

Sustainability Communication

Dr. Ariana Sutton-Grier



Questions

1. What are major challenges in communicating about ocean and coastal sustainability issues, especially with young people?
2. What innovative approaches have been developed to address challenges? Best practices for developing effective messaging?
3. Where can NAS add value to existing efforts to promote effective communication?

#1 (Challenges) & #2 (Best practices): Visualize Sustainable Futures

- Need to be able to envision what alternative futures look like?
- Most futuristic or post apocalyptic imagery is super dark and negative
- Want instead to show what does sustainability look like? What could be the norm in the future?



#1 & #2: Visualize, Connect

- What does sustainability look like? Normalize these images in movies, TV, Netflix, Amazon Prime, gaming, etc.
 - Same way it really helps to see women and minorities as scientists or President, etc. Need to make sustainable choices just part of the norm
- Need to connect with what they care about (this is true of all audiences, not just youth)
 - THEIR future is not in the distant future; dealing with climate change and making the future more sustainable is their future



#1 & #2: Tell Stories and Give Options for Action

- It's about stories; not just info. Tell stories about people, communities, and show options
- Example: Climate change
 - Talk about coastal blue carbon and our ability to protect and restore coastal wetlands
 - Natural and nature-based solutions for coastal resilience
 - Message of hope that there are actions we can take now to help → leave audience with positive feeling

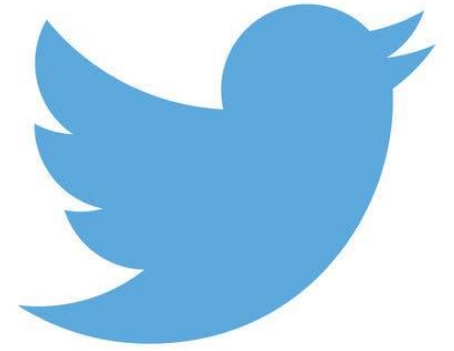


REBUILD BY DESIGN MEADOWLANDS

AECOM

#1 & #2: Social Media

- Connect with youth using social media
 - Twitter, Facebook, Instagram
- Ex 1: Women in Wetlands (WiW) Facebook page
- Ex 2: Twitter Conference for Society of Wetland Scientists



#1 & #2: Social Media

- Ex 1: Women in Wetlands (WiW) Facebook page
 - Elected a “Social Media Coordinator” as a new leadership role in our section
 - Regularly posts things on our page
 - “Week With A Woman in Wetlands”
 - Some of the top posts this past year!
 - This post reached 319 people for Dr. Tatiana Lobato’s day 3 post and her whole week reached 998 people!

  Ariana

#WeekWithAWomaninWetlands

Day 3 with Dr. Tatiana Lobato de Magalhães:

From Amazon to the Mexican highlands. Tatiana has been working on large-scale spatial patterns of aquatic plants, combining community, population, and landscape genetic approaches. Through Laniveg-Conacyt funds, Tatiana conducted her doctorate research on the peculiar Mexican highland temporary wetlands, which are part of the landscape and are geographically isolated. She registered 126 species belonging to 80 genera and 38 families, out of which 27 species are endangered, 58 endemics, and 24 with potential use. Most recently, Tatiana won a scholar travel award by the International Association for Landscape Ecology to present novel information about landscape genetics at the IALE-NA Annual Meeting in Fort Collins, U.S.A. Tatiana’s research found high levels of genetic diversity and gene flow in the aquatic plant *Nymphoides fallax* (Menyanthaceae). Her research findings allowed to identify important landscape and wetland features explain connectivity that are important for guiding conservation strategies for the Mexican highland geographically isolated wetlands.



#1 & #2: Social Media, does it work?

- Our biggest post from the year was the thank you to all members after our conference
- This one post reached 703 people
- Can tell when followers are most active:
 - Best days for engagement from our followers are Wed, Thurs, Fri between 5-8am and 9-10pm eastern standard time
- Followers up 17% since we got our coordinator and no one unliked our page



#1 & #2: Twitter Conferences

- Ex 2: Twitter Conference for Society of Wetland Scientists
- How does a Twitter conference work?



 **Ariana Sutton-Grier**
136 Tweets

 **Ariana Sutton-Grier** @arianasg1 · Oct 16, 2019
10/14 #SWSTwitterSymp2019 This paper determined that hybrid approaches function better during extreme events such as #hurricanes. For example, there were fewer culvert failures when using a natural stream simulation design like the one shown here.



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 **Ariana Sutton-Grier** @arianasg1 · Oct 16, 2019
9/14 #SWSTwitterSymp2019 Sutton-Grier, A.E. and R.K Gittman, et al. 2018. Investing in Natural and Nature-Based Infrastructure: Building Better Along Our #Coasts. Sustainability. 10(2):523.



Investing in Natural and Nature-Based Infrastructure:...
Much of the United States' critical infrastructure is either aging or requires significant repair, leaving U.S....
 mdpi.com



 You Retweeted

 **SWS** @SWS_org · Oct 16, 2019
Getting under way - Follow #SWSTwitterSymp2019 beginning now and running for the next several hours! Schedule: sws.org/Sample-Content...



SOCIETY of WETLAND SCIENTISTS
#SWSTwitterSymp2019
2019 SWS Twitter Symposium | October 16

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 **Ariana Sutton-Grier** @arianasg1 · Oct 16, 2019
SWS is doing a twitter conference today and I am one of the presenters. Follow it! #SWSTwitterSymp2019

 You Retweeted

 **Rachel Hager** @RachelNiaHager · Oct 16, 2019
Our next keynote speaker is Dr. Ariana Sutton-Grier @arianasg1, who is opening the #SWSTwitterSymp2019 Policy and Management for the Future session.

This session also features presentations from @Shraddh31186340, @ashleyribooth, and @AubieDouglas.



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#1 & #2: Twitter Conferences, do they work?

Twitter Conference for Society of Wetland Scientists: Stats (thanks to Rachel Hager for these numbers)

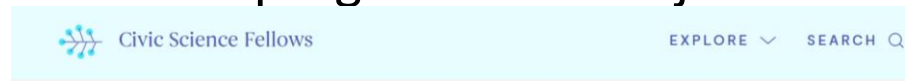
- Total number of tweets: 245
- Total number of retweets: 251
- Total number of likes: 1386
- Twitter impressions (or the number of people who see a tweet in their twitter feed) is usually 50-200 times per tweet, so ~12,250 to 49,000 people saw the SWS twitter symposium on their Twitter feed

#3: What can NAS do?

1. Support research on how social media can be used effectively to connect with youth about sustainability
2. Support training for older scientists on how to use social media effectively
3. Support positions that are “social media coordinators” in grants, etc. so that research can be more effectively shared on social media

#3: What can NAS do?

4. Support more community engagement efforts in addition to social media
5. Support people who are “connectors” and who want to do community engagement including social media; not your “typical” scientist but a researcher who spends extra time on engagement and outreach and these people need to be funded! Need to make it the norm that some grant funding will be spent supporting connector roles
 - Start a “Community Engagement” postdoc fellowship and NAS fellows connectors program?
 - Support the “Civic Science Fellows” program that has just started by the Rita Allen Foundation



Stories



Meet the Fellows

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Questions?

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