

## #CERF2015 Social Media Guide

Are you attending #CERF2015 in Portland and want to follow along on social media, or unable to attend, but want to stay in the loop about the conference? Well, you've come to the right place! This social media guide will help you stay informed of conference activities. We hope that you find this guide useful for utilizing social media to get the most out of this conference. Happy Tweeting-Facebooking-Instagraming!

### 1. Like us on Facebook and follow us on Twitter!

CERF is active on both Facebook and Twitter, sharing up-to-date information regarding the conference, as well as relevant information pertaining to coastal and estuarine research, news, and events. We will also be sharing reminders for various conference activities during the conference through our social media pages.

- Facebook: Coastal and Estuarine Research Federation CERF
- Twitter: @CERFScience

### 2. Follow our hashtags!

You can follow conference discussions, plenary talks, conference activities, and more by following our conference hashtag, **#CERF2015**.

In addition to the primary, we have specific hashtags pertaining to the 7 Grand Challenges of Coastal and Estuarine Science, for specific events happening throughout the conference, and for our contests (see below for contest details):

#### **7 Grand Challenges**

*Managing and mitigating the risks of climate change - #CERFclimate*  
*Synergistic effects of ocean acidification with hypoxia, eutrophication or other conditions - #CERFacidification*  
*Polar estuaries and coasts - #CERFpolar*  
*Making data work - #CERFdata*  
*Cities by the sea - #CERFcities*  
*Estuaries under threat - #CERFthreats*  
*Multiple uses - #CERFmultiple*

#### **Events**

*Silent Auction - #CERFAuction*  
*WIS Luncheon - #CERFwomenrock*  
*Ignite Session - #CERFignite*  
*Awards Ceremonies - #CERFawards*

#### **Contests**

*Haiku Contest - #CERF2015Haiku*  
*Photo Contest - #iloveCERF*

We also encourage our attendees to have fun with social media at the conference by creating your own, creative hashtags for attendees to follow!

### 3. Live tweeting!

Members of the #CERF2015 Social Media Team will be live tweeting specific aspects of the conference, including the keynote address, the 6 plenary sessions, and specific events throughout the conference. Live tweeting will be done from individual accounts of CERF Social Media Team members. Use the guide below to follow live tweeters and stay in the loop!

#### **Keynote address**

Beth Kerttula – @LeHeffner

#### **Plenary sessions**

Sandra Knight – @mgtlemon

Patricia Glick – @Jason\_Sadowski

Margaret Davidson – @biolumiJEFFence

Jerry Schubel – @mgtlemon

Robinson Fulweiler – @LeHeffner

Susanne Moser – @biolumiJEFFence

#### **Events**

Scientific awards (Sunday following the Keynote) – @LeHeffner

WIS luncheon – @Ocean\_Trekker, @MarshMicrobe

Ignite session – @MarshMicrobe, @jessehitchcock

Film viewing – @jessehitchcock

Student awards (Thursday) – @biolumiJEFFence

We also encourage our attendees to live tweet any sessions, talks, events, or other conference musings using the #CERF2015 hashtag!

### 4. Contests!

There will be two contests for attendees to enter during #CERF2015: a Haiku Contest and a photo contest

#### **Haiku Contest**

*New this year!* CERF is introducing a haiku contest that will be held over social media. To enter, share your haiku on Facebook or Twitter using the hashtag #CERF2015Haiku. The deadline to be entered to win is 12 pm on Thursday, November 12. Prizes will be awarded to the 1<sup>st</sup> and 2<sup>nd</sup> place winners during the student presentation awards Thursday night.

There are two categories in which to submit your Haiku:

1. Your CERF abstract in haiku
2. What you love most about CERF

A haiku, for our purposes, is defined as a three-line poem with seventeen syllables, written in a 5-7-5 syllable count. No rhyming necessary!

### ***Photo Contest***

We're bringing back the CERF photo contest from last year! Post your favorite conference photo or your favorite coastal or estuarine photo to Facebook, Instagram, or Twitter using the hashtags **#CERF2015** and **#iloveCERF**! Share. Two winners will be announced during the student presentation awards Thursday night, will be mentioned in the next CERF newsletter, and will each win a photography-themed coffee mug!

### **5. CERFs Up! Meeting Space**

Throughout the conference, the CERFs Up! Meeting Space will be available for attendees to sit down, relax, gather your thoughts, and chat with fellow CERFers. Tables and chairs will be available and the space can be used for a variety of purposes. We hope to see you there!

### **6. Tweet-up at #CERF2015!**

Following the Keynote Address and Scientific Awards on Sunday night, the #CERF2015 Social Media team will host a "Tweet-Up" at the CERFs Up! Meeting Space. This will be used to tweet about the keynote and awards and will also be utilized as a time for the social media team and any other attendees to meet and chat with one another! Tables, chairs, and coffee will be provided during the Tweet Up! Join us for some CERF social media fun!

**7. The #CERF2015 Selfie Wall!** Don't miss out on the opportunity to take a selfie at the conference in front of the #CERF2015 Selfie Wall! Show off your best CERF spirit and tag your posts with #CERF2015. "PICTURES OR IT DIDN'T HAPPEN!"

### **8. Join our social media team!**

The CERF Social Media Team is looking for new volunteers to help guide CERF through the social media age! If you'd like to join our team, please contact the Social Media Team leaders, Jeff Clements ([jefferycclements@gmail.com](mailto:jefferycclements@gmail.com); [@biolumiJEFFence](https://twitter.com/biolumiJEFFence)) and Leanna Heffner ([heffnergso@gmail.com](mailto:heffnergso@gmail.com), [@LeHeffner](https://twitter.com/LeHeffner)).