Exit Report

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| Name | Tony Kess |
| Contact email: | jkess@uoguelph.ca |
| Task/Role | Social Media Communications |

Just leave a section blank if you don’t feel the question applies to your task.

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| Describe your role/task: Posting relevant information and interesting new research on the OE3C Facebook and Twitter pages |

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| What did you wish you had known beforehand? | Pretty straightforward – do set up the accounts to automatically email you, because there tends to be very little activity from followers but this can sometimes lead to missing messages! |

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| Contacts | N/A |

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| What worked? | The preexisting account allows you to reach quite a few people at previous host universities and people on past organizing committees. I promoted the event on the undergrad Integrative Biology and grad Integrative Biology student group pages and we had a pretty high turnout from Guelph students. I don’t know if this social media strategy had anything to do with it, but I think people knew about the conference. |

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| What didn’t work? | I’m fairly new to twitter and abandoned that account fairly quickly. |

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| Give a general timeline to completing the task. | In general I updated the page and posted links to it in related groups whenever there was some sort of milestone or date approaching – early registration, call for abstracts, last day to register, etc. |

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| Do you have any online accounts or account information to pass along? | Contact me to be added to the Facebook Page, there is no log-in information for that.  Twitter Account: @oe3c Password: \*Conference1 |

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| Future Goals | Perhaps try to involve more cross-promotion with other societies, as well as promoting research outside of just committee members and plenaries. |

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| Other comments | N/A |