Indian River Lagoon National Estuary Program
Citizens' Advisory Committee

This meeting is open to the public

July 30, 2020
1:30 p.m. - 4:00 p.m.
Virtual Meeting held on Zoom
Zoom Web Link: https://us02web.zoom.us/j/81587328443

The order of items appearing on the agenda is subject to change during the meeting and is at the discretion of the presiding officer.

1. **Call to Order and Pledge of Allegiance** (Frank Catino, Chair)

2. **Agenda Revisions** (Frank Catino, Chair)

3. **Introductions and Public Comments** (Frank Catino, Chair)

4. **Minutes Approval** (Frank Catino, Chair)
   Requested Action: Motion to approve Minutes of the April 30, 2020 meeting.

5. **Old Business**
   a. Discussion: 2021 Small Grants Program Application/Funding Criteria (Kaylene Wheeler)
   b. Social Media Strategy Update (Kathy Hill)
   c. FY 2022 RFPs (Duane De Freese)
      Requested Action: Recommend that the IRL Council Board of Directors authorize staff to develop and issue FY 2022 RFPs pursuant to tentative FY 2022 budget allocation amounts for each RFP.
   d. COVID Bridge Funding Grants – Update (Kathy Hill)
   e. IRL Project Update (Daniel Kolodny)
   f. SR528 Update (Duane De Freese)

6. **New Business:**
   a. Merchandising Plan (Kathy Hill & Kaylene Wheeler)
   b. Meeting Calendar (Kaylene Wheeler)

7. **Executive Director Report** (Duane De Freese)

8. **Final Comments**

9. **Adjourn**

NOTE: If a person decides to appeal any decision made by the Board with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Section 286.0105, Florida Statutes (2014).

Pursuant to the provisions of the Americans with Disabilities Act, any person requiring special accommodations to participate in this workshop/meeting is asked to advise the agency at least 48 hours before the workshop/meeting by contacting: Kaylene Wheeler at (772) 532-8811. If you are hearing or speech impaired, please contact the agency using the Florida Relay Service, 1(800) 955-8771 (TDD) or 1(800) 955-8770 (Voice). For more information, you may contact: Kaylene Wheeler, IRL Council, 1235 Main St, Sebastian, FL 32958, (772) 532-8811, or by email at wheeler@irlcouncil.org.

Indian River Lagoon National Estuary Program Citizens' Advisory Committee

Minutes from the Meeting of Thursday, April 30, 2020, 1:30 p.m.
Zoom Web Meeting

Attendance: Frank Catino, Jesse Wayles, Mike Coneen, Doug Patterson, Keith Winsten, Dr. Graham Cox, Heather Stapleton, Greg Braun, James Urick, Frank Brownell, Jim Moir, Paul Fafeita, Pat Northy, Cheryl McPhillips, Adam Locke, Jim Moir, Dallas Young

Agenda Item 1. Call to Order and Pledge of Allegiance (Frank Catino, Chair)
Meeting was called to order at 1:33 p.m.

Agenda Item 2. Introductions and Public Comments (Frank Catino, Chair)
None

Agenda Item 3. Agenda Revisions (Frank Catino, Chair)
None

Agenda Item 4. Minutes Approval (Frank Catino, Chair)
Requested Action: Motion to approve Minutes of the February 6, 2020 meeting.
MOTION FOR APPROVAL OF MINUTES FROM CITIZENS ADVISORY COMMITTEE MEETING ON FEBRUARY 6, 2020. MOTION BY KEITH WINSTON, SECONDED BY JESSY WAYLES, MOTION CARRIED UNANIMOUSLY.

Agenda Item 5. Old Business
None

Agenda Item 6. New Business
a. Budget Amendment FY 2019-2020 (Daniel Kolodny)
Requested Action: Motion to recommend that the IRL Council Board of Directors adopt Resolution 2020-02 amending the FY 2019-2020 budget based on annual audit reconciliation.

MOTION WAS MADE BY PAT NORTHY, SECONDED BY JESSY WAYLES TO RECOMMEND TO THE IRL COUNCIL BOARD OF DIRECTORS APPROVAL OF RESOLUTION 2020-02 AMENDING THE BUDGET FOR FY2019-2020 BASED ON ANNUAL AUDIT RECONCILIATION. MOTION CARRIED UNANIMOUSLY.

b. Final Adopted Budget Resolution FY 2020-2021 (Daniel Kolodny)
Requested Action: Motion to recommend that the IRL Council Board of Directors adopt Resolution 2020-03 adopting the final budget for FY 2020-2021 pursuant to IRL Council policy and Florida Statutes 200.065.

MOTION WAS MADE BY PAT NORTHY, SECONDED BY KEITH WINSTON TO RECOMMEND TO THE IRL COUNCIL BOARD OF DIRECTORS APPROVAL OF RESOLUTION 2020-03 ADOPTING THE FINAL BUDGET FOR FY2020-2021 PURSUANT TO IRL COUNCIL POLICY AND FLORIDA STATUTES 200.065. MOTION CARRIED UNANIMOUSLY.

c. FY 2021-2022 Request for Proposals – Categories and Priorities (Duane De Freese)
Requested Action: Motion to recommend that the IRL Council Board of Directors authorize staff to develop and issue RFPs on or before November 1, 2020 pursuant to Management Conference recommendations.

MOTION WAS MADE BY CHERYL MCPHILLIPS, SECONDED BY PAT NORTHY TO RECOMMEND TO THE IRL COUNCIL BOARD OF DIRECTORS AUTHORIZE STAFF TO DEVELOP AND ISSUE RFPS ON OR BEFORE NOVEMBER 1, 2020. MOTION CARRIED UNANIMOUSLY.

d. COVID-19 Response – Bridging the Gap with Summer Internships (Duane De Freese)
Requested Action: Motion to recommend that the IRL Council Board of Directors accept the approval of 10 internships and funding contingent and consistent with available funds and budget authority already approved.

MOTION WAS MADE BY PAT NORTHY, SECONDED BY PAUL FAFEITA TO RECOMMEND TO THE IRL COUNCIL BOARD OF DIRECTORS ACCEPT THE APPROVAL OF 10 INTERNSHIPS AN FUNDING CONTINGENT AND CONSISTENT WITH AVAILABLE FUNDS AND BUDGET AUTHORITY ALREADY APPROVED. MOTION CARRIED UNANIMOUSLY.

e. Discussion of 2020 Small Grant Proposal Scores
Requested Actions (By separate motions):
- Motion to recommend that the IRL Council Board of Directors accept the IRLNEP Management Conference recommendations and approve the final ranked list of proposals by the CAC.

MOTION WAS MADE BY KEITH WINSTON, SECONDED BY PAT NORTHY TO RECOMMEND TO THE IRL COUNCIL BOARD OF DIRECTORS ACCEPT THE IRLNEP MANAGEMENT CONFERENCE RECOMMENDATIONS AND APPROVE THE FINAL RANKED LIST OF PROPOSALS BY THE CAC. MOTION CARRIED UNANIMOUSLY.

- Motion to recommend that the IRL Council Board of Directors accept the Management Conference recommendations to fund the top proposals contingent and consistent with available funds and budgetary authority. Authorize staff to negotiate and enter into contracts with those applicants.

MOTION WAS MADE BY PAT NORTHY, SECONDED BY PAUL FAFEITA TO RECOMMEND TO THE IRL COUNCIL BOARD OF DIRECTORS ACCEPT THE MANAGEMENT CONFERENCE RECOMMENDATIONS TO FUND THE TOP PROPOSALS CONTINGENT AND CONSISTENT WITH AVAILABLE FUNDS AND BUDGETARY AUTHORITY. AUTHORIZE STAFF TO NEGOTIATE AND ENTER INTO CONTRACTS WITH THOSE APPLICANTS. MOTION CARRIED UNANIMOUSLY.

CAC discussed whether or not the IRLNEP would be able to find dedicated funding or even assist with finding sponsorships for the local schools looking for funding assistance to participate in the "A Day in the Life of the IRL". Consensus was that the program is worthy of consideration for dedicated funding to assist the local schools with participation and discussion will be continued at the next meeting.

Discussion was also held on the types of organizations that applied for these grants and whether or not the program actually hit the targeted audience of small non-profits, schools, and community groups as many of those that applied are larger NGOs and Universities. The committee agreed to discuss the process and eligibility criteria further at the next CAC meeting.

Agenda Item 7. Executive Director Report (Duane De Freese)
- Contracts for the next FY are on hold until staff have a better understanding of the fiscal impacts of the COVID-19 on FY the 2021 budget.
- Florida State Budget updates, with IRL line items totaling 25 million in the final budget. There is no word as to whether the Governor intends to sign the budget or declare a special session to address issues.
- Federal level appropriations for FY21-22: there are House and Senate letters that increase NEP funding from 660K to 750K. The NEP is reauthorized every 5 years at the Federal level, this year reauthorization is in conjunction with the Everglades restoration bill.
- There is discussion at the Federal level on a next round of stimulus funding, this time with a focus on infrastructure and job creation. ANEP has asked each NEP to submit potential projects that should be included as the legislation moves forward. The IRLNEP focus for this effort is on capacity building for restoration and job creation with projects to be developed at Marine Discovery Center, Brevard Zoo Aquarium Project, FAU-Harbor Branch and Florida Oceanographic Society.
- Mid-year progress report to the EPA will be submitted tomorrow.
- One Lagoon website is up and running the old website will be discontinued, with visitors redirected to the new site on May 30.

Agenda Item 8. Final Comments
    None

Agenda Item 9. Adjourn
    Meeting was adjourned at 2:58 p.m.

Comments Received for Discussion Regarding the Small Grants Program

I agree with dedicated "A Day in the Life" funding. Now that trick is how to fund it. A couple of possibilities:

    Covers a percentage

    Everyone gets a set amount, for example, $500.

    Just covers busing fees.

I think "ADITL" could possibly pull from an allotted amount of funding based on first come, first serve. My thoughts on funding this program in general are pretty sad because school children should be fully funded but we all know Florida schools don't have money. So if there is allocated funding for this program only, maybe it have some restrictions as to what the funding goes to. I think I notice most of it is transportation. If a common denominator of funding was established between all program providers, maybe we could pin point a better procedure. I'm a big advocate for youth education and while I would love to send every kid to this program, I find it hard that these teachers are competing against each other with the same end goal in mind.

I think the small grant program should not support specific school participation in a day in the life of the IRL. I think all schools should be treated the same as far as resources to participate. I am not sure if there are other large IRL wide projects but if there are I don't think the small grant program should fund specific areas to participate. I think the small grant program should fund stand independent programs not argument other larger projects.

one proposal per organization. I really didn't like that FAU (FIT?) split up their project into 5 separate proposals to net $25k. It defeats the purpose of the small grant.

needs a large and strong community aspect. This funding is helping to supplement the dwindling education funding from the NEP and it was sad to see community projects that could thrive score lower because larger and stronger proposals for restoration came in. The reality is a teacher will not be able to write a proposal as well as a researcher, and with the majority of us being environmental professionals and scoring them we are naturally going to lean towards the professional proposals.

it would be great to figure out a way to combine multiple county projects into one (ie: funding for A Day In The Life). I'm pretty sure Missy left it up to the individual schools to seek funding for buses, but it was sad when some scored higher than others. It's such an important program.

allow proposals to come in and present their case in person. We did this a few years ago for NEP projects and I think it would really help to learn more about some important projects before we score them on paper. Again, I remember that this funding is supposed to be for the average citizen NOT necessarily environmental professionals, so they may have an easier time conveying their project in a in-person presentation that allows for clarification questions.

Social Media Strategy Plan
Drafted: June 8, 2020

Contents

Platform Strategy Outlines

Facebook

Primary Function: Primary information network

Strategic Objectives:
· Promote events
· Tell the IRL story
· Share environmental lifestyle information
· Disseminate important community information

Tone & Voice: Neighborly, Local, Informative

Primary Audience: Families who live in the IRL community

Instagram

Purpose Function: Virtual artbook

Strategic Objectives:
· Encourage visitation
· Endear the lagoon to the community
· Inspire an appreciation for nature

Tone & Voice: Poetic, Artistic, Serene

Primary Audience: Social media-oriented teens and millennials.

Twitter

Purpose Function: Social engagement tool

Strategic Objectives:
· Create interactive brand touchpoints
· Start dialogue with the community
· Establish the character of the Lagoon
· Engage the audience in the environmental lifestyle

Tone & Voice: Conversational, Casual, Appropriately Playful

Primary Audience: Nature-lovers aged between their early 20s to late-30s

Workflow Breakdown

I. Biweekly Meeting: All-call meeting with IRL and IDEAS team to discuss content needs and ideas for the coming two weeks. As we settle into a comfortable workflow and gain insight into what sort of content works, this may become a monthly or quarterly meeting. Initially perhaps weekly meetings for the first couple of months.

II. Content Development: The IDEAS team will develop ideas discussed in the meeting into copy, photos, graphic, or video content. IDEAS will reach out to the IRL team for information and assets as needed.

III. Editing and Approval: IDEAS will share content with the IRL team for edits as it is completed. We will continue to shop until gaining approval.

IV: Scheduling: After approval from the IRL team, IDEAS will schedule posts using the social media management platform, Hootsuite. Content will be scheduled based on audience analytics and insights.

V. Posting: Content will be posted automatically through the social media management platform.

VI. Analysis: IDEAS will use analytics tools to gather post-performance insights. This data will be used to inform future content and scheduling strategy. We will review these metrics on a monthly or quarterly basis.

VII. Asset Library: IRL and IDEAS will set up a shared Dropbox or Google Drive for approved social media assets (photos, videos, graphics etc.) for future use.

IRL Facebook Editorial Policy

I. Purpose Statement:

This policy is intended to guide IRL team members or partners in the appropriate use of the company's Facebook account, offering explicit instruction related to content, online rhetoric, and audience engagement. It aims to establish a unified plan that will allow for consistency with messaging and voice. The editorial strategy outlined herein supports IRL's use of Facebook as a **Primary Information Network**.

II. Editorial Goals:

The following are the primary goals the IRL hopes to achieve in using Facebook:

- To establish our brand voice and spread brand awareness

- To create a community of advocates through meaningful interactions to further the goals of the IRL brand

- To be a connector for the IRL community to bring others to the table that will help support the efforts of the IRL

- To drive traffic to our website or other supportive tools

III. Primary Strategic Goal & Analytics:

The primary goal of IRL's Facebook strategy increase engagement through the following metrics each month:

- Followers
- Likes
- Comments
- Shares

IV. Content

Content posted to the IRL Facebook account should be focused on our story, identity, and

community presence. Subject matter must fall under one or more of five general categories: Community-Focused, Event-Focused, Heritage-Focused, Lifestyle-Focused, News-Focused.

A) COMMUNITY-FOCUSED – Content that spotlights the One Lagoon team's role in the community, including participation in social events, local school systems, charitable work, etc. Content would also spotlight community partners or local heroes making a difference in the community.

B) EVENT-FOCUSED- Content that promotes and informs the public about events taking place on the IRL.

C) HERITAGE-FOCUSED - Content that tells the story of the IRL's history, culture, and significance.

D) LIFESTYLE-FOCUSED – Content that shares advice and information about positive lifestyle choices that support the wellbeing of the lagoon and its community.

E) NEWS-FOCUSED – Content that shares the latest stories, information, and media coverage centered around or pertaining to the lagoon.

V. Copy, Language & Tone

A) COPY- **All Facebook posts should be accompanied by well-written, sufficiently descriptive copy that interests the audience and qualifies the post**. Lengths of posts may vary based on the nature of the content. As a rule of thumb, collateral that lives on Facebook such as photos, videos or shared content from external sources may be accompanied with longer format writing that keeps the audience engaged with our social media presence as long as possible. Linked content that refers audiences to our website, YouTube channel, or other IRL handles should be accompanied with shorter hooks that incentivize users to click.

B) LANGUAGE- Since Facebook is IRL's primary information network, it may be the first touchpoint the public has with the One Lagoon brand. Thusly, the page's language should represent IRL's best professional self. Complete sentences with correct grammar, thoughtful diction, and minimal jargon are essential to gaining credibility with our audience. While the use of slang is not advised, sparing use of regional vernacular adds a positive local quality to the IRL voice. Sentence fragments should be avoided unless deemed tonally necessary to a post. It is never appropriate to use expletives or taboo language of any kind. All posts to IRL social media must be made in the first or third person. The use of plural personal first-person pronouns such as "we," "our," and "us" is encouraged. Use of "Indian River Lagoon," or "One Lagoon team" is also acceptable. It is **NEVER** appropriate to say "I," "me," or otherwise imply singularity of the voice.

C) TONE- The tone of IRL's Facebook is articulate and personal. Posts should be thought of as a statement in an intelligent conversation with a friend. They should be written more rhetorical than conversational but should address the audience at eye-level. This means it is acceptable to write in the second person. However, it is advised to avoid overly colloquial language like, "Hi guys" or "What's up?" Anyone posting to IRL's Facebook account should keep in mind that of all social media platforms, posts here should most closely match the tone and feel of IRL's professional website.

VI. Visuals

As the most prominent distillation of IRL public image, Facebook should host only the company's most professional visuals. **All Facebook posts should contain a central visual element**. Posts that contain a visual component are more likely to attract views and engagement, regardless of whether it is the focus of the content.

A) AESTHETIC GUIDELINES -All photographs, graphics, art and video should be high quality and high resolution. Blurry, pixelated or amateurish visuals should not be posted.

B) VISUAL CONTENT GUIDELINES - All visuals should be thoughtfully selected and critiqued on quality and relevance before posting. The visual focus of the account should be the lagoon environment and lifestyle, the One Lagoon team, the IRL community, and associated events. Any visuals that feature IRL team members should show them in a professional or community capacity.

VII. Shared Content

Whether from internal or external sources, shared content should reinforce the One Lagoon brand image. Shared content should **NEVER** have political, religious, or social connotations. The only exception is content that promotes relevant environmental or ecological causes; however, this messaging should not be an any way combative or censorious.

A) IN-HOUSE CONTENT – One Lagoon-generated content should occupy the greatest amount of real estate on the IRL Facebook page. The majority of shared posts should stem from the One Lagoon website and other IRL-associated sources. These shared posts should always be accompanied with copy that explains its relevance to IRL and a related image if one is not already included in the shared content. **Do not post or share links without copy that qualifies the content's relevance to IRL.**

B) EXTERNAL CONTENT – Shared external content should come primarily from IRL's community partners, prominent local media, or other legitimate, vetted sources.

Note that it is advisable to avoid reposting any articles or information from major national news sources (e.g. CNN, Fox News, or the Big Three networks) as it can be perceived as polarizing. The only exception to this rule is if IRL is given specific mention by any of these outlets. Wherever possible, the source of the shared content should be tagged. Posts should be accompanied by copy that specifically qualifies why IRL is sharing the article and how it directly relates to the lagoon. **Do not post or share links without copy that qualifies the content's relevance to IRL.**

Add "Rules of the Road"

VIII. Interaction

Facebook offers two basic means of audience interaction: comments and messages.

A) COMMENTS - Comments are public statements that can be viewed by anyone who visits IRL's Facebook page unless disabled by the page admin. They may be optimized to friends and followers of the commenter. IRL should welcome and invite comments by posting quality content that engages the audience and occasionally asks their opinions. IRL should also recognize comments as an opportunity for mutually beneficial promotion with community partners.

   1 PUBLIC DIALOGS - Most users keep comments short and declarative. However, if a user really connects with a piece of content, he or she may attempt to start a dialog with the company. Depending of the nature of the comment, it may or may not be appropriate to engage a commenter. If a comment is friendly, asks an appropriate, related question, or reveals a valid need for additional information, it may be beneficial to respond. Comments should be courteous, concise and professionally voiced. It is acceptable to be more conversational in comments than in general posts; however, those responding on behalf IRL should do so in accordance with the Copy, Language, and Tone standards outlined in Section V of the IRL Facebook Editorial Policy. Additionally, avoid using sarcasm or other language that could be misconstrued as offensive or targeted.

   2 INAPPROPRIATE OR HOSTILE COMMENTS - Topics of conversation that should be avoided in Facebook dialogs include proprietary information, politics, and social issues. DO NOT engage users soliciting endorsement of or opinions about political or social matters. If an acquaintance, friend, or family member of an IRL team member comments, they must be addressed in the company voice, even if they identify a specific team member. Hostile commenters should be ignored unless they raise specific, valid grievance. In this case, a quick public response that offers a concise, general apology and invites the commenter to engage in a private dialog is the best, most attentive recourse.

For the really egregious people who continually abuse commenting or posting on the one lagoon platforms, blocking can be considered, but never deleting posts or comments due to Sunshine Laws regarding public records.

   3   MAKING PUBLIC COMMENTS – Since IRL's Facebook serves primarily as an informational resource, IRL risks jeopardizing its professional image by commenting on public posts from external parties. It is acceptable only when arranged with a partner for marketing and publicity purposes. The subject matter and language of these exchanges should be planned by both parties, and in keeping with IRL brand standards.

B) MESSAGES – Messages sent privately through Facebook's direct messaging feature will be handled on a case-by-case basis. This feature may be used as a way to respond to questions, but not to reach out to external parties. General protocol is to use Facebook messages to convert inquiries to more secure exchanges via email or phone. Messages that do not express interest in or inquire about IRL or One Lagoon content should be ignored.

C) FOLLOWING & LIKING ACCOUNTS – IRL will increase the reach of its online presence and build strategic relationships with partnering brands by following relevant handles on Facebook (?) Instagram. This may include other community organizations and businesses, local public figures, nature photographers, as well as national and international entities pertinent to One Lagoon's brand (e.g. U.S. Fish & Wildlife Services, Jane Goodall, or Audubon Society). To prevent creating the misperception of endorsement, it is advised to avoid following major political or religious leaders. The only exceptions are those with a generally positive standing in the local community. Do not follow any pages affiliated with political campaigns.

D) LIKING POSTS- Since Facebook is generally perceived as a more professional platform for businesses and organizations, is advised to avoid liking public posts made by accounts that IRL follows.

IX. Hashtags, Livestreaming, Polls and Story Mode

A) HASHTAGS – Hashtags are words and phrases preceded by the hash (#) symbol that identify everything from ideas to trends to locations. Users may search hashtags in order to find pages and posts with the same topics. Facebook posts infrequently use hashtags, usually to substitute a word or phrase and give it greater social context. For instance, a post reading "I'm going to the mall" is given greater social value and reach with the hashtag, "I'm going to #FloridaMall." IRL's Facebook posts should only include hashtags to substitute words or phrases within a sentence to tie the subject matter to a wider topic. Using hashtags in lieu of punctuation or outside a

sentence is considered unprofessional. IRL may use Facebook to launch its own hashtags. Hashtags that are inappropriate or contain explicit language should be avoided.

B) LIVESTREAMING – Facebook Live is a feature that allows the user to live stream video to page followers in the context of a post. During these streams, viewers can make real-time commentary. IRL will use this feature in specific, approved and planned situations. Public events, community gatherings, and other special offerings may qualify as appropriate situations to use this feature. Broadcast quality should be consistent with the visual guidelines in Section VI and the content guidelines in Section V of the IRL Facebook Editorial Policy.

C) POLLS – Facebook Polls allows for the creation and dissemination of public polls to which page followers can respond. While not advisable as a bona fide research tool, IRL may elect to use this feature to engage audiences. Polls must be specifically related to IRL matters.

D) STORY MODE – Facebook Story lets users post photos and videos in real time that disappear after a 24-hour period. These stories are only visible to friends and followers. This feature is used primarily used by private profiles and will not be a regular part of the IRL strategy. On the occasion that this feature is deemed appropriate, adhere to visual guidelines in Section VI and the content guidelines in Section IV of the IRL Facebook Editorial Policy.

IRL Instagram Editorial Policy
Drafted June 2, 2020

I. Purpose Statement:

This policy is intended to guide IRL team members or partners in the appropriate use of the organization's Instagram account, offering explicit instruction related to content, online rhetoric, and audience engagement. It aims to establish a unified plan that will allow for consistency with messaging and voice. The editorial strategy outlined herein supports IRL's use of Instagram as a **Virtual Artbook**.

II. Editorial Goals:

The following are the primary goals IRL hopes to achieve in using Instagram:

- To create brand identity and express the essence of the lagoon through curating quality images of the IRL and its community

- To establish our brand voice and spread brand awareness

- To create public awareness and educate the community about the lagoon through expressive imagery

- To drive traffic to our website or other supportive tools

III. Content

Content posted to the IRL Instagram account should be focused on our visual beauty and distinction of the lagoon as well as the people, animals, and flora that call it home. Subject matter should fall under one or more of four general categories: Aesthetic-Focused, Community-Focused, Event-Focused, Lifestyle-Focused.

A) AESTHETIC-FOCUSED - Content that leverages the visual beauty of the lagoon's scenic vistas, fauna, and flora.

B) COMMUNITY-FOCUSED – Content that spotlights IRL's and the One Lagoon Team's role in the community, including participation in public events, local school systems, partner projects, charitable work, etc.

C) EVENT-FOCUSED- Content that promotes and informs the public about events taking place on the IRL.

D) LIFESTYLE-FOCUSED – Content that shares advice and information about positive lifestyle choices that support the wellbeing of the lagoon and its community.

IV. Visuals

Instagram is a visual-driven platform. Image quality and subject matter should reflect the highest possible quality, supporting the appeal of the lagoon as a destination and the credibility of the IRL brand.

A) AESTHETIC GUIDELINES -All photographs, graphics, art, and video should be high quality and high resolution. The majority of the content posted to Instagram should be professionally shot and edited. Blurry, pixelated, or amateurish visuals should not be posted.

B) VISUAL CONTENT GUIDELINES - All visuals should be thoughtfully selected and critiqued on quality and relevance before posting. The visual focus of Instagram should be the lagoon environment, the people that call it home, the events that take place there. Any visuals that feature IRL team members should show them in a professional or community-focused capacity. Since Instagram is a visually driven platform, it is also appropriate to solicit and share follower-generated photos that meet the Aesthetic Guidelines in Section IV.A of the IRL Instagram Editorial Policy.

V. Copy, Language, & Tone

A) COPY- All Instagram posts should be accompanied by well-written, tonally apropos copy that interests the audience. Lengths of posts may vary based on the nature of the content but should generally be brief (under 150 characters if possible). Since only a limited number of characters are visible to users while scrolling their feed, posts should lead with an effective hook. Instagram does allow for longer-format posts consisting of multiple paragraphs, which may be exploited when posting long-format storytelling content. Avoid positing active URLs in Instagram captions, as the site automatically disables them.

B) LANGUAGE- As a more casual social media platform, Instagram allows for greater liberty in captioning. It is acceptable to use appropriate one-liners, contractions, sentence fragments and colloquialisms. Still, all written content should contain correct grammar, thoughtful diction and minimal jargon. The use of slang is not advised but sparing use of regional vernacular adds a positive local quality to the IRL voice. It is never appropriate to use expletives or taboo language of any kind. All posts on IRL social media must be made in the first or third person. The use of plural personal first-person pronouns such as "we," "our," and "us" is encouraged. Use of "Indian River Lagoon," or "One Lagoon team" is also acceptable. It is **NEVER** appropriate to say "I," "me," or otherwise imply singularity of the voice.

C) TONE- The tone of IRL's Instagram is artistic and thought-provoking, but accessible. When audiences scroll our page, they should feel like they are taking a personal walking tour of an art gallery with the artist. Captions that evoke excitement and interest in the accompanying visual is the ultimate goal. It is acceptable to write in the second person and even propound a rhetorical question when appropriate. However, it is advised to avoid overly colloquial language like, "Hi guys" or "What's up?"

VI. Interaction

Instagram offers two basic means of audience interaction: comments and direct messages.

A) COMMENTS - Comments are public statements that can be viewed by anyone who visits the IRL Instagram. IRL should welcome and invite comments by posting quality content that engages the audience's attention and thought, and occasionally ask their opinions. However, posts falling under the latter category should be used sparingly as Instagram's purpose is to exhibit and display. IRL also recognizes comments as an opportunity for mutually beneficial promotion with partners.

   1   PUBLIC DIALOGS - Most users keep comments short and declarative. However, if a user really connects with a piece of content, he or she may attempt to start a dialog. Depending of the nature of the comment, it may or may not be appropriate to engage a commenter. If a comment is friendly, asks a specific question, or offers a launching point for positive discourse, social media managers or members of the IRL team may respond. Comments should be congenial, concise and appropriately voiced. It is acceptable to be more conversational in comments than in general posts; however, those responding on behalf of IRL should do so in accordance with the Copy, Language and Tone standards outlined in Section V of the IRL Instagram Editorial Policy. Avoid using sarcasm or other language that could be misconstrued as offensive or targeted.

   2   INAPPROPRIATE OR HOSTILE COMMENTS - Topics of conversation that should be avoided in Instagram dialogs include proprietary information, politics, social issues and competitors. DO NOT engage users soliciting opinions or

endorsements regarding political or social matters. If an acquaintance, friend or family member of an IRL team member comments, they must be addressed in the organizational voice, even if they identify a specific team member. Hostile commenters should be ignored unless they raise specific, valid grievance. In this case, a quick public response that offers a concise, general apology and invites the commenter to engage in a private dialog is the best, most attentive way to save face.

For the really egregious people who continually abuse commenting or posting on the one lagoon platforms, blocking can be considered, but never deleting posts or comments due to Sunshine Laws regarding public records.

3   PUBLIC COMMENTS – It is appropriate for IRL to make comments on public posts from external parties when they are tagged or hashtagged. Comments should be kept brief, positive, and friendly. If the post features an image that meets the Visuals standards outlined in Section V of the IRL Instagram Editorial Policy, social media managers may repost it. **The source of the photo should be credited and tagged when reposting**. The subject matter and language of these exchanges should be in keeping with IRL brand standards.

B) DIRECT MESSAGES – Messages sent privately through Instagram's direct messaging feature will be handled on a case-by-case basis. This feature should be used as a way to respond to questions about content but should not be used to reach out to external parties. Messages that do not express interest in or inquire about IRL or One Lagoon content should be ignored.

C) FOLLOWING ACCOUNTS – IRL will increase the reach of its online presence and build strategic relationships with partnering brands by following relevant handles on Instagram. This may include other community organizations and businesses, local public figures, nature photographers, IRL residents with positive online following, as well as national and international entities pertinent to One Lagoon's brand (e.g. U.S. Fish & Wildlife Services, Jane Goodall, or Audubon Society). To prevent creating the misperception of endorsement, it is advised to avoid following major political or religious leaders. The only exceptions are those with a generally positive standing in the local community. Do not follow any pages affiliated with political campaigns.

D) LIKING POSTS- Since Instagram is a more informal platform, it is appropriate for the IRL account to like posts that pertain specifically to the lagoon or One Lagoon brand messaging. Acceptable content includes posts containing photos taken at the IRL, photos of Florida Wildlife, photos from community events, and photos with relevant environmental messaging.

VII. Hashtags, Story Mode, Livestreaming and Takeovers

A) HASHTAGS – Hashtags are words and phrases preceded by the hash (#) symbol that identify everything from ideas to trends. Users may search hashtags in order to find pages and posts containing the same topics. Instagram users may include one to paragraph-sized lists of hashtags to increase the potential reach of their post. Every post should be accompanied by multiple relevant hashtags in order to bring content to wider audiences. IRL may use Instagram to launch its own original hashtags. Hashtags should not have inappropriate connotation or contain explicit language.

B) STORY MODE – Instagram Story lets users post photos, images and videos in real time that disappear after a 24-hour period. While stories are optimized to followers, they can be viewed by anyone who visits a page. This feature has become a popular tool for marketing and promotion, especially of events. While visual content shared in the story may be less polished as our posts, it should still adhere to visual guidelines in Section V and the content guidelines in Section III of the IRL Instagram Editorial Policy.

C) LIVESTREAMING – Instagram Live is a Story Mode feature that allows the user to live stream video content to the public during which viewers can make real-time commentary. IRL will use this feature in specific, approved and planned situations. Public events, community gatherings, and other special offerings may qualify as appropriate situations to use this feature. Broadcast quality may be less professional than videos posted to the page's feed but should be consistent with the visual guidelines in Section V and the content guidelines in Section III of the IRL Instagram Editorial Policy.

D) TAKEOVERS – Instagram Takeovers are planned social media events in which one or more predetermined individuals make posts and story updates consistently for a pre-arranged period of time. Takeovers usually are planned to promote and attract attention to a particular story, event. This will not be a regular part of IRL strategy but may be used to promote IRL live events or other lagoon activities with a human-interest slant. While takeovers naturally draw attention to one person, the overall focus should fall within in the content guidelines in Section III of the IRL Instagram Editorial Policy. Takeover talent should be selected by designated IRL personnel and supported by social media managers.

IRL Twitter Editorial Policy
Drafted June 2, 2020

I. Purpose Statement:

This policy is intended to guide IRL team members or partners in the appropriate use of the company's Twitter account, offering explicit instruction related to content, online rhetoric, and audience engagement. It aims to establish a unified plan that will allow for consistency with messaging and voice. The editorial strategy outlined herein supports IRL's use of Twitter as a **Social Engagement Tool**.

II. Editorial Goals:

The following are the primary goals IRL hopes to achieve in using Twitter:

- To establish a compelling, interactive voice in the online community

- To actively engage and educate the community in our mission to create advocates

- To create public awareness about the lagoon and the community that supports it

- To discover potential collaborations with new brands and partners that will further the mission of the IRL

III. Primary Strategic Goal & Analytics:

The primary goal of IRL's Twitter strategy is to increase engagement through the following metrics each month:

- Followers
- Likes

- Comments
- Shares (Retweets)

IV. Content

Content posted to the IRL Twitter account should be focused on One Lagoon's personality and role in the community. Subject matter must fall under one or more of four general categories: Community-Focused, Event-Focused, Lifestyle-Focused and Personality-Focused.

A) COMMUNITY-FOCUSED – Content that spotlights IRL's and the One Lagoon team's role in the community, including participation in public events, local school systems, partner projects, charitable work, etc.

B) EVENT-FOCUSED- Content that promotes and informs the public about events taking place on the IRL.

C) LIFESTYLE-FOCUSED – Content that shares advice and information about positive lifestyle choices that support the wellbeing of the lagoon and its community.

D) PERSONALITY-FOCUSED – Content that demonstrates the human qualities of the IRL brand.

V. Copy, Voice, Language, and Character

A) COPY – Given the 140-character limit of a tweet, Twitter is an inherently terser social media platform. As a result, IRL's copy must be effective using as few words as possible. All tweets should feature well-written, tonally apropos copy that interests and engages the audience. All tweets should lead with an effective hook. Hashtags should be used when writing key terms and proper nouns in order to give a post greater searchability and to conserve characters. URLs may be pasted to link content; however, bear in mind that these can quickly deplete character count.

B) LANGUAGE- As a conversational social media platform, Twitter allows for greater use of casual verbiage. It is acceptable to use appropriate one-liners, contractions, sentence fragments, and colloquialisms. Still, all written content should contain correct grammar, thoughtful diction, and minimal jargon. The use of appropriate slang and regional vernacular adds a human, local quality to the IRL voice. It is never appropriate to use expletives or taboo language of any kind. All posts on IRL social media must be made in the first or third person. The use of plural personal first-person pronouns such as "we," "our," and "us" is encouraged. Use of "Indian River Lagoon," or "One Lagoon team" is also acceptable. It is **NEVER** appropriate to say "I," "me," or otherwise imply singularity of the voice unless done in the voice of the character persona (see Section V.D).

C) TONE- The tone of IRL's Twitter account is conversational, friendly, and occasionally playful. When audiences read IRL tweets, they should feel like they are speaking one-on-one with an amiable, knowledge local with a love for the lagoon. Since the primary aim of IRL's Twitter strategy is to engage the public in conversation, it is acceptable to write in the second person and ask questions. However, it is advised to avoid overly colloquial language like, "Hi guys" or "What's up?"

D) CHARACTER PERSONAS- As IRL's Twitter strategy continues to evolve, the One Lagoon Team and its partners may elect to create a character persona that will be established and voiced through Twitter. A character-based profile gives audiences a clear, well-defined personality with which to interact and allows them to engage with the brand in a personal way. This persona may be a temporary social media-based brand activation of a permanent overlay of the platform presence. If the character gains enough traction, it may even merit the creation of its own separate account. The creation of a character persona will necessitate the reevaluation of the entire IRL Twitter Editorial Policy, especially the Copy, Language, and Tone guidelines outlined respectively in Section V.A, V.B, and V.C. While the stylistic execution of IRL's Twitter may change with the creation of a character persona, the use of the platform as a social engagement tool should remain constant.

VI. Visuals

Twitter is a word-driven media. While it is possible to tweet pictures, it is not always necessary to include imagery. Photos, videos and graphics should only be posted if they elevate the impact to the content. Due to character constraints, an image's relevance should be self-evident and not require explanation. **Visuals should support the message in the tweet, not supersede it**.

A) AESTHETIC GUIDELINES - All photographs, graphics, art, and video should be high quality and high resolution. Tweeted content should be professionally shot and edited. Blurry, pixelated or amateurish visuals should not be posted.

B) VISUAL CONTENT GUIDELINES - All visuals should be thoughtfully selected and critiqued on quality and relevance before posting. The visual focus of the account should be the lagoon environment and lifestyle, the One Lagoon team, the IRL community, and associated events. Any visuals that feature IRL team members should show them in a professional or community capacity.

VII. Shared Content

Whether from internal or external sources, shared content should reinforce IRL's brand image, and help to portray the company as the positive, competent entity it is. Shared content should **NEVER** have political, religious or social connotations, and must fall under the content guidelines outlined in Section IV of the IRL Twitter Editorial Policy.

A) IN-HOUSE CONTENT – One Lagoon-generated content should occupy the greatest real estate on the IRL Twitter feed. The majority of shared posts should stem from the One Lagoon website and other IRL-associated sources. These shared posts should always be accompanied with copy that explains its relevance to IRL and a related image if one is not already included in the shared content. **Do not post or share links without copy that qualifies the content's relevance to IRL.** The copy that accompanies these posts should act as a witty hook that catches the reader's interest and invites interaction with the tweet.

B) RETWEETING- Retweeting is Twitter's platform-specific sharing function. Sharing content from community partners, prominent local media, or other legitimate, vetted sources provides the opportunity to share the company's qualified insight, tying its unique-selling-proposition into popular topics. Posts such as this should be accompanied by copy that specifically qualifies why IRL is sharing the article and how it directly relates to the company. **Do not post retweet external content without copy that qualifies the its relevance to IRL.**

VIII. Interaction

Twitter offers two basic means of audience interaction: comments and private messages.

A) COMMENTS - Comments are public statements that can be viewed by anyone who visits IRL's Twitter. IRL should welcome and invite comments by posting quality content that engages the audience's attention and thought, and occasionally asks their opinion. IRL also recognizes comments as an opportunity for mutually beneficial promotion with partners.

1   PUBLIC DIALOGS – Twitter decorum allows for organizations to conversationally engage with users who connect with a piece of content. IRL is always happy to respond to a thoughtful comment or engage in dialogs germane to the nature of the comment. Comments that are friendly, ask a specific, valid question, or present the launching point vital discourse provide are prime opportunities for the One Lagoon brand to interact. While these dialogs should be conversational and casual, sarcasm or other language that could be misconstrued as offensive or targeted should be avoided.

2   INAPPROPRIATE OR HOSTILE COMMENTS - Topics of conversation that should be avoided in Twitter dialogs include proprietary information, politics, social issues and competitors. DO NOT engage users soliciting endorsements of or opinions about political or social matters. If an acquaintance, friend or family member of an IRL team member comments, they must be addressed in the organizational voice, even if they identify a specific team member. Hostile commenters should be ignored unless they raise specific, valid grievance. In this case, a quick public response that offers a concise, general apology and invites the commenter to engage in a private dialog is the best, most attentive recourse. **Do not use a character persona (see Section V) when responding to grievances**.

For the really egregious people who continually abuse commenting or posting on the one lagoon platforms, blocking can be considered, but never deleting posts or comments due to Sunshine Laws regarding public records.

3   PUBLIC COMMENTS – On as potentially volatile platform as Twitter, IRL risks jeopardizing its professional image by commenting on public posts from external parties. It is acceptable only when arranged with a partner for marketing and publicity purposes. The subject matter and language of these exchanges should be planned by both parties, and in keeping with IRL brand standards.

4   PARTNER DIALOGS – In certain situations, IRL may approach its community and media partners to coordinate public Twitter exchanges for promotional purposes. This marketing strategy allows both entities to leverage each other's followings to increase brand awareness and create interest around news, events, etc. These exchanges should be planned in accordance with the Copy, Voice, Language, and Character guidelines outlined in Section V of the IRL Twitter Editorial Policy.

B) PRIVATE MESSAGES – Messages sent through Twitter's private messaging feature will be handled on a case-by-case basis. This feature should be used as a way to respond to questions about content but should not be used to reach out to external parties. Messages that do not express interest in or inquire about IRL or One Lagoon content should be ignored. **Do not use any character personas (see Section V) when responding to private messages**.

C) FOLLOWING ACCOUNTS – IRL will increase the reach of its online presence and build strategic relationships with partnering brands by following relevant handles on Twitter. This may include other community organizations and businesses, local public figures, IRL residents with positive online following, as well as national and international entities pertinent to One Lagoon's brand (e.g. U.S. Fish & Wildlife Services, Jane Goodall, or

Audubon Society). To prevent creating the misperception of endorsement, it is advised to avoid following major political or religious leaders. The only exceptions are those with a generally positive standing in the local community. Do not follow any pages affiliated with political campaigns

D) LIKING POSTS- As IRL's primary social engagement tool, it is appropriate for the IRL account to like tweets that pertain specifically to the lagoon or One Lagoon brand messaging. Acceptable content includes comments and questions about the IRL, community events, and relevant environmental messaging.

IX. Hashtags, Live Tweeting & Takeovers

A) HASHTAGS – Hashtags are words and phrases preceded by the hash (#) symbol that identify everything from ideas to trends. Users may search hashtags in order to find pages and posts with the same topics. Twitter users may include one or more hashtags after a complete thought or to substitute a word or phrase to increase the potential reach of their tweet. Every IRL tweet should include at least one relevant hashtag in order to bring content to wider audiences. IRL may use Twitter to launch its own hashtags. Hashtags that are inappropriate or contain explicit language should be avoided.

B) LIVE TWEETING – Live tweeting is a popular Twitter trend in which up-to-the-second updates are tweeted about an event as it is transpiring. IRL will use this feature in specific, approved, and planned situations. Public and community events hosted at the lagoon or involving IRL team members may be promoted using this tactic. While live tweets may be less formally written than normal tweets, Copy, Voice, Language, and Character guidelines outlined in Section V of the IRL Twitter Editorial Policy should be consulted.

C) TAKEOVERS –Twitter takeovers are planned social media events in which one or more predetermined individuals tweet consistently for a pre-arranged period of time. Takeovers are usually planned to promote and attract attention to an event or as a Q&A function. While takeovers naturally draw attention to one person, the overall focus should fall within in the content guidelines in Section IV of the IRL Twitter Editorial Policy. Takeover talent should be selected by designated IRL personnel and supported by social media managers.

What's he looking at you ask? He's keeping his eye out for the 2021 IRL Envirothon application, going live tomorrow at 9am! Does your student have what it takes to go head-to-head in a series of team-based, problem-solving challenges to unlock the biological treasures of the IRL?

Find out here: https://onelagoon.org/irl-envirothon/

👍❤️😮 105

33 Comments   87 Shares

👍 Like   💬 Comment   ➤ Share

onelagoon   Sponsored ⌄

Install Now   ›

♡ ◯

♥ **105 likes**

onelagoon "In order to see birds it is necessary to
become part of the silence..."- Robert Lynd
Photo Credit: @jolynnlinder

2021 Meeting Calendar

January
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Legend:
- Board of Directors Meeting
- Financial Subcommittee / Management Board Meeting / STEMAC Meeting
- CAC Meeting

Timeline for 2021:

End of October 2021:
RFPs issued for FY2021-2022

Early January 2021:
Proposals due

February BOD Meeting:
Approve Preliminary Budget prior to March 1 deadline

May BOD Meeting:
Approve Final Budget, annual Work Plan and Business Plan prior to June 1 deadline

Treasury Draws:
March and September

STEMAC, Management Board and Financial Subcommittee meetings are held on Tuesdays at Up the Creek Farms in Grant-Valkaria
February 9, 2021
May 11, 2021
August 10, 2021
November 16, 2021

Financial Subcommittee
9:00 a.m. - 10:00 p.m.

Management Board
10:15 a.m. - 1:00 p.m.

STEM Advisory Committee
1:30 p.m. - 4:30 p.m.

Citizens' Advisory Committee meetings are held on Thursday's at Sebastian City Hall from 1:30 - 4:30 p.m.

February 11, 2021
May 13, 2021
August 12, 2021
November 18, 2021

Board of Directors' Meetings are held on Friday's at Sebastian City Hall from 9:30 a.m. - 12:30 p.m.

February 12, 2021
May 14, 2021
August 13, 2021
November 19, 2021