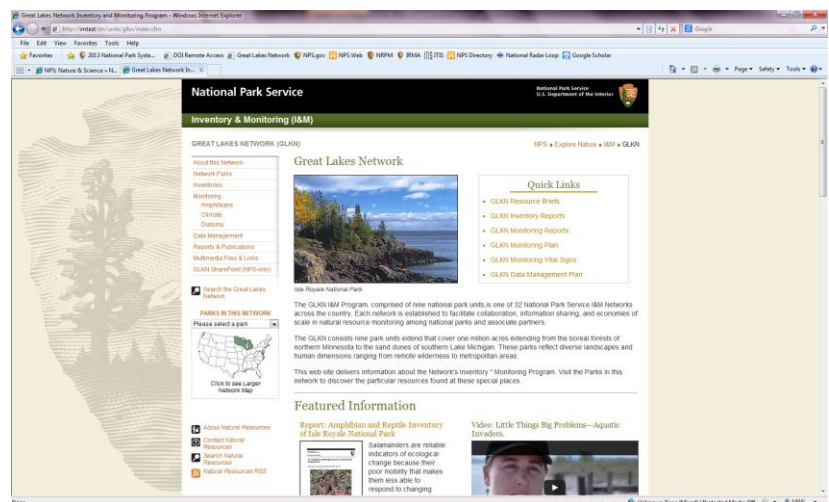




Great Lakes Network Communication Plan 2014–2018

Natural Resource Report NPS/GLKN/NRR—2013/742



ON THE COVER

The Great Lakes Network is communicating monitoring results to park staff and visitors through (clockwise from top) presentations, our website, and through printed materials such as our newsletter, *The Current*.

Great Lakes Network Communication Plan

2014–2018

Natural Resource Report NPS/GLKN/NRR—2013/742

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December 2013

U.S. Department of the Interior
National Park Service
Natural Resource Stewardship and Science
Fort Collins, Colorado

The National Park Service, Natural Resource Stewardship and Science office in Fort Collins, Colorado, publishes a range of reports that address natural resource topics. These reports are of interest and applicability to a broad audience in the National Park Service and others in natural resource management, including scientists, conservation and environmental constituencies, and the public.

The Natural Resource Report Series is used to disseminate high-priority, current natural resource management information with managerial application. The series targets a general, diverse audience, and may contain NPS policy considerations or address sensitive issues of management applicability.

All manuscripts in the series receive the appropriate level of peer review to ensure that the information is scientifically credible, technically accurate, appropriately written for the intended audience, and designed and published in a professional manner.

This report received informal peer review by subject-matter experts who were not directly involved in the collection, analysis, or reporting of the data.

Views, statements, findings, conclusions, recommendations, and data in this report do not necessarily reflect views and policies of the National Park Service, U.S. Department of the Interior. Mention of trade names or commercial products does not constitute endorsement or recommendation for use by the U.S. Government.

This report is available in digital format from the Great Lakes Inventory and Monitoring Network website (<http://science.nature.nps.gov/im/units/glkn/publications.cfm>) and the Natural Resource Publications Management website (<http://www.nature.nps.gov/publications/nrpm/>). To receive this report in a format optimized for screen readers, please email irma@nps.gov.

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Abstract

Since publishing the Great Lakes Network's first communication plan, science communication, particularly in the National Park Service's Inventory and Monitoring program, has taken root and become an integral part of our work. Our first communication plan was necessarily broad in its goals and objectives because we were learning what was needed by parks and how we would fulfill those needs. We have been relatively successful in our efforts. In a 2011 survey of staff at the nine Network parks, 78% of respondents said they were aware of Network monitoring programs being carried out in their parks. Thus, the goals and objectives in this plan are not much different than they were in 2009, but by achieving the four goals we have set in this version, we should improve upon the flow of information and diversify how it is presented. We are striving to clarify the relevance of our data to park management, strengthen the relationships between the Network and park interpreters, and to begin using social media and webinar technology. As always, we will evaluate our work towards these goals and continue improving how we work with and assist the Great Lakes Network parks.

Acknowledgments

I appreciate the time Gia Wagner (INDU) and Julie Van Stappen (APIS) took to review and comment on the original goals and objectives. Thanks also to Brooke Carney (Alaska Region I&M Program), Cory Nash (Pacific Islands I&M Network), Steve Windels (VOYA), Kelly Garrison, and Julie Van Stappen for reviewing and providing comments on an earlier draft of this plan.

Introduction

Since publishing the Great Lakes Network's (GLKN) first communication plan (Gostomski 2009), science communication, particularly in the Inventory and Monitoring (I&M) program, has taken root and become an integral part of our work. Numerous presentations at the 2011 George Wright Society conference focused on improving science communication and provided examples of successful outreach and communication techniques. One session was specifically requested by the national I&M coordinator (Gostomski et al. 2012).

Our first communication plan was necessarily broad in its goals and objectives because we were learning what was needed by parks and how we would fulfill those needs. Our communication to the parks has consisted largely of printed material (reports, resource briefs, a biannual newsletter), which is also available electronically on the Network website. Network staff and our cooperators also made presentations to park staff and to the visiting public at eight of the nine Network parks between 2009 and 2012, and we provided articles about our work to five of the seven park newspapers in that same time period.

How successful have these efforts been in reaching our target audiences? In a 2011 survey of staff at the nine Network parks, 78% of respondents said they were aware of the monitoring programs being carried out by Network staff in their parks. Even though 54% of respondents said email was the primary way they heard about Network monitoring programs, 47% said they also heard about us through in-person presentations and through our publications (respondents could choose more than one communication method, so totals do not equal 100%) (Gostomski 2011).

These numbers are encouraging because we seem to be reaching resource managers, who are our primary audience (Route and Elias 2007), and they are reportedly satisfied with the information provided. However, the overall response rate for that survey was 12.25% (Figure 1). Clearly, we are not reaching everyone among the park staffs. Moreover, if "protection of park resources requires a knowledgeable public" (NPS 1999), then we need to do a better job of making our monitoring data a source of information for park educational programs so that our secondary audience (the public) is also well-served.

The goals and objectives in this plan are not much different than they were in 2009, but there are a few revisions so that we might improve upon the flow of information. Ideally, we would like to reach *all* park staff, and we want to do a better job of reaching the public. To help in this regard, we will begin using webinars as a means of two-way communication, and we will use approved social media that was not available to us before. These things are reflected in the new goals and objectives.

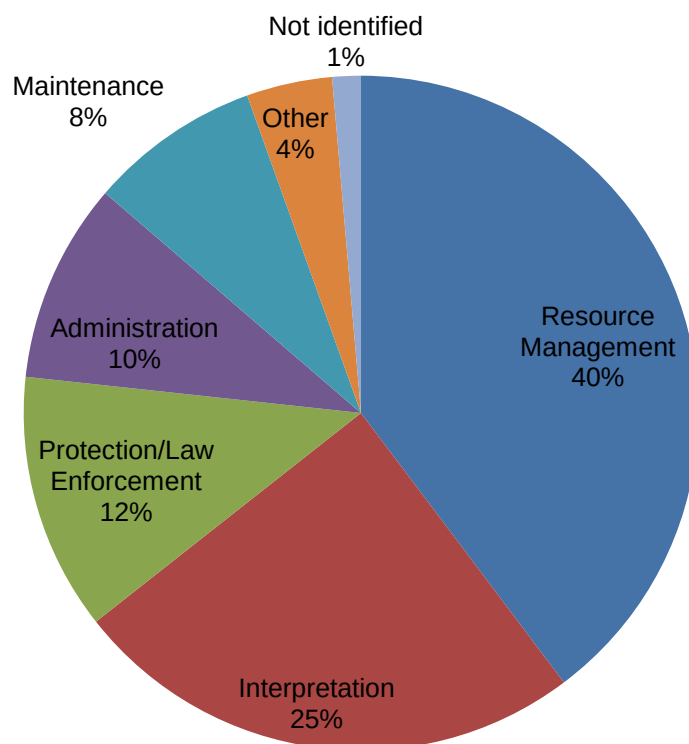


Figure 1. Responses, by division, from Great Lakes Network parks to communications survey, 2011. Overall response rate for the survey was 12.25%.

Purpose, Goals, and Objectives for 2014–2018

Purpose

To provide concise, meaningful communications in a timely manner to park staff, our science partners, the public, and the scientific community outside of the National Park Service regarding the work and findings of the Great Lakes Inventory and Monitoring Program.

Goals and Objectives

Goal 1 – Monitoring to Management: Park and Network staffs have a mutual understanding of how Network monitoring data links to and can inform park management.

This goal meets NPS *Call To Action* items #28–Park Pulse and #21–Revisit Leopold (NPS 2011).

Objective 1a: Resource managers will receive annual reports and periodic synthesis reports that provide detailed analysis and interpretation of monitoring data as well as implications for park management.

Responsible staff: Program Managers with editorial and publication assistance from Science Writer as needed.

Objective 1b: Resource and issue briefs will be provided to the parks each Spring and as new information becomes available, summarizing what we are learning from monitoring in the parks and linking the findings to management and visitor use.

Responsible staff: Science Writer with input and assistance from Program Managers.

Objective 1c: Each issue of the Network newsletter, *The Current*, will include an article that highlights different monitoring programs or Network parks and how the monitoring can or is being used to inform park management.

Responsible staff: Science Writer.

Objective 1d: When time and funding permits, the Network staff will collaborate with staff from the Cooperative Ecosystem Studies Unit and Great Lakes Research and Education Center to organize a Great Lakes Resource Management Conference that will include presentations on both monitoring programs conducted by the individual parks and by the Network.

Responsible staff: Network Coordinator, Science Writer, and others as needed will work with CESU and GLREC staff.

Objective 1e: Network staff will learn to use webinar technology and then offer quarterly webinars called “Science for Lunch” that will be open to all park staff.

Responsible staff: Science Writer, Program Managers.

Goal 2 – Right Format, Right Audience: Park staffs have sufficient information in the appropriate formats to use in decision-making and to share with the public as needed.

Objective 2a: I&M and park interpretive staffs will work together to develop outreach and interpretive materials about Vital Signs monitoring in the parks.

Responsible staff: Science Writer, possibly with input from Program Managers.

Objective 2b: Network staff will provide presentations to park staff and/or visiting public each year.

Responsible staff: Program Managers, Science Writer.

Objective 2c: The Network will complete species checklist booklets, based on NPSpecies data, for all nine Network parks by 2016.

Responsible staff: Science Writer.

Objective 2d: When appropriate, and at the discretion of field staff, park staff and select members of the public will be invited to accompany Network field staff into the field and see how the monitoring is carried out.

Responsible staff: Program Managers.

Goal 3 – New Tools: Audiences that do not or will not read Network publications are informed about Vital Signs monitoring through the Network website or appropriate social media.

This goal meets NPS *Call To Action* item #17–Go Digital (NPS 2011).

Objective 3a: The Network will unveil an updated website in 2013 that will feature park-specific pages and an easy-to-navigate “library” of Network reports, resource/issue briefs, and other information.

Responsible staff: Data Manager.

Objective 3b: The Network will make regular (at least monthly, if not more frequent) posts to the “Featured Information” section of its website. Updated posts will be communicated to parks via email, with a link to the website.

Responsible staff: Data Manager, Science Writer.

Objective 3c: In the Spring of 2014, the Network will have a Flickr account where we will post photos related to park resources and monitoring (including graphs and process schematics) that is tied to the upgraded Network website.

Responsible staff: Data Manager, Program Managers, Science Writer.

Objective 3d: The Network will develop short videos about monitoring programs, both independently and in cooperation with parks upon request. Videos will be posted on the I&M YouTube channel and park and Network websites.

Responsible staff: Science Writer, Program Managers, and others as needed.

Objective 3e: The Network will provide parks with material—monitoring updates, interesting findings, photos and stories—suitable for posting on their website and Facebook pages.

Responsible staff: Science Writer.

Goal 4 – Evaluate and Improve: All of the Network’s communication efforts are evaluated for their effectiveness, and changes are made based on these evaluations.

Objective 4a: The Network will conduct at least one formal survey during the plan-period that will give all park staff a chance to comment on the Network’s outreach products and general communication efforts.

Responsible staff: Science Writer.

Objective 4b: The Network will conduct informal on-site evaluations of park visitor centers, websites, and offices to see if Network products are available, or if Network data are incorporated into the park’s interpretive displays or non-personal media.

Responsible staff: Science Writer.

Objective 4c: Data collected from the formal and informal surveys will be analyzed and summarized for use in guiding future communications decisions and to identify needs and opportunities. Results from the formal survey will be published as a national technical series report, and a one-page summary of it will be provided to the Network’s board of directors.

Responsible staff: Science Writer.

Goal Summaries

Goal 1: Monitoring to Management

To reach Goal 1, we have to provide high-quality data, analyzed and summarized in a logical and cohesive manner, so that park managers can use the information to make informed decisions. We are doing this in a number of ways, but the primary means by which we communicate with resource managers is through the transmission of technical reports, maps and data sets, journal publications, and conference presentations.

In addition to meeting the I&M program's goal of improving park management through greater reliance on scientific knowledge, we are also striving to meet two action items set out in the NPS *Call To Action* plan (NPS 2011). Action item #28–Park Pulse, states that the NPS will “assess the overall status of park resources and use this information to improve park priority setting and communicate complex park condition information to the public in a clear and simple way” (NPS 2011). This will be done primarily through the completion of “State of the Park” reports. These reports require high-quality data collected through well-designed studies. However, over the long-term, after these initial reports are done, continuing such studies will be important for managing resources affected by a rapidly changing world.

Action item #21–Revisit Leopold, is intended to “create a new basis for NPS resource management to inform policy, planning, and management decisions and establish the NPS as a leader in addressing the impacts of climate change on protected areas around the world” (NPS 2011). The primary accomplishment of this action item is the completion of a report that revisits and updates the landmark Leopold Report produced in 1963. The updated report was completed in August 2012 by the National Park System Advisory Board (NPSAB). The NPSAB noted that park managers “must rely on science for guidance in understanding novel conditions, threats, and risks to parks now and in the future” (NPSAB 2012). This is the core mission of the I&M program. Further, the NPSAB stated that the NPS “needs a specific and explicit policy for park stewardship and decision making based on *best available sound science, accurate fidelity to the law, and long-term public interest*” (NPSAB 2012, emphasis in original). The best available sound science, they wrote, must be “delivered in ways that allow managers to apply its findings.” This is where the Network's science communication plan comes in, and this is why we continue to tailor the way we deliver information to the parks so that it is readable, understandable, and useable by the park managers we are here to serve.

Given current fiscal constraints, the Western Great Lakes Resource Management Conference that once served as a primary means of presenting monitoring data in-person to park staff and the public is becoming less feasible. Webinars are instead becoming the norm. There is great benefit in learning to use this technology and creating a forum for two-way communication between Network staff and park staff.

Goal 2: Right Format, Right Audience

Technical reports and conference presentations are what science-minded resource managers like to see, but they are not the appropriate way to share science and what we are learning from monitoring with non-resource management park staff or the public. Both of these audiences may have an interest

in science, but we cannot engage that interest by handing them data-rich, jargon-thick reports. Baron (2010) poignantly notes that the “science-interested public does not lack the intellectual firepower to understand your work. What they lack is the highly specialized knowledge base—and the vocabulary that goes with it—that you have spent your entire professional career building.” Thus, the often-cited but poorly-conceived notion of “dumbing down” information is not just condescending, it’s incorrect. What we do when we tailor information in resource briefs and newspaper articles and public presentations to non-resource management park staff and to the public is distill the numbers and graphs and big words into very rich nuggets of information that can be understood, connected with in some personal way, and “used” as a conversation piece, an impetus for changing one’s lifestyle, or in ways that we often cannot foresee.

Achieving this goal does not mean that Network scientists have to also be interpreters, but we do have to be advocates for our work. We have to be able to explain to people why our work is important to national parks and to them. We also have to help park interpreters understand what we are doing so they can share that with the visiting public who can then make connections between themselves and the resources we are monitoring.

Goal 3: New Tools

Falk and Dierking (2010) noted that the internet now represents the major source of science information for all citizens, including young children. Nisbet and Scheufele (2009), citing data from a Pew Research Center survey, stated that interest in science-related issues was highest among survey respondents who relied mainly on new information technologies (i.e., online sources) for news, as opposed to traditional mass media channels.

Common sense says to take our information to where the audience is. We cannot distribute it in the ways we are most comfortable or know best and wait for people to come to us, and, as mentioned above, traditional face-to-face conferences are increasingly difficult to organize given current fiscal constraints. We already provide most materials on our website (<http://science.nature.nps.gov/im/units/glkn/>). Web visitors can access and download the technical reports and resource briefs, as well as our newsletter and some slide shows and posters from past conference presentations. The newly designed website provides more opportunities for outreach including the use of embedded video, a rotating set of featured items, and links to social media pages (YouTube, Flickr).

The switch to enhanced web page features and the use of social media is a wide-spread change occurring throughout the National Park Service. Indeed, *Call To Action* item #17—“Go Digital,” states that the NPS will “reach new audiences and maintain a conversation with all Americans by transforming the NPS digital experience to offer rich, interactive, up-to-date content from every park and program” (NPS 2011). Thus, the National Park Service, including the I&M program, is taking its messages to people online through updated websites, YouTube videos, podcasts, Facebook, Twitter, and other forms of social media. As a means of reaching those who will not see our reports or resource briefs, this is a good thing, but there are a number of questions to consider before we jump onto this bandwagon. The most important thing to decide is whether or not using online and social media fits the I&M program’s purpose of “improving park management through greater reliance on scientific knowledge.” Further, do parks want us to talk about “their resources” with the public, or

would they prefer we work with them to develop media? What do we want to achieve in developing videos or using Facebook and other social media? Who are we trying to reach? All of this must be thought-out with clear goals and objectives identified—the same as we did for our monitoring programs—if we are going to spend the time and money necessary to do them.

Together, goals 2 and 3 form a broad spectrum of options for the Network to use in reaching diverse audiences. But just as we will not print out dozens of reports and resource briefs, we will also not rely solely on electronic media. Diverse learning and reading styles—not to mention the numerous demands on people's time and attention—mean that we must have not only a visual but also a physical presence. Some information must be put in people's hands as well as simply appearing to them as a hot link to a website or electronic document.

The NPS's new social media policy (NPS Policy Memorandum 11-02) states that all parks and NPS offices and programs wishing to develop and use social media must first complete a Social Media Strategy and upload it to the Social Media Register (<http://inside.nps.gov/socialmedia>) for approval. We have done this with the Network Social Media Strategy (Appendix A).

Goal 4: Evaluate and Improve

Evaluating the effectiveness of our outreach efforts and making any changes to our methods based on the results of those evaluations is a critical part of our communication plan. If what we are doing is not providing the information parks need, or if we are not reaching the right people, or if we are reaching the right people but those people can't understand what we present them or aren't interested in it, then we need to make changes. This is the point of conducting informal checks for Network materials in park visitor centers and in conducting at least one formal survey of all park employees to learn from them what we can do to help them know about Network monitoring, what we are learning, how to apply it to park management, and how to share it with the public.

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Appendix A: Great Lakes Network Social Media Strategy

The Network's first communication plan (Gostomski 2009) listed audio/video podcasts as a form of electronic media we would use to reach the "non-visiting public." However, use of such media was not explicitly identified in any of that plan's goals or objectives. Goal 3 of this updated communication plan explicitly states that the Network will develop material for use on social media websites: Audiences that do not or will not read Network publications are informed about Vital Signs monitoring through the Network website or appropriate social media. Specifically, we will develop a Flickr site for storage of monitoring- and natural resource-related photos (Objective *c*), produce videos for posting on the national I&M YouTube website (Objective *d*), and provide content to parks for posting on their Facebook pages (Objective *e*).

This Appendix addresses the requirement set forth in NPS Policy Memorandum 11-02 and NPS Social Media Procedures for I&M Networks (2013) that each NPS unit, office, and program that wants to use social media websites for conveying information must first develop a Social Media Strategy.

Purpose and Goals

The Great Lakes Network wants to engage park staff and visitors who are interested in science and nature in ways that are informational and visually compelling, without adding to the already over-burdened stream of paper products.

Goals

1. Provide an "inside view" of day-to-day field work that promotes science-related careers and creates a better understanding of the role of the I&M program.
2. Provide brief summaries of monitoring data that are accompanied by graphics, photos, and video.
3. Provide a centralized storehouse of photos that can be used by Network and park staff for presentations or publications concerning natural resource monitoring in Great Lakes Network parks.

Audience

Facebook

Park visitors, but may also reach park staff.

The Network will provide material to parks for posting on their Facebook pages. In this way, material is tailored specifically to park resources and audiences.

Flickr

Park interpreters and resource management staff, Network staff, the public.

The Network will post photos of field work, flora, and fauna that can be viewed by parks and the public and used by parks for their own publications and other materials.

YouTube

Park staff and visitors, non-visiting public who is interested in science and monitoring in the national parks.

The Network will post its videos to the national I&M YouTube channel.

Implementation

The Network will provide links to the Flickr site and the I&M YouTube channel from our website. We will use the “Featured Information” section of the new website to highlight the most recent additions and move older information to a static page.

Roles and Responsibilities

Network Webmaster: Has ultimate responsibility for posting material to the Network website, uploading videos to the I&M YouTube channel, and uploading photos to Flickr.

Network Coordinator: Has overall responsibility for all postings to the Network website, the I&M YouTube channel, Flickr, or park Facebook pages.

Network Science Writer: Will work with program managers who are interested in producing audio or video clips to articulate purpose and goals of the product and to prepare scripts that are appropriate to the intended audience(s). Works with Network Webmaster to organize Flickr site for easy classification and retrieval of photos. Solicits material for park Facebook pages from Program Supervisors, and works with supervisors to finalize material before sending it to the parks.

Program Supervisors: Are responsible for approving any photos posted to the Flickr site that are relevant to their monitoring program. Program staff must provide photos to their supervisors, who will forward them to the Network Webmaster. Approve material submitted for posting on park Facebook pages. Will ensure that material prepared for park Facebook pages meets DOI and NPS guidelines (see “Important References” below) and the general “Rules of Engagement” provided below.

Important References

All of these documents are available on the NPS Web Community website—

<http://share.inside.nps.gov/sites/Web/Pages/socialmedia.aspx>

NPS Guide to Social Media Tools and Strategies

NPS social media “Getting Started” guides for Facebook, YouTube, and Flickr.

DOI social media policy, <http://www.doi.gov/notices/Social-Media-Policy.cfm>

Rules of Engagement

Official Guiding Principles

The following is adapted from the Department of the Interior and National Park Service social media policies.

The following principles should be employed when using public-facing social media services **in either an official or unofficial capacity**:

1. Do not discuss any DOI- or NPS-related information that is not considered public information. The discussion of sensitive, proprietary, or classified information is strictly prohibited. This rule applies even in circumstances where password or other privacy controls are implemented. Failure to comply may result in fines and/or disciplinary action.
2. Third-party social media websites should never be the only place in which the public can view DOI or NPS information. Any information posted to a third-party social media website must also be provided in another publicly available format such as the GLKN website.
3. When you are representing the NPS in an official capacity, the National Park Service is responsible for the content you publish on blogs, wikis, social networking websites, or other forms of social media. Assume that any content you post may be considered in the public domain, will be available for a long period of time, and can be published or discussed in the media.
4. If using social media tools to communicate with the public is not one of your primary duties, don't let it interfere with those duties.
5. Know and follow DOI and NPS conduct guidelines, such as the Appropriate Use of the Internet and Limited Personal Use of Government Equipment. Most especially,
 - a. Do not engage in vulgar or abusive language, personal attacks of any kind, or offensive terms targeting individuals or groups.
 - b. Do not endorse commercial products, services, or entities.
 - c. Do not endorse political parties, candidates, or groups.

Additional considerations for those using social media **in any unofficial capacity**:

1. Be aware of your association with the DOI and the NPS when participating in online social networks. If you identify yourself as a DOI/NPS employee or have a public facing position for which your DOI/NPS association is known to the general public, ensure your profile and related content (even if it is of a personal and not an official nature) is consistent with how you wish to present yourself as a DOI/NPS professional, appropriate with the public trust associated with your position, and conform to existing standards. Employees should have no expectation of privacy when using social media tools.
2. When in doubt, stop. Do not post until you're free of doubt. Discuss the proposed post with your supervisor and ask for guidance. Be certain that your post would be considered protected speech for First Amendment purposes but also does not violate laws such as the

Hatch Act. Consider adding a disclaimer to your social networking profile, personal blog, or other online presences that clearly states that the opinions or views expressed are yours alone and do not represent the views of the Department of the Interior or the National Park Service.

General Things to Consider When Preparing a Post

What would you want to know? Post information that keeps the visitor engaged.

Write pieces people will value. Social communication should help our customers, partners, and co-workers. It should be informational and thought provoking without creating controversy or an otherwise unintended consequence.

Write what you know. Ensure you write and post about what you know. Stay away from “tips,” and definitely avoid starting or fueling rumors. Seek confirmation from the appropriate person(s) when necessary. Do not post anything that would otherwise be announced by management, a park partner, or elsewhere within the Network or NPS. Check with appropriate staff on any potential media topics as well as any information that might be exempt from public disclosure under the Privacy Act and the Freedom of Information Act.

Converse. Talk to readers like you would talk to visitors in the field. Be professional, but bring in your own personality. On two-way social networking sites, consider content that is open-ended and invites response. Encourage comments. Also, try to avoid jargon and acronyms too specific to the Network or the NPS that the public won’t understand.

Add value through connections and education. Social communication should add value to the work of the Great Lakes Network, the I&M program, and the NPS overall. Your post adds value if: (a) It helps you, your co-workers, our partners, and the public to connect and reconnect with park resources; (b) It helps to educate; or (c) It contributes directly or indirectly to the mission of the NPS.

Adhere to the principles of the Ethics Guide for Department of the Interior

Employees. Be particularly careful of inadvertently making endorsements or political statements. The complete ethics guide is available at www.doi.gov/ethics/docs/Ethics_Guide_for_DOI_Employees_October_2011.doc. Questions should be discussed with your supervisor.

Perception is reality. In online social networks, the lines between public and private, personal and professional are blurred. By posting information about your work, you are creating perceptions about the NPS. Be professional.

Avoid criticizing policies and administrations. Our job is to educate and facilitate a connection between the resource and the public, not to publicly criticize the NPS, DOI, or other parks, entities, and personnel on issues we personally do not agree with.

Colorful language. As a Government employee, you signed an appointment affidavit that governs official conduct. Please do not post any material that is questionable in any manner (i.e., obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or entity).

Pictures and videos. Successful social media makes use of pictures and videos. Apply the same standards you use with text to any photo or video. Respect copyright and fair-use laws, and credit the appropriate photographer and/or videographer. Always gain permission first.

Protect yourself and others...and the resource. Be mindful that what you write will be available for a long time. Protect your privacy and others, too. Do not cite visitors, employees, or partners without approval. Never refer to a specific visitor in any identifiable way. ***Minor-aged children's names or information may not be displayed in photos or video footage without a signed release on file.***

Similarly, protect the locations of critical and sensitive resources by being sure that the geo-tagging feature available on some cell phones, GPS units, and higher end cameras is turned OFF. Do not include anything in the photo's background or caption that will reveal its location.

Length. Short and sweet works best.

Evaluation

We will use built-in analytics provided by Facebook, YouTube, and Flickr to help in assessing the usefulness of the material presented. "Usefulness" is defined as a composite of the number of YouTube views, the quantity and quality of comments on Facebook, and the number of views and in-person feedback we receive from users of the Flickr site.

We will also evaluate how successfully we are using this form of outreach during our regular survey of park staff to evaluate overall Network communication and outreach efforts. The Network will modify, improve, or discontinue its use of social media based on these evaluations.

Appendix B: Annual Schedule of Communication Activities and Deadlines.

January	• Contact parks about providing articles for park newspaper. • Make first offer for staff to give presentations to staff and/or public. • Begin work on Resource Briefs.
February	•
March	• DRAFT Resource Briefs ready for review • Western Great Lakes Research Conference (every three years?)
April	• FINAL Resource Briefs sent to parks • Newsletter (season preview) to parks
May	•
June	• Seasonal Orientation/All-Staff training presentations (as requested) • Park Lecture Series presentations (as requested)
July	• Park Lecture Series presentations (as requested)
August	• Park Lecture Series presentations (as requested)
September	•
October	• St. Croix Research Rendezvous • Newsletter (season summary) to parks • Begin work on annual administrative report and work plan (AARWP)
November	• FINAL annual administrative report and work plan sent to WASO
December	•

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

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National Park Service
U.S. Department of the Interior



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