



Communications Workgroup August Meeting

August 4, 2021 | 1:00 to 2:00 p.m.

Webinar:

<https://umces.webex.com/umces/j.php?MTID=m10ce60777b41cc686e30e9a9791a165d>

Meeting ID:120 186 6422

Passcode: pFM2eNpjm56

Meeting Materials

To find meeting agenda, minutes, presentations and other meeting materials, please visit our Communications Workgroup meeting webpage: https://www.chesapeakebay.net/who/group/communications_workgroup

Agenda

- 1:00 – 1:05 Welcome and Agenda Review
Gregg Bortz, Maryland Department of Natural Resources (Chair)
Rachel Felver, Alliance for the Chesapeake Bay (Coordinator)
- 1:05 – 1:10 Shared Messaging
Marisa Baldine, Chesapeake Research Consortium, will lead a discussion about collaborative and coordinated messaging for the month of July, focusing primarily on National Ice Cream Month and Shark Awareness Day. Please plan to share your content or ideas for content that could be amplified by the workgroup.
- 1:10 - 1:15 Social Media Best Practices
Benjamin Bober, New York State Department of Environmental Conservation, will provide an overview of social media best practices used by the New York State Department of Environmental Conservation's communications team.
- 1:15 - 1:45 Social Media Best Practices Discussion
Communications Workgroup members will have the opportunity to ask questions and to share best practices used by their organization.
- 1:45 – 2:00 Member Round Robin
Rachel Felver will lead off the discussion. Share communications updates from your part of the watershed or tap the group's expertise for help with questions or ideas you're working on.

Next Meeting: September 1, 2021 1:00 p.m. - 2:00 p.m.

This meeting will be recorded for internal use to assure the accuracy of the meeting notes