

# Long Island Sound Study

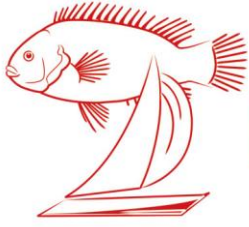
A Partnership to Restore and Protect the Sound

Public Involvement and Education Work Group

Teleconference Meeting Summary- June 28, 2017

The meeting focused on the summer project for PIE – the #DontTrashLISound social media campaign highlighting problems of trash in Long Island Sound and ocean waters. The campaign will consist of a series of weekly posts and tweets that will be published on social media channels of PIE work group members. During the call, it was agreed that the posts and tweets will be drafted and circulated by July 11 (the draft was actually circulated on July 12). It was agreed that the campaign would start July 17 (actually started July 18) and end around the time of the International Coastal Cleanup in mid-September. The aim of the campaign is to encourage citizens of Long Island Sound to view, learn, comment, and share the posts as well as to create their own posts using the #DontTrashLISound and #LISound streams. The Communications team will be monitoring the usage of the site to help assess the success of the campaign and lessons learned before engaging in any new campaign using social media. The #DontTrashLISound campaign is the first joint PIE project. Members want to see if this type of campaign is an effective way for the work group to collaborate in a Soundwide project.





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