

# Communicating Climate Tools to Coastal Stakeholders

## *Focus on Social Media*

### Fact Sheet:

Researchers conducted a general report of social media use by Emergency Preparedness Managers (EPMs) in Coastal Louisiana.

#### ◆ **Definition of social media:**

A broad scope of online communication platforms microblogs (e.g., Twitter), social networking sites (Facebook), and media-sharing sites (Instagram, YouTube, TikTok) (Rhee et al., 2021).

#### Types of Social Media (Rains et al., 2015)

<b>Microblog</b>	“Dedicated space for a single individual or organization to share information and experiences where contributes are limited to 140 characters or less.”
<b>Social Network Website</b>	“System of personal webpages that articulate members’ connections and can be viewed and contributed to by members of the system.
<b>Video-Sharing Website</b>	“Website dedicated to viewing, sharing, and/or commenting on videos uploaded by users.
<b>Photo-Sharing Website</b>	“Website dedicated to viewing, sharing, and/or commenting on photos uploaded by users.”

#### ◆ **Fast Facts:**

1. Among 26 Coastal Louisiana parishes, approximately 46% EPMs utilize social media. Only 2 parish EPMs update social media regularly.
2. More than half of the Coastal Louisiana EPMs do not utilize or update social media regularly.
3. Many EPM social media pages are linked to external websites (e.g., parish police, local tourism pages).

# Communicating Climate Tools to Coastal Stakeholders

## *Focus on Social Media*

### ◆ Best Practices for Social Media Use

1. Use social media consistently.
2. Know your audience.
3. Be flexible and interactive on social media.
4. Use clear, unexaggerated language.
5. Appoint social media managers.

#### **For more information:**

Renee Edwards, Ph.D.

Dept. of Communication Studies

Louisiana State University

Baton Rouge, LA 70803

(225) 578-6821

edwards@lsu.edu

<https://www.lsu.edu/hss/cmst/resources/cctcs.php>



# Communicating Climate Tools to Coastal Stakeholders

## *Focus on Social Media*