Using Success Stories and Social Media to Achieve Advocacy Goals

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Healing Our Waters-Great Lakes Coalition

Restore America’s Estuaries Conference

November 4, 2014
Outline

1. Coalition structure and goals
2. Success story structure and audience
3. Audiences and social media
4. Using social media to achieve our goals
Healing Our Waters-Great Lakes Coalition
Healing Our Waters - Great Lakes Coalition

unified voice

power

Member Organizations
Healing Our Waters-Great Lakes Coalition

- Importance of funding
- Unified voice

Members of Congress

- Importance of funding

Member Organizations
Healing Our Waters - Great Lakes Coalition

- Member Organizations
  - unified voice
  - power

- Members of Congress
  - importance of funding

- Individuals
  - support
  - elect

- importance of funding
Healing Our Waters-Great Lakes Coalition

- Members of Congress
  - importance of funding
  - elect

- Member Organizations
  - unified voice
  - power

- Individuals
  - support

- Media
  - content
  - amplifies message

- Influences decisions
Traditional Media and Congressional Decision-Making

Member of Congress proposes action

- Coalition comments
- Media coverage
- Organizations comment

Action from Congress

- Individual opinions
Social Media and Congressional Decision-Making

Coalition comments

Individuals comment

Members of Congress comment

Organizations comment

Action from Congress
Belle Isle's South Fishing Pier Attracts Fish and Fishermen Once Again

Project Summary: Restoring a fishing pier in Detroit has provided diverse habitat for fish to rest in, making the area suitable for fish and fishermen alike.

Project name: Restoration of Belle Isle Park's South Fishing Pier

Location: Belle Isle, Detroit, Mich.

Description: The Detroit River is listed as an Area of Concern—one of the most degraded waters in the Great Lakes region—due to historic and ongoing pollution from industry, urban development, shipping, and sewage spills. Impairments identified on the river include loss of fish and wildlife habitat, degradation of fish and wildlife populations, beach closures, and restrictions on drinking water consumption.

Approximate cost of the project: $557,522

Resource challenges addressed: Little or no fish habitat, lack of variety in river, eroding banks, difficult fishing conditions

Key partners (public and private): Great Lakes Restoration Initiative, Friends of the Detroit River, City of Detroit Recreation Department, Environmental Consulting and Technology Inc., SmithGroup/JHR

Types of jobs created: Data gathering, fish monitors, volunteers, metro area school groups, heavy equipment operators, general laborers

Results and accomplishments: The south fishing pier is now surrounded by low, rocky outcroppings designed to slow the flow of water. Between the main shoo and the slope, the depth of the river has been varied to attract various types of fish. The native limestone used to construct the ledges provides an excellent habitat for small fish.

Website: http://www.therouge.org/

Originally published on: August 1, 2014

Success Story Structure

Summary

Why is it needed?

Who was involved?

When was this written?

Website

Where is it?

How was it paid for?

Jobs created

What are the outcomes?
Members of Congress

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Approximate cost of the project: $547,922

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Using Social Media for Each Success Story

Coalition website

- Members of Congress
- Organizations
- Individuals

Healtly Lakes, Healthy Lives
Members of Congress

- Direct contact
- Public content
- Informative, positive message
- Short, with in-depth information available on our website
Organizations

- Direct contact
- Public content

- Longer narrative
- Ideal for photo essays or videos
- Free website platform
- Public content
Individuals

- Direct contact
- Public content
- Retweeting or favoriting information
- Staying close to friends and acquaintances
- Sharing or liking information
Healing Our Waters - Great Lakes Coalition

- Members of Congress
  - importance of funding
- Member Organizations
  - unified voice
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- Media
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Influences decisions

Individuals
- support
- elect

Content
Fin