



ATLANTIC COAST FISHERIES COMMUNICATIONS GROUP

SOCIAL MEDIA WORKSHOP

1050 N. Highland Street, Suite 200A-N

Arlington, VA 22201

January 10-11, 2013



Draft Agenda

Purpose: Bring fisheries communication specialists from the Atlantic coast states, regional fishery management councils and federal agencies together to share their experiences with the use of social media tools. Particular emphasis will be placed on the integration of these tools in communication planning, including developing guidelines on best management practices and measures to track performance.

Thursday, January 10, 2013

(Webinar access:

<https://accsp.webex.com/accsp/j.php?ED=37079493&UID=0&PW=NZjKODNmMGM1&RT=MIMxMQ%3D%3D>)

1. Participant Introduction

1 – 3 PM

- Participants provide a brief overview of their background and personal experiences with social media, as well as what they hope to get out of this workshop

2. Incorporating Social Media Tools in the Context of Communications Planning

3 – 5 PM

- How can social media fit into an already existing communications plan?
- Integrating social media/social media as part of communication planning (i.e., Identification of social media goals and objectives)?
- Best practices for managing the risks associated with using social media as a government organization
- Featured speakers to include:
 - Lisa Tossey, Delaware Valley College “Getting Social with Your Science”
 - Rebecca Ferro, NOAA Fisheries Communications Office
 - Elizabeth Ban and Amy Painter, National Sea Grant Office

Friday, January 11, 2013

(Webinar access:

<https://accsp.webex.com/accsp/j.php?ED=37079743&UID=487851827&PW=NNjQ1MGVkJZWnk&RT=MIMxMQ%3D%3D>)

3. Fundamentals of Science Communication for Social Media

9 – 10 AM

- What are the basics about sharing your message on social media outlets?
- Featured speakers to include:
 - Tiffany Lohwater, American Association for the Advancement of Science (AAAS)
 - Heath Kelsey, University of Maryland Center for Environmental Science, Integration and Application Network

4. Focus on Specific Social Media Tools

Presentations should highlight target audiences, pros/cons, performance metrics, payout. A Q&A will follow on each item.

A. Facebook

10 – 10:30 AM

Featured speakers to include:

- Marty Gary, Maryland Department of Natural Resources
- Emily Muehlstein, Gulf of Mexico Fishery Management Council (via webinar)

<p>B. Twitter</p> <p>Featured speakers to include:</p> <ul style="list-style-type: none"> - Alicia Wellman, Florida Fish and Wildlife Conservation Commission - Lisa Tossey, Delaware Valley University 	10:30 - 11 AM
<p>C. YouTube</p> <p>Featured speakers to include:</p> <ul style="list-style-type: none"> - Alicia Wellman, Florida Fish and Wildlife Conservation Commission - Robert Wiggers, South Carolina Department of Natural Resources 	11 – 11:30 AM
<p>D. Blogs</p> <p>Featured speakers to include:</p> <ul style="list-style-type: none"> - Ann McElhatton, Atlantic Coastal Cooperative Statistics Program 	11:30 AM - Noon
<p>Lunch Break</p>	Noon – 12:45 PM
<p>E. Mobile/Phone Apps</p> <p>Featured speakers to include:</p> <ul style="list-style-type: none"> - Kim Iverson and Amber Von Harten, South Atlantic Fishery Management Council - Ted Walke, Pennsylvania Fish and Boat Commission - Heath Kelsey, University of Maryland Center for Environmental Science, Integration and Application Network 	12:45 – 1:15 PM
<p>F. Live Streaming</p> <p>Featured speakers to include:</p> <ul style="list-style-type: none"> - Mary Clark and Jason Didden, Mid-Atlantic Fishery Management Council - Pat Fiorelli, New England Fishery Management Council 	1:15 – 1:45 PM
<p>G. Forums</p> <p>Featured speakers to include:</p> <ul style="list-style-type: none"> - Emily Muehlstein, Gulf of Mexico Fishery Management Council (via webinar) 	1:45 – 2:15 PM
<p>H. Websites/Newsletters</p> <p>Featured speakers to include:</p> <ul style="list-style-type: none"> - Tina Berger, Atlantic States Marine Fisheries Commission - Ted Walke, Pennsylvania Fish and Boat Commission - Frank Felker, Constant Contact 	2:15 – 2:45 PM
<p>4. Wrap-up</p> <p>Discussion on lessons learned and next steps by Tina Berger and Ann McElhatton</p>	2:45 - 3 PM



**ATLANTIC COAST FISHERIES COMMUNICATIONS GROUP
SOCIAL MEDIA WORKSHOP
PARTICIPANT LIST**



January 10-11, 2013

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**Directions to
Atlantic States Marine Fisheries Commission
1050 N. Highland Street, Suite 200A-N
Arlington, VA 22201
703.842.0740**

From Baltimore and Points North

- I-95 S
- Merge onto MD-295 S via EXIT 52.
- Merge onto US-50 W / NEW YORK AVE NE toward WASHINGTON (Crossing into DISTRICT OF COLUMBIA) (go 5.0 miles)
- Take I-395 S toward TUNNEL (Crossing into VIRGINIA).
- Merge onto WASHINGTON BLVD / VA-27 W via EXIT 8A toward RIDGE RD. (go 1.1 miles)
- Stay STRAIGHT to go onto WASHINGTON BLVD / VA-27 W. Continue to follow WASHINGTON BLVD. (go ~2.0 miles)
- Turn LEFT onto 10th ST.
- Turn RIGHT at the 2nd street onto HUDSON ST.
- Take the **2nd** PARKING GARAGE ENTRANCE on your RIGHT and follow to B2 level.
- COMMERCIAL VISITORS PARKING will be directly in front of you. Once you get out of your car, walk to the RIGHT of the ramp and follow until to you see a door marked ADC Dentistry.
- Office is located on the 2ND floor, immediately to the right of the elevator

From Richmond and Points South

- Merge onto I-95 N toward WASHINGTON.
- Take EXIT 170A-B toward I-395 N / WASHINGTON / I-495 N / TYSONS CORNER. (go 0.6 miles)
- Merge onto I-395 N via EXIT 170A on the LEFT toward WASHINGTON. (go 8.2 miles)
- Merge onto WASHINGTON BLVD via EXIT 8A toward VA-244 / COLUMBIA PIKE / FT MYER. (go ~2.6 miles)
- Turn LEFT onto 10th ST.
- Turn RIGHT at the second street onto HUDSON ST.
- Take the **2nd** PARKING GARAGE ENTRANCE on your RIGHT and follow to B2 level.
- COMMERCIAL VISITORS PARKING will be directly in front of you. Once you get out of your car, walk to the RIGHT of the ramp and follow until to you see a door marked ADC Dentistry
- Office is located on the 2ND floor, immediately to the right of the elevator

From Washington DC

- Take 14TH ST Bridge. Continue to follow US-1 S (Crossing into VIRGINIA).
- US-1 S becomes I-395 S. (0.2 miles)
- Merge onto WASHINGTON BLVD/VA-27 W via EXIT 8A toward RIDGE RD. (1.1 miles)
- Stay STRAIGHT to go onto WASHINGTON BLVD/VA-27 W. Continue to follow WASHINGTON BLVD. (~2.0 miles)
- Turn LEFT onto 10th ST.
- Turn RIGHT at the second street onto HUDSON ST.
- Take the **2nd** PARKING GARAGE ENTRANCE on your RIGHT and follow to B2 level.
- COMMERCIAL VISITORS PARKING will be directly in front of you. Once you get out of your car, walk to the RIGHT of the ramp and follow until to you see a door marked ACD Dentistry
- Office is located on the 2ND floor, immediately to the right of the elevator

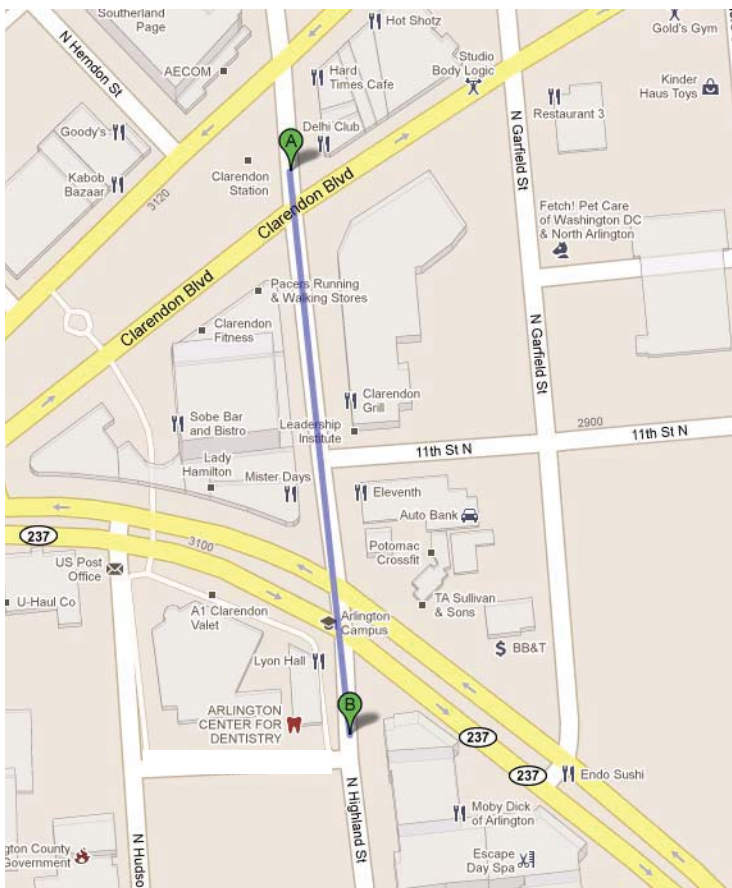
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From National Airport using the Metro

- Take BLUE LINE towards LARGO STATION
- Change at ROSSLYN STATION to the ORANGE LINE towards VIENNA
- You will be getting off at CLARENDON STATION
- Exit CLAREDON STATION and make RIGHT onto N. HIGHLAND ST.
- Cross over 2 streets and arrive at 1050 N. HIGHLAND ST. (past Lyon Hall entrance). Office is on the second floor (you will need to buzz in to enter).

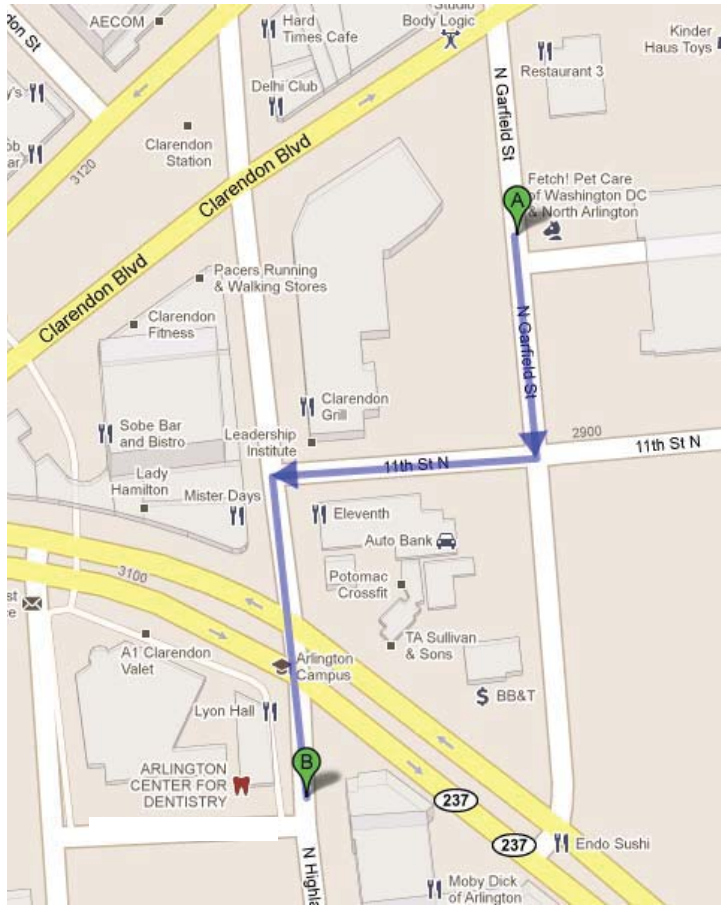
Parking

If there are no available spaces at 1050 N. Highland Street, you can also use metered parking on the street or go to the paid public parking at 1205 N. Garfield Street Arlington, VA (see map on next page).



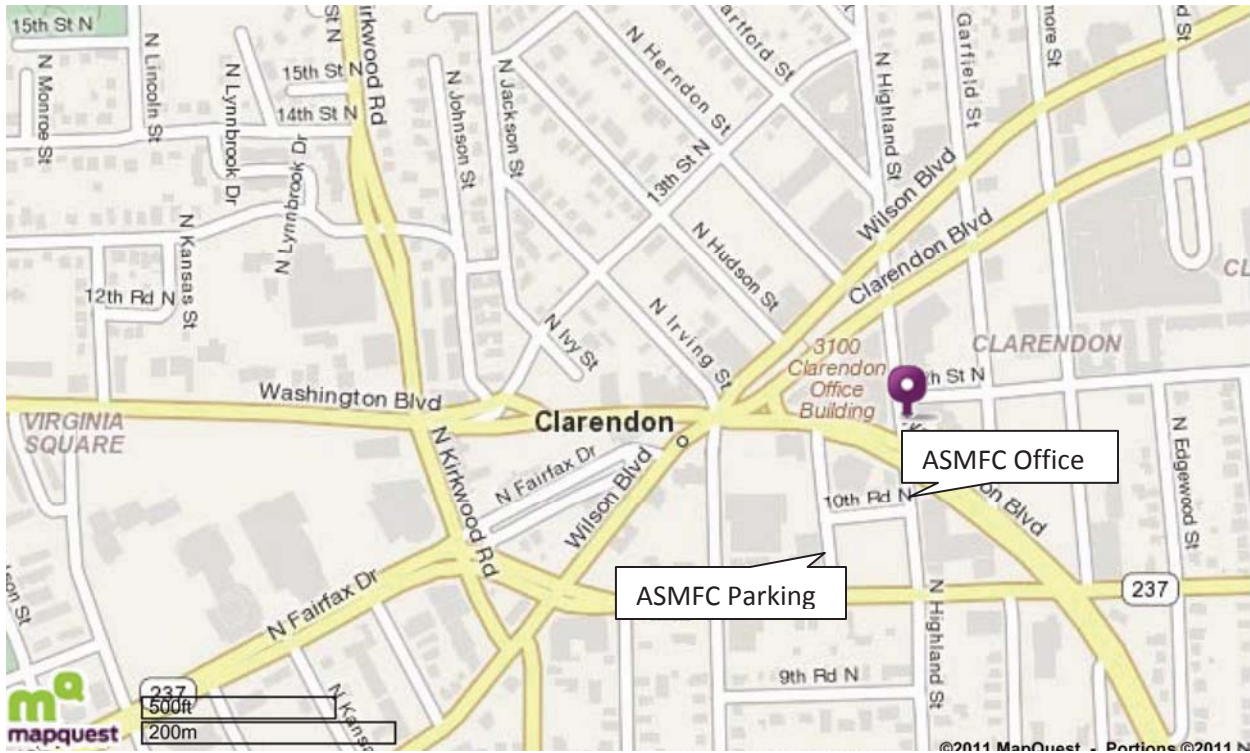
From Clarendon Metro station to the Atlantic States Marine Fisheries Commission

**Directions to
Atlantic States Marine Fisheries Commission
1050 N. Highland Street, Suite 200A-N
Arlington, VA 22201
703.842.0740**



From Public Parking to the Atlantic States Marine Fisheries Commission

**Directions to
Atlantic States Marine Fisheries Commission
1050 N. Highland Street, Suite 200A-N
Arlington, VA 22201
703.842.0740**



Walking directions

From the Hotel (Arlington Court Suites, 1200 N Courthouse Rd, Arlington, VA 22201) to the Office (1050 N. Highland Street, Suite 200A-N, Arlington, VA 22201) = **20 mins / 0.83 miles**

1. Start out going south on N Courthouse Rd toward 12th Ct N. = 0.04 mi
2. Turn right onto 12th Ct N. = 0.1 mi
3. Turn right onto Fairfax Dr/N Fairfax Dr. = 0.2 mi
4. Turn left onto N Barton St. = 0.06 mi
5. Turn right onto 12th St N. = 0.1 mi
6. Turn left onto N Danville St. = 0.03 mi
7. Turn right onto 11th St N. = 0.2 mi
8. Turn left onto N Highland St. = You've arrived!

In reverse ...

1. Start out going north on N Highland St toward Washington Blvd. = 0.06 mi
2. Turn right onto 11th St N. = 0.2 mi
3. Turn left onto N Danville St. = 0.03 mi
4. Turn right onto 12th St N. = 0.1 mi
5. Turn left onto N Barton St. = 0.06 mi
6. Turn right onto Fairfax Dr/N Fairfax Dr. = 0.2 mi
7. Turn left onto 12th Ct N. = 0.1 mi
8. Turn left onto N Courthouse Rd. = 0.04 mi
9. 1200 N COURTHOUSE RD is on the left. = You've arrived!



Atlantic States Marine Fisheries Commission

1050 N. Highland Street • Suite 200A-N • Arlington, VA 22201
703.842.0740 • 703.842.0741 (fax) • www.asmfc.org

TB
Amel? 12/12/12
C/S
LCL TB

Paul J. Diodati, (MA), Chair Dr. Louis B. Daniel, III, (NC), Vice-Chair Robert E. Beal, Executive Director

Healthy, self-sustaining populations for all Atlantic coast fish species or successful restoration well in progress by the year 2015

TRAVEL AUTHORIZATION

TA Number: 13-001 **Charge to:** 0106000 S FHP **Authorized by:**

Name of Meeting: ATLANTIC COAST FISHERIES COMMUNICATIONS WORKSHOP

Date of Meeting: JAN 10-11, 2013

Location: ARLINGTON, VA

Hotel Details: Meeting Location: ASMFC Office 1050 N. Highland St. Suite 200 A-N Arlington, Virginia 22201

Hotel Rate: Arlington Court Suites Hotel 1200 North Courthouse Road Arlington, Virginia 22201
Reservations: 703) 524 - 4000 Mention 'ASMFC Room Block'

Cutoff Date: December 20, 2012

Per Diem: \$ 66 (\$12/\$18/\$36)

Mileage Rate: \$0.555/mile; transportation expenses over \$500 must be pre-approved by Laura Leach, Bob Beal or Pat Campfield

Airport Transportation: Washington National – 4.5 mi. Rail: \$4, Taxi \$15; Washington Dulles – 23 mi.; Taxi \$50;
Baltimore-Washington International (BWI) – 38 mi. Airport provides shuttle to nearby Amtrak station for train to Union Station, then metro to Court House Station.

Local Transportation: Hotel has a complimentary shuttle available to and from the Courthouse Metro Station (Orange Line) and destinations that fall within a 3-mile radius of hotel (including ASMFC office).

Parking: Self-Parking adjacent to hotel: \$15/day

Basic Guidelines (*):

- * If the distance from your office to the meeting site is under 35 miles, ASMFC will not reimburse hotel, mileage or per diem but may reimburse any miscellaneous expenses that would not normally occur during a work day (i.e., parking, tolls)
- * You are responsible for determining your arrival and departure times. Commissioners (or their proxies) are eligible to be at all meetings; all others are eligible for reimbursement for meetings of boards/committees of which they are a member.
- * ASMFC reserves the right to disallow travel expenses it deems excessive or unnecessary to conduct ASMFC business.

Reimbursement: You must submit an ASMFC travel voucher with receipts within 30 days of the final day of travel (http://www.asmfc.org/meetings/ASMFC_ElectronicTravelVoucher.xlsx). Electronic travel vouchers and scanned receipts are preferred and should be sent to accounting@asmfc.org. Vouchers and receipts will also be accepted via snail mail if emailing is not an option.

(*) Full ASMFC Travel Reimbursement Guidelines can be found at http://www.asmfc.org/meetings/Travel_Reimbursement_Guidelines_pdf



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Paul J. Diodati, (MA), Chair Dr. Louis B. Daniel, III, (NC), Vice-Chair Robert E. Beal, Executive Director

Healthy, self-sustaining populations for all Atlantic coast fish species or successful restoration well in progress by the year 2015

Authorized Travelers:

TINA BERGER

ELAINE BREWER

JOHN BULL

NANCY BUTLER

MARTIN GARY

MATTHEW GATES

STEVE HEINS

PHIL MAIER

GAIL MASTRATI

ANN MCELHATTON

AMANDA NALLEY

JEFF NICHOLS

JIM SCIASCIA

TRICIA SMITH

LISA TOSSEY

TED WALKE

ALICIA WELLMAN

RENEE ZOBEL

Atlantic States Marine Fisheries Commission

Travel Reimbursement Guidelines

Following are guidelines for use when traveling on Atlantic States Marine Fisheries Commission business. If, after reading these guidelines, you have questions that remain unanswered, please call Laura Leach at the Commission (703)842-0740.

When you receive a travel authorization from the Commission, it will list your name as eligible for reimbursement. It is your responsibility to make your travel arrangements, based on meetings that you are required to attend. For example, if the Commission is meeting in Maine, you live in Georgia, and your meeting begins at 10:00 a.m., you will need to arrive the day before. You will probably need to stay over the night of your meeting, if it ends at 5:00 p.m. or later. If, however, you have a meeting that lasts 4 hours on one day but you stay at the meeting all week, you will not be reimbursed for expenses that are incurred outside of your meeting.

The basic guidelines for travel are outlined at the top of the travel voucher. Additional details:

- **“Per Diem”** varies by location of the meeting, and will be listed on each travel authorization.
- **“Transportation Fares”** covers airfare, train, bus or rental car; rental cars must be specifically authorized by ASMFC. **Please try to find a reasonable airfare by researching different airports and airlines.** For example, when flying to Washington, DC from many cities (especially those with Southwest Airlines) it’s more cost effective to fly to Baltimore/Washington Airport (BWI) and take the train/subway to the hotel. **NOTE: Transportation fares over \$500 must be pre-approved by Laura Leach, Bob Beal or Pat Campfield.**
- **“Mileage”** is currently **55.5** cents per mile (effective 7/1/11). You may claim mileage when using your privately owned vehicle as transportation to and from the meeting; as well as to and from your departure terminal.
- **“Other Expenses”** covers tips or other expenses not specifically listed.

Please note that all expenses must be itemized separately on the travel form which can be found at (http://www.asmf.org/meetings/ASMFC_ElectronicTravelVoucher.xlsx). Original receipts plus one copy of each receipt must be provided for all expenses claimed, except for meals. Your airline itinerary is not an acceptable receipt; you must submit the “passenger receipt” from the actual ticket. For electronic tickets (e-tickets), we will accept a copy of your confirmation; or simply your boarding passes if you only have a confirmation number. For tolls when EZ pass is used, we will accept a signed statement listing the tolls that you paid.

If you make your hotel reservation after the cutoff date and cannot get our negotiated rate, the Commission cannot pay the higher rate that the hotel will charge, unless there are mitigating circumstances such as a request issued by ASMFC, after the cut-off date, to attend the meeting.

If you attend a meeting that is within 35 miles of your office, you will not be reimbursed for mileage or meals; however, you will be reimbursed for parking, tolls, or other expenses that you would not normally incur on a regular work day.

Your voucher must be submitted within thirty days of the last day of the meeting. Please attach original receipts when submitting by standard mail (attn: Laura Leach); if forwarding electronically, please scan and include as an attachment and email, along with electronic voucher, to accounting@asmfc.org. Copies are acceptable if submitting by fax (attn: Laura Leach).



Atlantic States Marine Fisheries Commission

1050 N. Highland Street, Suite 200 A-N, Arlington, VA 22201-2196 ~ Phone (703) 842-0740 ~ Fax (703) 842-0741

TRAVEL VOUCHER

Traveler's Name _____
 Traveler's Address _____
 Meeting Attended _____
 Meeting Location _____ Date(s) _____

Travel Authorization #

Check if address change

Date	Depart	Return	Meals	Hotel	Day Total
					\$0.00
					\$0.00
					\$0.00
					\$0.00
					\$0.00
					\$0.00
					\$0.00

Subtotal \$0.00

OFFICE USE

Variance
\$0.00
Amount paid
\$0.00
Date paid
Check/Voucher Number
Charge to
Authorized by

Transportation Fares _____

Odometer Miles: _____ 0.555 (rate eff. 7/1/11) \$0.00

Parking Fees & Tolls _____

Taxi & Limo Fares _____

Business calls (must be itemized on hotel bill) _____

Other Expenses (explain) _____

Total Claimed \$0.00

Explanations: _____

If submitting form electronically, typed name serves as certification. I hereby certify that I attended this meeting and the above itemized expenses were incurred only in the execution of official business authorized by the Commission and that these expenses are not reimbursable by any other source.

Signature of Traveler: _____ Date: _____

Instructions:

- ~ Transportation expenses in excess of \$500 **must** be pre-approved by Laura Leach, Bob Beal or Pat Campfield
 - ~ Receipts must be submitted for all expenses (except meals)
 - ~ Per Diem varies by location and will be listed for each meeting on the Travel Authorization claims in excess of negotiated rate will not be reimbursed without prior approval ~ Hotel
 - ~ Meal claims in excess of the amount authorized will not be reimbursed ~
- Vouchers must be submitted within 30 days from last day of travel via fax, US mail or email to accounting@asmfc.org