



WDFW Social Media Use

Washington Fish and Wildlife Commission Briefing

November 8, 2012

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Today's presentation

- Overview of social media
- Department's use of social media
 - Connection with WDFW website
 - Examples and statistics
- WDFW Enforcement examples and results
- Where do we go from here?

What is 'social media'?

- Internet-based technologies that enable instant communication and interaction among users:
 - Social networks such as **Facebook**
 - Micro-blogs such as **Twitter**
 - Video sharing such as **YouTube**
 - Audio sharing such as **Podcasts**
 - Photo sharing such as **Flickr**
- Social media offer more opportunities to use content we already produce

Why do we use social media?

1. To reach more and different people than is possible through traditional communication channels
2. To enhance our communication with technology that permits real-time interaction with – and among – our “customers”
3. To provide the department and the public with another way to communicate with each other
4. To further our commitment to openness and transparency

Social media connects users with our full website

http://wdfw.wa.gov/ Washington Department of Fish & Wildlife WDFW Intranet

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Sound Stewardship of Fish & Wildlife

About WDFW Conservation Fishing Hunting Wildlife Viewing Licensing & Permits Living with Wildlife

WDFW LANDS

WDFW lifts emergency wildfire restrictions

WDFW lifted emergency restrictions Tuesday on the land it manages throughout the state, but urged anyone visiting those lands to continue using caution when doing anything that could spark a wildfire. [Learn more >>](#)

WOLF CONSERVATION & MANAGEMENT

State wolf recovery still on track, wildlife managers tell commission

Gray wolves are quickly re-establishing themselves in Washington state, despite the elimination of seven members of one pack that systematically preyed on a rancher's cattle. [Learn more >>](#)

LATEST NEWS

- Wildlife managers cite new laws when they say 'don't feed bears'
- Committee members sought for Puget Sound recreational fisheries enhancement group
- WDFW announces tentative schedule for razor clam digs through December
- Upper Columbia, several other rivers to open for hatchery steelhead fishing
- WDFW seeks comments, schedules public meetings on sportfishing rule proposals
- WDFW lifts emergency wildfire restrictions
- WDFW seeks nominations for steelhead/cutthroat advisory group
- Members sought for Master Hunter Advisory Group
- Position open on Columbia River Salmon and Steelhead Recreational Anglers Board
- [more news](#)

RECREATIONAL RAZOR CLAMMING

WDFW announces tentative schedule for razor clam digs through December

Clam diggers who miss the razor clam dig that ends Thursday night (Oct. 18) will

HUNTER REPORTING

- Online Hunter Reporting

I WANT TO...

- Check Special Permit Drawing Results
- Purchase a hunting or fishing license
- Purchase/Submit Special Permit Hunt Applications
- Apply for a Hydraulic Project Approval (HPA)
- [Join the WDFW Mailing Lists](#)

REPORT Violation/Poacher

November 8, 2012 4:03 PM

By the numbers

- **Social media**

- 7,000 Facebook “likes”
- 250 Facebook page views per day (773 on Sept. 28)
- 4,300 Twitter subscribers
- 400 YouTube subscribers

- **Email distribution**

- 17,000 subscribers receive all of our information
- 10,000 receive news releases and Weekender

- **Website – averages**

- 19,500 visits per day
- 72,000 “page views” per day



Video-sharing with YouTube

- Initiated in October 2006
 - Primarily to expand the reach of “Wild About Washington”
- Current uses
 - Clips from Wild Watch Cams
 - Clips from motion-triggered cameras from field research
 - How-to videos
- As of November 2012
 - 150 video posts (averages two per month)
 - 700,000 views since inception
 - 400 subscribers



Search bar

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Sign In

WDFW's GoHunt Tutorial Video

TheWDFW + Subscribe 143 videos

Get started with GoHunt

- Explore Washington's hunting opportunities
- Find hunting locations and get directions
- Learn about the distribution of game animals

Get started

Welcome!

Welcome to GoHunt, the Washington Department of Fish and Wildlife's (WDFW) most comprehensive mapping information site. Display options include layers displaying game management unit (GMU) boundaries, public and private lands hunting opportunities, as well as roads, topographical features and county lines. Based on input provided by users, the mapping tools have been simplified and improved to make this site easier to use while still providing the information that you need to get outdoors.

Get started

Customly enter a geographic or wildlife area. The map will zoom to this location.

Upgrade to the latest Flash Player for improved playback performance. Upgrade now or more info.

- Lorton Prison**
by darkcirca
20,926 views
8:29
- 5 June Bulls On The Skyline**
by DOT7700
170 views
5:29
- Quincy Plaza | Arlington VA Luxury**
by RentDittmar
1,177 views
1:39
- Elk Rut in Estes Park, CRAZY & WILD**
by Kris Hazelton
555,135 views
7:48
- Google Earth Hunting Maps Demo Video**
by huntersmaps
2,504 views
7:27
- Wolf pups from Smackout Pack in**

1 / 143 | Playback controls (play, volume, full screen) | Uploaded videos | TheWDFW | Options

Video player thumbnails: WDFW's GoHunt Tutorial Video (TheWDFW), Wolf pups from Smackout Pack in Washington State, Huckleberry Wolf Pack Pups - Washington State, Grizzly bear caught on motion-triggered video, Pymy Recov Washi

Windows taskbar: Inbox - Microsoft O..., Commission presen..., Washington Depart..., WDFW's GoHunt Tu..., Microsoft PowerPoi... | 4:23 PM



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Canada Goose ID Part 5 of 7 - ADVANCED ID SKILLS

TheWDFW

Subscribe

143 videos



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Canada Goose ID Part 6 of 7 - THE CHECK
by TheWDFW
4,392 views



Canada Goose ID Part 4 of 7 - RESIDENT
by TheWDFW
4,845 views



Охота на гусей.wmv
by aakp747
103,997 views



Goose Hunting - Feet Down Guns Up!
by StormOut1
223,452 views



Danger Zone Lubbock , Tx. Goose hunting
by hytower12345
138,357 views



Canada Goose Hunting in Eastern Washington

81 / 143



Uploaded videos TheWDFW

Options

Taskbar and video playlist:

- Windows Start button
- Taskbar icons: Microsoft Office Word, Commission prese..., YouTube Go Hunt..., Washington Depart..., Canada Goose ID P..., Microsoft PowerPo...
- System tray: 4:27 PM
- Video Playlist:
 - 81: Canada Goose ID Part 5 of 7 - ADVANCED ID (NOW PLAYING)
 - 82: Canada Goose ID Part 3 of 7 - THE WINTERING
 - 83: Canada Goose ID Part 2 of 7 - GOOSE
 - 84: Canada Goose ID Part 1 of 7 - INTRODUCTION
 - 85: Canada Goose ID Part 4 of 7 - RESIDENT



Search bar

Browse | Movies | Upload | Sign In

Bald Eagle Feeding Eaglet

TheWDFW + Subscribe 143 videos



0:04 / 5:25

Upgrade to the latest Flash Player for improved playback performance. Upgrade now or more info.

Bald Eagle catches salmon
by AdmireNL
713,431 views **FEATURED**
0:52

Adler beitz Reh / eagle catches deer
by Lelius18
632,332 views
0:14

golden-eagle-draggs-goats-off-cliff
by lanrhys1958
3,261,235 views
7:19

Bald Eagle Nest Building
by TheWDFW
32,930 views
1:41

100+ Bald Eagles
by baldeagleinfoDcom
46,883 views
3:16

Over 30 Bald Eagles in the back yard

2 / 4



WDFW EagleCam TheWDFW

Options

Video thumbnails: Bald Eagle Feeding Eaglet (NOW PLAYING), Bald Eagle - Parent and Eaglet, Bald Eagle Nest Building



Micro-blogging with Twitter

- Used since May 2009
- “Tweets” of 140 characters maximum sent to subscribers who can “re-tweet” to others, and/or reply to us with comments
- WDFW tweets are mostly leads from news releases, fishing rule changes and Weekender recreation reports
- As of November 2012:
 - 1,026 tweets (average of one per day since May 2009)
 - 4,300 subscribers



Washington State DFW

@WDFW

The Washington Department of Fish and Wildlife (WDFW) is dedicated to preserving, protecting and perpetuating the state's fish and wildlife resources.

Olympia, WA USA · <http://wdfw.wa.gov>

Follow

1,027 TWEETS

8 FOLLOWING

4,283 FOLLOWERS

Follow Washington State DFW

Full name

Email

Password

Sign up

Tweets >

Following >

Followers >

Favorites >

Lists >

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Tweets

Washington State DFW @WDFW 2h
Committee members sought for Puget Sound recreational fisheries enhancement group - wdfw.wa.gov/news/oct1712a/ #WDFW #PugetSound #Fishing
Expand

Washington State DFW @WDFW 16 Oct
WDFW announces tentative schedule for razor clam digs through December. wdfw.wa.gov/news/oct1612b/. #WDFW #RazorClamming
Expand

Washington State DFW @WDFW 16 Oct
WDFW today lifted emergency restrictions on the land it manages throughout the state - wdfw.wa.gov/news/oct1612a/ #WDFW #WaWILDFIRE #Hunting
Expand

Washington State DFW @WDFW 12 Oct
Upper Columbia, several other rivers to open for hatchery steelhead fishing starting Tuesday, Oct 16 - wdfw.wa.gov/news/oct1212a/ #WDFW #Fishing
Expand



Social networking with Facebook

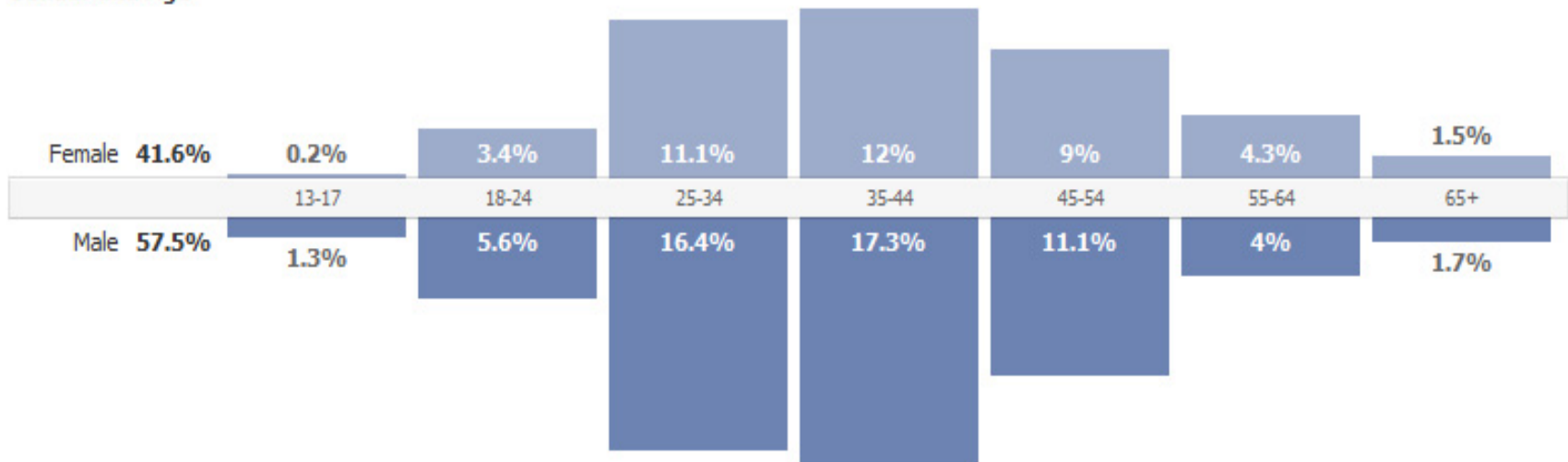
- Since June 2010
- Post photos and text to WDFW Facebook “wall” daily, with links to website for more detailed information
- “Fans” or followers can “like” (thumbs up), comment about or share posts with their Facebook friends
- As of November 2012
 - About 7,000 “likes” or unique fans
 - Those fans have nearly 1.8 million Facebook “friends”
 - If our fans contact all of their friends...

Who are our Facebook fans?

People Who Like Your Page (Demographics and Location)

[See Likes](#)

Gender and Age?



Countries?

6,868 United States of America
28 Canada
19 United Kingdom

Cities?

639 Seattle, WA
254 Vancouver, WA
245 Tacoma, WA

Languages?

6,747 English (US)
277 English (UK)
25 Spanish



Wall Photos

Tag Photo Options Share Like

private ranchers cattle. The wolf goes one way or the other! These
wolf owners want them, they they took care from all of the ranches.



Chandie Morse Bartell Where did Washington's wolves come from?

In 2009 WDFW were caught releasing wolves on the rest of the Golden Doe ranch land they had just purchased, first thing their wolves did was kill a cow and calf> WDFW and the USFWS ran to the local papers and I... See More
Wednesday at 7:11pm · Like



Washington Department of Fish & Wildlife
We have never brought wolves to Washington. As stated in our FAQs at http://wdfw.wa.gov/conservation/gray_wolf/faq.html#1 : There is no reason to bring wolves into Washington because they are returning naturally from dispersing populations in nearby s... See More



Frequently Asked Questions About Wolves in Washington | Washington Department of Fish & Wildlife

wdfw.wa.gov
No. There is no reason to bring wolves into Washington because they are returnin...See More

Yesterday at 12:02pm · Like · 2 · Remove Preview



Chandie Morse Bartell So are you calling



Write a comment...



Washington Department of Fish & Wildlife

Timeline

Now

Manage Page

917 people saw this post

Promote



Washington Department of Fish & Wildlife

Tuesday

Mike Marson sent us this photo from last October near Port Townsend of a big blacktail buck deer following a doe. Send us your best wildlife viewing, hunting or fishing shots at <http://wdfw.wa.gov/sharephotos/>



Like · Comment · Share

1

29 people like this.

View all 4 comments



Garrett Lowell Oso-Grande Does the wdfw do internships?

Wednesday at 2:50pm · Like



Washington Department of Fish & Wildlife Garret: "Internships" might be arranged either through our Volunteer program (<http://wdfw.wa.gov/about/volunteer/>) or directly with local staff (see <http://wdfw.wa.gov/about/contact/>).



Volunteer Opportunities | Washington Department of Fish and Wildlife

wdfw.wa.gov

The Washington Department of Fish and Wildlife welcomes volunteers who want to assist in activities that benefit fish, wildlife and habitat.

Yesterday at 11:58am · Like · Remove Preview



Write a comment...

972 people saw this post

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Washington Department of Fish & Wildlife

October 15

Hatchery steelhead fisheries will open tomorrow, Tuesday, Oct.

Washington Department of Fish & Wildlife | Timeline | Now | Manage Page | Create Page





Washington Department of Fish & Wildlife

Like This Page · September 27

✕

The Washington Department of Fish and Wildlife (WDFW) concluded its action to eliminate a pack of wolves in Northeast Washington today after an agency marksman killed the pack's alpha male just south of the Canadian border. Learn more at: <http://wdfw.wa.gov/news/sep2712b/>


📍 Tag Photo
📍 Add Location
✎ Edit

Like · Comment · Share · Edit

👍 132 people like this.

🗨️ 192 shares

🗨️ [View previous comments](#) 206 of 1,197



Richard Parks All of you wolf lovers need to come to terms that wolf management will include the killing of wolves. Idaho, Wisconsin, Montana, Alaska and Canada kill wolves to manage them.

Washington will be no different

October 2 at 12:18pm · Like · 3

Write a comment...



Washington Department of Fish & Wildlife

Like This Page · October 2

A couple Septembers ago, Taressa Krumwiede caught this 22 pound female hatchery coho salmon 30 miles off Westport in Marine Area 2. Share your fishing, hunting or wildlife viewing photos with us at <http://wdfw.wa.gov/sharephotos/>

Tag Photo Add Location Edit

Like · Comment · Share · Edit

100 people like this.

12 shares

View all 7 comments



John Taravella Nice catch!

October 2 at 8:44am · Like



Matt Owsley never seen a photo fishgrip quite like that one before

October 2 at 8:44am · Like



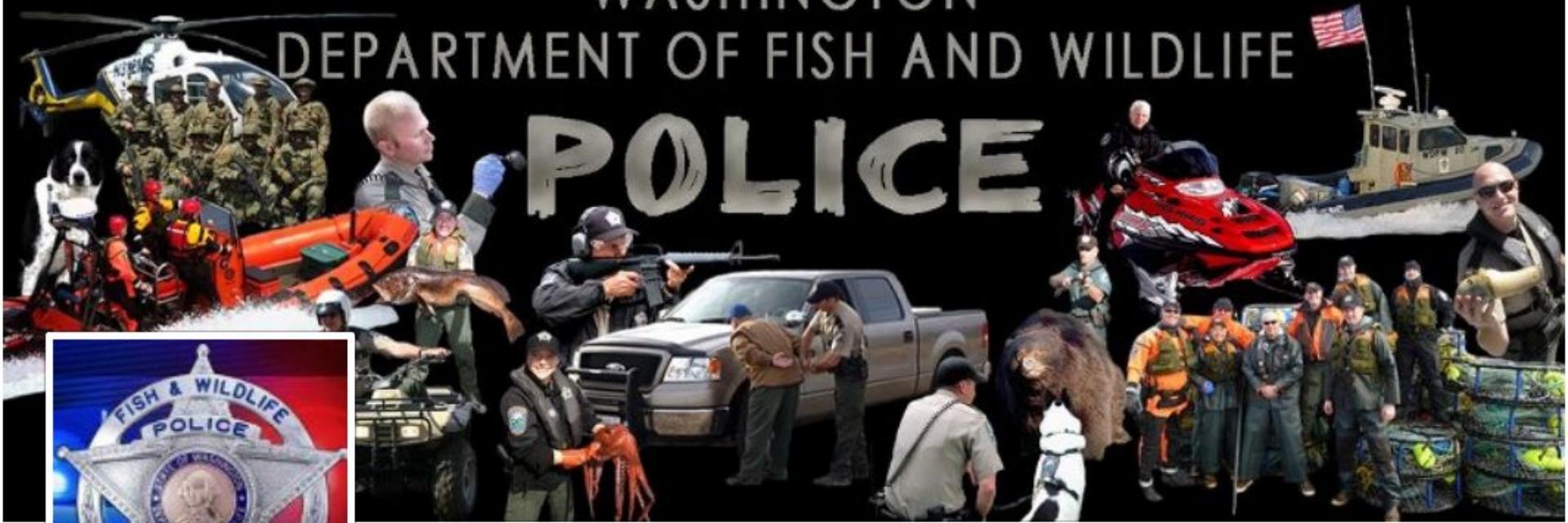
Jason Brown Wow, that must be a record coho!



Write a comment...

WASHINGTON DEPARTMENT OF FISH AND WILDLIFE

POLICE



Washington Department of Fish and Wildlife Police

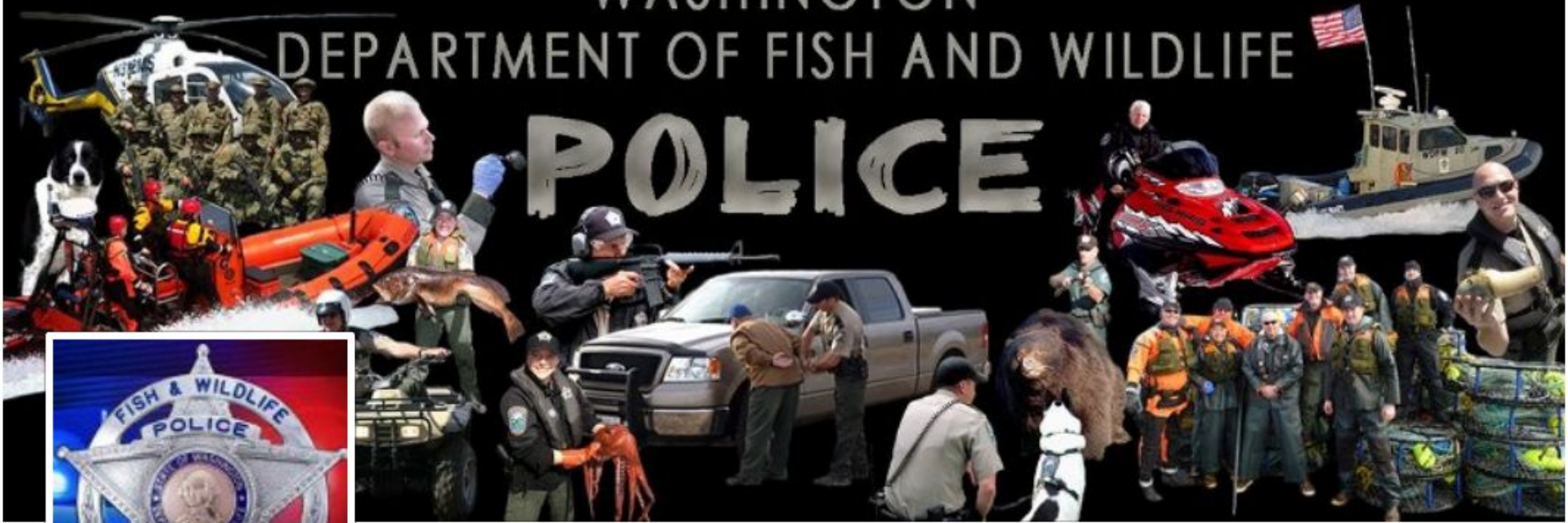
2,030 likes · 889 talking about this



- Since January 3, 2012
- As of November 2012: 2,030 fans
- Posts specific to WDFW Enforcement:
 - Educate public
 - Recognize Officer Relevance/Achievement
 - Interact with a targeted audience
 - Prevent fish and wildlife crimes
 - Involve public in crime investigation
 - Recruit new Officers

WASHINGTON DEPARTMENT OF FISH AND WILDLIFE

POLICE

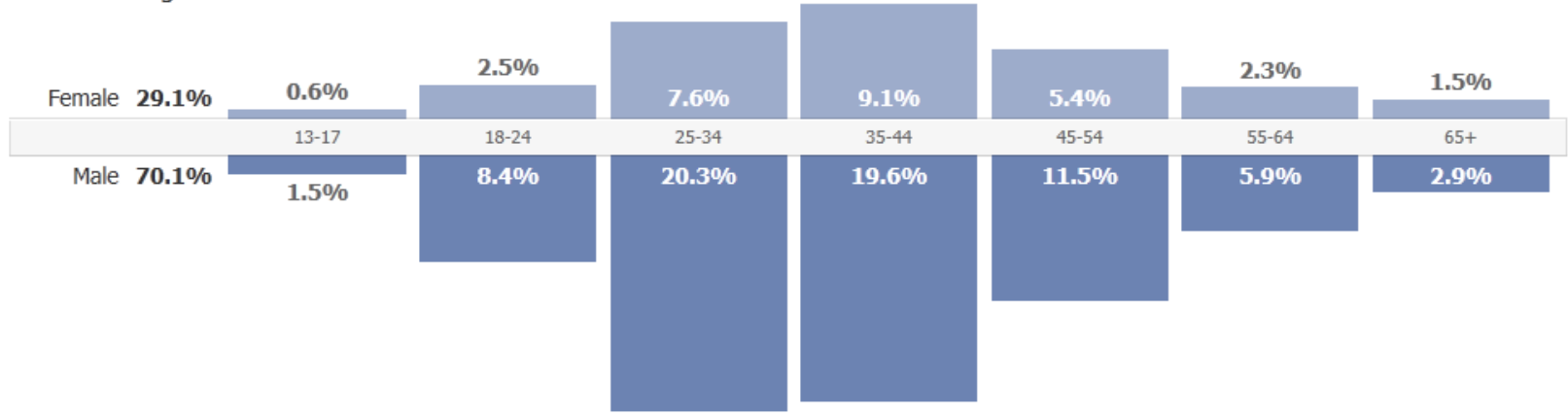


Washington Department of Fish and Wildlife Police

2,030 likes · 889 talking about this



Gender and Age?





Washington Department of Fish and Wildlife Police

April 11

Spokane area Fish and Wildlife Police Officers are investigating the poaching of a cow moose near the top of Beacon Hill, an area popular with hikers and mountain bikers, near Valley Spring Road and Minnehaha Park.

The moose is thought to have been killed sometime during the evening of April 9, 2012. It appears to have been butchered on site and then removed from the area by vehicle during the early morning hours of April 10th.

Please contact Officer Paul Mosman (509.710.5707) or Officer Dave Spurbeck (509.993.3997) with any information you may have about this case. All reports are confidential, and may result in a reward for the reporting party.



Like · Comment · Share

👍 2 💬 7 📄 1

477 people saw this post



Washington Department of Fish and Wildlife Police

April 18

UPDATE TO THE BEACON HILL (SPOKANE) MOOSE POACHING:

Thanks to an anonymous tip, WDFW and Washington DOC Officers identified and interviewed several individuals on April 17th regarding the cow moose poached in the Beacon Hill area of Spokane on April 10th. During the course of the investigation, 95 packages of moose meat, the archery equipment used in the poaching of the moose, and multiple evidentiary items were recovered. In addition, a search warrant was obtained and served for the seizure and forfeiture of the vehicle used to transport the poached moose.

As of right now, two individuals will be facing multiple big game charges for both the moose and an additional poached deer discovered during the investigation. Officer Mosman and Officer Spurbeck wish to thank the many citizens who called in and provided information on this case. :)



Like · Comment · Share

36 10 4

696 people saw this post

WASHINGTON DEPARTMENT OF FISH AND WILDLIFE POLICE



Washington Department of Fish and Wildlife Police

2,030 likes · 889 talking about this



CALL FOR PUBLIC ASSISTANCE - SPREE KILLING: Spokane Fish & Wildlife Officers are seeking information about a spree killing that occurred just over a week ago near the intersection of Farwell and Peck Road. Officers received a report of people spotlighting at approximately 0100 hours on September 28th. During the spree, five white tailed deer were killed. It appeared that two of the deer, which were fawns, were intentionally run over. All five animals were left to waste.

Anyone with information about this crime is encouraged to call the Spokane Regional WDFW Office at 509-892-1001 and ask for Officer Jason Snyder. Information can also be called in to the WDFW Poaching Hotline at 877-933-9847, or texted to TIP411. In partnership with Conservation Northwest, persons providing information that leads to the arrest of the individual(s) responsible for these poachings may be eligible for a reward of up to \$2,500. Those who provide information may remain anonymous.



Washington Department of Fish and Wildlife Police shared a link.

October 19

Do you have a strong desire to protect Washington's unique fish and wildlife species, exceptionally diverse landscape and rugged coastline for future generations to enjoy? Are you a current law enforcement officer in need of a change of scenery? A Fish and Wildlife Officer's job begins where the pavement ends! Let your career lead you up into the mountains, along the bank of a winding river, or deep into the forest...

We are hiring! Please visit our WDFW Police Jobs website for information about our educational/experience requirements and how to apply for an entry level (no law enforcement experience) or lateral (previous law enforcement experience) police officer position.



WDFW Police Jobs | Washington Department of Fish & Wildlife

wdfw.wa.gov

Fish and Wildlife Officers are offered a variety of unique career opportunities that can't be found at any other law enforcement agency in the state. Because we partner with city and county law enforcement entities, State Parks, DNR Enforcement, NOAA, U.S. Fish and Wildlife Service, Tribes, Homeland...

Like · Comment · Share

Barry Pomeroy, Daniel Marsh, Larry Elgaen and 7 others like this.

View all 12 comments



Adam Patrick Millican Im registering for my classes at Cascadia CC tomorrow to finish up that Associates. Do you guys do "ride alongs"? Would love to get some right seat ride time in with some good departments.

8 minutes ago · Like



Washington Department of Fish and Wildlife Police Yes, Adam, we do offer ridealongs for those interested in becoming a Fish and Wildlife Officer. Visit our FAQs on our WDFW Police Jobs page for information about how to set up a ridealong with an Officer in your area. <http://wdfw.wa.gov/enforcement/careers/faqs.html>

ENFORCEMENT

WDFW Police Jobs | Washington Department of Fish & Wildlife

wdfw.wa.gov

The complete packet must be submitted to Lt. Steve Crown at WDFW Enforcement via USPS or email atofficerrecruitment@dfw.wa.gov.

6 minutes ago · Like · 1 · Remove Preview



Washington Department of Fish and Wildlife Police

November 1

DOC Officers assisted the WDFW Police last week with two separate big game cases. In the first instance, DOC Officers tipped off Fish and Wildlife Officers to the home of a convicted felon, who had no qualms about poaching. Deputy Chief Cenci and Officer Busching interviewed the suspect at the jail, while Sergeant Jewell obtained a telephonic search warrant. Captain Anderson also got in on the act...[See More](#)

Like · Comment · Share



Barry Pomeroy, Dennis Jenkins, Cheryl Jewell and 93 others like this.

[View all 13 comments](#)



Bob Smart Keep up the good work, Thank You WDFWP !!

Friday at 11:59pm · · 2



Brian Papiez Great job!!! Your work is very appreciated. Thank you.

Saturday at 1:46am via mobile · · 1



Write a comment...

2,240 people saw this post

Promote ▼



Washington Department of Fish and Wildlife Police

October 23

Officer McGary received a phone call from an Adams County Deputy who had stopped a vehicle containing an illegal 2x2 mule deer near Ritzville. Your typical closed season deer case? Not exactly.

Officer McGary arrived on scene and began questioning the man, who hadn't even field dressed the deer at this point (which is not particularly odd if you're trying to get the heck out of dodge before you ...[See More](#)

Like · Comment · Share



Barry Pomeroy, Dan Doyle, Brandy Anderson Heston and 260 others like this.

[View all 44 comments](#)



Joe Geiger Great Job!

October 25 at 12:21pm via mobile · · 1



Edward McIntire Good job it is good when it works out well.

October 25 at 8:34pm via mobile · · 1



Write a comment...

3,430 people saw this post

Promote ▼



Sean Kelly Awesome the meat was donated to charity! Good job WDFW!!!

2 hours ago · Like · 1



Barry Pomeroy That's a dangerous job!

2 hours ago · Like



Daniel Fredlund Thank you to the concerned citizen that reported this crime.

2 hours ago · Like · 1



Ron Oules A perfect example of upper management getting involved and doing the ground work. Proof of our WDFW enforcements dedication is top down to Hunters, Anglers, and the Wildlife we all enjoy.

November 2 at 5:00am · Like · 2



Chad Minnick Excellent work. Thanks for protecting OUR resource!

November 2 at 6:39am · Unlike · 1



Chris Blandi Thanks to you hard working officers.

November 2 at 5:41pm via mobile · Unlike · 1



Bob Smart Keep up the good work, Thank You WDFWP !!

November 2 at 11:59pm · Unlike · 2



Brian Papiez Great job!!! Your work is very appreciated. Thank you.

Saturday at 1:46am via mobile · Unlike · 1



Write a comment...

2,240 people saw this post

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Bryan LaComa So much of this out there in both the hunting and fishing communities. I am so glad that you guys are making examples out of people in an effort to deter or spur people into better self enforcement of the rules. Good work guys and gals!

Yesterday at 3:50pm via mobile · Unlike · 1



Gary McCarty I know the WDFW can not be everywhere at once.... But I still think you guys are doing an outstanding job.

October 29 at 6:07pm · Unlike · 5



Russell N Lana English Keep up the geeat work. Thanks for protecting the resource.

October 29 at 6:09pm via mobile · Unlike · 1



Gregory Seeley First of all, good job WDFW Police!!!! Since they were caught with several limits of fish, why can't they be charged with theft of a public resource? Seems to me they could be charged on 43 counts? Again, good job, you guys!

October 29 at 6:16pm · Like · 6



Russell N Lana English Great job by all involved.

October 18 at 4:48pm via mobile · Unlike · 1



LaFern Janson Wildlife officers are more than officers for our wildlife. Good work, and stay SAFE!

October 18 at 5:45pm · Unlike · 2



Write a comment...

1,024 people saw this post

Promote



Barry Pomeroy This agency, and others like it, are the best kept secret in public safety. The quality of life, environment, and hard work ethics are not to be found in any other law enforcement career. I wish I had known at 21, or at least before I settled in as an arson dude doing fire & police.

Enforcement: What We Have Achieved

- **Education**

- Better understanding of authorities and activities
- Linkage with other law enforcement entities
- Clarification of rules and regulations

- **Recognition/Relevance**

- Better understanding of how far-reaching our efforts are
- Kudos for individual officers for outstanding police work
- Recognition of dangers inherent to fish and wildlife police work

- **Interaction**

- Interactive dialog with a targeted audience (Q&A)
- Receive crime information and respond
- Officers receive thanks directly from public

Enforcement: What We Have Achieved

- **Prevention**

- Information about laws, rules, regulations, emergency closures, etc.
- Fostering community policing mentality
- Recognition of officer presence

- **Investigation**

- Receive crime tips, solicited and unsolicited
- Offer rewards/incentives for information received
- Provide follow-up information on cases
- Public feels like partners in solving crimes

- **Recruitment/Hiring**

- Increased interest
- Better understanding of hiring process, minimum requirements, etc.

WDFW: Where Do We Go From Here?

- **Continue to monitor and analyze**
 - Demographics
 - Content
 - Trends
 - Results
- **Evaluate new opportunities**
 - New social media venues
 - Blogs, chats, podcasts
 - Utilize more Facebook features (quizzes, surveys, etc.)
 - Apps
 - Recruitment
 - Guest blogger