



**Adirondack
Park Agency**

SOCIAL MEDIA AND THE AGENCY

INCREASING TRANSPARENCY AND PUBLIC PARTICIPATION

November 14, 2024

BACKGROUND

Communication is an **iterative process** that produces, reproduces, and repairs **shared meaning**.

THE COMMUNICATIONS ECOSYSTEM

- The Broadcast Era – “And that’s the way it is”
 - Largely one-way delivery of information
 - Response through structured public forums (e.g., op-eds, public meetings)
 - Strong news media
 - High trust in government and authority more generally
- Web 2.0 & the Global Village
 - Egalitarian communication; everyone has an equal say
 - Less structured and algorithm-driven public forums (e.g., social media)
 - Low trust in government; authorities must prove themselves
 - Weak news media
 - High risk of mis/disinformation

WHY SOCIAL MEDIA?

- Primary form of communication for most Americans today
- Provides opportunities for more personal two-way communication
- Allows organizations to meet people “where they are”
- Flexible and capable of being audience-specific
- Creates social buy-in with processes
- Rapid delivery of information
- A tool for managing messages centrally

THE AGENCY CONTEXT

- 2021 Government Transparency Initiative Plan made social media a priority for the APA.
- ITS has defined NYS-wide policies for agency social media usage.
- Governor's office has voiced support for more engaging social media from all state agencies.
- Part of a larger communications toolkit, including website, email, press, and printed media (e.g., Citizen's Guide)

VISION & STRATEGY

VISION

The Agency engages in consistent social media messaging that supports Agency-wide goals, drives website traffic, and develops a stronger understanding of the Agency's mission, services, and operations.

Key audiences will see the Agency's social media channels as invaluable resources for learning about the Agency and understanding how they can engage with it.

CORE AUDIENCE QUESTIONS

1. Why does the Adirondack Park Agency exist?
2. Who is the Adirondack Park Agency?
3. How does the Adirondack Park Agency's work impact me?
4. How do I engage with the Adirondack Park Agency?



OUR STRATEGY

- **Four goals:**

- Increase Agency social media presence and engagement.
- Increase usage of public information resources, (e.g., meeting recordings, press releases)
- Increase awareness of and engagement with ongoing Agency deliberations, (e.g., board meetings, public comment periods)
- Improve perceptions of Agency expertise and transparency.

- **Three social media channels:**

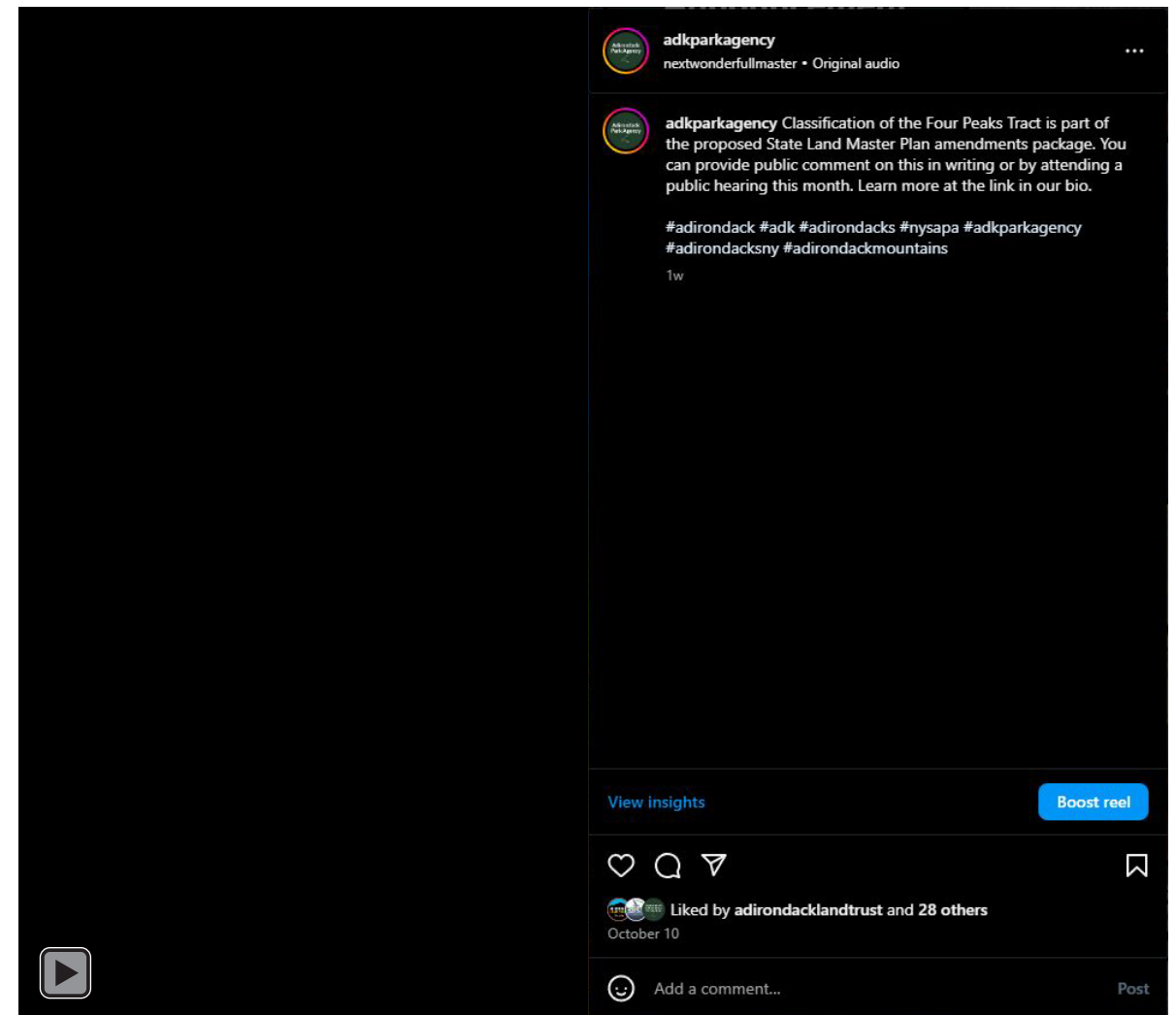
- Facebook
- Instagram
- LinkedIn

KEY AUDIENCES

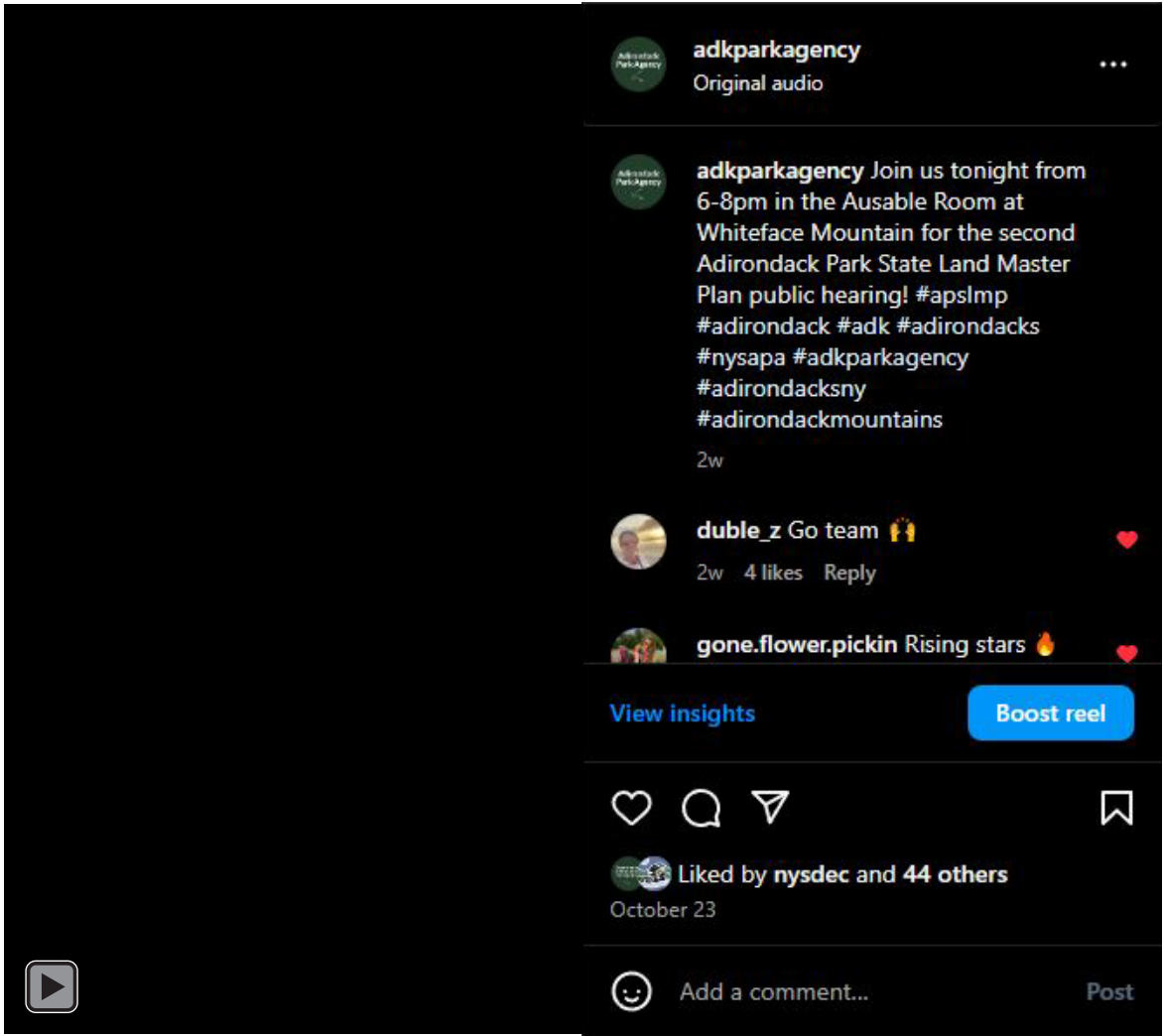
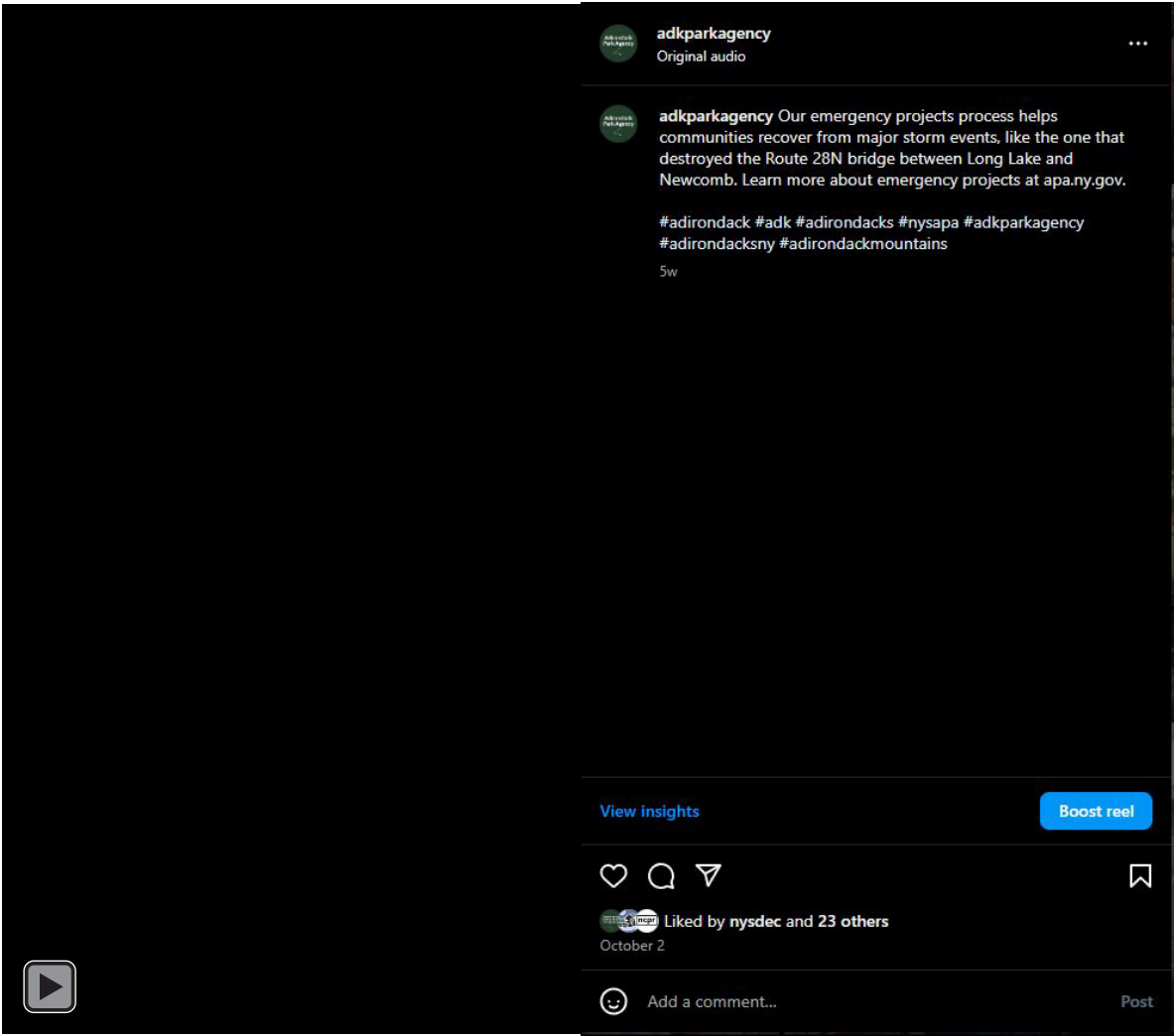
- **Primary Audiences – Engagement**
 - Adirondack Park landowners
 - Developers
 - Local governments
 - Prospective Agency staff
- **Secondary Audiences – Awareness**
 - Environmental organizations
 - Partner agencies
 - News media



IN-ACTION

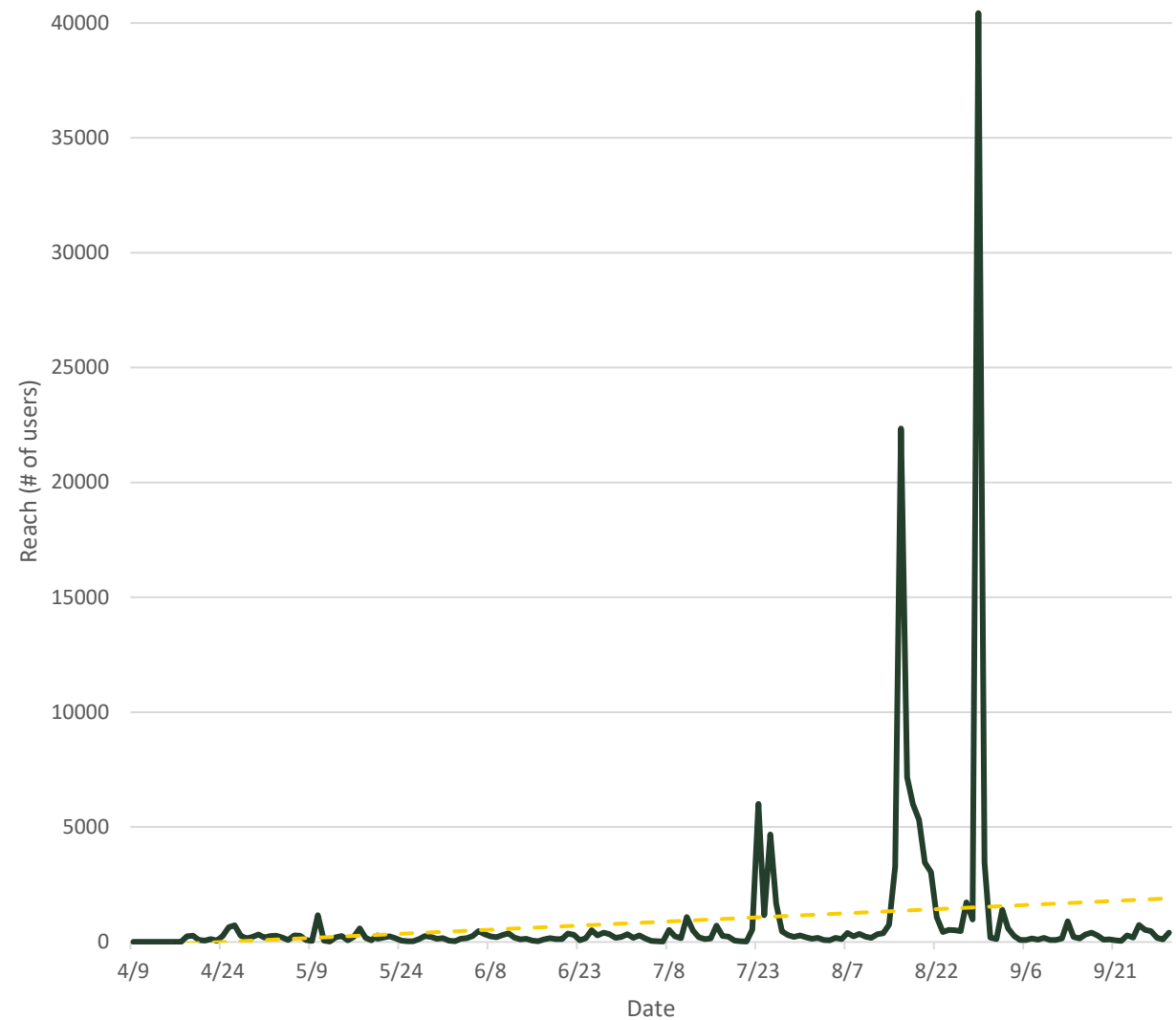



IN-ACTION



RESULTS

Facebook






New York State Adirondack Park Agency

August 14 · 🌐



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Each time new public lands are acquired in the Adirondack Park, we make field visits to determine the best strategies for managing and protecting these areas. Here's a look at the Park's most recent addition—the Four Peaks Tract—which is currently being reviewed.

Once it is classified, our partner agency, the [NYS Department of Environmental Conservation](#), will develop a plan that outlines recreational opportunities, conservation strategies, and more.



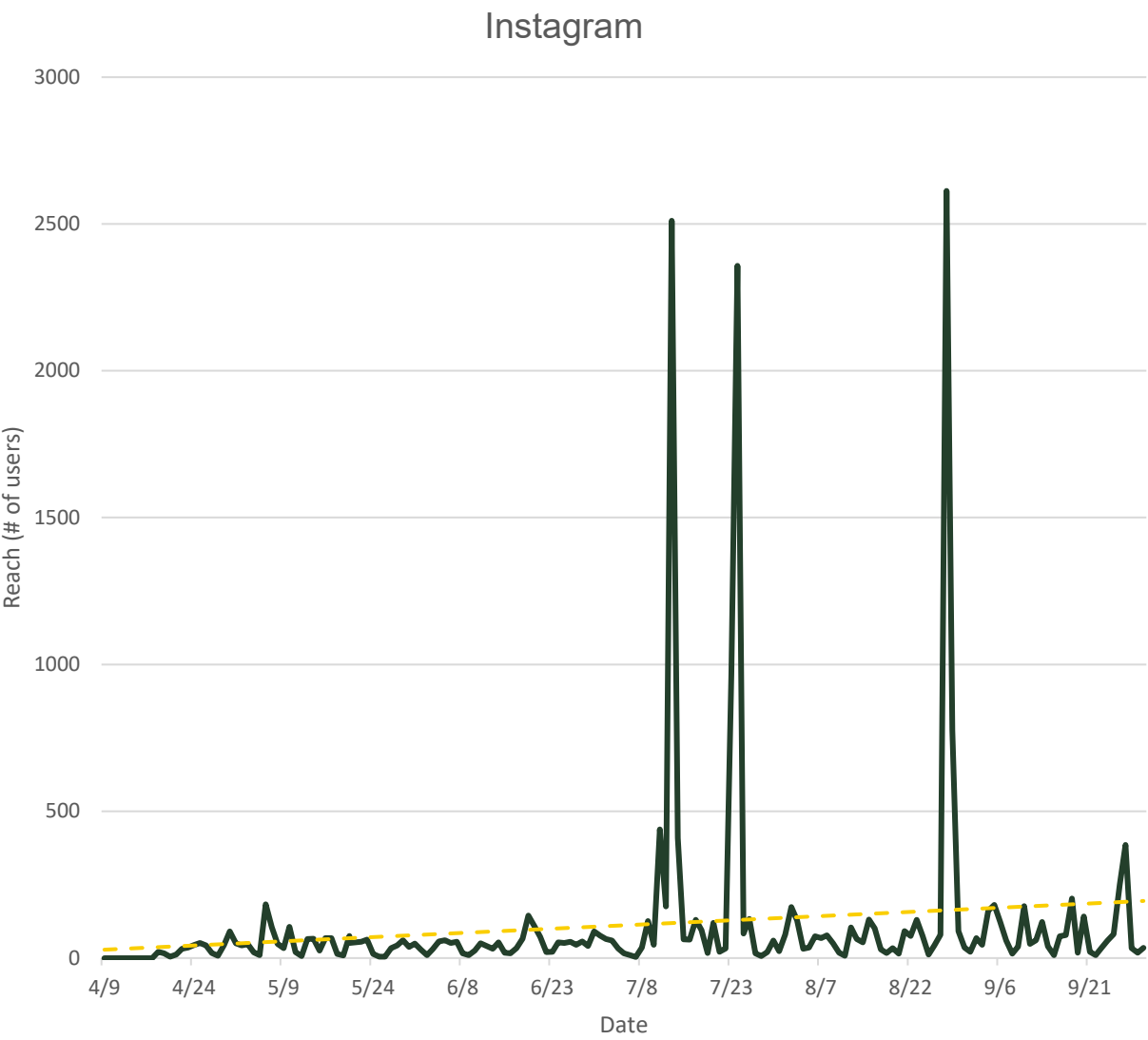
[See insights and ads](#)[Boost post](#)



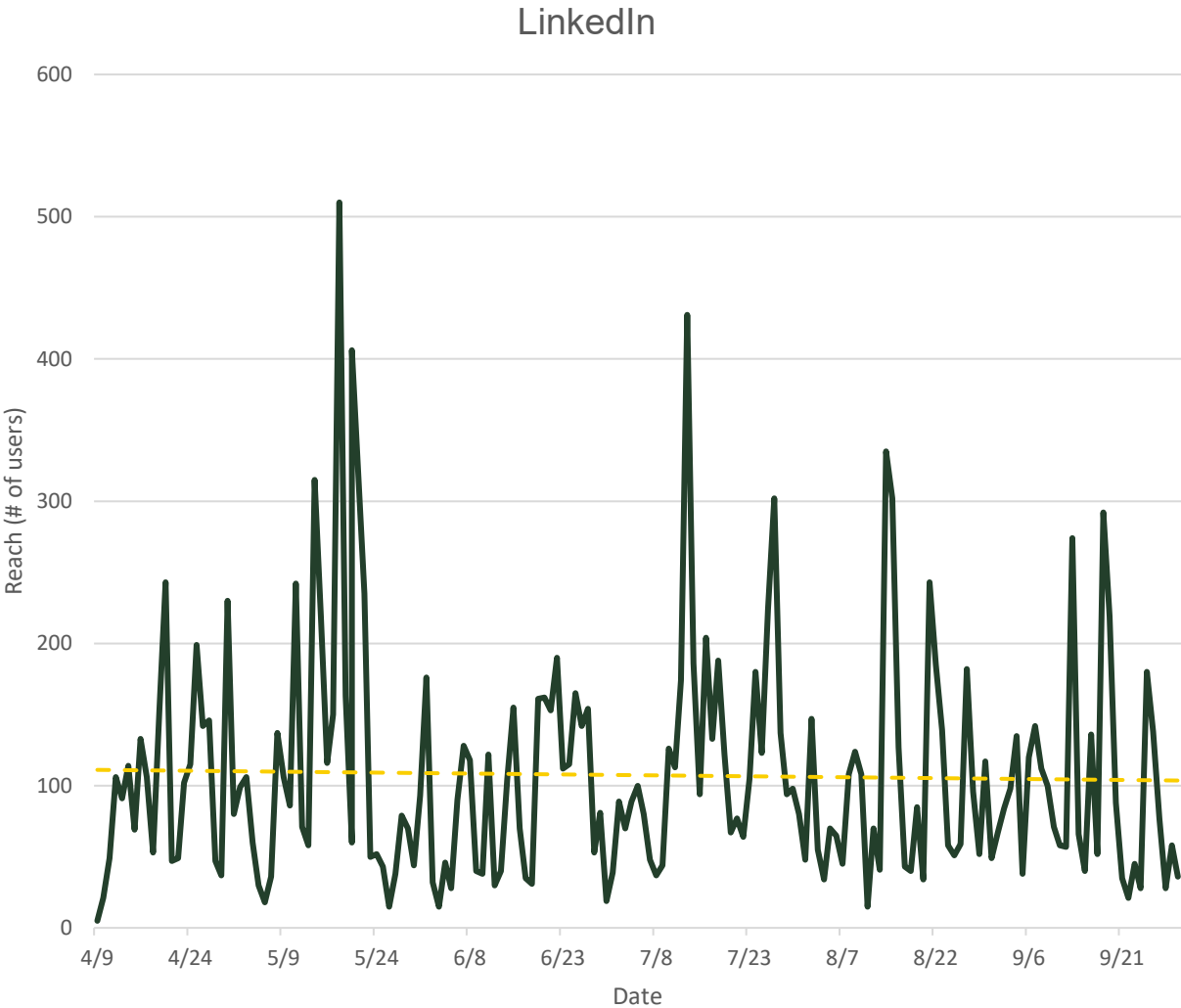
362

24 comments 13 shares

RESULTS



RESULTS



NEXT STEPS

GROWING OUR OUTREACH

- Prioritize video content to increase engagement
- Listen to key audiences and provide relevant information
- Continue expanding educational content



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