

**Social Media and  
Community  
Engagement**

Jason Grabon



iDigBio External Advisory Board Meeting  
2012 (Project Year 1)  
Supported by NSF Award EF-1115210

# Web & Social Media Presence

- iDigBio.org Components

- Blog/Article Posting (biodiversity, digitization, technology, project)
- Upcoming Events
- Wiki
- Forums
- Formalized Documentation Publication
- Multimedia Publication (soon)
- ADBC/iDigBio/Staff Overview
- Workshop & Working Group Proposal Submissions
- Appliance & Hosting Proposal Submissions (soon)
- Community Announcements

- Social Media Outlets

- Monthly eNewsletter
- Listservs
- Facebook
- Twitter

# Community Involvement

- Publish iDigBio 10-Year Management/Implementation Plan (in progress, to be completed May 2012)
- Oversee development of Network Integrated Biological Alliance (NIBA) Community Implementation Plan (June 2012 – Dec 2012)
  - Collections and research communities
  - iDigBio
  - TCN
  - Broader public
  - To be informed by Workshop deliverables
- Publish optimized digitization workflows, processes and tool implementations
  - Continuous improvement to documentation
  - Annotated bibliographies
  - Training materials
  - Tool benchmarking and attribute evaluations

# Community Involvement

- Host Workshops and Working Groups
- Provide collaborative toolsets
- Engage TCNs and PENs in group collaboration
- Open approach to gathering feedback from the community (e.g., Workshop/Working Group requests, appliance requests)
- Open approach to sharing information with the community via [idigbio.org](http://idigbio.org), social media, and representation at community events (e.g., SPNHC, Botany 2012)
- Release/maintain a publicly-accessible project roadmap
- *Provide outreach to enabling organizations and institutions on behalf of TCNs and PENs*