Social Media Policy and Plan

March 25, 2014

Executive Summary

Social media is an increasingly important part of both business and outreach. Using social media for outreach requires a thoughtful approach, planning, evaluation, and frequent attention. The Seabird Protection Network (the Network) has included social media as part of its outreach strategy since 2010. The Network uses social media to help build a community of marine wildlife stewards. Our social media platforms assist with increasing seabird awareness and program recognition, as well as providing a means for continued engagement with contacts from events and presentations.

Currently, the Network uses Facebook, YouTube, biannual E-Newsletters, as well as .org and .gov websites to distribute information. In 2013, we conducted a preliminary evaluation of the Network's outreach efforts, which led, in part, to this Social Media Policy and Plan.

This living document includes two sections: 1) Social Media Policy and a 2) Social Media Plan. The policy is a brief summary of the dos and don'ts of social media. Section 2, the social media plan, is a resource for best practices and a guide to improve the use, evaluation and effectiveness of the Network's social media platforms. The Seabird Protection Network has a long-term goal of planning integrated content across all social media platforms in order to drive traffic to a fully developed .org website.

Social Media Policy

This policy governs the publication of and commentary on social media by employees of the Seabird Protection Network (the Network). We used a [social media policy tool](#), recommended by social media expert Beth Kanter, to develop this document.

For the purposes of this policy, social media means any platform for online publication and commentary, including social networking sites such as Facebook, LinkedIn, Twitter, Flickr, YouTube, and blogs. Network employees tasked with social media outreach are free to publish or comment via social media, in accordance with this policy, as a representative of the Network. Such employees are subject to this policy to the extent they identify him or herself as a Network employee or represent the Network online. Posting is commonly done during work hours; however, instances may arise when posting outside of office hours is necessary. Publication and commentary on social media carries similar obligations and ethical standards to any other kind of publication or commentary.

Setting up Social Media
Social media identities, logon ID's and user names may not use the Network's name without prior approval from the Network Program Manager. Social media profiles must be consistent with the branding of the Network website or other publications[1].

Don't Tell Secrets
It is perfectly acceptable to talk about your work and have a dialog with the community, but it is not okay to publish confidential information.

Protect your own privacy
Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Network website.

Be Honest
Do not blog anonymously by using pseudonyms or false screen names. Nothing gains you notice in social media more than honesty – or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a stake in something you are discussing, point it out. Also, be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully, and be cautious about disclosing personal details.

Respect copyright laws
It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including the Network's own copyrights and

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[1] NOAA requires that all NOAA information be disseminated via noaa.gov sites, so no NOAA content may be posted on social media or third party services that is not already available via noaa.gov sites. Social media and third party services should link back to the original .gov material whenever feasible.

brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author or source. It is good practice to link to others' work rather than reproduce it. The same goes for sharing photos – include the photographers name and or website as a link in the comments below a post, or in the description/written post when sharing a photo. It is preferable to obtain written permission from photographers, and keep this record, before using any photographs not owned by the Network. Shared photos via Facebook or with a direct link to the source are allowed, with indication of origin/ownership.

Respect your audience, the Network, and your coworkers
The public, in general, and the Network's employees and contacts, reflect a diverse set of customs, values, and points of view. Don't say anything contradictory or in conflict with the Network website. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive or defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory – such as politics and religion.

Controversial Issues
If you see misrepresentations made about the Network, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments.

Be the first to respond to your own mistakes
If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly – better to remove it immediately to lessen the possibility of legal action.

Be interesting
The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by an expert, or of being boring, if you write about topics you are not knowledgeable about.

Quality matters
If you are not design-oriented, ask someone who is, and take his or her advice on how to improve your blog. Post material, content photos, or other copy as the "Seabird Protection Network" and always use correct spelling and grammar – use spell-check. Write in full sentences, even on Twitter.

Speed: a benefit and a downfall
The speed of being able to publish your thoughts is both a feature and a pitfall of social media. If in doubt over a post or if something does not feel right, either let it sit and look at your post again before publishing it, or ask someone else to look at it. Remember that Google never forgets: Everything you post stays online for a long time.

Use social media in a way that *adds value* to the Seabird Protection Network!

Social Media Plan

Why social media?

Social media is an increasingly important part of business, outreach campaigns and many people's personal social circles. Social media is an effective way to reach a large number of people, and to open a two-way dialogue with target audiences, constituents, or the public. There are an ever-increasing number of social media platforms including <u>Facebook</u>, <u>Twitter</u>, <u>YouTube</u>, <u>Pinterest</u>, <u>Instagram</u>, <u>Google+</u>, <u>digg</u> and <u>Reddit</u>, each with a specific audience and purpose.

Like any form of outreach, using social media effectively requires a significant amount of time, a well-designed approach, planning, evaluation and frequent attention. The best way to utilize social media for effective outreach is to, first, find where your target audience gathers and exchanges information. According to a survey by the Pew Research Center, 73 percent of online adults use social media (compared to 29 percent in 2008), and 71 percent of online use Facebook[2] which is the dominant social media platform. Second, focus on developing one or two platforms well, rather than spreading your efforts thinly across many platforms. Each platform was designed for a unique type of content sharing with a specific audience (see Appendix for summaries). Quality trumps quantity in social media.

The keys to social media success are frequent posts that are interesting, message-driven, thoughtful, and relevant; a quick response time to comments and questions; and analysis of page performance. While social media communication is often less formal than traditional public relations, it is still important to write clearly and share interesting information. It is also appropriate to let your brand personality show through more than you might in print or traditional media.

Managing social media platforms can take as little or as much time as is available. Social media expert Beth Kanter developed some useful guidelines of what can be accomplished with varying amounts of staff time. Although these guidelines were developed for small to medium non-profits, the principles can be applied to any entity interested in taking on the responsibility of managing a social media site. Currently, the Network invests 2-5 hours per week in social media. Based on the definitions below, the Network is in the "crawl" stage, and will begin to implement some "walk" and "run" stage practices in 2014.

> **Crawl** (5 hours or less per week): Social media is not fully aligned with other program areas. Staff shares content that may be relevant to audiences, but not consistently. No evaluation is

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[2] These statistics are based on a survey of 5,112 internet users age 18+; percentage of online adults who use other platforms are: 18% use Twitter, 17% use Instagram, 21% use Pinterest, 22% use LinkedIn (see .

conducted. There is some consideration of communication strategies with SMART[3] objectives, audiences and branding; but there is not a cohesive plan to guide efforts.

Walk (5-19 hours per week of staff time): One staff member manages the majority of the social media; other staff or interns contribute content. Presence on one or two social media platforms; guided by a strategic plan with SMART objectives; incorporates program branding and coordinated web presence. Staff uses an editorial calendar to align content with social media objectives and program action plan.

Run (20-29 hours per week): Dedicated social media staff position; other staff, interns, and influencers also implement social media strategy. A strategic plan with SMART objectives and audience definition guides social media efforts, including integrated content, engagement strategy, and formal influencer program that is aligned with partners, on more than two social media platforms. Staff uses an editorial calendar to align content with objectives and audiences; publish across platforms consistently, and measures performance regularly.

Fly (30-40 hours per week)**:** Program has a dedicated social media position with support staff; other staff, interns and influencers[4] also implement social media. A strategic plan with SMART objectives and audience definition guides social media efforts, including integrated content, engagement strategy, and formal influencer program that is aligned with partner activities. Active use of three or more social media platforms, with a formal process for testing and adopting additional platforms. Staff uses an editorial calendar to align content with objectives and audiences. Publish across platforms consistently, measures performance and uses data to plan content.

Guidelines and Best Practices

Below are some guidelines we find helpful when developing social media content.

❖ Use storytelling techniques and photos – not just fact sharing. Humans are wired to be interested in well-crafted stories.
❖ Start your message broadly, and then take your audience where you want them to go. If the audience does not have the base of understanding you assume, they will not be able to process or act on your message.
❖ Adults learn no more than 20-25 new words per year. Avoid lingo, and use clear, plain language to explain both simple and complex topics (Appendix I).

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[3] SMART: Specific, Measurable, Attainable, Relevant and Time-based
[4] Influencers are people who are hubs of activity on social media. Influencers have a much larger than average group of followers, frequency of content sharing, ability to create or distribute viral content, and are often leaders in their respective field.

❖ Share topics people care about – weigh the importance of internal messaging with what your audience is interested in – you will get more engagement with the latter, and can have greater reach with your messages (see George Takei's Facebook page for an example).

❖ Perception trumps reality; emotion trumps logic; brevity trumps precision; vibrant language trumps jargon; positive beats negative – *focus on what you are fighting for, not against*, or what you are headed towards. Paint a picture through words and visuals of the ideal future about which your audience can get excited and take actions to make that future a reality. For the Network this ideal future is a wild and accessible California coast with thriving and resilient seabird populations.

❖ When sharing a photo or written post, the best way to maximize engagement is to download the photo from the original source, then upload and share the photo on your own page, with a link (e.g. "@IBRRC") to the source in the accompanying text. This allows any shares, comments or "likes" to count on your engagement statistics, rather than the original source page.

Seabird Protection Network: Utilization of Social Media

For the Network, the goals of using social media are:

1) To raise overall awareness and appreciation of seabirds;
2) To build a constituency of stakeholders and increase visibility of the Network;
3) To increase knowledge of wildlife disturbance and how to avoid it; and
4) To change behavior that contributes to reducing wildlife disturbance.

The Network currently uses five social media platforms: YouTube, E-Newsletters, a .gov website and a .org website, as well as Facebook. Each platform targets a different demographic and serves a different purpose.

YouTube is a host platform for videos and integrates well with website and Facebook video sharing options. **E-Newsletters** allow the Network to go more in-depth on interesting topics and are a way to send biannual reminders about keeping seabirds safe to our contact list of more than 1,000 people. The **.gov website** is long-standing and provides an official repository of information, especially for sanctuary regulations. The **.org website** allows the Network to host links to other agencies and non-profits outside of NOAA, while providing an easily updated interface for information. **Facebook** is a catch-all platform for sharing information and is the social media platform which we most frequently update, measure performance and have easy access to engagement statistics. Our Facebook page was created in January 2010[5]. Over the years, we have informally reviewed our posts and noted which

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[5] The original Facebook page was created in Fall of 2008; however it had few posts and did not receive much traffic or user engagement. The second Facebook page version was created due to changes in the platform on how public/business pages differed from personal/individual's pages in 2010.

garnered the greatest response. We have also tracked the number and frequency of "likes" to the Network Facebook page. These social media platforms provide viewer or readership statistics and enable the Network to alter approaches based on audience response.

The Network uses a subscription service to host and distribute E-Newsletters twice a year, before (March/April) and after (October/November) the breeding season. The Network's iContact account costs approximately $130-150 per year. Through iContact the Network sends E-Newsletters, and since 2012 (first email year) the annual boater and pilot mailings. The service simplifies email list maintenance (subscribers can self-manage), allows for simultaneous posting to social media, archives each issue sent online, records recipient statistics where allowed, which can be used to refine content, and provides professional templates to enable a visually appealing format. The Network has used recommendations and tested for the best day of the week, time of day to send information. Email contact lists are grouped by target audience: 1) general Network interest, 2) pilots, 3) kayakers and 4) boaters. The Network composes one version of the email, due to time limitations, but sends the email separately to each target audience group, as each group has differing ranges of open rates, interest in linked content, and technical familiarity and use, and separating the groups returns the most useful engagement statistics.

Facebook Content and Post Parameters

The Network's content on Facebook is varied and has included inspiring images of seabirds, tips to keep wildlife safe and wild, links to videos, conservation news, monitoring data and interesting facts. We currently post content 2-4 times per week. Content types include photos, short stories, links to websites and shares from other Facebook pages.

> **Daily:** We log into social media to respond to any comments, share timely content from the newsfeed or other sources; search for relevant 'share-worthy' content in email, E-Newsletters, websites, Facebook newsfeed and from partner organizations; bookmark and organize relevant content by month (theme).

> **Weekly**: We review page insights (interaction/engagement statistics) and review how many clicks, "likes", comments, and views each post has received; enter the data from post response in a monthly editorial calendar; and advance schedule as many posts as possible, when relevant content is found.

Measuring Effectiveness

An important element of being successful in using social media is evaluation. We are interested in two main questions when evaluating the Network's effectiveness of social media:

1) *How effective is Facebook at increasing awareness of seabirds?*
2) *How effective is Facebook at increasing the visibility of the Seabird Protection Network?*

To answer these questions, a preliminary evaluation of the Network's social media platforms was conducted in the summer of 2013, for the time period July 2011-June 2013. Additionally, a more in-depth analysis of six months of Facebook activity (December 2012-June 2013) was also conducted. Below is an excerpt from the Evaluation Report, highlighting several of the top level findings and recommendations.

Evaluation Report: Findings & Recommendations for Facebook

FINDINGS
- ❖ Page "likes" increase an average of 3% per month (includes time period we had an advertisement running on Facebook and got higher than average likes).
- ❖ Eighty-seven percent of our fans live in the U.S. The majority of our fans are in San Francisco (10%), followed by Santa Cruz (3%).
- ❖ Sixty-two percent of our fans are female, thirty-two percent are male (6% did not specify).
- ❖ Added an average of three posts per week.
- ❖ Our posts received more "likes" than "Shares" or "Comments". Fan response is low compared to other pages with fewer than 1,000 fans. We have similar number of fans 326 as pages in the 1-1,000 fan range (average = 336).
- ❖ Written posts had the greatest amount of engagement [Facebook reach] by our fans (*defined in Glossary*), followed by videos, links, then photos.
- ❖ Forty-three percent of our posts were links, 39 percent were photos, 10 percent were written/short stories, and eight percent were videos.
- ❖ Fan interaction (clicking on, liking, commenting on or sharing) with posts was more closely related to content than the type of post.

RECOMMENDATIONS
1) Include more written posts, unique stories, educational entertainment, and breeding monitoring highlights;
2) Post links to the Network's webpage more frequently, and
3) Implement monthly evaluation of post and page performance.

For a complete list of the recommendations, see the Evaluation Report.

Response to the Preliminary Evaluation

The initial findings of the Evaluation Report provide a baseline from which the Network can begin to measure Facebook page performance and growth, as well as the effectiveness of other social media platforms. In response to the evaluation, and to incorporate strategies learned from workshops and trainings, the Network has implemented and is preparing to implement several strategies to improve the effectiveness of our social media platforms.

The first step was to develop measurable objectives to improve the Network's Facebook page performance by increasing fan engagement. The objectives are:

❖ Increase page "likes" from 3% to 5% per month by December 2014.
❖ Increase the number of written posts to three per month by February 2014.
❖ Share one post per month about avoiding wildlife disturbance beginning January 2014.
❖ Increase the number of posted links to the Network's website to two per month by January 2014.

The next valuable step to improve the Network's use of social media was to begin using calendars to plan and manage content and post-performance. Calendars cut the amount of time required daily to manage a Facebook page, by focusing on planning instead of daily searching for material to share. Posts can be scheduled in advance, with links and content prepared for publishing.

Editorial Calendar: In October 2013, we began using a monthly editorial calendar to plan Facebook content and track post performance.

Monthly Themes: In November 2013, we introduced monthly themes as a way to guide and organize the majority of posted information while continuing to share timely content as appropriate. The Network team reviews upcoming and current month's themes at weekly meetings and discusses scheduled content. The following themes were developed for 2014 and are based on wildlife seasonal happenings and widely celebrated holidays.

Month	Themes
January	Restoration
February	Mate strategies and nest prospecting (Valentine's Day)
March	Weather and birds
April	Egg a day: visuals of bird eggs - shapes, colors, sizes, facts (Easter)
May	Bird moms (Mother's Day)
June	Bird dads (Father's Day)
July	Chicks - growing and surviving (breeding season)
August	Chicks - fledging and out to sea (end of breeding season)
September	Birds and foraging/food
October	Life at sea
November	Adaptations (feathers, body form, oil & saline glands)
December	History & review of year

As previously mentioned, evaluating our social media platforms is critical to knowing if you are meeting your goals and objectives. The Network **reviews post performance (audience engagement) and page likes each month** from the detailed Page Insights on Facebook. We also review the editorial calendar for the best and worst performing posts in order to determine what types of posts and content perform best on our Facebook page as a way to learn from our successes and failures. Although there are countless tips for best practices on social media, each page's fan base is unique. It is important to test content, themes, and posting times, and then respond to what content most interests our particular group of fans, including what time and day and day of the week our posts garner the most engagement.

Listening to your audience is a valuable strategy to managing successful social media platforms. The Network strategically "**listens**" to see where seabirds are discussed online and what people are saying about seabirds, wildlife disturbance and other related topics. We have begun to evaluate "listening" platforms such as Google Analytics and Google Alerts. Additionally, we plan to analyze .org website traffic patterns to provide more information on what people find most interesting.

Tracking changes in human behaviors is the greatest challenge to understanding the effectiveness of the Network's outreach efforts. Much of our available data is anecdotal at best. Comments such as, "I've changed my flight paths since your presentation to our group in 2010" or "I never knew why these regulations were there so I didn't pay attention to them," are examples of feedback we have received about Network outreach efforts. These anecdotal comments provide only a glimpse of the efficacy of the Network's efforts. Additionally, we use social media to ask questions. We can pose such questions as: "tell us how you fly seabird safe?" and "how have you changed the way you approach birds?" or we can ask people to share seabird-safe photos.

Behavior research has shown that positive examples are more effective in affecting behavioral changes than showing unwanted behaviors. The Network uses this strategy and represents desired behaviors, rather than showing images of what we don't want people to do. We will continue to use the statistics and measurements of engagement to indirectly answer this question of how our efforts are affecting changes in human behavior.

Social Media: A Tool to Disseminate Our Message

The Network uses multiple social media platforms to announce the development and availability of printed and electronic resources and to drive traffic to our website, including:
   ❖ E-Newsletters: Encouraging sign-ups, building interest on upcoming issues, linking to online versions of previous issues, and introducing topics, links to Network maps and annual mailings, "did you know" facts about avoiding wildlife strikes and links to related content.

Issues always include contact details and advertise the availability of speakers to present at meetings. E-Newsletters are distributed twice yearly, in spring (April) and fall (November) to more than 1,000 contacts.

❖ Website (.org & .gov): Posts about updated content, featured articles, reminders about what information and products people can find on the website. The .org website is a statewide resource for target audiences residing in any Network chapter and has links to each locally managed chapter's website. The .gov website hosts regionally relevant information on seabirds, regulations, including overflight prohibitions and special closures and contact details for requesting materials or outreach presentations.

❖ Facebook: Announce upcoming events (e.g. "Visit our booth at Dream Machines this weekend,"), notices about presentations to pilots, boaters, kayakers and other clubs, a means of connecting and keeping up with partner and target audience groups.

❖ YouTube: Links to the Network YouTube channel, to distribute and share videos with the target audience, and provides tracking of viewing statistics. Our YouTube channel has 1,200 views (24 March 2014). Links to the Network videos are also shared in E-Newsletters.

One area we are developing is how to increase the distribution and number of views to Network videos. Up to now, we have distributed our videos via our websites, a Network YouTube channel and links from the Network Facebook page. The Network has identified a broad list of partners, stakeholder groups, and agency representatives that may be able to help distribute videos:

❖ California Department of Fish & Wildlife, OSPR
❖ California Clean Boating Program (Vivian Matuk)
❖ California Audubon (Anna Weinstein)
❖ San Francisco Ocean Film Festival
❖ Bay Area Sea Kayaker (BASK) listserv – Share link to PSA (shared in 2013 – share in 2014)
❖ California Pilots Forum – Share link to pilot PSA
❖ Farallones Marine Sanctuary Association – webpage, Facebook and thru E-Newsletters
❖ Embed video into a Word document and create a PDF to send to constituents

Currently, we are discussing the feasibility of developing a committee to bring in expert knowledge about video distribution. A video task force would provide an avenue to develop a distribution plan, as well as provide the ability to learn from the Thank You Ocean and Your Sanctuary campaigns.

Future Integration of Other Social Media Platforms

The Network's next step is to develop an overall communication plan to integrate and coordinate outreach efforts across all social media platforms. A communication plan for the Seabird Protection Network will help tie together efforts across platforms, including social media, E-Newsletters, and web-based outreach. This will reduce the amount of time needed to develop content for each platform, strategically increase the amount of links between platforms, and ultimately drive more traffic to our websites to help reach our program goals of increased awareness of seabirds and program recognition by our target and non-target audiences.

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Appendix I: Terms for Successful Communication

Words & Jargon to Avoid (Perceived Meaning)	Words & Phrases that Resonate
Ameliorate	Improve
Anomaly (abnormal occurrence)	Change from long-term average
Approximate	About
At this point in time	Now
Bias (distortion, political motive)	Offset from observation
Biodiversity/endangered species	Fish and wildlife
Commence	Start, begin
Ecosystem services	Nature's benefits
Ecosystems	Natural areas
Endeavor	Try
Enhance (improve)	Intensify, increase
Environment	Land, air, water, interdependence
Environmental groups	Conservation groups, organizations protecting land, air, water
Finalize	Finish, end, complete
For the purpose of	For
General problem words	Declined, threatened, depleted, vanished, at risk
Implement	Start, carry out
In relation to	About, in
Landscape-scale conservation	Large, connected natural areas
Manipulation (illicit tampering)	Scientific data processing
Marine protected areas	Underwater parks, safe havens
Objective	Aim, goal
On a monthly basis	Monthly
On the grounds that	Because
Positive feedback (good response, praise)	Vicious cycle, self-reinforcing cycle
Prior to	Before
Recreational values	[Be specific & emphasize fun] hiking, kayaking, fishing, camping, viewing and photographing wildlife, enjoying nature, swimming, SCUBA diving, surfing, volunteering for citizen science, tidepooling
Regulations	Safeguards, protections, stewardship
Restrict, prohibit, closure	Protect, safeguard, healthy, thrive, restore, planning, balance, responsible management, scientifically monitored
The future, the environment	Use "future generations" "our" or "we"
Urban sprawl	Poorly planned growth and development
Utilize	Use
Watershed/riparian	Land along lakes, rivers and streams

Appendix II: Glossary

Common Facebook Terms (source: http://www.socialmediaexaminer.com/)

Click-Through Rate. This is the average number of people who interacted with your posts by watching a video, clicking on a photo, or listening to an audio file.

Engagement. This is the average percentage of users who have seen your post and then either liked, commented, shared or clicked on the post.

Fans Reached. This is the average number of fans who receive your content. Facebook generally shares your content with a small percentage of fans unless you have a very engaged community. The key to increasing this figure is having a community that comments, likes or shares your posts.

Negative Feedback. This is the average percentage of users who gave negative feedback by hiding a single post, hiding all Page posts or reporting a post as spam.

Organic Reach. This is the average percentage of fans and non-fans that see the content you posted.

People Talking About. This is similar to engagement, but doesn't include people who clicked on the post, so it will always be lower than engagement.

Viral Reach. This is when people who are not fans get to see the content you shared. This could be because the content gets shared out by your fans to their friends.

Social Media Platform Definitions (source: noaa.gov)

Facebook lets users follow people and organizations they "like" and with whom they share brief updates, photos, links, or other information. Facebook pages offer users a place to follow updates and join the conversation around important issues.

Flickr is a popular online photo-sharing site where you can access and download photos and graphics, and contribute your own photos to group feeds.

Instagram is a fast, beautiful, and fun way to capture compelling photos with artistic filters. Sixty-eight percent of users are female.

Google+ is a second in size to Facebook but with an emphasis on content sharing, photography and "hangouts" [free video conferencing calls] and is integrated other Google products (Gmail, YouTube). The majority (70 percent) of Google+'s 160 million users are male, the majority of users are technology oriented.

Pinterest is a way to organize content found around the web that users primarily utilize for crafts, DIY, planning trips, and events and as a teacher's resource. The majority of users (84 percent) are female.

Podcasts are downloadable audio recordings, usually on one particular topic, which you can listen to at your convenience.

Twitter is a "microblogging" service that allows users subscribe to receive brief updates or "tweets" (a maximum of 140 characters) from others whom they choose to follow.

YouTube lets users watch and post videos to share with others. The [Network's YouTube Channel](#) offers quick access to videos about seabirds.