



SOCIAL MEDIA PROGRAM

LUMCON's Social Media Program is the digital version of LUMCON, which connects people, enriches communities, and transforms understanding of coasts and oceans. The Program catalyzes change through innovation.

No barriers: Marine science should be accessible to everyone. LUMCON's Social Media Program eliminates distance and socioeconomic barriers so that anyone can connect with LUMCON. The Social Media Program strives to embed others in the unique landscape of coastal Louisiana, with its rich culture, unique and dynamic ecosystems, and inescapable ties to the ocean.

A focus on innovation: Several elements of LUMCON give the Social Media Program unique opportunities to advance science communication: 1) the commitment to take risks publicly in order to advance social media innovation, 2) the significant investment of resources into the Program, 3) the unwavering attitude among the organization's leadership that social media is an effective tool, 4) the expectation that faculty and staff at the DeFelice Marine Center will work with the Program to achieve mutual goals. This rare combination of conditions gives the Program the opportunity to distinguish itself through innovation.

The Social Media Program takes a scientific approach to innovation, performing experiments based on hypotheses. All social media activity and experiments are quantitatively evaluated. Analytics are used to assess and evaluate success and to learn and improve.

LUMCON's Social Media Program is committed to creating a new model of transparency and dissemination for institutional social media programs. The Program will share experience-based knowledge and provide evidence-based training on best practices for using social media. The Program also welcomes feedback and open discussion of its practices, which may then be refined based on such input.

For scientists and educators: LUMCON's Science Media Officer is available for guest lectures, communications and career-advancement training, or to be embedded in your lab or field excursions to document your science.



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