

# Conservation Science Social Media

twitter



You Tube  
Broadcast Yourself



How scientists, organizations, and agencies can benefit from social networks

*February 13, 2012 9 a.m.-4 p.m.*

College Station Conference Center,  
1300 George Bush Drive College Station, Texas

**H**ow can science compete in today's online social networking world? How do you make science, research, and outreach "viral"? How can your organization turn **information into advocacy?**

This short seminar is designed to present case studies, online examples, discussions, and strategies to help elevate the role of science in online conversations. Learn the new roles that scientists can take online. Learn how ordinary science can become an extraordinary resource for the public. Get ideas about turning advocacy into action.

Are you online?

Why not?

[ Who should attend? ]

- Faculty, staff, and students involved in natural resources research
- Natural resources agencies project and program leaders
- Conservation organization outreach coordinators
- Outreach and education specialists

Questions? Contact Amy Hays 254-865-2061

Register online at: <https://agriliferegister.tamu.edu>

# AGENDA

## Conservation Science Social Media

twitter



You Tube  
Broadcast Yourself



### Panel:

**Texas AgriLife Extension**

**Texas Wildlife Association**

**Texas Land Conservancy**

8:30 am	Shuttle Pick-Up at Centeq Building (indicate on registration)
8:30 am	Registration
9:00 am	Welcome and Introductions
9:15 am	Making Science Excellent in Social Networks
10:00 am	Developing a Social Network Strategy to Fit Organizational Needs
10:45 am	Panel discussion: strategies, visions, outcomes and engagement case studies
12:00 pm	Lunch
1:00 pm	Social Media Primer - basics and best practices
1:30 pm	Analyzing Your Social Media Efforts
2:00 pm	New/Underutilized Tools
3:30 pm	Future Potentials for Natural Resources Science, Conservation, and Citizens
4:00 pm	Adjourn –shuttle back to Centeq

Register online at: <https://agriliferegister.tamu.edu>