



*WildEcol Seminar Series presents*

## **Facebook and Farmland Moose: Using Social Media to Engage the Public and Translate Knowledge**

***Dr. Ryan Brook, Assistant Professor, Dept. of Animal and Poultry Science & Indigenous Land Management Institute, University of Saskatchewan***



A key challenge in wildlife research is not only to do good science, but also to find ways to engage the public, especially in applied research where the goal is often to translate complex results in ways that non-experts can understand and use to make decisions and bring about change. The Saskatchewan Farmland Moose project is examining moose movements, habitat selection, and collisions with vehicles in the agriculture-dominated landscape between Saskatoon and Regina using GPS collars and trail cameras. In parallel with the ecological research, we have been experimenting with ways of using Facebook as a tool to share project outcomes in near real time, inform and engage the public, and generate broad support for the project. A key challenge in this process is reaching a large and often dispersed audience with diverse interests and limited time for participation. During the seminar we will discuss the opportunities and challenges of using Facebook as a tool in wildlife research and share the lessons we have learned in creating and administering our Facebook Group (<https://www.facebook.com/SaskatchewanFarmlandMooseProject>) for the last 85 weeks. So far we have accumulated 1,113 followers with an average of 2.3 new likes each day, based on 1.1 new posts per day. Each post reached, on average, 1,200 people. Effective use of a Facebook group requires planning and focuses on key objectives but creates exciting opportunities to engage large numbers of people with minimal effort.

***This is the only seminar you will attend this year where we WANT you to bring AND USE your smartphones and tablets (if you wish) by participating in the seminar discussion and demonstrating some useful techniques and approaches. Please have the Google Earth App installed and be connected to the internet before we start.***

**Wednesday, October 8<sup>th</sup>, 2014, 3:30 pm**

**ARTS Room 101**

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