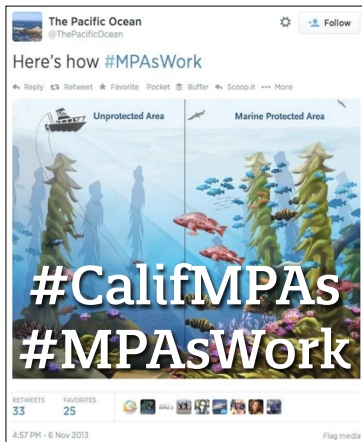


# Communicating Online About California's Marine Protected Areas

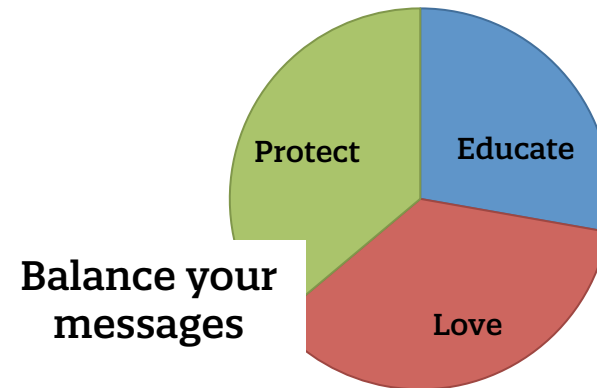
## 1. Celebrate and protect

- Be human: use **humor** and stay topical
- Less data, fewer acronyms
- Stories of **success**
- **Excitement** about beauty



## 3. Listen and be present

- Use social media monitoring tools (e.g., Tweetdeck) to **listen to topical conversations** (surfing, tidepooling, location-specific)
- Listen **beyond your own brand** and campaigns
- Listen to **curate**, to converse with and support **peers**, and to **become familiar** with the tone of the conversations that matter to you
- Track **geotagged** conversations (gramfeed)



## 2. Use what's out there

- **Curate visuals** from enthusiasts, locals, tourists
- Tie into **shoreside** events and campaigns
- Meet people where they are online – don't make them come to you!
- Find your **brand ambassadors** (photographers, local businesses, B&Bs) and give them social media-ready content

