

Project Abstract Summary

This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USAspending.gov.

Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

Applicant Name

Wildlife Management Institute

Descriptive Title of Applicant's Project

2023 MSCGP Social Listening for Relevancy 2 - Expanded Queries

Project Abstract

Fish and Wildlife agencies are trying to participate in and even manage the discussion of their agencies on social media. To participate in that conversation, they need to understand it.

Last year using Infegy (a Web-based social listening tool) we were able to develop queries for 50 state agencies and monitor those queries for a year. Every single state receives these reports. Many to multiple divisions/work units in an agency. These have been helpful to agencies to understand what is being said about them in real time. The queries this year were relatively simple queries using only the names and acronyms for each state's fish and wildlife agency. Our plan this year is to expand those queries to include property names (WMAs, parks, boat ramps, pier's, etc.) greatly expanding the number of posts we collect. We will use our agency contacts for each state to help identify which additional areas they would like to hear about.

We will analyze the collective data from 20 weeks or reports for 50 states and report results and trends about what social media users are actually saying about fish and wildlife agencies. We will send biweekly reports to a designated contact in every state, providing updates on agency mentions, Making It Last mentions, conversations using "generic" conservation terms, and a limited number of customized queries on topics of interest to the agencies.

This project will help agencies understand who is talking about them, what they are saying and how that discussion ripples across the internet.