

# Taking Seafood Social

## Sharing your story & making connections through online platforms



### Speaker Spotlight

Lisa is the assistant director for communications and outreach at Maryland Sea Grant, and has worked in digital storytelling in marine and aquatic science for over 17 years, working for a variety of academic, state, and nonprofit institutions. Previously, she has worked as the social media community manager and editor for the National Marine Educators Association and as the digital outreach specialist for University of Delaware's College of Earth, Ocean, and Environment and Delaware Sea Grant College Program. Lisa has a master's degree in multi-platform journalism from the University of Maryland's Philip Merrill College of Journalism, where she specialized in science communication, and a BS in biology and chemistry from Salisbury University. She currently lives among the beaches and marshes of Maryland's Eastern Shore.

### For More Information

#### **Amy Shambach**

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### **Lisa D. Tossey**

**Assistant Director for Communications and Outreach,  
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One of the most engaging ways to connect with others is through the use of basic storytelling techniques on social media. And these days, you can literally immerse your audience in your work and make the experience fun by embracing easy-to-use digital technologies—both for capturing and sharing your work! It's getting easier and easier to capture quality footage outdoors and on the go with high definition cameras built into every smartphone —and sharing information is simple to do thanks to social media and digital storytelling platforms.

During this session we will:

- Take a look at the basics for capturing and sharing interesting imagery and footage of your work to turn into informative posts that will be engaging for your audience
- Cover which digital tools and online platforms may be the best choice for you to use to connect with others and build awareness of the work you're doing
- Learn how to set-up and use relevant hashtags to expand your audience
- Examine how to access analytics on your posts to measure success and help improve your social media strategy

**December 15, 2020**

**7:00 PM EST**

**Register at: <https://bit.ly/TakingSeafoodSocial>**

This aquaculture marketing webinar series is co-hosted by: