Outline

- Media
- Public
- Message
- Best practices
- Citation in JWM
Poll time!

http://tiny.cc/wild421poll
Which social media are you planning to use?

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<tbody>
<tr>
<td>Blog</td>
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<td>Facebook</td>
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<td>Instagram</td>
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<tr>
<td>Twitter</td>
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<td>Other</td>
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How proficient do you think you are with your chosen social media?

I use it all the time - I'm an expert

I use it once in a while - I know the basics

I have an account but I don't use it much

Never used it before
Things to think about – which media
Don’t write an essay!
Facebook

- Make sure your post is set to public
Twitter

- 280 characters (that includes spaces, punctuation and numbers)
- Thread your tweets
So your first tweet would go here....

Then press the + sign in the lower right and you get to add another one!

... and another one....

AND ANOTHER ONE!!!!!!

Then press "Tweet all" to get them out all at once. #mindblown
François Soulard @Soulfra

1/2 To keep its green promises, the Canadian government needs better numbers on the environment, says Wayne Smith, @Statcan former chief statistician. "A census of environment could theoretically solve some of these problems"

Trudeau government's promises on tackling climate change stymied...
The lag time in reporting GHG emissions and a lack sector-specific data are among the gaps flagged by researchers and former federal officials
theglobeandmail.com

2:46 PM - 1 Jan 2020
11 Retweets 10 Likes

François Soulard @Soulfra • Jan 1

2/2 I came up with the idea of a Census of Environment 5 years ago. I authored the White Paper referred to in the @globeandmail article. The idea is to develop the data required for a full suite of Ecosystem Accounts for Canada.

Could the idea finally be getting traction?
Twitter

- 280 characters (that includes spaces, punctuation and numbers)
- Thread your tweets
- Links:
  - Multiple links
  - One link to doc online (such as Google doc)
Instagram

- Visual element is very important!
- Only one link in bio
  - One link to online doc (such as Google doc)
  - Third-party such as linktree
Things to think about - public
Things to think about - message
Plant behavior in response to dynamic resource availability, such as changing light regimes, has been well studied. Adjustments made at the organelle to canopy level to modify light interception exemplify how responsive plants are at a range of scales to their resource environment.

Current models suggest that climate warming could release 200 times more nitrogen from soils than is taken up annually by terrestrial autotrophs.

Plant behavior in response to dynamic resource availability, such as changing light regimes, has been well studied. Adjustments made at the organelle to canopy level to modify light interception exemplify how responsive plants are at a range of scales to their resource environment.

Plants use a range of approaches to respond to varying resources availability. For example, as light varies, plants modify their interception by mechanisms working at different scales, from organelle physiology to canopy architecture.

Current models suggest that climate warming could release 200 times more nitrogen from soils than is taken up annually by terrestrial autotrophs.

Current models suggest that climate warming could release 200 times the amount of nitrogen taken up annually by plants.

Storytelling

- Identify the key story points of your articles
  - What is the topic?
  - What are the key results?
  - What is the main conclusion?

- Write
  - So what?

- Analyze your writing
  - Is it clear?
Best practices

- **Accessibility**
  - Not everyone has access to McGill databases

- **Shorten your links!**
  - Bit.ly
  - Tinyurl.com
  - Tiny.cc

- **Hashtags**
  - Don’t overdo it!
  - Verify if others are already using a specific hashtag before creating one
Best practices

- When using images, make sure they are either under Creative Commons or in public domain (≠ Internet!)
  - Pexels
  - Pixabay
  - Wikimedia Commons
  - Unsplash
  - ScienceImage

You still have to cite where you got them from!
thus conflict, are most likely. Carnivores in human-dominated landscapes often adjust their habitat selection in space or time (Boitani 1982, Ciucci et al. 1997) to make use of resources, including human infrastructure or food, while avoiding interactions with people. However, this tendency is highly variable among species (Bateman and Fleming 2012) and individuals (Knopff et al. 2014). Encounters with people and subsequent management action were more likely for brown bears (*Ursus arctos*) that became highly habituated to human infrastructure, such as buildings (Rauer et al. 2003, Elfström et al. 2014), which can also be used as den sites by stone marten (*Martes foina*; Herr et al. 2010) and a variety of urban carnivores (Bateman and Fleming 2012, Lowry et al. 2012). Many carnivore species can also make use of anthropogenic food (Contesse et al. … correspond to full reference listing at the end of the paper


Citation style comparison

**JWM**

**CSE**

**APA**
Active presentations - ideas

- Exercises (like think/pair/share)
- Brainstorm
- Case studies
- Active polling (polleverywhere, kahoot, socrative)
- Common misconceptions about topic
- Videos
Resources for assignments

http://libraryguides.mcgill.ca/wild421

Resources for presentations
Where to look for grey lit for your briefing paper
ppt for this class
Getting help

Ask me:

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Macdonald Campus Library