

# CNH-Lakes Online Communication Strategy

Internal document; prepared on February 8, 2018 by Reilly Henson

## *About this document*

This document presents guidelines for the use of social media platforms such as Twitter, Facebook, and YouTube—as well as the project’s WordPress website—to communicate with the public about the CNH-Lakes project. The purpose of this document is to provide CNH-Lakes team members with a strategy for using social media to the project’s best advantage, as described in the “Objectives” section below. This document is intended for internal use only.

## Social Media Strategy

- Project name: CNH Lakes
- Target audience: Researchers, scientific organizations, other CNH projects
- Objectives: Explain what our project does, why it’s important, and how our dynamic, multidisciplinary team works
- Update frequency
  - Twitter: 4-5 new tweets per week, and 5 retweets (total of 9-10 updates/wk)
  - YouTube uploads: aim for 1-2 new videos uploaded per semester (as needed)
- Content source:
  - News from project team members
  - New relevant academic articles

## WordPress Site Strategy

- Project name: CNH Lakes
- Target audience: Lake associations, concerned or interested citizens, researchers
- Objectives: Explain how our research can be applied to the real world, and why it’s innovative
- Update frequency
  - Check for content to update: once per week
- Content source:
  - News & updates from project team members
  - Photos & information from conferences and events

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## **Weekly Checklist**

4-5 original Tweets

5 retweets

Check for WordPress content to update