

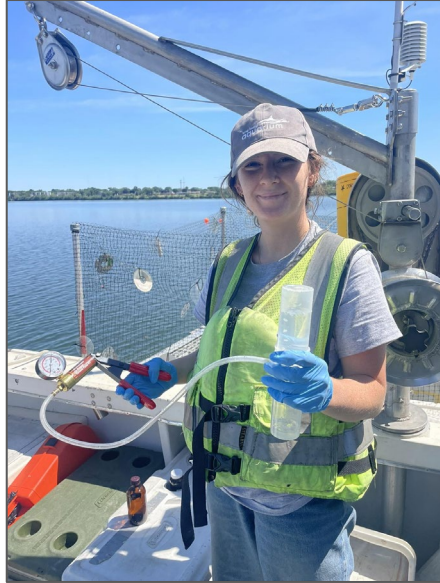
Communicating for Impact

Sharing Lake Science with Your Community



Monica Caves

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Agenda

Communication in Science

Technical to
Understandable

Reach vs. Influence

Engagement as a Process



Education and Outreach = Management

- Education and outreach is a required element!
- Data → Understanding → Action

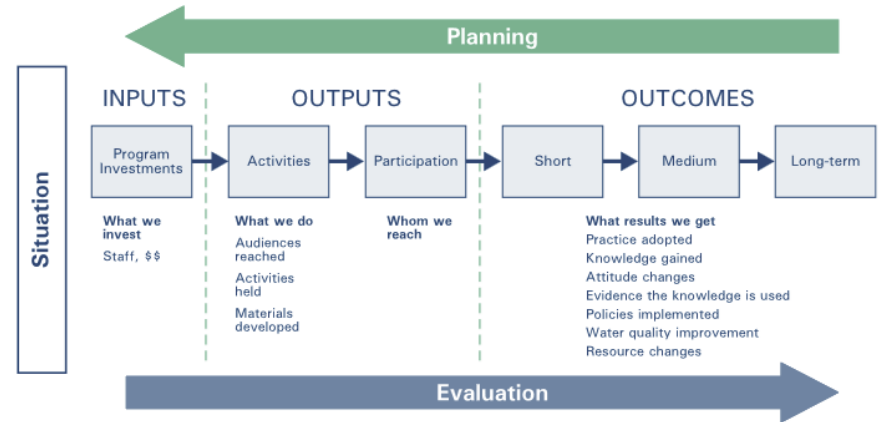
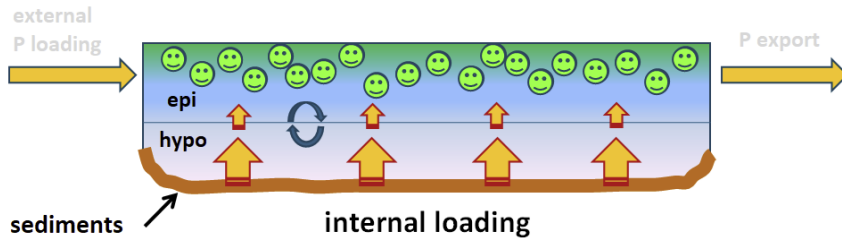


Figure 12-1. Logic Model Components

Translating Lake Science

Conceptual Model of Sediment P Release



Are you explaining:

- How it works?
- What it means?

Start with meaning.

From Technical to Understandable

- Start with why it matters
 - Give context before detail
- Focus on what people need
 - Prioritize the takeaway
- Aim for clarity
 - Reduce use of jargon

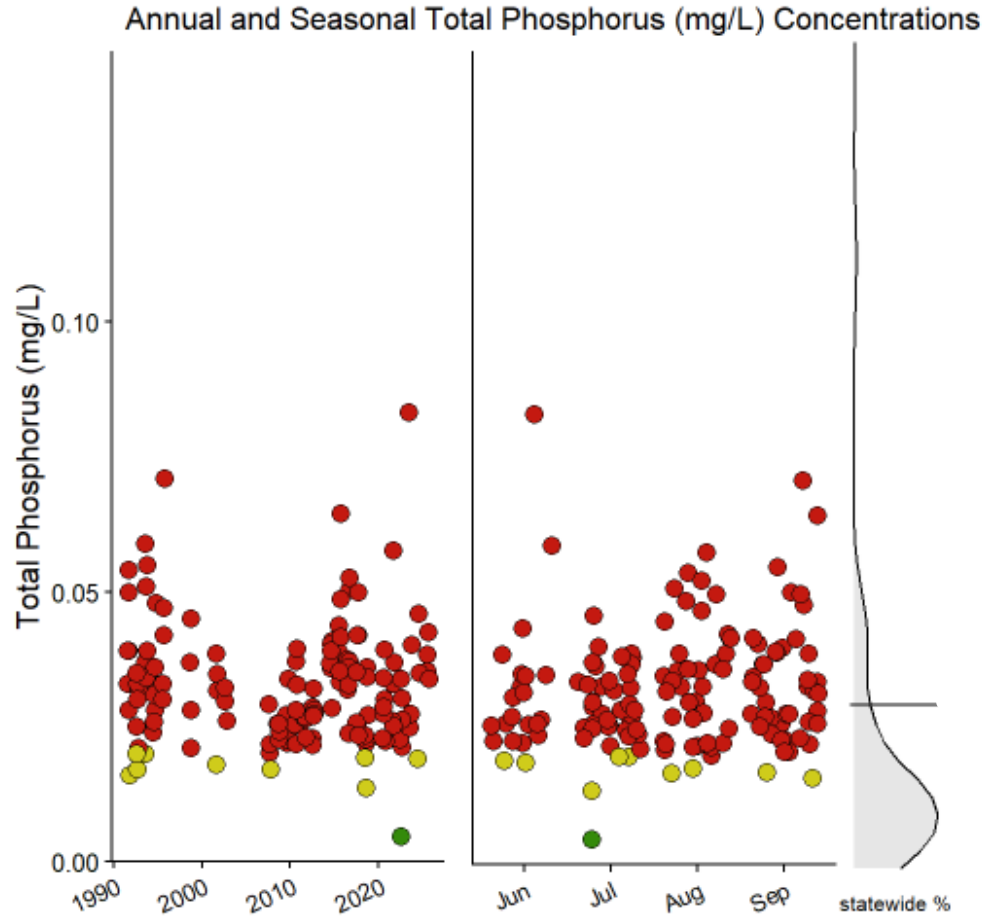
Embedded definitions



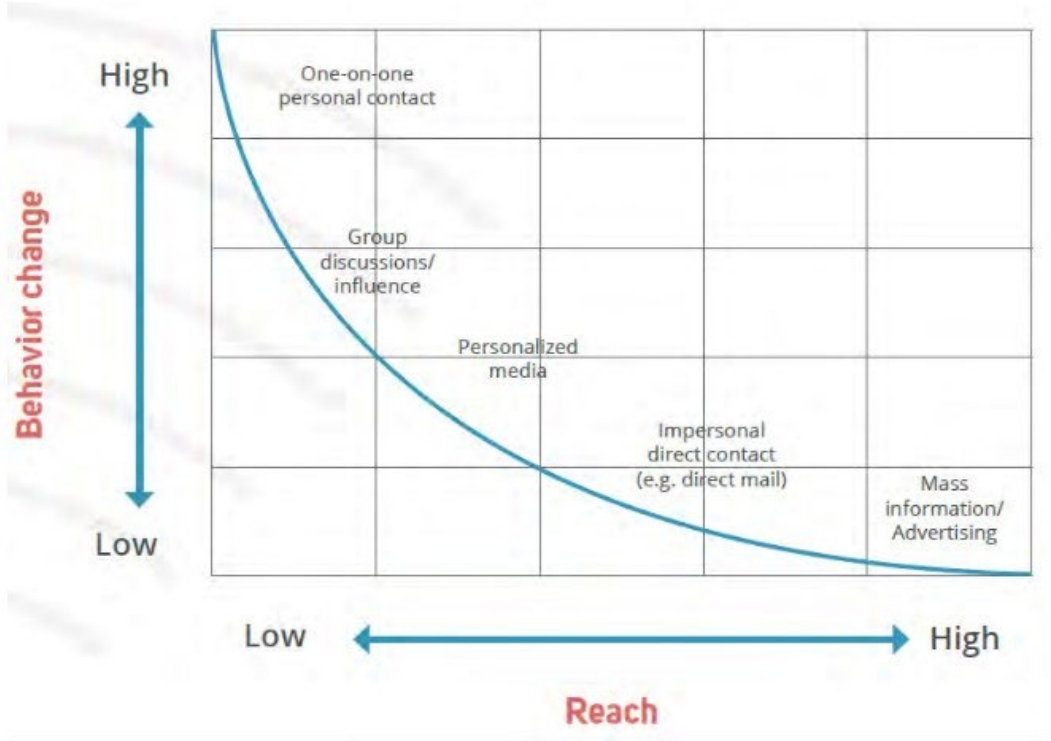
Average total phosphorus concentrations indicate mesotrophic to eutrophic conditions in the lake.

Which message works?

Phosphorus, a critical nutrient that fuels algae growth, has been present at high levels that may increase the risk of algal blooms.



One Message, Many Ways



- Repetition
 - Repeated exposure
- Reach vs. Influence
 - You need both!

AIS Outreach in Practice

Signs → Awareness

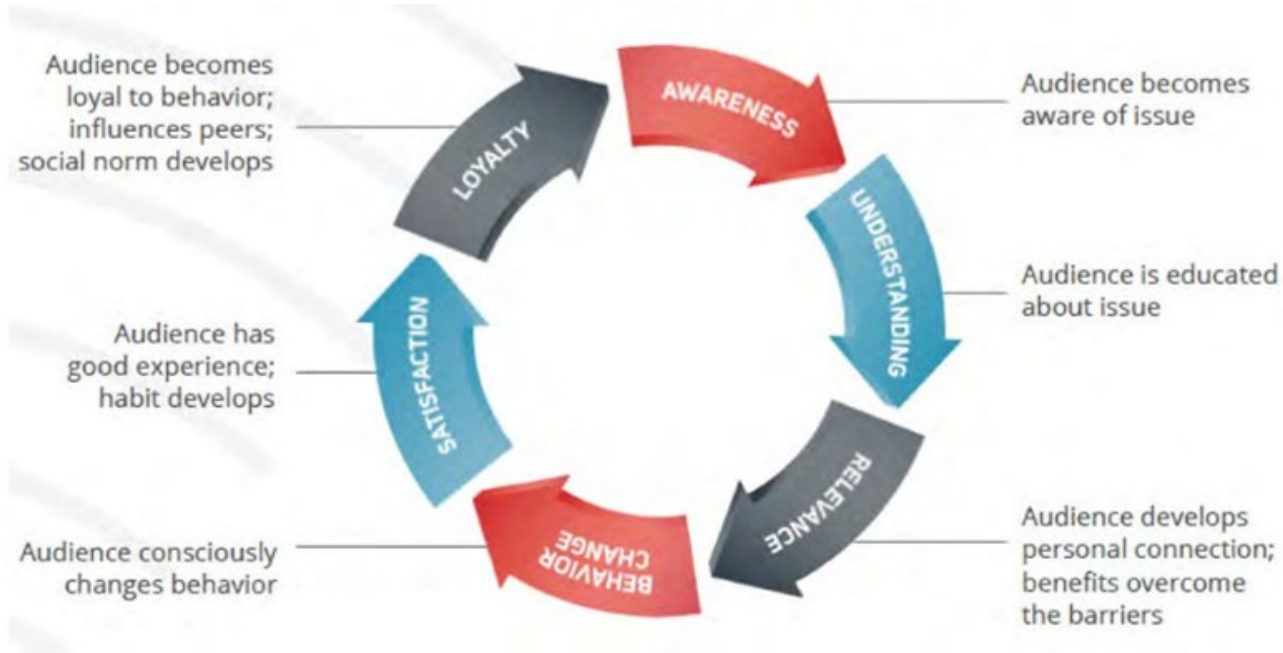
Conversations → Understanding
and Action



**GREAT LAKES AIS
LANDING BLITZ**



Engagement as a Process



Graphic by EPA Watersense, 2023

Support each stage!

Making Social Media Work for YOU

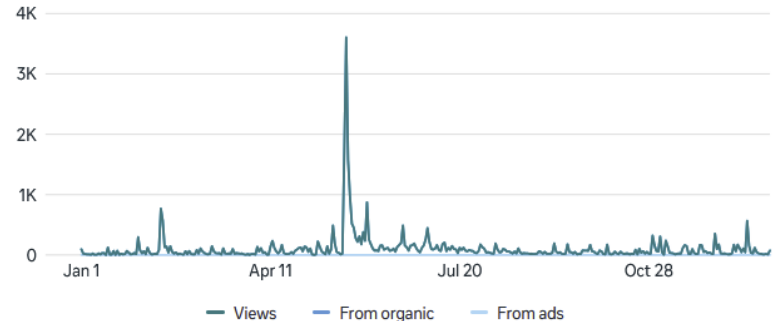
DO

- Build awareness
- Be consistent
- Short and visuals
- Set a goal:
 - Reach
 - Engagement

Content overview

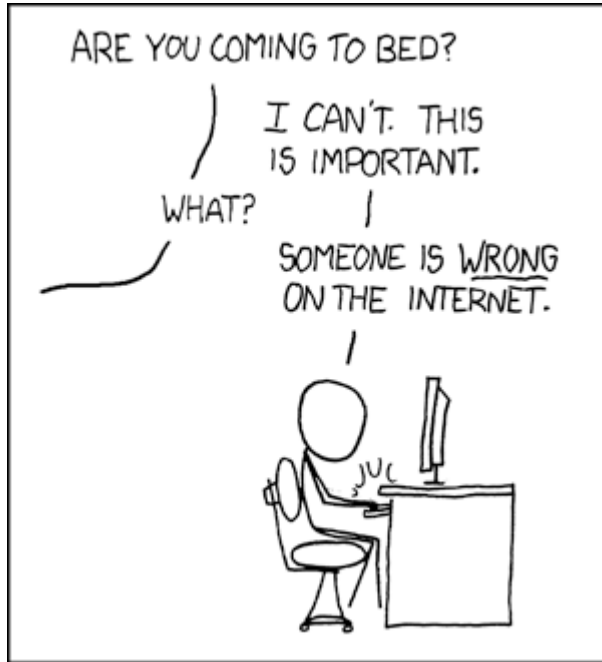
All Posts Stories Reels Live

Views ¹ 37.2K
3-second views ¹ 742 ↑ 657.1%
Content interactions ¹ 1.6K ↑ 124.8%
Watch time ¹ 3h 49m ↑ 413.7%



*Consider using
Meta Business Suite Tools!*

Making Social Media Work for YOU



<https://xkcd.com/386/>

DON'T

- Try to be everywhere at once
- Limit posts to problems or issues
- Argue in the comments
- Rely on social media alone

Designing Engagement for Real Lives

- Balancing work, family, seasonal schedules
- Make it easy to say 'yes'
 - Lower time barriers
 - Reduce commitment pressure
 - Meet people where they are



When Communication is Hard

- Not all disagreements stem from lack of understanding
- Be clear, consistent, and maintain relationships even if you don't agree



Shutterstock

Key Takeaways

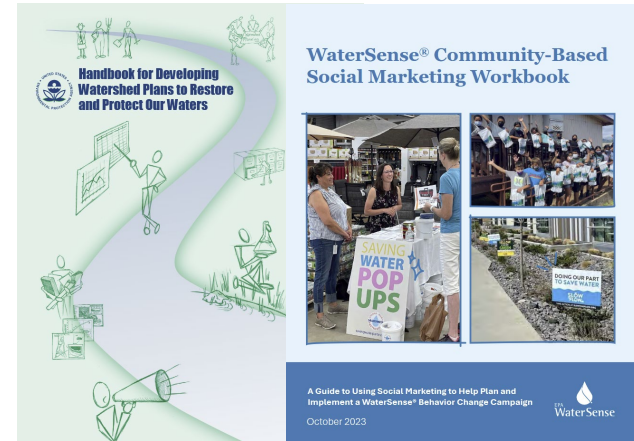
- Start with meaning, not mechanics
- Focus on what people need to know
- Strategize using both reach and relationships
- Communication builds stewardship over time

Thank you!

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Resources

