FINDING SUCCESS FOR SCIENCE THROUGH SOCIAL MEDIA
## Tips, Tools, and Tactics for Natural Resource Professionals

November 6th & 7th

Upper Trinity Regional Water District • 900 North Kealy Street, Lewisville, TX, 75067

The Web is almost 30 years old from the first design by Tim Berners-Lee to what we know today in 2017. Things have changed dramatically in design, writing standards, and search ability. In addition, smart devices have outsold desktops significantly in the last 5 years. What does that mean to those in outreach and education? It means we have to continue to grow our expertise in learning how to connect the consumer to the important information we provide. We need to understand how content is found, how conversations and learning networks start, how to be discovered, and what constitutes quality outreach. We have to know where to post, when to post, and what to build on our websites. We have to learn how to reach our traditional clients as well as new clients. There are many successful models that can be used and applied in natural resource outreach and education that can help us down the road of discoverability.
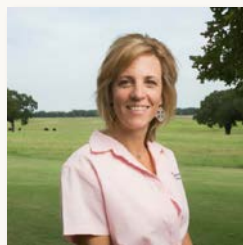
Trainer: Amy Hays

Day 1 Finding Your Tribe –
This half day is designed to help you figure out who is using what platforms and why.

❖ What are the right platforms for your goals?
❖ How to use research and user-data to help place your resources and efforts.
❖ A look into: accounts, designing strategies, learning best practices, analyzing outreach and planning schedules.

Day 2 Getting Found With All the Noise –
We will look at some of the biggest platforms to learn how writing changes between them and making the most out of your content.

❖ How to be found in all the voices.
❖ How to build good content.
❖ Other graphics and analysis tools to help refine your reach.

REGISTER ONLINE:
http://naturalresourcestraining.tamu.edu/

$100 REGISTRATION FEE
–includes break food, course materials, lunch on day 2, and completion certificate

Please bring your own device for this workshop!