

The Changing Game of Social Media



By Danielle Brigida

@starfocus

U.S. Fish & Wildlife Service



I'm Passionate about Wildlife and Technology



Current: 1yr @USFWS

Past: 8yrs @NWF

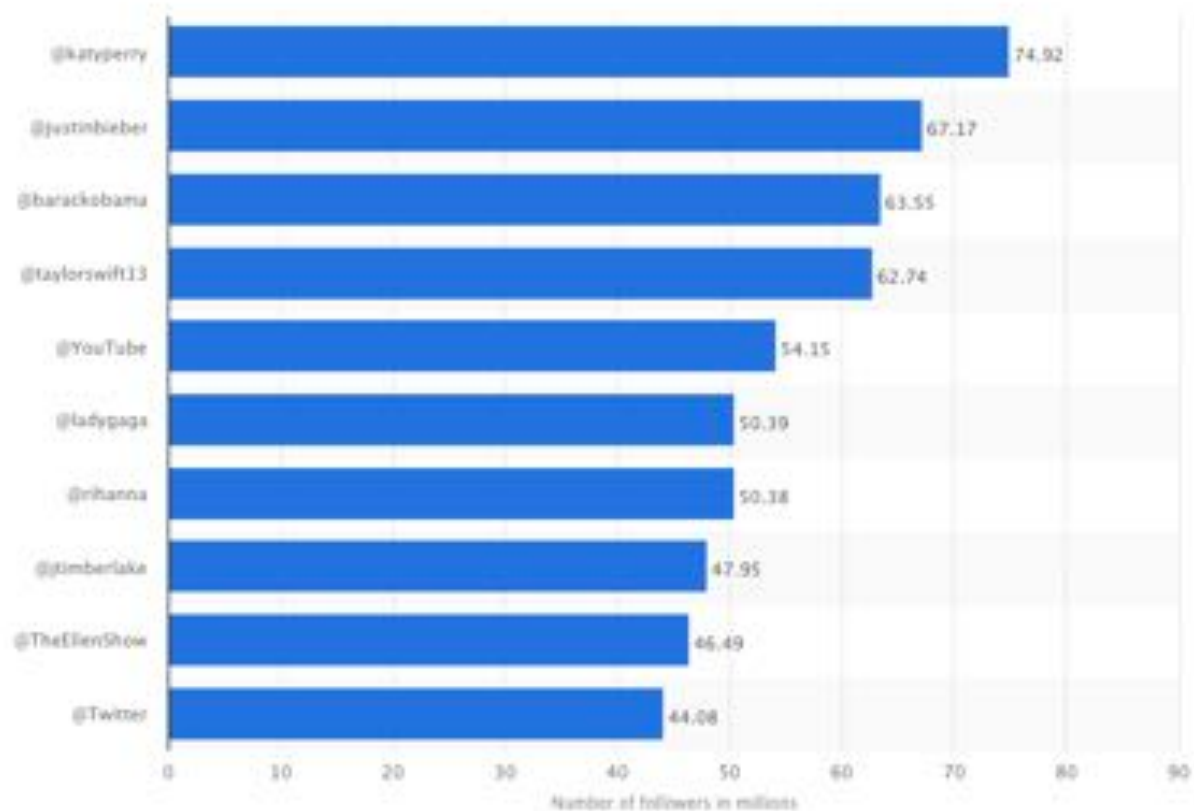
Personal: @starfocus

Social Media has Astounding Participation

Twitter accounts with the most followers worldwide as of September 2015 (in millions)

This statistic presents a ranking of the most popular Twitter accounts as of September 2015, sorted by the highest numbers of followers. During that month, singer Katy Perry's account @katyperry had 74.92 million followers. In comparison, US President Barack Obama's account was followed by 63.55 million people.

Show more -



Teens now spend more time on media than they do asleep...

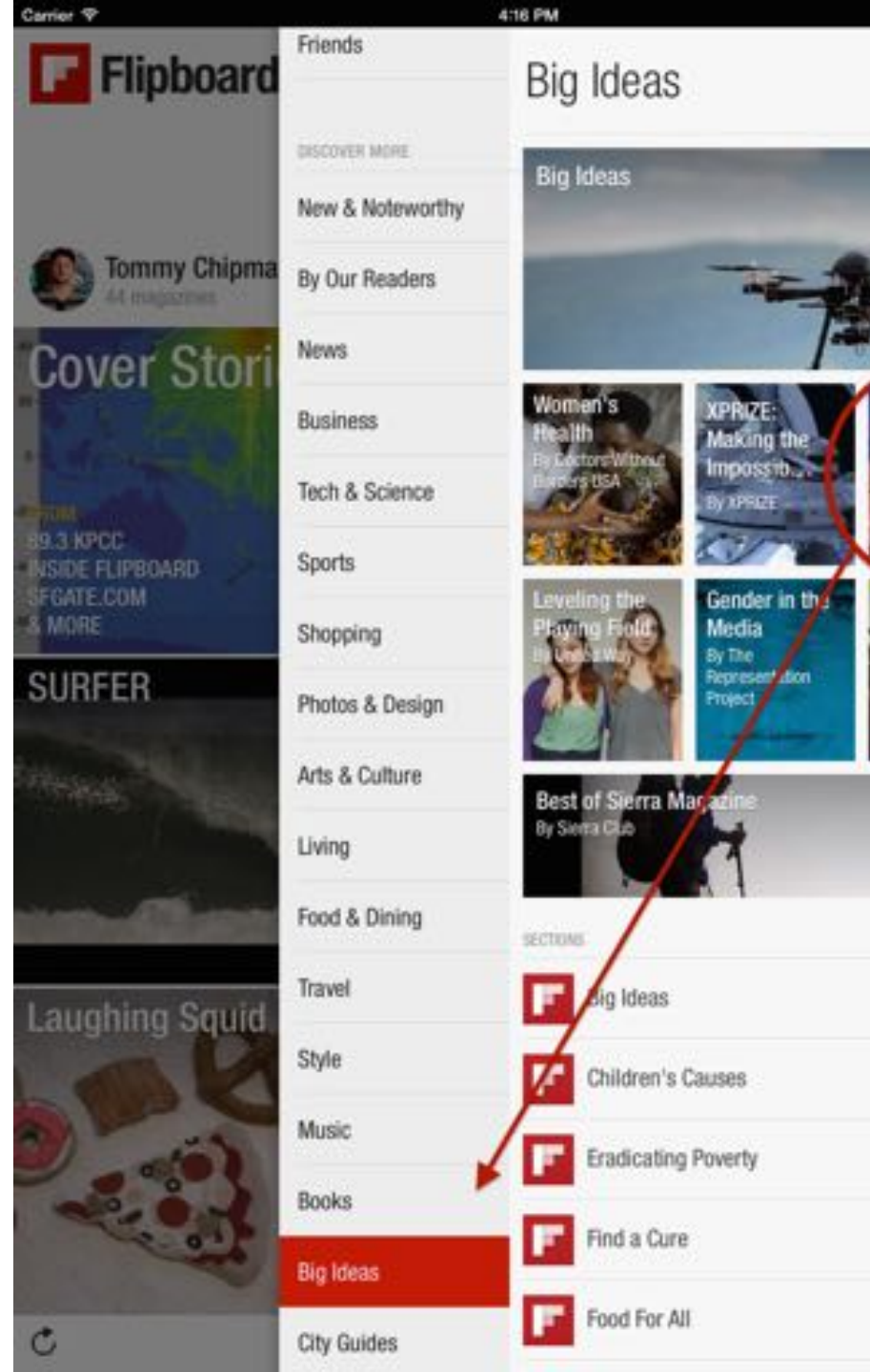


It's Important to Give Your Message the Best Shot of Being Heard



Observe How Content is Consumed

- Flipboard - News
- Instagram - Images/video
- Message Apps - Chatting
- Snapchat - Images/video
- Livestream - Broadcast



Micro-singularity

“What happens when the world’s social Internet channels momentarily focus their awareness around a single phenomena”
– [Fast Company](#)



For my work, this means bringing things
that seem far away...





And using social to bring them closer

Citizen Science and Other Opportunities are Made Easier



We're Engaging and Connecting People to Places Near Them

[Instagram.com/usfws](https://www.instagram.com/usfws)



Bombay Hook National Wildlife Refuge

TOP POSTS



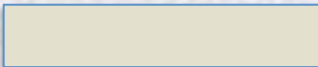
Understand the Keys to the Community

- Listen and observe
- Have fun
- Be relevant
- Be consistent
- Invest in relationships
- Ask questions
- Use images,
storytelling and
passion




Receive Feedback Gracefully



 The more I go to the properties your suppose to protect the more I realize your a useless government entity! You might as well call the properties under your control DOG PARKS!

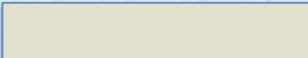
Like · Reply · Message · 9 hours ago



U.S. Fish and Wildlife Service Midwest Region  you're*

Like · Reply ·  1 · Commented on by Courtney Celley [?] · 10 minutes ago



 Haha! Touché!

Like · Reply · Message · a few seconds ago

Optimize Your Website for Sharing:

<https://developers.facebook.com/tools/debug/>



Bring Unique Events to Life with Live Broadcasting

Bald Eagle Release on Periscope



US Fish and Wildlife
@USFWS

Bald Eagle Release:

US Fish and Wildlife @USFWSSoutheast
LIVE on #Periscope: Acworth, GA periscope.tv/w/aljbdDk0MDg2...

RETWEETS

16

LIKES

18



10:43 AM - 29 Jul 2015



Reply to @USFWS



Priya Shukla @priyology · Jul 29
@USFWS Caught the end of it - was inspiring!

Wildlife Crime Lab Livestream

To learn more about wildlife crimes please visit:

[USFWS Forensics Lab »](#)
[Wildlife Trafficking »](#)

[Director's Blog: Using Cutting Edge Science to Fight Poaching and Illegal Wildlife Trade »](#)



Weave Communications Together to be a Resource

Ventura Fish and Wildlife Office added 4 new photos. October 17 at 2:16am · Edited · 0

A yellow-bellied sea snake, *Pelamis platurus*, highly uncommon in California, was found in the high tide line at Silverstrand Beach in Ventura County today by local surfer Bob Forbes. This is the first known report of the species in Ventura County, and, the northernmost record of the species along the Pacific coast of North America! Warmer ocean waters along the southern and central California coast due to El Niño conditions may explain the sea snake's presence this far north.

"The species is entirely aquatic. Seeing a yellow-bellied sea snake wash ashore indicates that animal is most likely ill or injured," said Greg Pauly, Natural History Museum of Los Angeles County herpetologist.

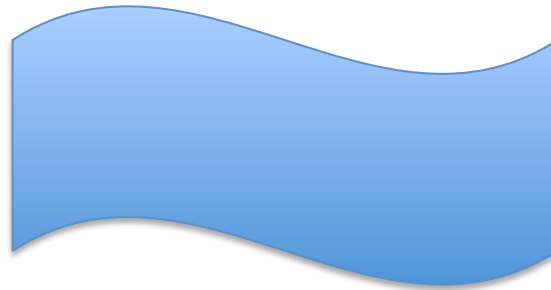
Yellow-bellied sea snakes are venomous, but bites to humans are incredibly rare and usually the result of people trying to handle the snakes. Wildlife experts strongly discourage beachgoers from approaching or handling any wildlife found in the ocean or on shore.

The surfer recognized the snake as a yellow-bellied sea snake in distress, was aware that it was venomous, and quickly contacted local wildlife experts. Sadly, the animal died naturally shortly after being transported to our U.S. Fish and Wildlife Service office in Ventura. The animal will be taken to the Natural History Museum of Los Angeles County to be preserved and made available for future research to help scientists and conservationists better understand the impacts of El Niño conditions on ocean life.

Photos by Ashley Spratt/USFWS.



Add Context with Content and Build



U.S. Fish & Wildlife Service

Open Spaces

A California Wildlife Site

Venomous Yellow-bellied Sea Snake Washes Up on California Shore

November 2016



Yellow-bellied sea snakes, *Pelamis platurus*, highly uncommon along the Pacific coast of North America, were found in the high tide line at Silverstrand Beach in Ventura County today by local surfer Bob Forbes. This is the first known report of the species in Ventura County, and, the northernmost record of the species along the Pacific coast of North America. Warmer ocean waters along the southern and central California coast due to El Niño conditions may explain the sea snake's presence this far north.

"The species is entirely aquatic. Seeing a yellow-bellied sea snake wash ashore indicates that animal is most likely ill or injured," said Greg Pauly, Natural History Museum of Los Angeles County herpetologist.

Yellow-bellied sea snakes are venomous, but bites to humans are incredibly rare and usually the result of people trying to handle the snakes. Wildlife experts strongly discourage beachgoers from approaching or handling any wildlife found in the ocean or on shore.

The surfer recognized the snake as a yellow-bellied sea snake in distress, was aware that it was venomous, and quickly contacted local wildlife experts. Sadly, the animal died naturally shortly after being transported to our U.S. Fish and Wildlife Service office in Ventura. The animal will be taken to the Natural History Museum of Los Angeles County to be preserved and made available for future research to help scientists and conservationists better understand the impacts of El Niño conditions on ocean life.



Don't Take Yourself Too Seriously



US Fish and Wildlife 

@USFWS

We're wishing you a Merry [#Fishmas](#) and a Happy Mule Deer!



RETWEETS
203

LIKES
192



Follow Blogs and Leaders



1. curatti.com - for content
2. scoop.it.com - variety of topics
3. mashable.com - current trends
4. sociallysorted.com.au/blog/ - social tips
5. bethkanter.org - for nonprofits
6. razorsocial.com/blog/ - social tips
7. simplymeasured.com/blog - measurement

Tweet out any blogs you follow or write at #Jboye15

Though it's always changing, social media is just a new way to do old business.



Thank You!

Danielle Brigida

National Social Media Manager

U.S. Fish and Wildlife Service

@USFWS or @starfocus

danielle_brigida@fws.gov

