



**Public Involvement and Education (PIE) Work Group  
Teleconference Meeting September 27<sup>th</sup>, 2017**

Attendance:

Robert Burg  
Judy Preston  
Anna Weshner-Dunning  
Vicki O'Neill  
Cassie Bauer  
Leanne Bloom  
Leah O'Neill  
Harry Yamalis  
Mark Parker  
Katie Cubina  
MaryEllen Mateleska  
Jim Ammerman

The agenda for the meeting was to discuss this summer's #DontTrashLISound social media campaign, reflecting on outcomes, feedback, changes and modifications and the future of the campaign. Robert Burg presented a PowerPoint highlighting the success of the campaign, with regards to metrics on Twitter and Facebook traffic. Both Twitter and Facebook traffic increased during the months of the summer campaign with increases in likes, shares, posts and potentially follows. According to the metrics, there was no theme or type of post that was more successfully than another. There was also no correlation between what was popular on Facebook to what was popular on Twitter. The campaign's posts and tweets were seen more than 80,000 times.

The majority of members agreed that this was a successful campaign for the LISS as well as for their organization. It was suggested either this exact campaign be extended into next summer and/or another campaign (possibly lawn care) be introduced. In terms of feedback regarding modifications and changes, it was suggested that adding a 'pledge' to the campaign would also bring in more success. Additionally, there needs to be an initiative to invite additional organizations to participate in the PIE work group. In future campaigns, we should work to have a higher response rate to those messaging and commenting on our posts. It would also be helpful to have more specific metrics to better understand who was engaging most, what posts were shared, how many followers were gained etc.

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Judy Preston is emailing the committee a tentative 2018 calendar for anticipated meetings. Burg told the group that he would like to discuss with the group at future meetings how it can provide support to help assess efforts to implement the strategy and actions of the sustainable and resiliency theme of the LISS Comprehensive Conservation and Management Plan.