

“GREEN SHEET”

Meeting: November 8-9, 2012, Commission Meeting

Agenda item # : Presentation on WDFW’s Use of Social Media

Staff Contact: Bruce Botka, Public Affairs and Community Outreach Manager,
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Presenter(s): Bruce Botka
Mike Cenci, Deputy Chief, Enforcement Program
Madonna Luers, Communications Consultant

Background: Like most public-sector organizations, the Department of Fish and Wildlife uses social media, such as Facebook and Twitter, to communicate with the public and to provide a venue for open, transparent discussion of important operational and policy issues.

The Public Affairs unit and the Enforcement program use complementary approaches that support both the department’s overall communication objectives and the program’s more specialized requirements for protecting fish and wildlife resources and promoting public safety.

Policy issues:

Public involvement process and outcome:

Action requested: This item is informational and does not require Commission action.

Draft motion language:

Justification for Commission Action:

Communications Plan: