

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

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Outline

1. Coalition structure and goals
1. Success story structure and audience
1. Audiences and social media
2. Using social media to achieve our goals

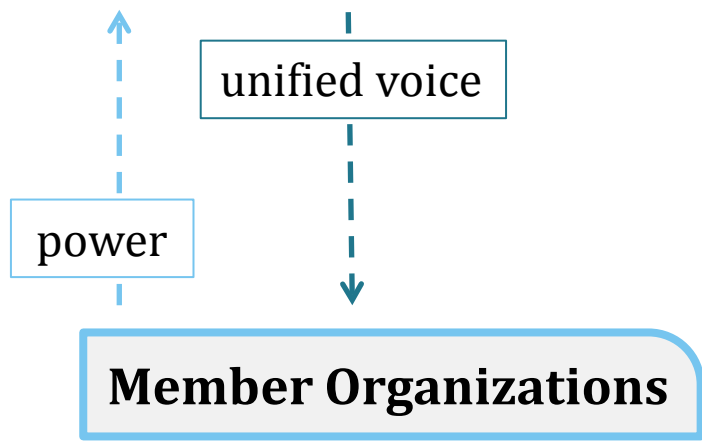


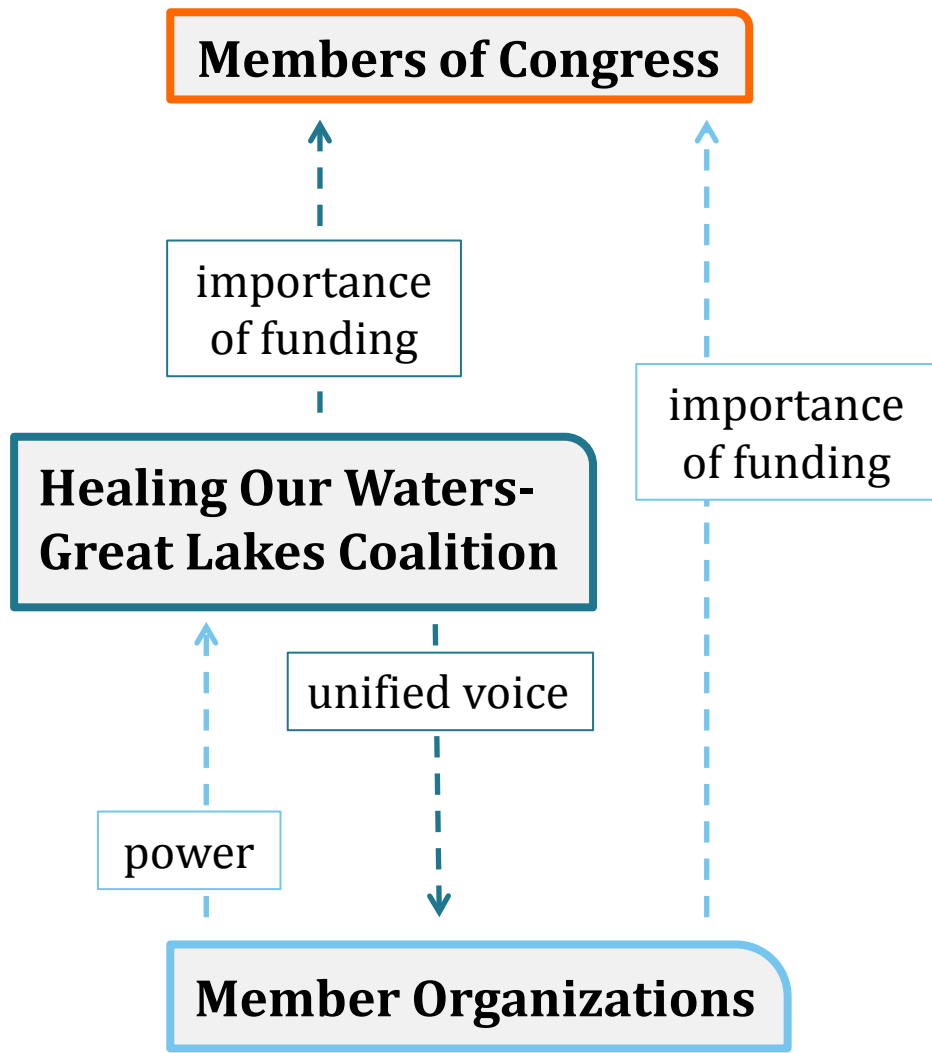
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Great Lakes Coalition**

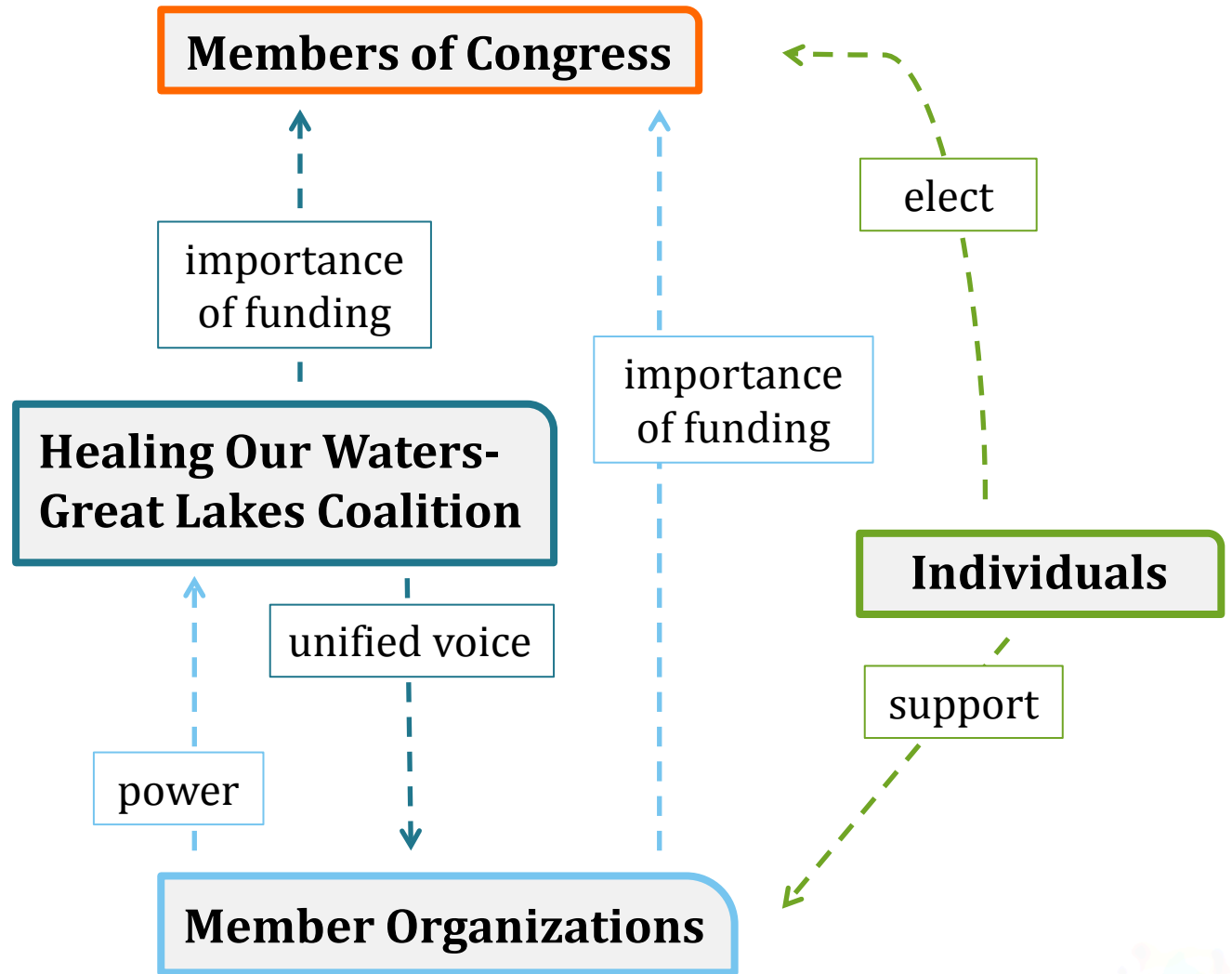
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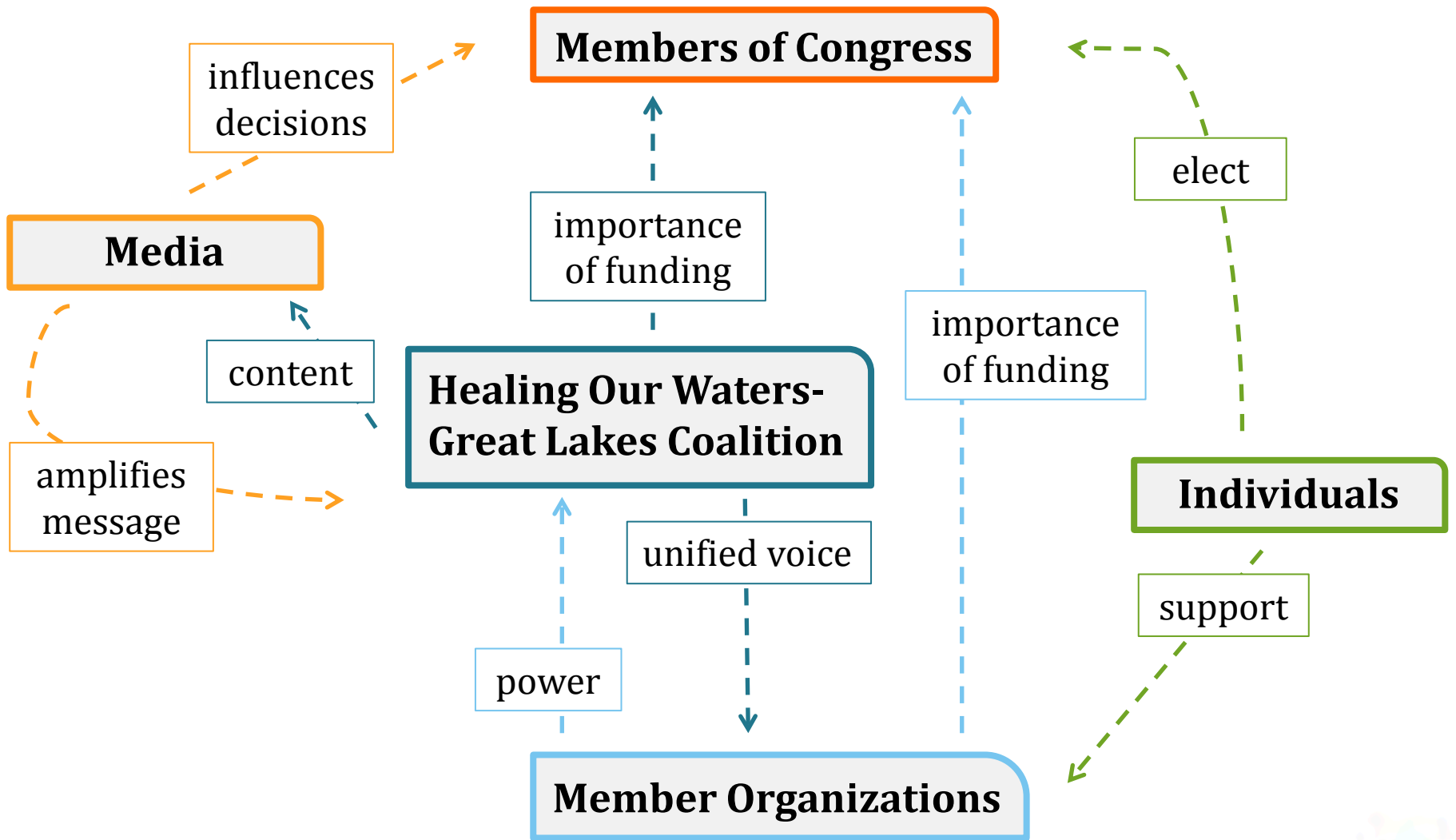


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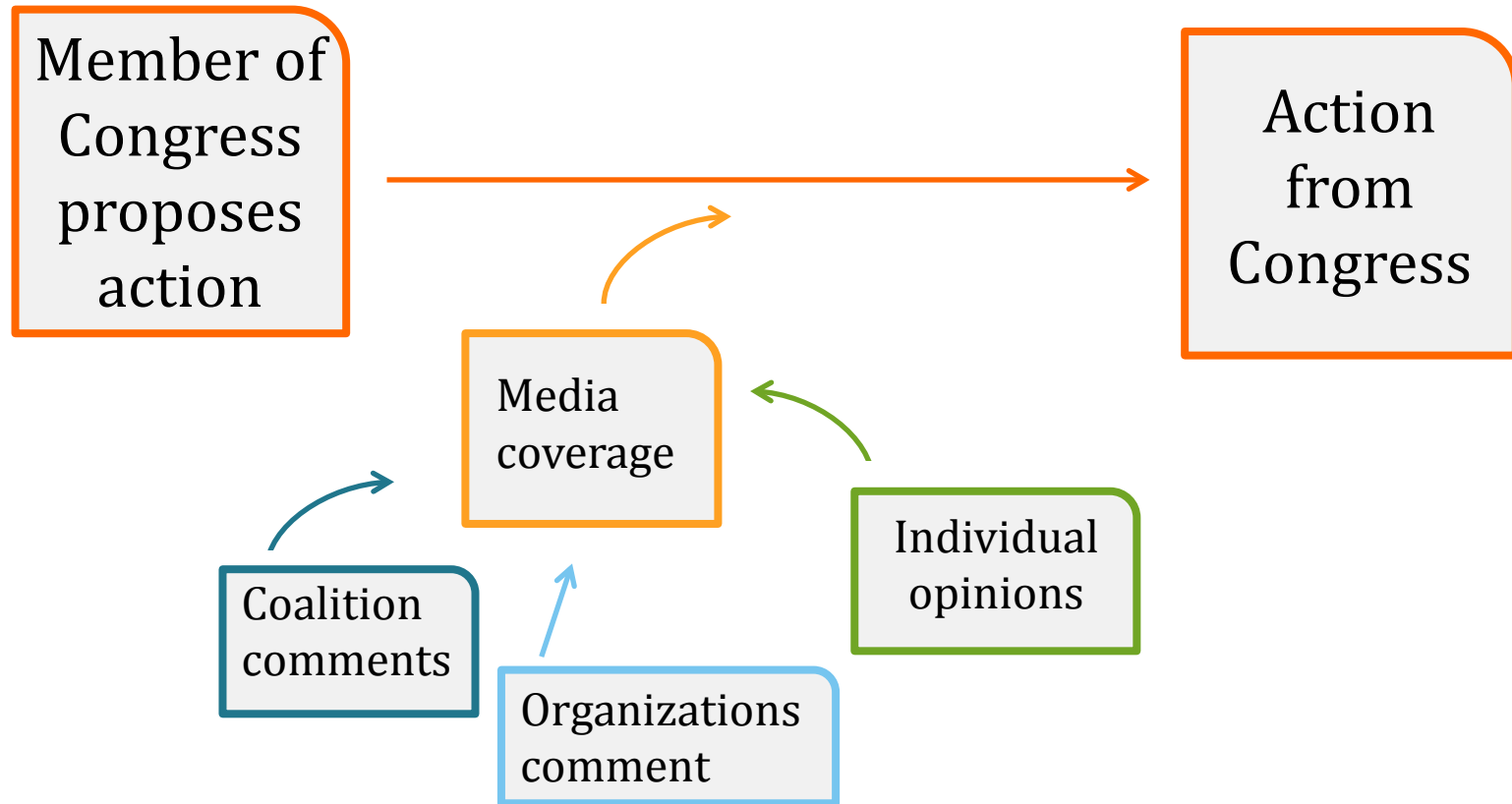




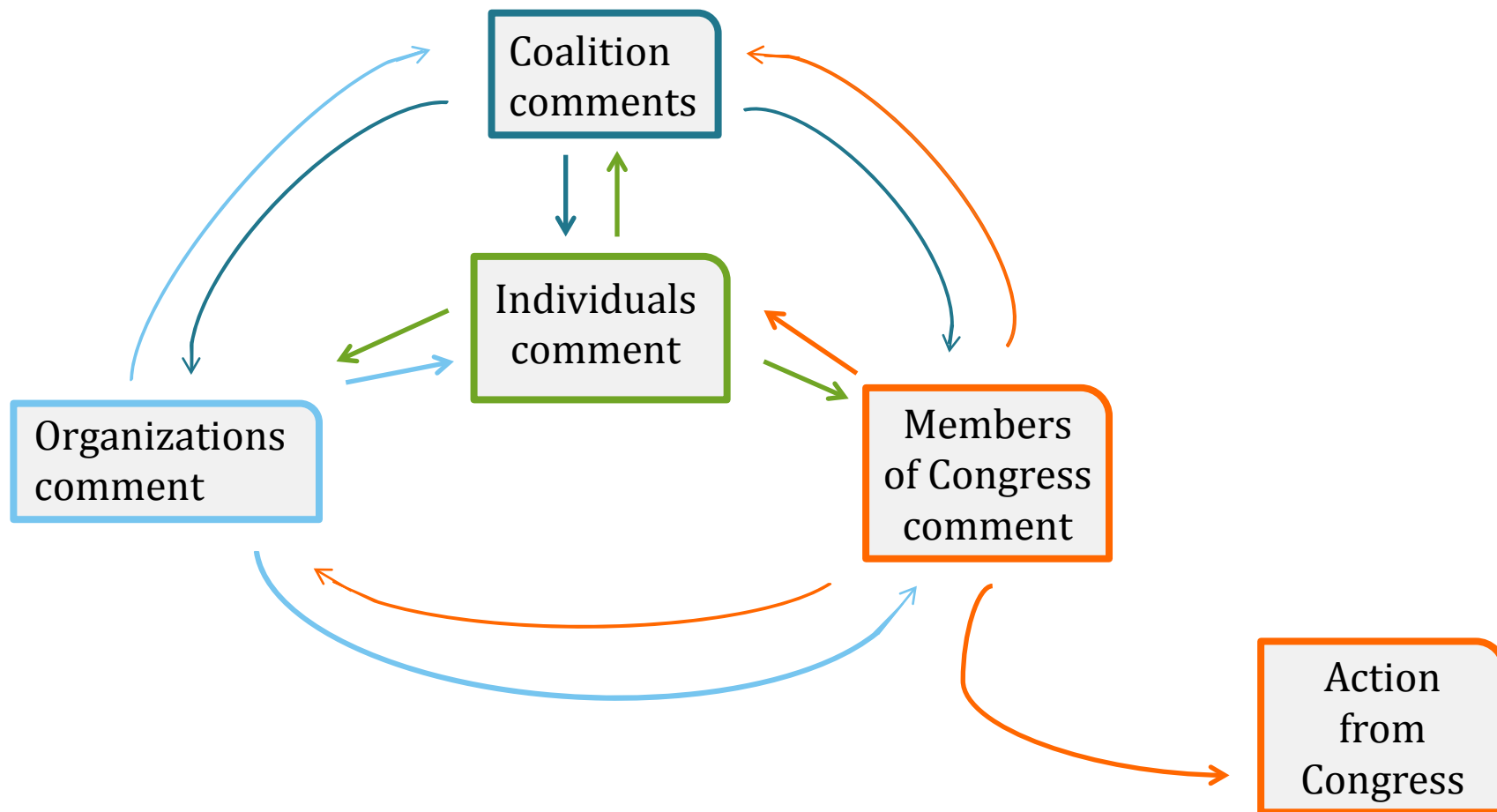




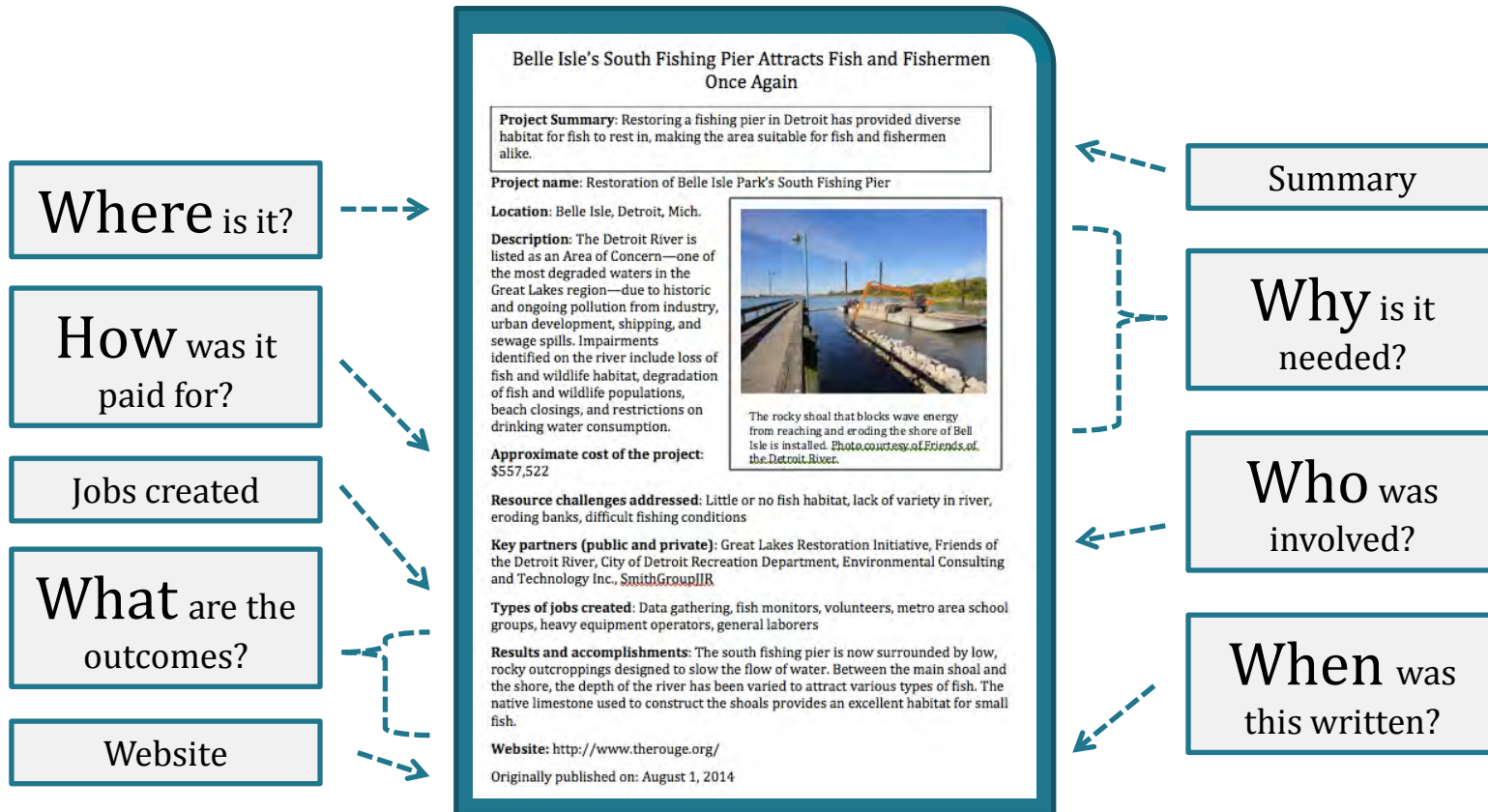
Traditional Media and Congressional Decision-Making



Social Media and Congressional Decision-Making



Success Story Structure



Members of Congress



Where is it?

How was it paid for?

Jobs created

What are the outcomes?

Website

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 closings, and restrictions on drinking water consumption.



The rocky shoal that blocks wave energy from reaching and eroding the shore of Belle Isle is installed. Photo courtesy of Friends of the Detroit River.

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., [SmithGroupJJR](#)

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 shoal and the shore, the depth of the river has been varied to attract various types of fish. The native limestone used to construct the shoals provides an excellent habitat for small fish.

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

Originally published on: August 1, 2014

Summary

Why is it needed?

Who was involved?

When was this written?



Organizations



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How was it paid for?

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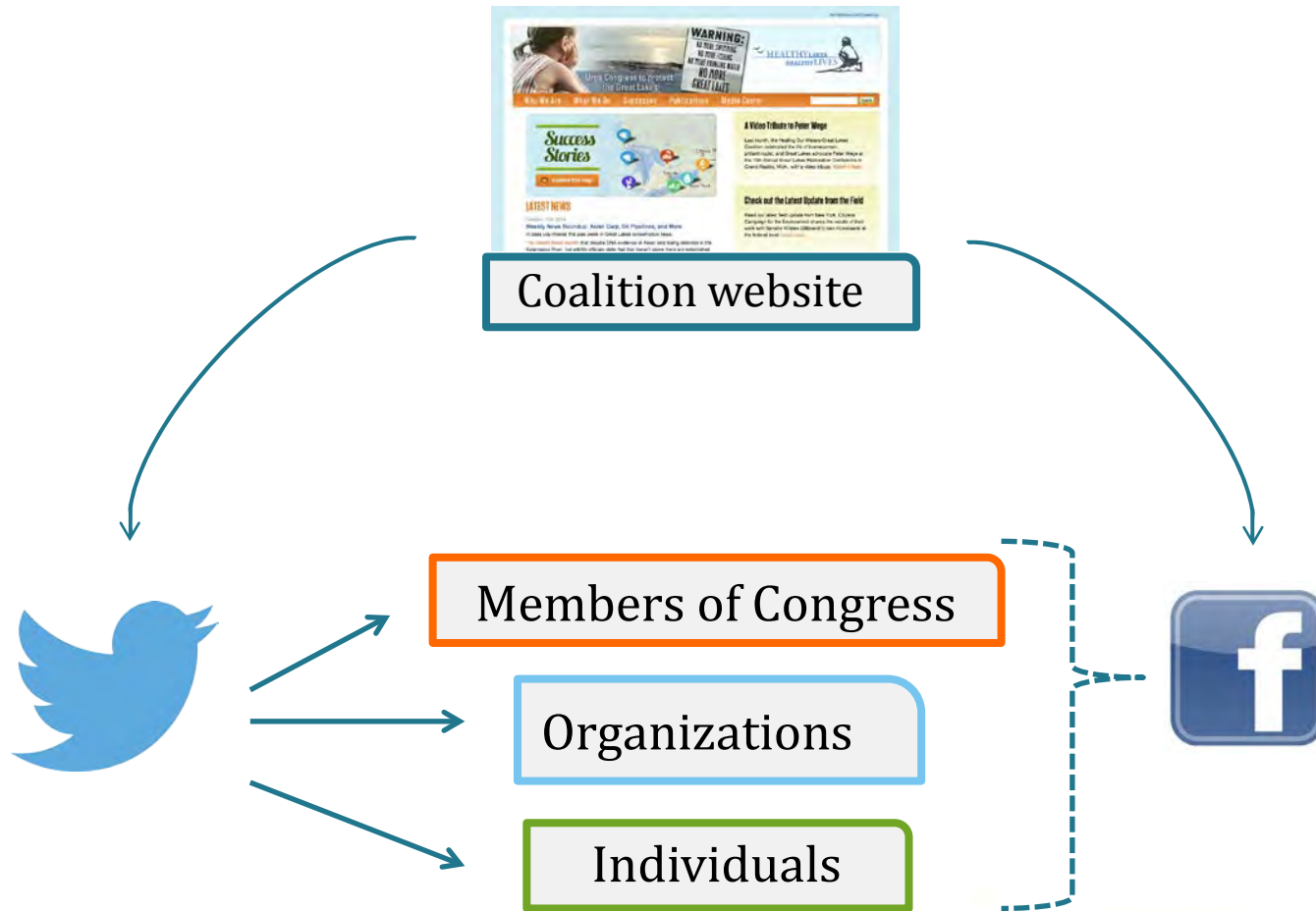
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Using Social Media for Each Success Story



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

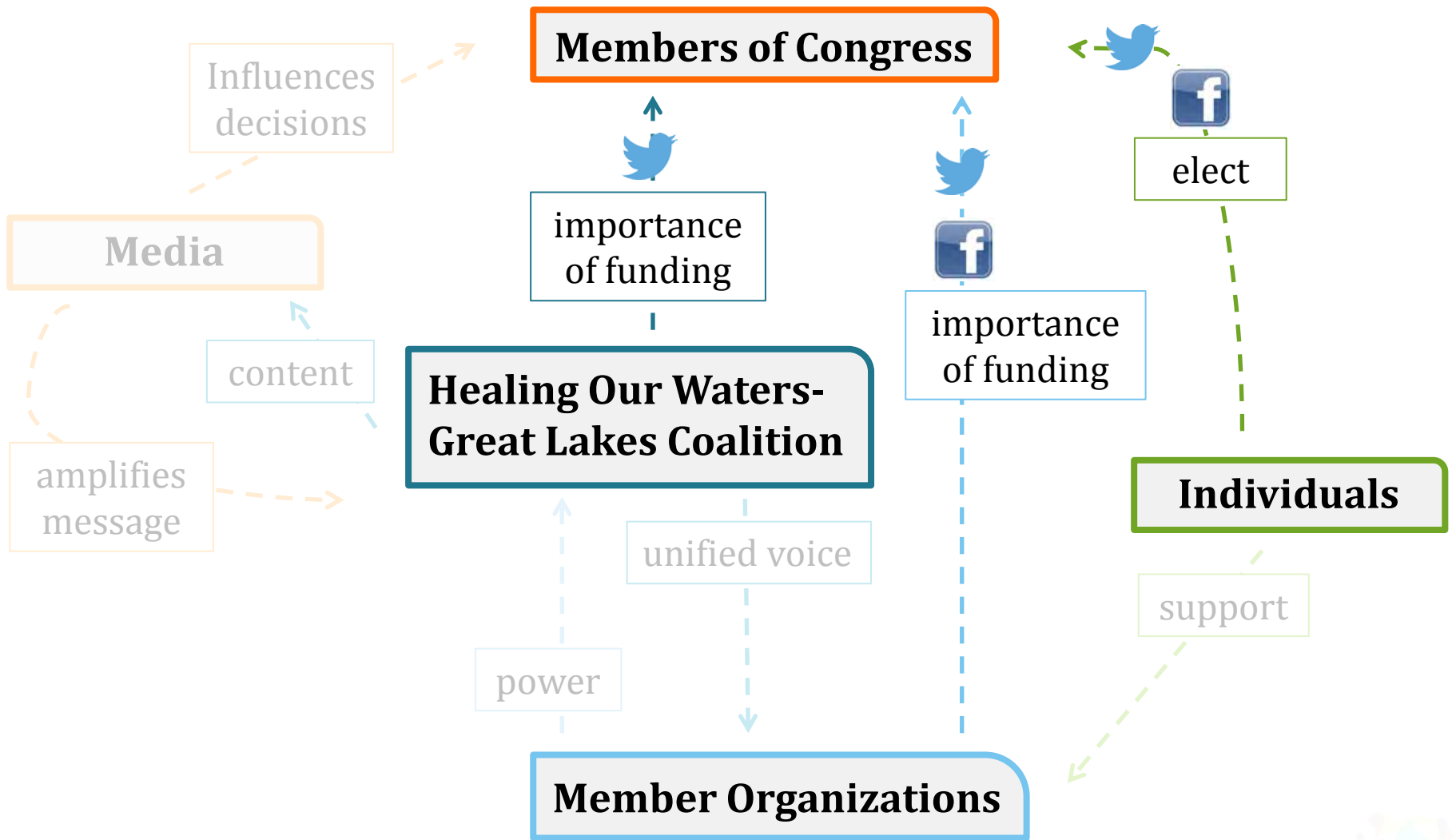


- 🐦 Direct contact
- 🐦 Public content
- 🐦 Retweeting or favoriting information



- 📘 Staying close to friends and acquaintances
- 📘 Sharing or liking information





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