|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Example** | **Freq** | **%** |
| **Information** |  |  |  |
| Environmental news |  |  |  |
| Press |  |  |  |
| Website updates |  |  |  |
| Natural scene |  |  |  |
| Special day |  |  |  |
| Environmental tools |  |  |  |
| **Community** |  |  |  |
| Recognition and thanks |  |  |  |
| Response messages |  |  |  |
| Initiate conversation |  |  |  |
| **Action** |  |  |  |
| Promote an event |  |  |  |
| Promote an action |  |  |  |
| Call for volunteer |  |  |  |
| Promote another organization |  |  |  |

Great lake coding notes

* facebook allows comments on the news, explaining the implication of the news or how their organization could be related to the news.
* many organization use special day.

@creekfreak\_fb: Macroinvertebrate Mondays: Awesome video of stonefly life cycles. <http://ow.ly/mZzaz>

@creekfreak\_fb: Creek-Freaky Friday: Beaver return to the Chesapeake Bay. <http://ow.ly/mrrx3>

* Facebook provided album and event to create their own album and event
* Save the river

Synchronize twitter account with facebook. Again, a lot of incomplete tweets. The photo cannot be shown in twitte media page