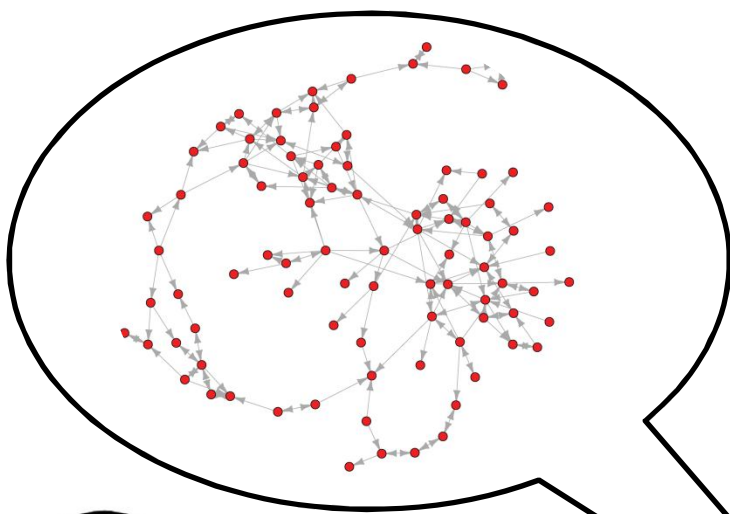


# Pilot Testing Social Media Sites for Help on Invasive Species



Ants are social network specialists  
(shamelessly lifted from Waters & Fewell 2012)



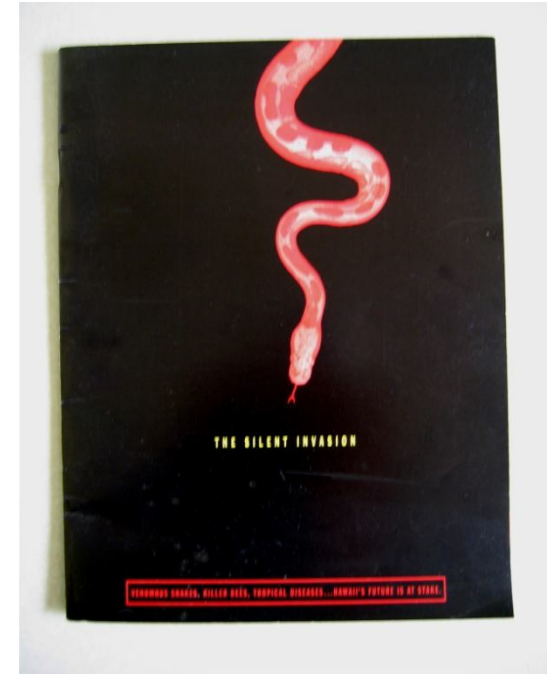
COORDINATING GROUP ON  
ALIEN PEST SPECIES

Presented by:  
Christy Martin  
Pacific Cooperative Studies Unit/  
Coordinating Group on Alien Pest Species

[www.cgaps.org](http://www.cgaps.org)  
(808) 722-0995

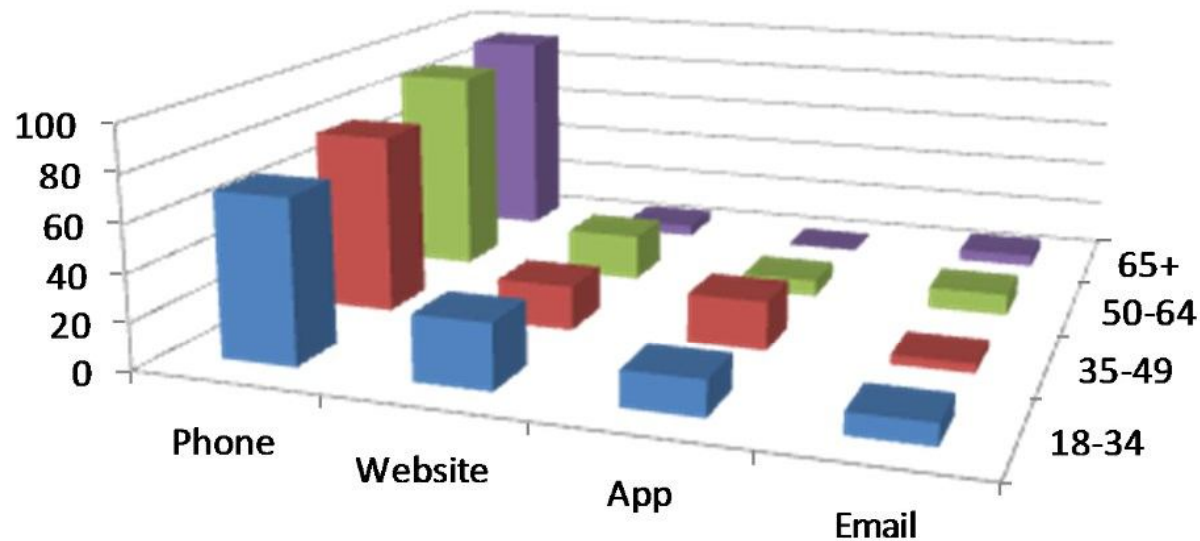
# CGAPS Public Outreach Plan

- Formed in 1995, the Coordinating Group on Alien Pest Species (CGAPS) is a partnership of agencies and NGOs working to protect Hawai'i from invasive species
- We “see the gaps” and try to fill them; one “gap” has been public awareness and engagement to address invasive species
- CGAPS has used traditional media and direct outreach since 1996
- Today: 85% have heard of invasive species; of these, 85% think they are a serious/somewhat serious issue
- We know that websites, apps & social media are tremendous tools, so we are testing & planning for best use



# CGAPS 2012 Statewide Public Awareness Survey

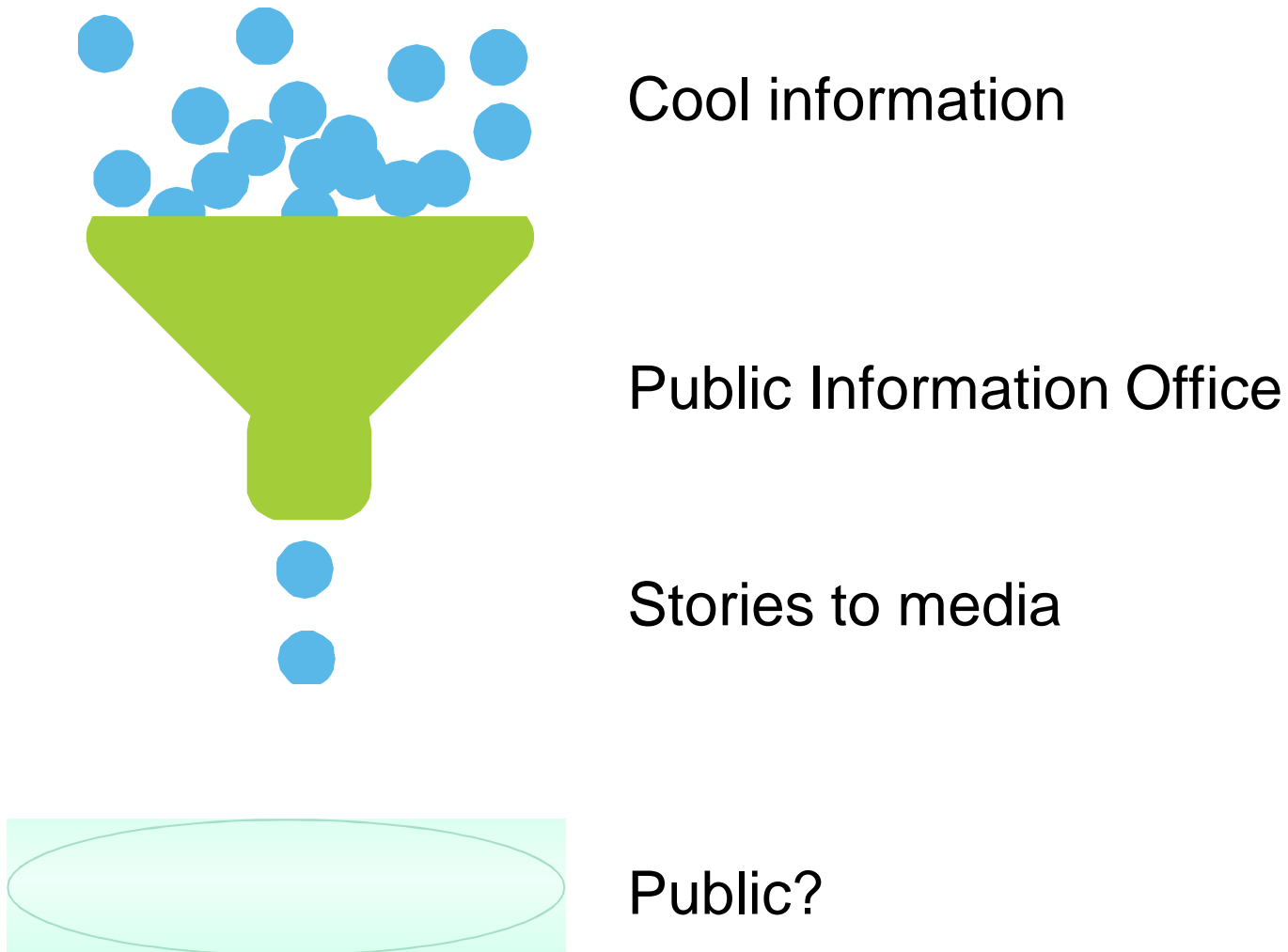
**Which of the following ways would you be most likely to report an unusual stinging ant?**



	Phone	Website	App	Email
18-34	70	28	15	9
35-49	77	19	21	4
50-64	89	20	7	9
65+	93	5	0	5

2012 Qmark Research; margin of error (n=500) is +/- 4.38 percentage points with a 95% confidence level.

# Typical information flow through agencies:



# Typical social media use via Facebook, similar:



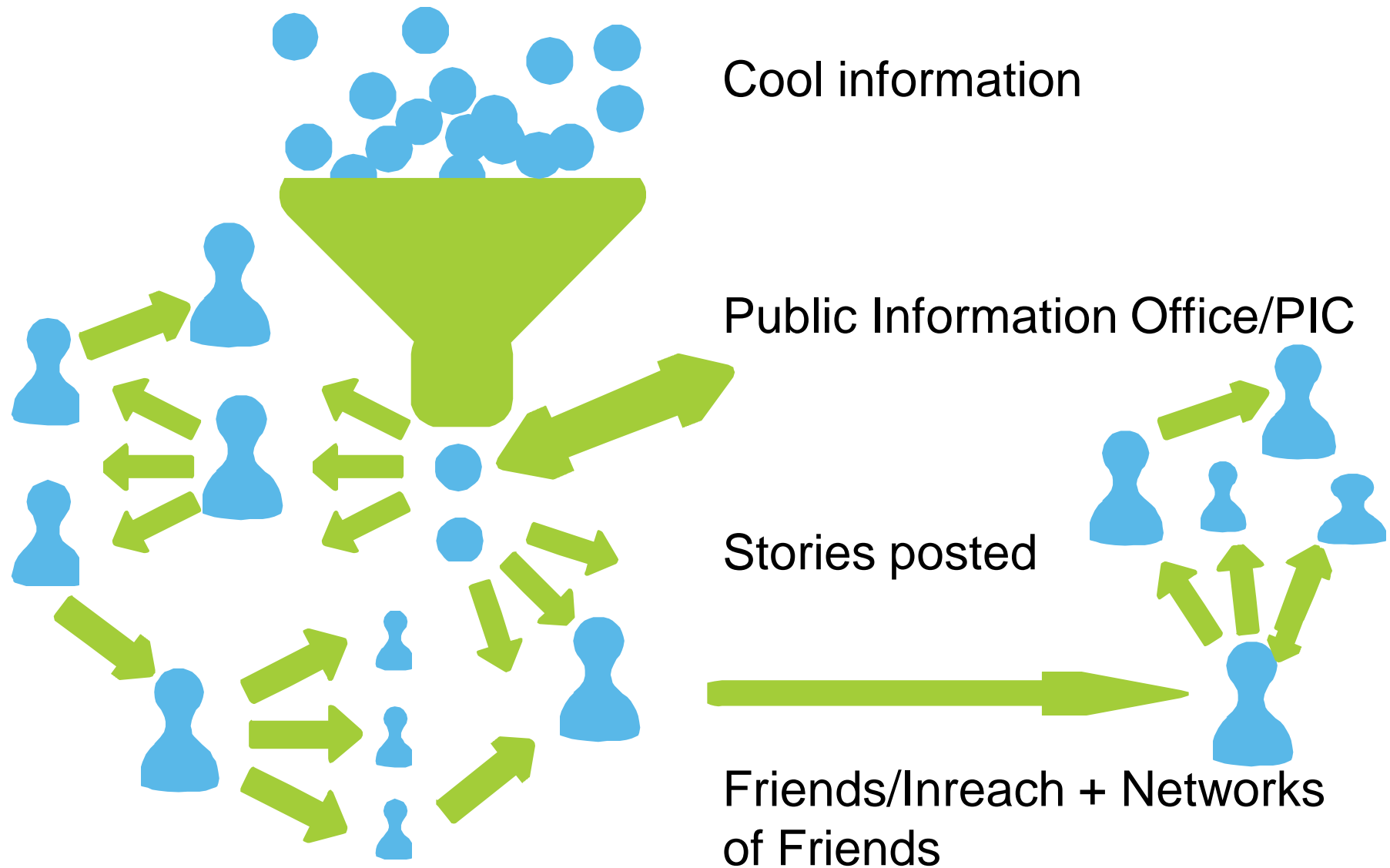
Cool information

Public Information Office/POC

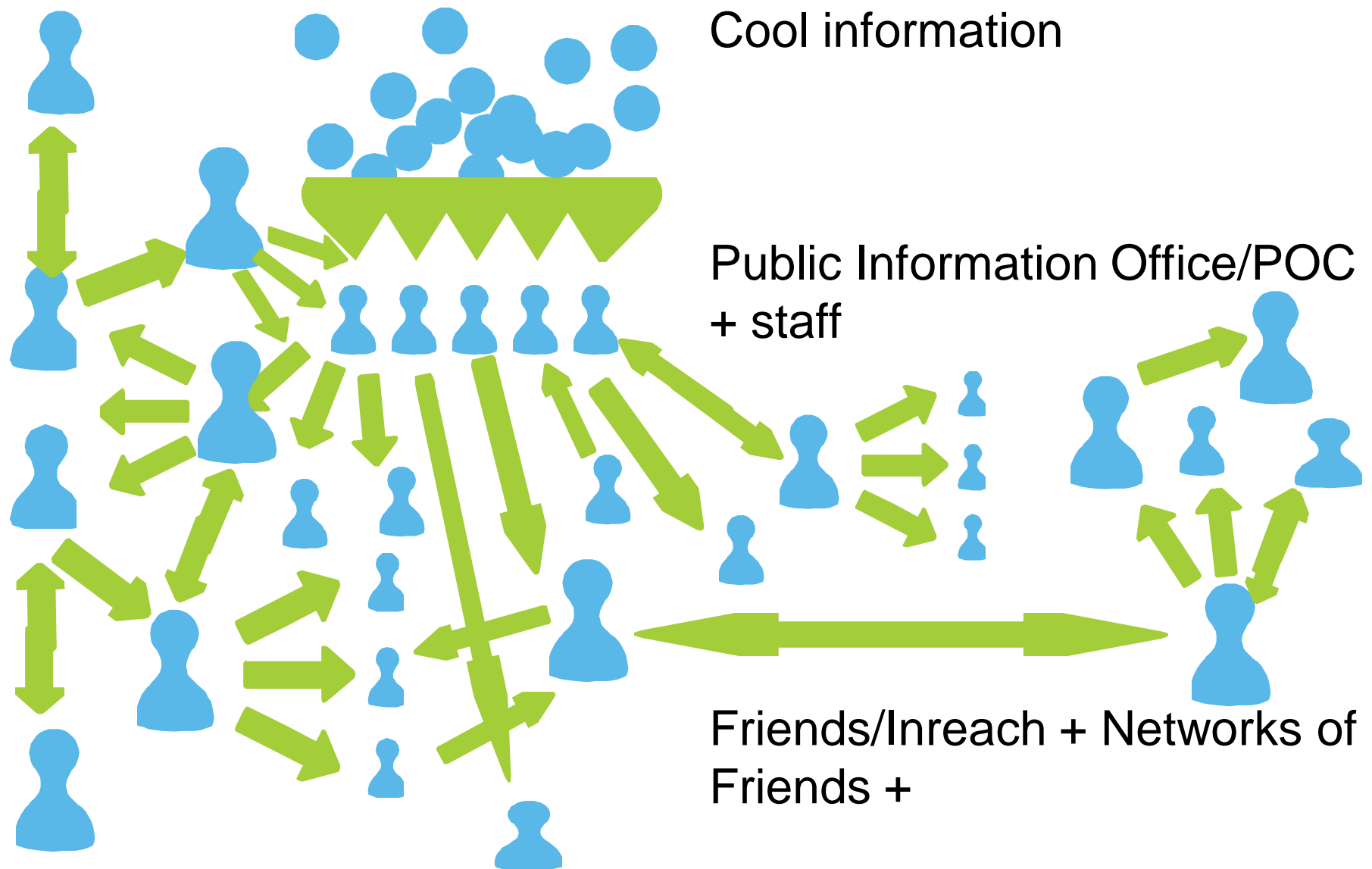
Stories posted

Friends/Inreach

# Pretty good social media

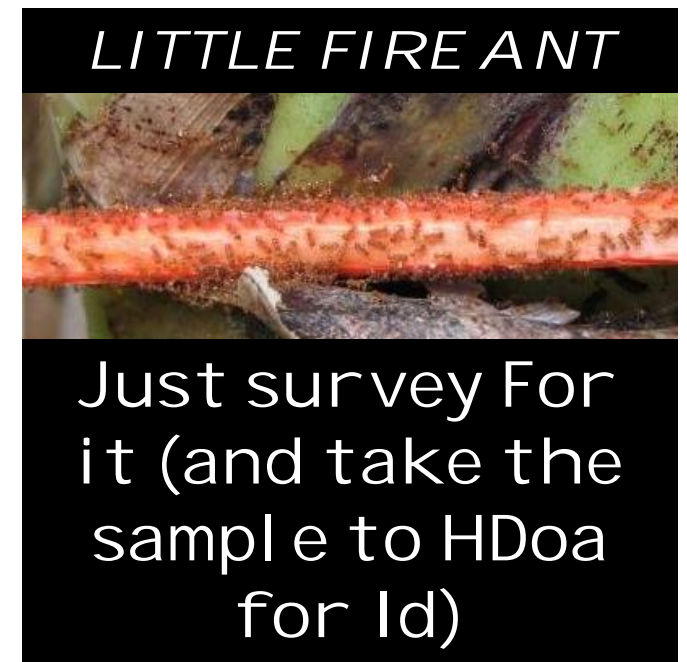


# Even better social media



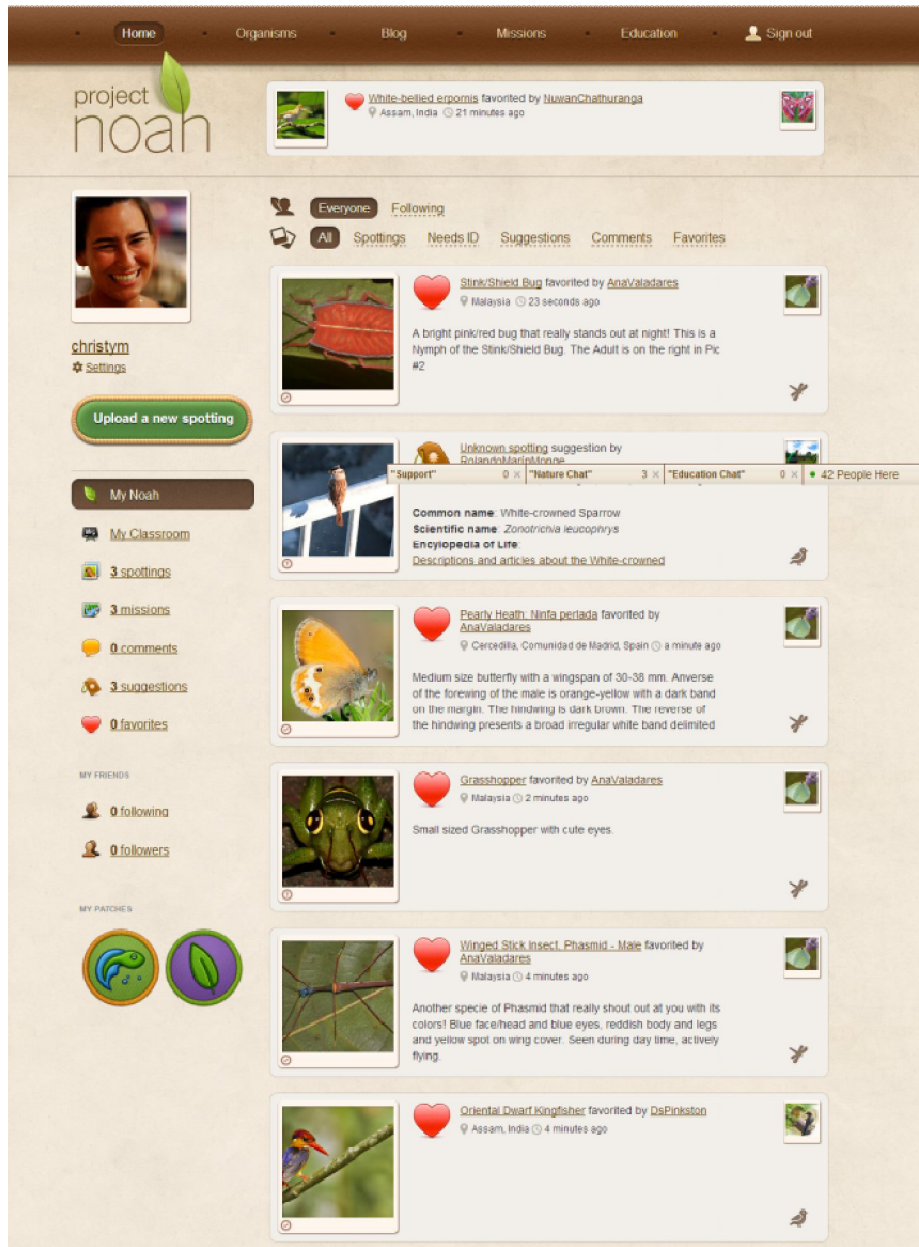
# How can we best use social media to engage the public in reporting invasive species?

- Issue: most people in Hawai'i can't name the plants and animals they see daily, can't recognize invasive ones; many don't notice or care, except when there is media attention
- Report Invasive Species: Simple message? Nope!
- Example: Help detect LFA! Place peanut butter chopsticks in & around your yard, wait an hour, collect ants, freeze them, then take sample to HDOA office for identification, open M-F, 7:30-4:30. How many of you know where the HDOA office is?





# Testing the Project Noah (projectnoah.org) concept



- Website with mobile app that functions like a cross between Facebook, Instagram, Flickr, and EddMaps
- Main feed page is like Facebook for species sightings; see & comment on new postings
- Creates large community (630,000 posts worldwide)
- Incentives: photo posting, species ID boasting, dots on the map

# Testing the Project Noah (projectnoah.org) concept



- Different “missions” created for different locations or species
- Creates sub-communities
- Magnifies incentives

# Testing the Project Noah (projectnoah.org) concept

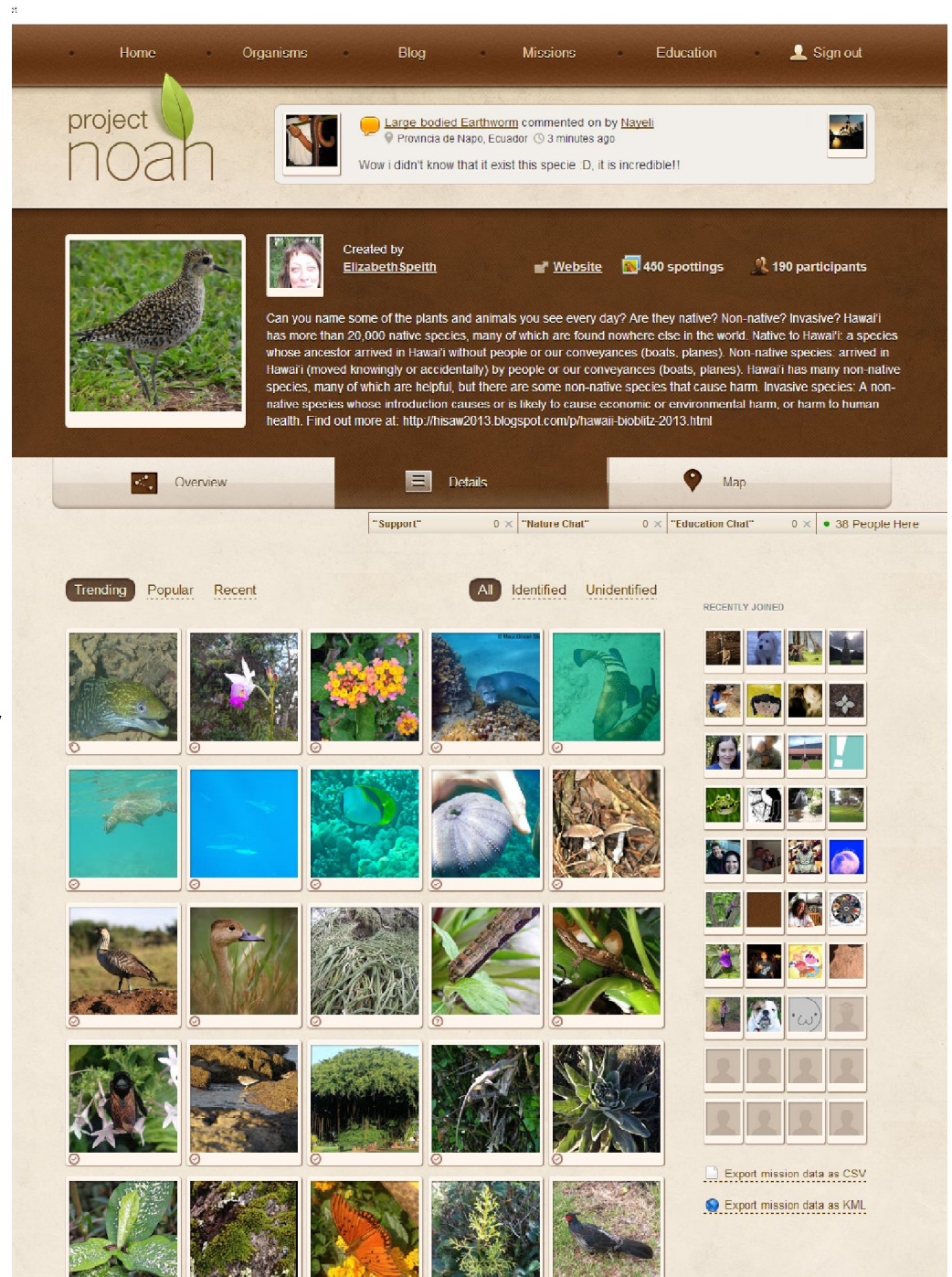
- Easy online form to submit photos for ID help (or submit as part of a “mission”)
- Smart device photo (w/geotag) or digital photo w/Google map
- Description & other information
- Mission administrator can export all data as spreadsheet

The screenshot displays the Project Noah submission form. At the top, a brown banner contains a large plus icon and the text: "You must add at least one photo → All photos should be of the same spotting." Below this, a white box with a plus icon says "Add another photo to this spotting". The form is divided into several sections: "Scientific name" with a text input field; "Description" with a large text area; "Habitat" with a text area; "Notes" with a text area; "Content Ownership" with a checkbox and text: "By creating a spotting, you agree that the photos you are submitting are taken by you, or you have permission of the copyright holder." On the right side, there are sections for "Where did you find it?" with a search bar and a map showing a green pin; "When did you see it?" with a date input field set to "Jul 7, 2014" and a hint "e.g. November 26, 2010"; "Is it for a mission?" with a dropdown menu showing "No mission assigned" and a note "This is a list of your joined missions. Select up to 5 missions."; "Add a video" with a text input field for "YouTube or Vimeo" and a label "Add your video of this spotting"; and "Add a reference" with text input fields for "Encyclopedia of Life", "Wikipedia", and "Other site". At the bottom left is a "Save Changes" button. At the bottom right is a chat bar with links to "Support", "Nature Chat", "Education Chat", and a status "27 People Here".



# 2013 Hawai'i Bioblitz

- Partnered with HCA Next Gen (Marion Ano, yay!) to test Project Noah at Kapiolani Community College
- Partnered again with HCA, Hawai'i Invasive Species Council, Hawai'i Biodiversity Information Network & the Invasive Species Committees for 2013 Hawai'i Bioblitz
- 1 week: 158 participants and over 340 posts statewide





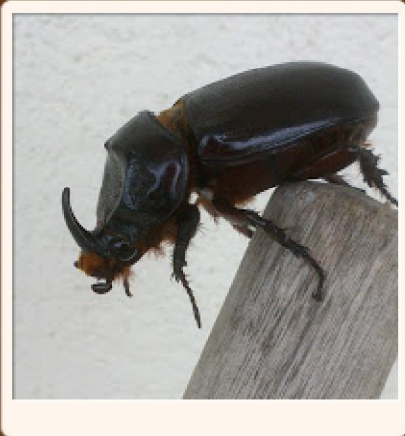
- Good geolocation data
- Pretty good social media tool; teachers liked it
- Positive feedback from 29 local ID specialists participated in monitoring & commenting on the postings
- **Lacks within site searching/easy site navigation**
- **Lacks easy URL for missions**
- Good for general species ID, but **will it work for reporting specific invasive species?**



# 2014 Help Save Hawai'i's Coconut Trees

- Partnered with invasive species community & NREM 494 students
- Mission was to post photos of coconut tree crowns ONLY, reviewed for distinctive damage made by coconut rhinoceros beetles

The screenshot displays the Project Noah website interface. At the top, a navigation bar includes links for Home, Organisms, Blog, Missions, Education, and Sign out. Below this, the Project Noah logo is visible. A notification banner at the top right shows a comment from 'Grasshopper' on a post by 'venusflytrap2000' from Malaysia, posted 7 minutes ago, with the text 'amazing!'. The main mission header features a large image of a coconut rhinoceros beetle on a wooden post, the title 'Help Save Hawai'i's Coconut Trees', and a description: 'Invasive species have negative cultural, economic, and environmental impacts on Hawai'i's unique natural resources. Coconut rhinoceros beetles (Oryctes rhinoceros) are an invasive species that have recently been discovered on O'ahu and have the potential to rapidly reach epidemic proportions. Some Pacific islands have lost 50% of their coconut trees because of feeding damage by these beetles. Help us save Hawai'i's coconut trees from the Rhinoceros Beetle by uploading photos of the tops of coconut trees.' Below the description is a 'Leave this mission' button and social media sharing options for Twitter (5) and Facebook (440). Navigation tabs for 'Overview', 'Details', and 'Map' are present. The 'Details' tab is active, showing a grid of 20 photos of coconut tree crowns, categorized by 'Trending', 'Popular', and 'Recent'. To the right of the photo grid are tabs for 'All', 'Identified', and 'Unidentified'. Further right, there are chat windows for 'Support' (2), 'Nature Chat' (2), and 'Education Chat' (0), along with a 'RECENTLY JOINED' section showing 38 people. At the bottom right, there are links to 'Export mission data as CSV' and 'Export mission data as KML'.



- **Will it work for reporting specific invasive species?** Yes, but we may want to consider building a Hawai'i-specific site that addresses known barriers
- **Lacks within site searching/easy site navigation** Barrier
- **Lacks easy URL for missions** Barrier
- A Hawai'i-specific site may also be able to provide added incentives to participants and benefits for agencies/NGOs



- Wouldn't it be great if people could take smartphone photos of ants & post them?
- Top photo: person would not need to collect samples and take them to HDOA; bottom photo: LFA on a chopstick
- We would have contact information/location for suspect ants
- We could see which properties have surveyed for LFA, and which have not





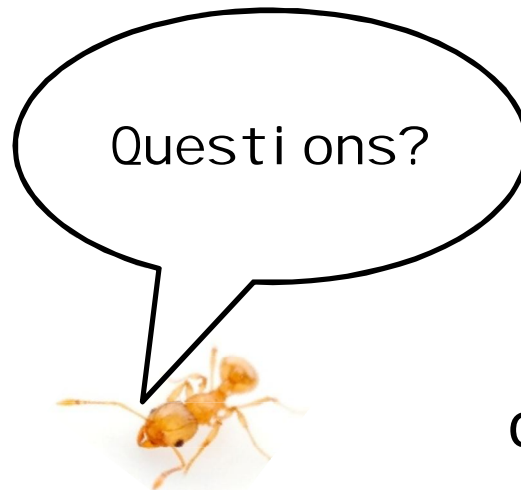
## Next Steps

- There is a Reportapest.org website for online pest reporting, tested on Maui; we are discussing how to build and integrate a social media/public engagement site with the online reporting site...stay tuned.

**Mahalo!**



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