

LOWER PLATTE SOUTH NATURAL RESOURCES DISTRICT



3125 PORTIA STREET
P.O. BOX 83581 · LINCOLN, NE 68501-3581
(402) 476-2729 · FAX (402) 476-6454
www.lpsnrd.org

Memorandum

Date: April 28, 2015
To: File
From: Mike Mascoe, Public Information Specialist
Subject: I&E Subcommittee Meeting Minutes

The Information and Education Subcommittee met Monday, April 27, 2015 at noon at the NRD office. Subcommittee members present were Chair Deborah Eagan, Vern Barrett, Gregg Osborn, Milt Schmidt, Joe Skopp and Ray Stevens. Others present included Glenn Johnson, Paul Zillig, Nathan Kuhlman, Adam Sutton, McKenzie Barry and Mike Mascoe all of the NRD staff, and Erika Hill of the NARD staff. Nebraska Farm Bureau Communications Coordinator Cassie Hoebelheinrich was also present.

Chair Eagan called the meeting to order at noon. Hoebelheinrich presented on why and how Farm Bureau takes advantage of social media and began with a short video on social media's status. Among other facts, the video pointed out more people are now on Facebook than the population of any country on earth. Hoebelheinrich reviewed Farm Bureau's several Facebook, Twitter and You Tube accounts and discussed a blog that regularly features guest contributors. She outlined what she has found to be the elements of successful social media posts, gave some examples of Farm Bureau posts and listed "do's and don'ts." The Subcommittee and others present had many questions following the presentation and a good discussion continued until well after Hoebelheinrich left the meeting. During discussion the Subcommittee expressed their desire that staff pursue increasing the NRD's social media presence. There was no formal action taken by the Subcommittee during the meeting.

Barry and Mascoe gave a brief presentation of their spring activities and Chair Eagan adjourned the meeting at 1:32pm.

MM/mm

p.c.: I&E Subcommittee

