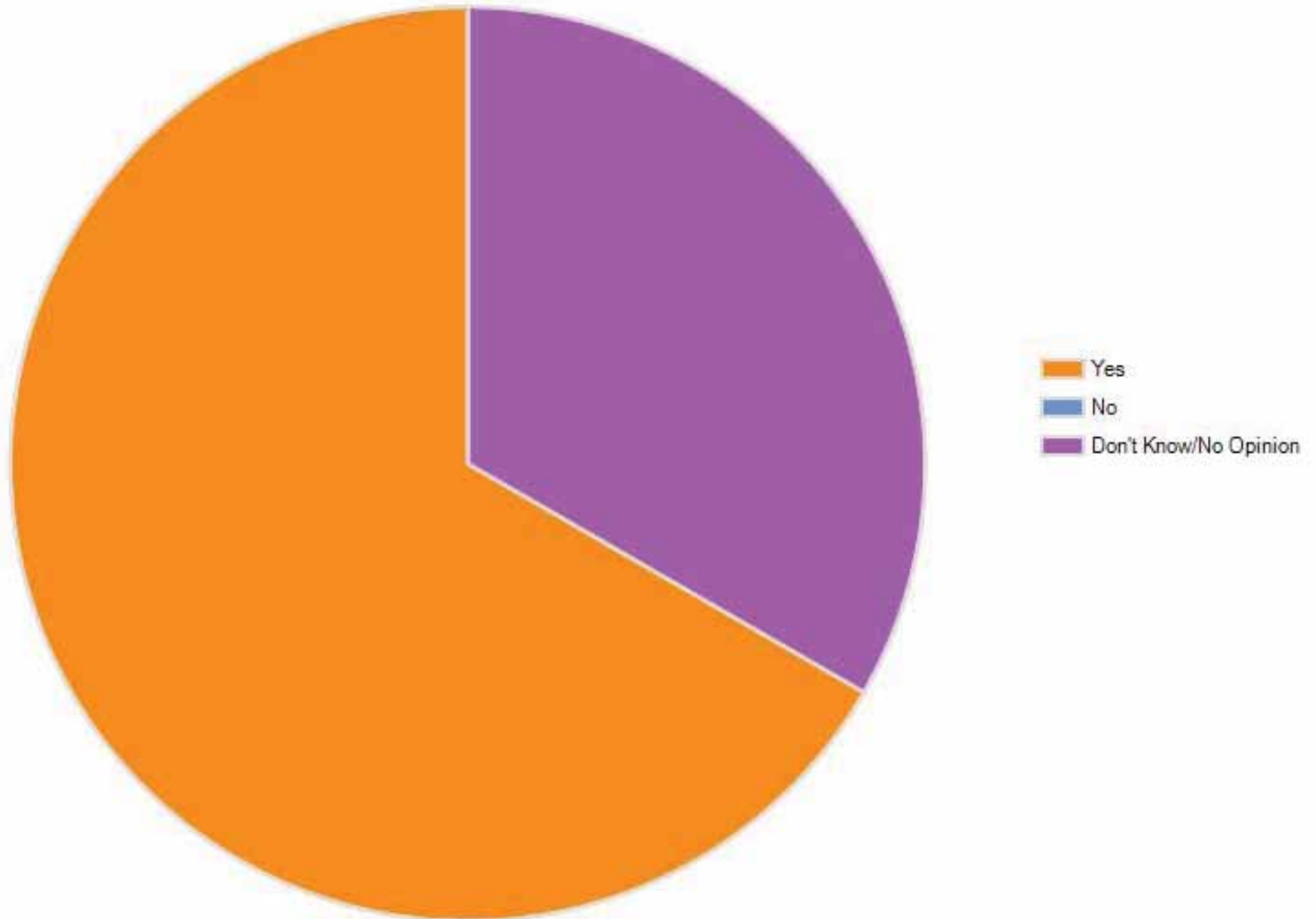
The Ausable Bayfield Conservation Authority (ABCA) should use Facebook.



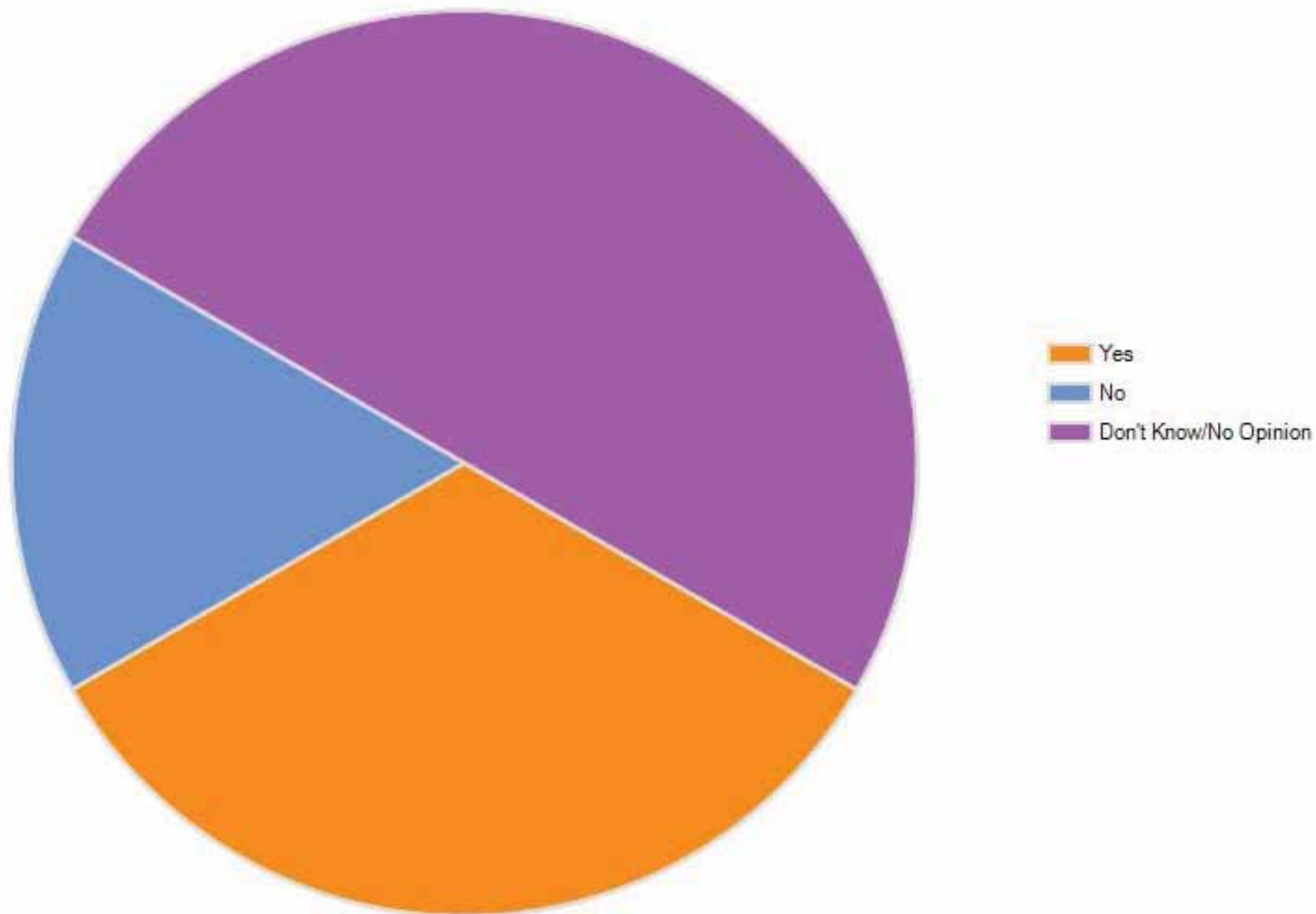
There should be a public Facebook page and group about the Conservation Strategy.



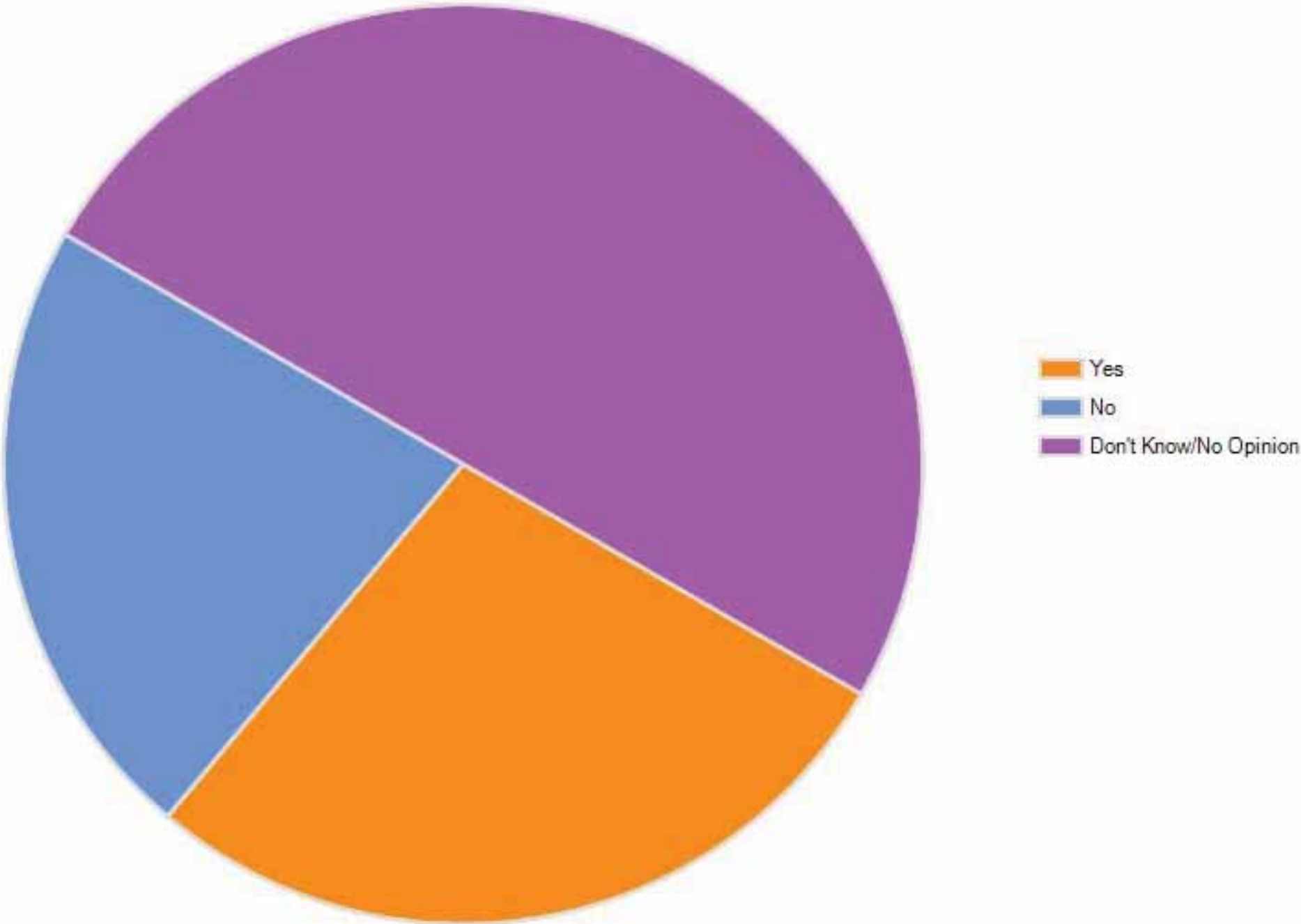
There should be a public Facebook page and group about the Ausable Bayfield Conservation Authority (ABCA).



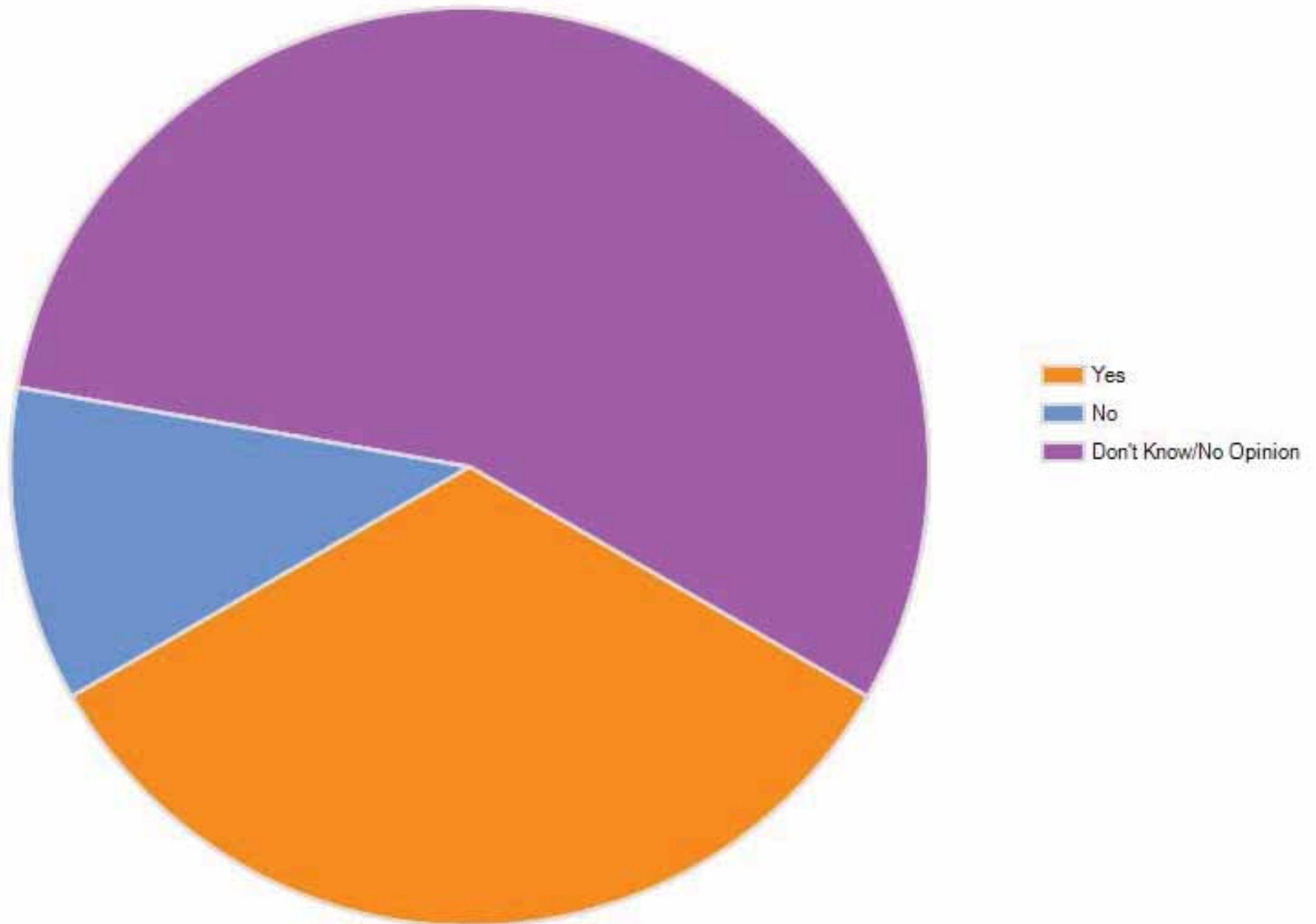
Ausable Bayfield Conservation Authority (ABCA) should create a page about itself, open for public editing, on the Wikipedia peer-written encyclopedia site.



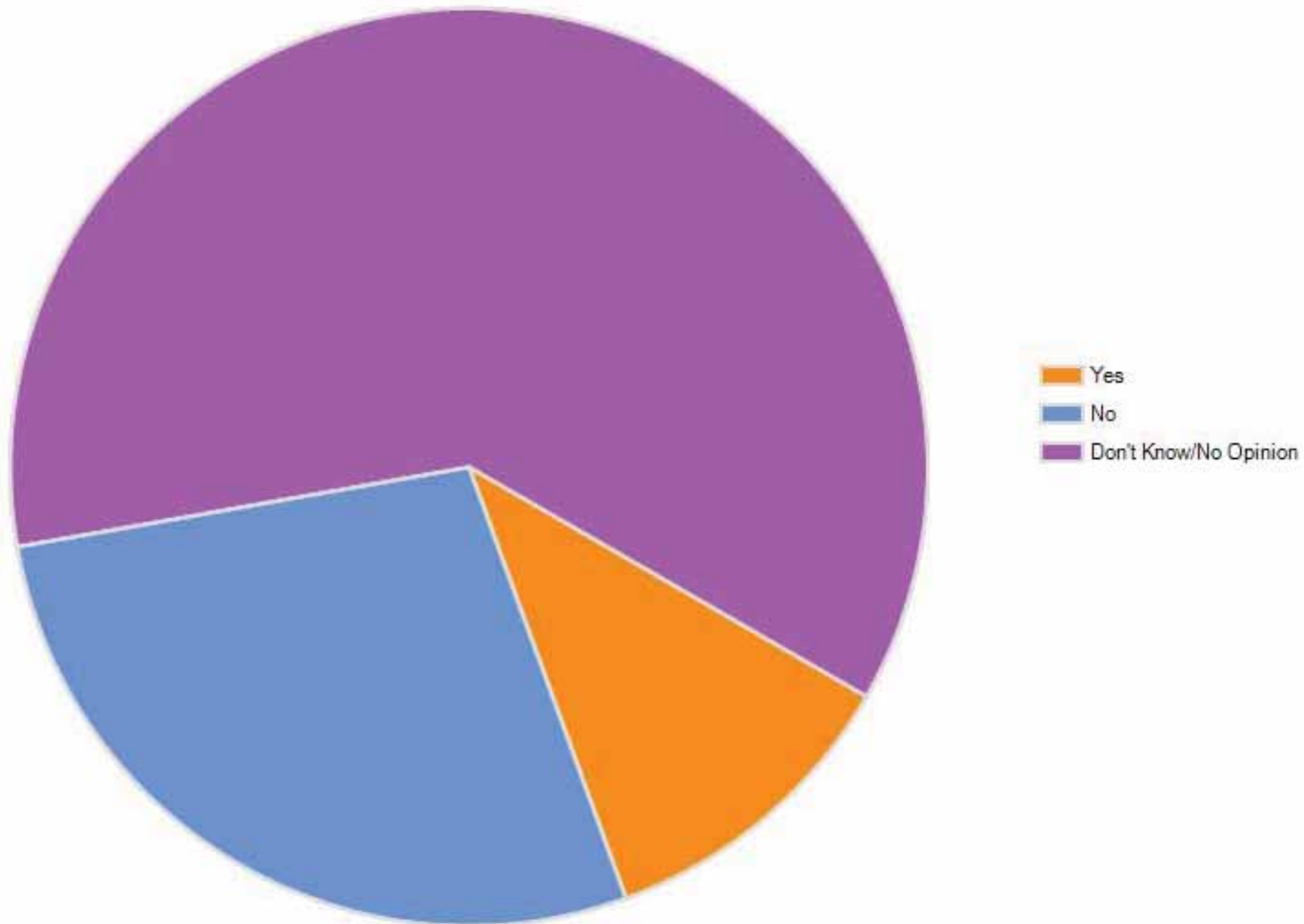
Ausable Bayfield Conservation Authority (ABCA) should create a channel on YouTube.com



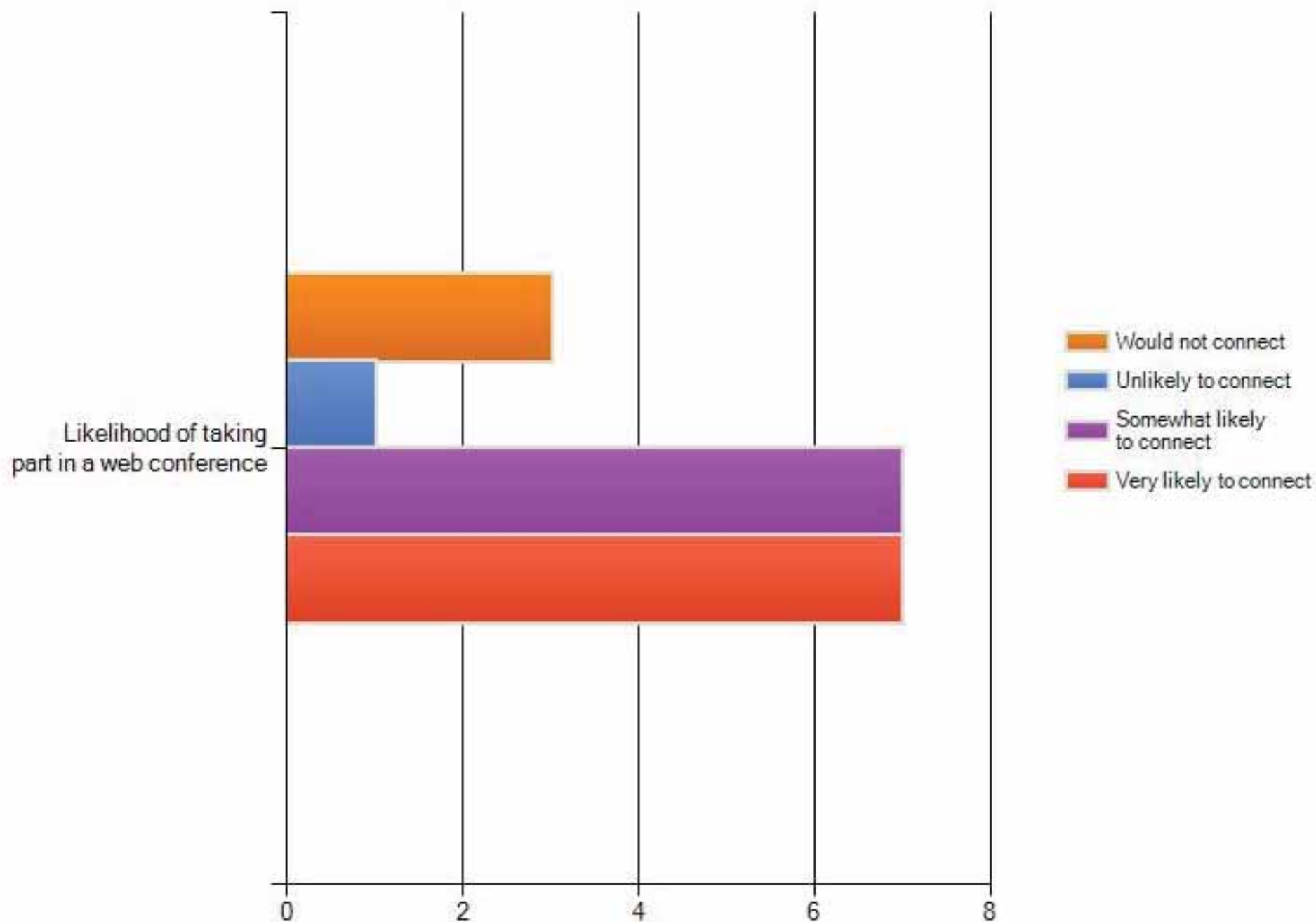
Ausable Bayfield Conservation Authority (ABCA) should regularly produce videos about its work and post them on youtube.com



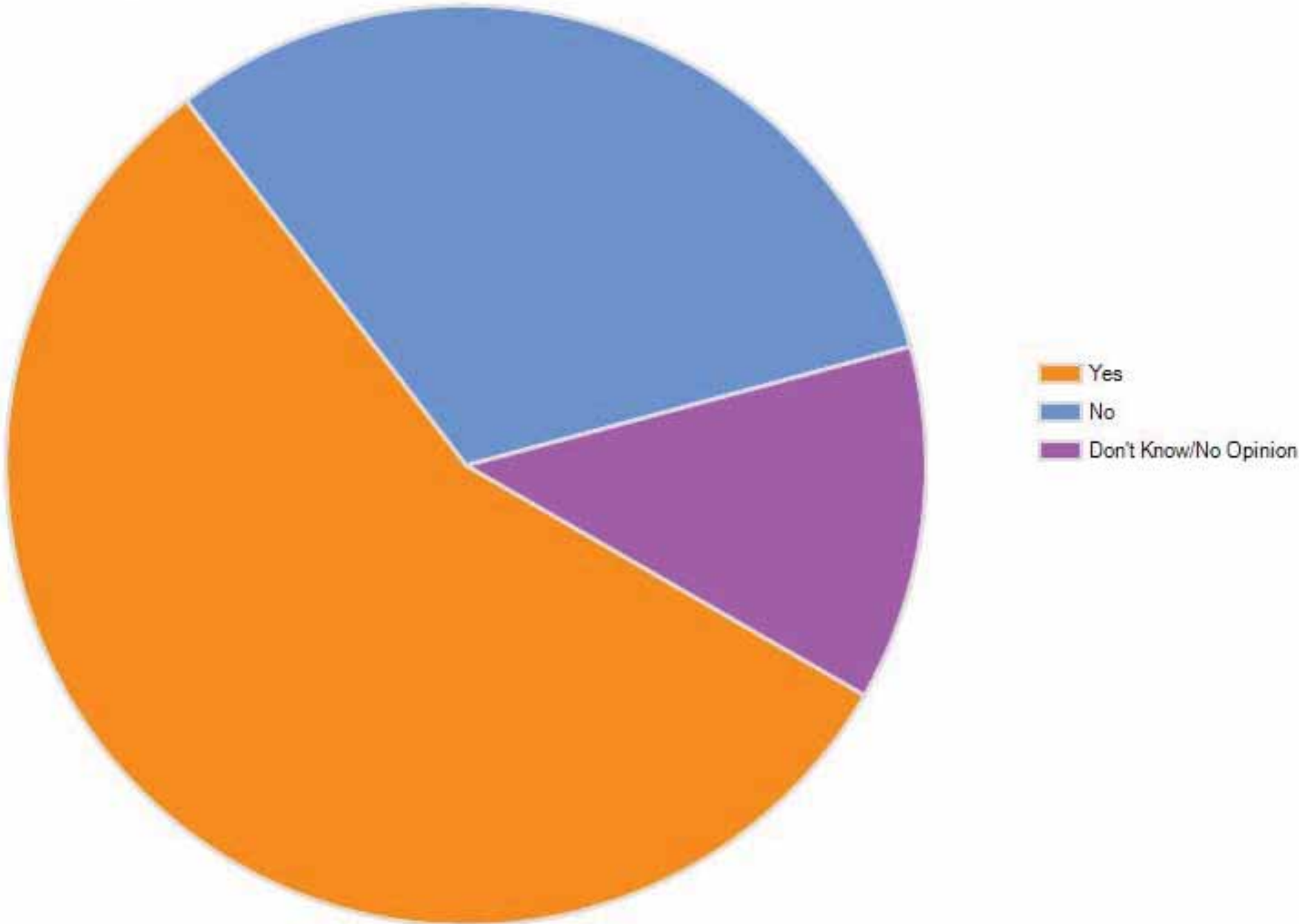
Ausable Bayfield Conservation Authority (ABCA) should post a YouTube video about the work of the Conservation Strategy Development Team.



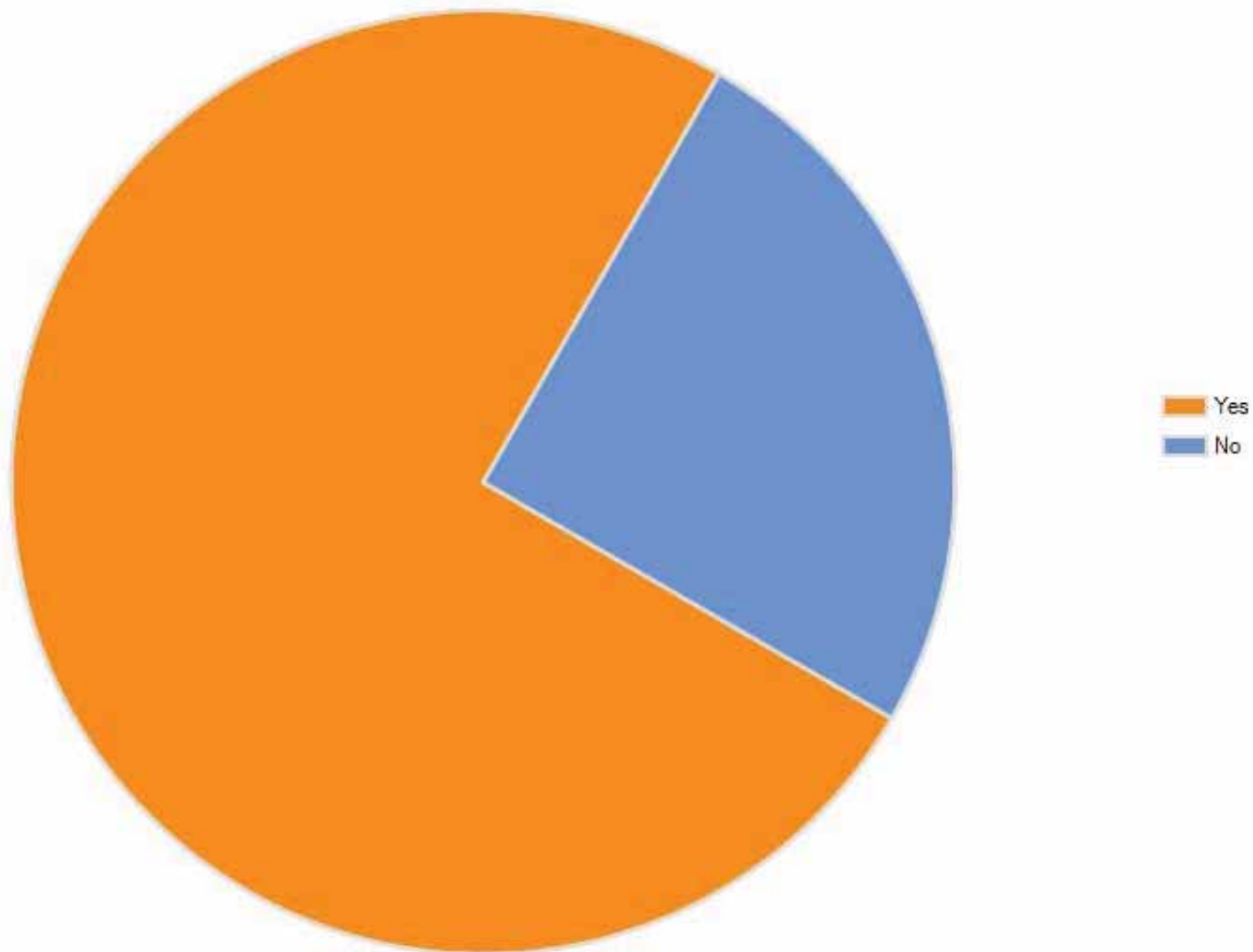
How likely would you be to connect to a meeting by Internet if a web conference were offered?



The Conservation Strategy Development Team should create a survey to gather opinions from the public to help the group prepare the strategy.



I would be willing to engage friends and/or family and/or neighbours in the Conservation Strategy development through social media.



Conservation Strategy Development Team Survey on Social Media Use - Comments from Survey

I use Facebook.		
Answer Options	Response Percent	Response Count
Yes	44.4%	8
No	55.6%	10
Don't Know/No Opinion	0.0%	0
Any additional comment:		3
<i>answered question</i>		18
<i>skipped question</i>		0

Number	Response Date	Any additional comment:	Categories
1	Dec 7, 2010 3:38 PM	Somewhat	
2	Dec 8, 2010 12:27 AM	for personal use - not for professional use	
3	Jan 14, 2011 6:17 PM	Just started not very familiar yet.	

Someone in my household uses Facebook.		
Answer Options	Response Percent	Response Count
Yes	44.4%	8
No	55.6%	10
Don't Know/No Opinion	0.0%	0
Any additional comment:		0
<i>answered question</i>		18
<i>skipped question</i>		0

I use Twitter.

Answer Options

Yes

No

Don't Know/No Opinion

Any additional comment:

Number

Response Date

1

Nov 29, 2010 2:48 PM

2

Dec 7, 2010 3:38 PM

Someone in my household uses Twitter.

Answer
Options

Response Percent

Response Count

Yes

5.6%

1

No

94.4%

17

Don't

Know/No

0.0%

0

Opinion

Any additional comment:

0

answered question

18

skipped question

0

I use
youtube.com

I use youtube.com

I use
youtube.com

I use
youtube.com

Answer Options	Answer Options	Response Percent	Response Count
Yes	Yes	55.6%	10
No	No	44.4%	8
Don't Know/No Opinion	Don't Know/No Opinion	0.0%	0
Any additional comment:	Any additional comment:	2	2
<i>answered question</i>		<i>answered question</i>	<i>18</i>
<i>skipped question</i>		<i>skipped question</i>	<i>0</i>
Number	Response Date	Any additional comment:	Categories
1	Dec 7, 2010 3:47 PM	rarely	
2	Dec 7, 2010 5:50 PM	have watch a few things	

Someone in my household uses youtube.com	Someone in my household uses youtube.com	Someone in my household uses youtube.com	Someone in my household uses youtube.com
Answer Options	Answer Options	Response Percent	Response Count
Yes	Yes	55.6%	10
No	No	44.4%	8
Don't Know/No Opinion	Don't Know/No Opinion	0.0%	0
Any additional comment:	Any additional comment:	1	1
<i>answered</i>		<i>answered question</i>	<i>18</i>

<i>question</i>			
<i>skipped question</i>		<i>skipped question</i>	0
Number	Response Date	Any additional comment:	Categories
1	Dec 7, 2010 3:47 PM	rarely	

The Ausable Bayfield Conservation Authority (ABCA) should use Facebook.		The Ausable Bayfield Conservation Authority (ABCA) should use Facebook.	The Ausable Bayfield Conservation Authority (ABCA) should use Facebook.
Answer Options	Answer Options	Response Percent	Response Count
Yes	Yes	33.3%	6
No	No	5.6%	1
Don't Know/No Opinion	Don't Know/No Opinion	61.1%	11
Any additional comment:	Any additional comment:	1	1
<i>answered question</i>		<i>answered question</i>	18
<i>skipped question</i>		<i>skipped question</i>	0

Number	Response Date	Any additional comment:	Categories
1	Dec 7, 2010 3:47 PM	Uncertain - insufficient knowledge	

There should be a public Facebook page and group about the Conservation Strategy.

Answer Options	Response Percent	Response Count
Yes	38.9%	7
No	0.0%	0
Don't Know/No Opinion	61.1%	11
Any additional comment:		2
<i>answered question</i>		18
<i>skipped question</i>		0

Number	Response Date	Any additional comment:	Categories
1	Nov 26, 2010 10:22 PM	This is a great way to get in touch with young people and will help them have their voices and opinions heard. It may also help get the opinions of people who would like to be involved, but are unable to make the meetings.	
2	Dec 7, 2010 3:47 PM	Uncertain - insufficient knowledge	

There should be a public Facebook page and group about the Ausable Bayfield Conservation Authority (ABCA).

Answer Options	Response Percent	Response Count
Yes	66.7%	12
No	0.0%	0
Don't Know/No Opinion	33.3%	6
Any additional comment:		3
<i>answered question</i>		18
<i>skipped question</i>		0

Number	Response Date	Any additional comment:	Categories
1	Nov 26, 2010 10:22 PM	This is a good way to get public feedback on the authority (not everyone likes leaving comments in person).	
2	Dec 7, 2010 3:47 PM	Uncertain - insufficient knowledge	
3	Jan 14, 2011 6:17 PM	Perhaps I'm not very qualified to comment.	

If Ausable Bayfield Conservation Authority (ABCA) adopts Facebook, it should publicly promote that people should follow them on Facebook.

Answer Options	Response Percent	Response Count
Yes	55.6%	10
No	5.6%	1
Don't Know/No Opinion	38.9%	7
Any additional comment:		4
<i>answered question</i>		18
<i>skipped question</i>		0

Number	Response Date	Any additional comment:	Categories
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1	Nov 26, 2010 10:22 PM	Otherwise people might not know you are there and it's a great way of keeping the public up to date on activi
2	Dec 7, 2010 3:47 PM	Uncertain - insufficient knowledge how else would the average person
3	Dec 7, 2010 5:50 PM	know
4	Jan 14, 2011 6:17 PM	Promotion is certainly important for whatever initiative is endorsed.

If Ausable Bayfield Conservation Authority (ABCA) adopts Twitter, it should publicly encourage people to follow the local agency on Twitter.

Answer Options	Answer Options	Response Percent	Response Count
Yes	Yes	27.8%	5
No	No	16.7%	3
Don't Know/No Opinion	Don't Know/No Opinion	55.6%	10
Any additional comment:	Any additional comment:	2	2
<i>answered question</i>	<i>answered question</i>	<i>18</i>	<i>18</i>
<i>skipped question</i>	<i>skipped question</i>	<i>0</i>	<i>0</i>

Number	Response Date	Any additional comment:	Categories
1	Dec 7, 2010 3:47 PM	Uncertain - insufficient knowledge	
2	Dec 7, 2010 11:56 PM	Should only do one or the other	

Ausable Bayfield Conservation Authority (ABCA) should create a page about itself, open for public editing, on the Wikipedia peer-written encyclopedia site.	Ausable Bayfield Conservation Authority (ABCA) should create a page about itself, open for public editing, on the Wikipedia peer-written encyclopedia site.	Ausable Bayfield Conservation Authority (ABCA) should create a page about itself, open for public editing, on the Wikipedia peer-written encyclopedia site.	Ausable Bayfield Conservation Authority (ABCA) should create a page about itself, open for public editing, on the Wikipedia peer-written encyclopedia site.		
Answer Options	Answer Options	Response Percent	Response Count		
Yes	Yes	33.3%	6		
No	No	16.7%	3		
Don't Know/No Opinion	Don't Know/No Opinion	50.0%	9		
Any additional comment:	Any additional comment:	1	1		
<i>answered question</i>	<i>answered question</i>	<i>18</i>	<i>18</i>		
<i>skipped</i>	<i>skipped question</i>	<i>0</i>	<i>0</i>		

<i>question</i>						
Number	Response Date	Any additional comment:	Categories			
1	Dec 7, 2010 5:50 PM	way open a big hornets nest, why have a strategy team				

Ausable Bayfield Conservation Authority (ABCA) should create a channel on YouTube.com		
Answer Options	Response Percent	Response Count
Yes	27.8%	5
No	22.2%	4
Don't Know/No Opinion	50.0%	9
Any additional comment:		2
<i>answered question</i>		18
<i>skipped question</i>		0

Number	Response Date	Any additional comment:	Categories
1	Dec 7, 2010 3:47 PM	Uncertain - insufficient knowledge see #12	
2	Dec 7, 2010 11:56 PM		

Ausable Bayfield Conservation Authority (ABCA) should regularly produce

videos about its work and post them on youtube.com

Answer Options	Answer Options	Response Percent	Response Count			
Yes	Yes	33.3%	6			
No	No	11.1%	2			
Don't Know/No Opinion	Don't Know/No Opinion	55.6%	10			
Any additional comment:	Any additional comment:	2	2			
<i>answered question</i>	<i>answered question</i>	<i>18</i>	<i>18</i>			
<i>skipped question</i>	<i>skipped question</i>	<i>0</i>	<i>0</i>			
Number	Response Date	Any additional comment:	Categories			
1	Nov 29, 2010 2:48 PM	Takes time and planning to make a video - to what end result?				
2	Dec 7, 2010 3:47 PM	Is it worth the labour costs?				

Ausable Bayfield Conservation Authority (ABCA) should post a YouTube video about the work of the Conservation Strategy Development Team.

Answer Options	Response Percent	Response Count
Yes	11.1%	2
No	27.8%	5
Don't Know/No Opinion	61.1%	11

Any additional comment:	2
<i>answered question</i>	18
<i>skipped question</i>	0

Number	Response Date	Any additional comment:	Categories
1	Dec 7, 2010 3:47 PM	Is it worth the labour costs?	
2	Dec 7, 2010 5:50 PM	to ask for input?	

The Conservation Strategy Development Team should create a survey to gather opinions from the public to help the group prepare the strategy.		
Answer Options	Response Percent	Response Count
Yes	56.3%	9
No	31.3%	5
Don't Know/No Opinion	12.5%	2
Any additional comment:		5
<i>answered question</i>		16
<i>skipped question</i>		2

Number	Response Date	Any additional comment:	Categories
1	Nov 29, 2010 1:35 PM	The Draft Strategy can be developed by the Team but then could be provided out to the public for review and	
2	Dec 7, 2010 3:38 PM	I think that the public should have an input into what strategies used by the ABCA should be changed or adap	
3	Dec 7, 2010 3:47 PM	As long as there are mechansims to prevent any one interest from dominating	
4	Dec 7, 2010 5:50 PM	very much so	
5	Jan 14, 2011 6:17 PM	Possibly. However there seems to be a large team with representatives from a wide number of sectors. I wou	

As a team member, questions I would like to ask the public would be:

Answer Options	Response Count
	6
<i>answered question</i>	6
<i>skipped question</i>	12

Number	Response Date	Response Text	Categories
1	Nov 26, 2010 9:28 PM	I think the opinionsd within the team members is as varied as you will find among the public. - work they would like to see done	
2	Nov 26, 2010 10:22 PM	- suggestions on public education What environmental activities in your area appear to sustain the natural environment? What environmental activities in your area appear to threaten the natural environment? What future activities could sustain biological diversity in your area?	
3	Dec 7, 2010 3:47 PM	What future activities could threaten biological diversity in your area? diection they see the ABCA going? Priorities?	
4	Dec 7, 2010 5:50 PM	Funding?	
5	Jan 14, 2011 6:03 PM	Is there a thought of for public good public should pay? What do you want from the ABCA in the future?	
6	Jan 19, 2011 11:32 AM	Is the ABCA fulfilling its role today or has it gone beyond what you think it should be doing	

I would be willing to engage friends and/or family and/or neighbours in the Conservation Strategy development through social media.

Answer Options	Response Percent	Response Count
Yes	75.0%	12

No	25.0%	4
Any other comments I have about this survey, social media, or the Conservation Strategy:		3
<i>answered question</i>		16
<i>skipped question</i>		2

Number	Response Date	Any other comments I have about this survey, social media, or the Conservation Strategy:	Categories
1	Nov 26, 2010 9:28 PM	I'm beginning to feel that the emphasis on social media is detracting from simply getting on with the task.	
2	Dec 7, 2010 3:47 PM	The most important "social" medium that my family, friends and neighbours engage in is Email. We spend many many hours, some demographic.	
3	Jan 14, 2011 7:51 PM	My computer is on dial up and therefore I do not use any social media.	

Results of Social Media Survey

- No to You Tube videos about Conservation Strategy Team
- Most people needed more information before providing comments
- Those who had enough information were in favour of social media tools

Your Wiki Site

Jacqui Laporte posting

Conservation Strategy Development Team Member Jacqui Laporte has some great thoughts on how the Wiki can work and explaining some of the different ways social media can be used:

1) Wikis

Remember that children's game where you collectively made up a story, by adding one word or sentence at a time? That's the way a Wiki works.

For example: I might start with:

Ausable Bayfield Conservation Authority works to protect the environment.

And then Tim reads that, and thinks...yes, that is true. But it should say more. So Tim adds:

Ausable Bayfield Conservation Authority works to protect the environment through education and outreach.

And then Joe reads that and also wants to add something. So he adds:

Ausable Bayfield Conservation Authority works to protect the environment through education and outreach, and stewardship activities.

Then Tom reads it but thinks that "outreach" is the same as education. So he modifies the sentence some more:

Ausable Bayfield Conservation Authority works to protect the environment through education, and conducting stewardship activities through collaborative efforts with landowners and government agencies.

In this way, a Wiki is a collaborative effort of everyone reading the sentence. In my view, wikis will work well once we have the basic text down. It doesn't work well when we are still discussing what to write!

Your Wiki Site

Jacqui Laporte posting

2) Discussion Forums

On the wiki we were sent, there is a Discussion section. Its a bit hard to find, but there is a Discussion forum for each section (think of this as the coffee room where people go to discuss their ideas and brainstorm).

People could put their thoughts there....

At some point though, someone (aka Tim) has to decide that the discussion is finished , otherwise the circle goes on endlessly. I'd say this is when something gets posted to the Wiki, and then we can start fine-tuning.

Your Wiki Site

Jacqui Laporte posting

Jacqui has some great thoughts on how the Wiki can work and explaining some of the different ways social media can be used:

3) Facebook

Really ... think of Facebook in this context as a Bulletin Board, like the one in the staff lunchroom, where everyone can go to see things such as events, discussions and photos.

Facebook has properties similar to a Discussion Forum, because people can post on the "Wall" and everyone can see it. I would suggest that its easier to use than the Wiki discussion forum, but I say that primarily because I use Facebook every day and Im familiar with how it works. I use Facebook to arrange meetings and such - so that's one advantage it has. You can see who is coming, who is invited, etc.

Your Wiki Site

Jacqui Laporte posting

4) Twitter

To be honest, I'm not a fan of Twitter (but I'm almost alone!). Twitter, to me, is a powerful tool to use when things change rapidly. For instance, the meeting last night, some Tweets (the short status phrases used in Twitter) might have been:

12:00 Weather really crappy...may use teleconference and webcast instead of meeting

14:00 Snow is continuing to fall....I'm arranging for teleconference numbers and webcast link. Do NOT drive to Exeter tonight!

16:00 Teleconference line and webcast sent to your email and posted on Facebook and Wiki pages. Call my cell if you don't get it!

18:15 Teleconference and webcast starting soon - call my cell if you have technical difficulties

18:30 Starting soon!

19:45 Thanks everyone for the feedback!

ABCA
CONSERVATION STRATEGY
Development Team

**What are the issues?
Which issues are most important?**

Audience Response Exercise

Jacqui Laporte, OMAFRA
March, 2011

What are the issues?

Brainstorming Exercise

- Issues we have learned about in presentations
- Issues identified by previous community team
- Environmental issues of concern to us

What are *still* issues?

Brainstorming Exercise

- What issues identified in the past are still issues to us today?

Our low-tech audience response system

Which response do you like best?



Response



Response



Response



Response



Response

Education was identified as a priority/issue in 1993.

**Do you think that education
is still an issue/priority today?**



Yes



No



I need more information



I want to discuss this further



Other

Water Quality and Quantity were identified as issues/priorities in 1993.

Do you think water quantity and quality are still issues/priorities?



Yes, they both are



No, neither of them are



Water quality only



Water quantity only



Other

Protecting water quality is more important than creating, maintaining conservation areas



Yes



No



I need more information



I want to discuss this further



Other

A focus on planting trees is more important than a focus on conservation areas



Yes



No



I need more information



I want to discuss this further



Other

Climate change is a bigger priority than acid rain



Yes



No



I need more information



I want to discuss this further



Other

Do you think that soil erosion is a big problem in the ABCA watershed now or in years to come?



Yes



No



I need more information



I want to discuss this further



Other

Water Quality will be a bigger issue than water quantity in the future?



Yes



No



I need more information



I want to discuss this further



Other

Which of these issues/priorities is second most important?



Water Quality



Water Quantity



Soil Erosion



Best Management Practices



Education

Which of these issues/priorities is most important?



Water Quality



Water Quantity



Soil Erosion



Best Management Practices



Education

Which of these issues/priorities is third most important?



Water Quality



Water Quantity



Soil Erosion



Best Management Practices



Education

Which of these issues/priorities is fourth most important?



Water Quality



Water Quantity



Soil Erosion



Best Management Practices



Education

Which of these issues/priorities is fifth most important?



Water Quality



Water Quantity



Soil Erosion



Best Management Practices



Education

Which is the biggest erosion issue?



Water Erosion



Wind Erosion



Erosion caused by tillage and other
land use practices



Phosphorous Loading



Other – For example, I need more
information, I want to discuss

What aspect of water quality is most important?



Drinking water



Environmental Health



Recreational



I need more information



I want to discuss this further

Which one of the following would most likely work towards a goal of maintaining water quality in the watershed?

- ☐ Protect and promote protection of wetlands
- ☒ Co-operate with private landowners, consultants and developers in the delivery of programs
- ☐ Enact and enforce legislation
- ☐ Implement BMPs through funding programs and outreach
- ☐ Other – For example, I need more information, I want to discuss

Restoration of wetlands is more important than planting dune grasses



Yes



No



I need more information



I want to discuss this further



Other

ABCA has a role to play in assisting landowners in adapting to, and mitigating, climate change:



Yes



No



I need more information



I want to discuss this further



Other

Climate change adaptation and mitigation is one of our top priorities.



Yes



No



I need more information



I want to discuss this further



Other

The main audience for conservation education should be:

Name the audience you think should be top priority.



Rural Non-Farm Landowners



Other Agencies



Youth



Farmers



Lakeshore Residents

Businesses? Other?

The main audience for conservation education should be:

Name the audience you think should be second priority.



Rural Non-Farm Landowners



Other Agencies



Youth



Farmers



Lakeshore Residents

Businesses? Other?

The main audience for conservation education should be:

Name the audience you think should be third priority.



Rural Non-Farm Landowners



Other Agencies



Youth



Farmers



Lakeshore Residents

Businesses? Other?

The main audience for conservation education should be:

Name the audience you think should be fourth priority.



Rural Non-Farm Landowners



Other Agencies



Youth



Farmers



Lakeshore Residents

Businesses? Other?

The main audience for conservation education should be:

Name the audience you think should be fifth priority.



Rural Non-Farm Landowners



Other Agencies



Youth



Farmers



Lakeshore Residents

Businesses? Other?

Conservation authority regulations around shorelines should be ...



Enforced more strongly



Relaxed



Revised



Communicated better so people better
understood their responsibilities under
regulations



Other

Do you think that partnerships with other agencies are essential to effective implementation of ABCA programs?



Yes



No



I need more information



I want to discuss this further



Other

ABCA Motto

“Building Better Environmental Conscience ” should be:



Kept as is



Replaced entirely



Amended slightly



I want to discuss this further



Other

The word 'better' should be removed from ABCA's motto "Building Better Environmental Conscience ..."



Yes, it should stay



No, it should be removed.



The word 'better' should be replaced by the word 'more'



I want to discuss this further



Other

“and Action” should be added to ABCA’s motto “Building ... Environmental Conscience”



Yes – ‘and action’ should be added



No – ‘and action’ should ***not*** be added



I need more information



I want to discuss this further



Other

Open Discussion

Restoration of wetlands is important for:



Habitat for species at risk



Stormwater retention



Reduction of nutrient loading



Reduction of water erosion



All of the above