ATTENDEES

Matt Lindler, Nathan Van Schaik, Jason Lawhon, Kelle Reynolds, Teddy Parker-Renga, Tim Kyllo, Jodi Stemler, Lisa Perez, Ellen Roberts, Stephen Hoye, Steve Uline, Tara Umphries

ACTION ITEMS

Nathan Van Schaik	Revise "DRAFT-Social Media Policy" based on Communications Subcommittee (CS) feedback. Resend to subcommittee members for final review. Finally, resend to RMRI communicators to execute plan.

Nathan reviewed what's happened since last Communications Subcommittee meeting:

- Restructured the RMRI website (https://restoringtherockies.org). Each of RMRI's six subcommittees now has a designated page to hang meeting summaries, webinars and other resources. The Biomass Utilization Subcommittee, for example, now posts newsworthy announcements on its page. High-res maps—consistent in design—were added, Additionally, a calendar was added so stakeholders can track significant events like deadlines and webinars, as well as track and request to join subcommittee meetings.
- Published 1-page facts sheets (vetted through leadership) for each of the three landscapes. Consistency in messaging. Posted to homepage along each map.
- Published the next issue of The Source. Wrote and collected stories for the September issue. Designed layout. See https://bit.ly/2FS4V5b. Next issue will focus on annual RMRI accomplishments across all three landscapes. Goal is to release no later than January.

ACTION ITEM UPDATE:

Due-Out	Action Item	Status
Nathan Van Schaik	Make website additions based on recommendations identified here and to be emailed over the next week	Complete.
Matt Lindler & Nathan Van Schaik	Work to fill out the Constant Contact distribution list.	In Progress.
Matt Lindler, Nathan Van Schaik, Kim Marquis	Write stories for The Source.	Complete
Nathan Van Schaik	Clean up Communications Subcommittee Google Drive to make it more navigable	In progress. A repository of current templates, presentations and messages for RMRI leaders and partners is staged at our

		['Templates, Messages & Briefs' Google doc](#). Documents should comply with RMRI branding guidelines (The Truth).
All	Fill out master communications roster.	In progress. DRAFT Social Media Plan (below) can assist.

BRANDING UPDATE

Matt Lindler explained that funding was secured toward a branding identity. Steve Hoye representing The Truth described that branding efforts go beyond a logo. Much of the work has been accomplished, but the first step will be conducting interviews with leaders and decision-makers. Matt Lindler and Nathan Van Schaik will vet a list through the Support Team and make arrangements. Interviews should last 30-45 minutes. Ellen Roberts stated that while branding may take a while, projects are ongoing. Should partners still reference RMRI at the local level despite lacking a brand. Consensus was, yes.

DRAFT SOCIAL MEDIA PLAN

Nathan Van Schaik created and sent a strawman RMRI social media plan to participants prior to the CS meeting. The fundamental question posed to the group was: Do we even need to have social media? Tim Kyllo said he supported RMRI social media. In fact, Tim Kyllo has already been involved with providing content for RMRI social media. Kelle Reynolds advocated for its use and emphasized the importance of Twitter among the science community. Teddy Parker-Renga said social media gives RMRI presence but cautioned the challenge of turnover. Though, he added, active social media provides continuity even during turnover. Jodi Stemler said that while she doesn't use it did agree to its significance. Ellen Roberts acknowledged that social media can strain resources, but saw value. She also pointed out the issue with trolls. We need to tell an accurate story to overshadow misinformation. Consensus is we keep RMRI social media. Tara Umphries agreed that social media was an important touch-point for the community, but the capacity to ensure regular updates needs to be addressed.

Nathan Van Schaik then explained the proposed plan. Using RMRI Twitter and Facebook platforms, content will focus on partners. Content should operationalize the principles of Shared Stewardship emphasizing projects, goals and outcomes—the stuff that gives teeth to Shared Stewardship—with focus on:

- Examples of "Work at Scale", "Cross-Boundary Solutions" and "Joint Priority Setting"
- Desired outcomes
- Aligning desired outcomes with public interests
- Methods to achieve measurable objectives/outcomes
- Measurable objectives/outcomes
- Effects of public engagement
- Accomplishments
- Partner high-achievers (either individuals or partner organizations)
- Addressing cross-cutting issues (factors that limit work at the scope and scale RMRI hopes to achieve)

Partner communicators and anyone within RMRI can submit content to the Communications Subcommittee at restoretherockies@gmail.com. To facilitate the quick and easy submission (and consequently more content!), the Communications Subcommittee can initially run three series on social media. Much of what we do in RMRI fits into one of three buckets or categories or series. Submissions should include answers to questions accompanied by a photo or video. Submit content in one of three series:

RMRI Solutions 2 Problems

- Who and where?
- What is the problem (in 50 words or less)?
- What is the solution (future or present)? Include how science and data help, if applicable.
- What do you need the public to do?
- Which value does this demonstrate?
- #Solutions2ProblemsRMRI

RMRI Projects 2 Goals

- Who and where?
- Describe new or ongoing project.
- What is the goal of the project (what right looks like)?
- What do you need the public to do?
- Which value does this demonstrate?
- #Projects2GoalsRMRI

RMRI Spotlight Success

- Who and where?
- Describe the accomplishment or behavior/action we want others to emulate.
- Which value does this demonstrate?
- #SpotlightSuccessRMRI

CS participants offered feedback. Participants provided additional categories or buckets to the list above. Ellen Roberts said the plan should also encourage RMRI partners to send relevant articles and info or news stories lacking in accuracy to address. Kelle Reynolds suggested some additional categories: (1) Accurate and relevant articles, (2) How restoration work benefits forests/wildlife, recreation, water and communities, (3) Who are our partners?, (4) Ted Talks. Tim Kyllo recommended social media focus on partnerships, especially those forged by the Good Neighbor Authority (GNA).