

# AR Water News



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**THE WORLD'S FAVORITE NEWSLETTER**

**- Since 2014**

## Getting Your Message Out

and Social Media



**NPS Stakeholder Meeting**

**Sept. 17, 2014**

**Little Rock**

**Kristin Higgins**

**UA Division of Agriculture, Public  
Policy Center**

# Discussion Points



- Importance of web presence in general
- What is social media?
- Spring media training opportunity

# Forms of Communication



Word of mouth

Formal presentation

Email

Web

Social media

Text

Newspaper

Television

Radio

Newsletter

# Do you currently have a web presence?

Yes

No

In process



# If you don't have a web presence ....

You're missing an opportunity to share how you help your community and what resources you offer

- 77 % of Americans using internet
- 81 % looking for information about a product/service



# Website Opportunities

## Necessary

- What you do
- What you can do for the public
- Contact information (that you actually respond to)
- Hours, location if any

## Nice

- Volunteer information
- Facility rental info
- Photos
- Sponsor info
- Press info
- Info for first timers
- Newsletters
- Videos
- Donation needs/requests
- Client testimonials
- Organization history

# Good Communication = Planning



- A web presence doesn't just happen. It takes planning.
- Communication Plans Can Help
  - Determine goals
  - Identify message
  - Develop a timeframe for implementation
  - Establish how often you communicate
  - Reduce confusion

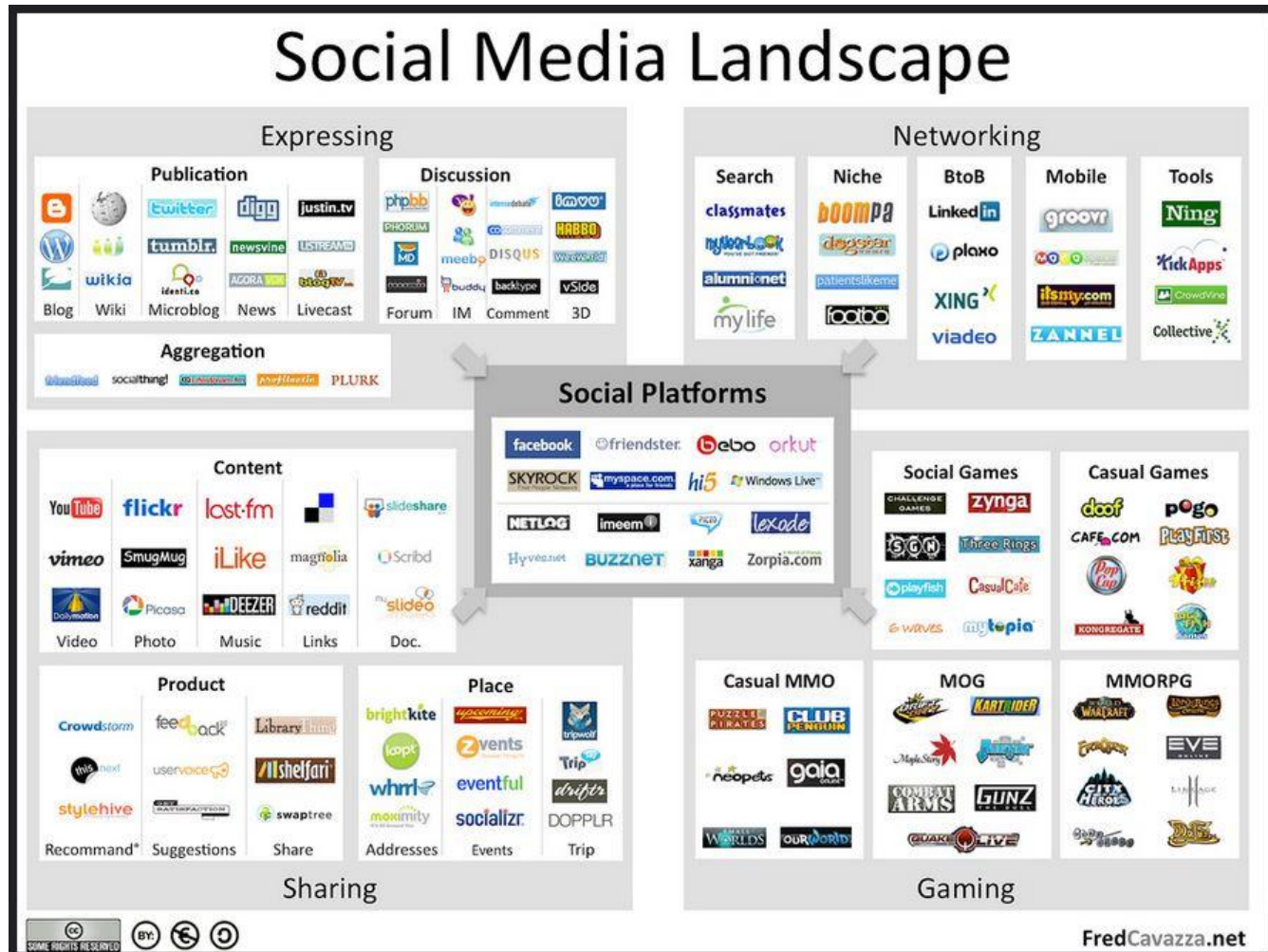
# Questions to Ask



- **Define Your Audience**
  - Who do you want to reach?
- **Determine Your Purpose**
  - Why do you want to reach them?
- **Identify Your Information**
  - What do you want to tell them?
- **Plan Your Steps**
  - How will you tell them?



# Web presence is not just a website



# Social Media is...

Social Media describes the online techniques and practices people use to share insight, experiences, and perspectives with each other.

*Like our page!*

[www.facebook.com/uappc](http://www.facebook.com/uappc)

Recent

2014  
2013  
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PEOPLE ▸

★★★★★  
262 likes  
2 visits

ABOUT ▸

As part of the University of Arkansas Division of Agriculture, Cooperative Extension Service, the Public Policy Center exists to provide Arkansans with...

READ MORE

<http://uaex.edu/ppc>

APPS

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PHOTOS ▸

UA Division of Agriculture Public Policy Center  
September 12

Identifying priorities in the Poteau River Watershed.


IN GOD WE TRUST

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1 Share

UA Division of Agriculture Public Policy Center  
September 12

# How to Use Social Media (for work)

- 
- Attract/celebrate volunteers
  - Meeting notices/reminders
  - Promote trainings/workshops
  - Helpful tips
  - Surveys
  - Photographs
  - Press Releases
  - Share national events important to your group
  - Share news stories
  - Community service projects
  - Recognition of successful projects
  - Interact with other groups and ask them about their activities and events
  - Ask for ideas and photos




Beaver Watershed Alliance shared Northwest Arkansas Stormwater Education's photo.  
September 12

A great water quality program coming soon by our friends at Northwest Arkansas Stormwater Education

To register online, visit: <http://www.regonline.com/UACES-NWA>

University of Arkansas Division of Agriculture Cooperative Extension Service — NWA Regional Urban Stormwater Education Program

& NWA Regional Planning Commission



## Construction Stormwater Workshop & Site Tours

Tuesday, October 21<sup>st</sup>, 2014  
Registration Check-In: 8:30am  
Workshop: 9:00am — 5:00pm  
Bentonville Public Library

**Workshop Highlights**

**Registration Check-In:** 8:30am  
**Workshop:** 9:00am — 5:00pm  
*Lunch will be provided*

**\$30 Registration Fee**  
*Includes materials, drinks, lunch and site tours*

**Role of the Construction Community in Protecting Land and Water Resources** — Mike Malone, NWA Council President & CEO

**Achieving Compliance in Construction Stormwater — What is required in Arkansas?** — Allison West and Matt Holden, ADEQ Water Inspectors

**Localized Decision Points for BMP Selection, Installation and Maintenance** — Sarah DeVries and Lindsay Zweifel, AHMD Environmental Analysts

**Regional Case Studies: SWPPPs, BMPs and Inspections** — Chris Kauffman, Nabholz Project Manager

**Field Tour of Large, Small and Linear Project Sites:**


- **BMPs and Recordkeeping Through Inspector's Eyes** — Jeff Roberts, City of Bentonville
- **Site Stabilization with Hydroseeding** — Justin Blisard, Platinum Hydroseeding


**Putting it All Together** — Jarvis Harper, FTN Associates Agronomist/Project Manager



0:22 / 14:05

What is the Campbell County Conservation District?

 Campbell County Conservation District, Kentucky

 0

73 views



NACD @NACDconserve · Sep 9

It's National Protect Your Ground Water Day!!! #pygwd Did u know: Americans use 79.6 billion gallons of groundwater a day.

← ↻ 4 ★ 4 ⋮

 Arkansas County Conservation District  
April 24

Hestin Morton planting her tree for Arbor Day. Way to go Hestin!!




Like · Comment · Share

5

# Tips on Effective Social Media



- Make it count - post often, but not TOO often.
- Pictures - Take & use photos that show people's faces, show action or before/after scenes
- Engage - Reply to comments, likes and tweets
  
- Use the social media site your audience uses
- Respond to questions in a timely manner
- Learn from others
  - <https://www.facebook.com/MSbrickstoclicks>
  - Water Words that Work

# Water Words that Works says it best:

“We try to get our audience to *care*...

but we don't tell them what they would do if they *did* care...

So they don't do anything... and then we think they don't care”



Saline County Regional Solid Waste MGT District  
August 18

This was taken at the East End Recycling location. This site is in jeopardy of losing their black box because of littering. Please let your friends know that it is illegal to leave trash on the outside of the bins and the bins are for recycling only and not trash.



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2 Shares

# Help Create the Experience



- **Spring 2015 NPS Seminar**
  - Priority Watershed Media: Learn about water quality issues in Arkansas and the organizations that exist to address it
  
  - Conservation Districts: Learn more about working with the media and about publicizing
    - Networking opportunity for both

# Help Create the Experience



## Join our planning committee

- ✦ Speaker ideas
  - ✦ Topics important to conservation districts
- 
- E-mail [khiggins@uaex.edu](mailto:khiggins@uaex.edu)
  - Stop me some time today
  - Call me 501-671-2160

