

As the social networking chair and former newsletter editor for the Indiana Chapter of the American Fisheries Society, I am submitting the last three newsletters (PDF files) for consideration for the North Central Division's Best Communications Award.

Indiana Chapter of the American Fisheries Society has a variety of communication venues listed below. All communications are overseen by three positions; newsletter editor, webmaster, and (*newly established*) social networking chair.

The newsletter (Lateral Lines, the Hoosier Edition)

IAFS listserv

Indiana AFS website

IAFS is on Facebook

IAFS is on Twitter

NEWSLETTER: The newsletter (Lateral Lines, the Hoosier Edition) is published three times a year (April, August, and December). Lateral Lines is primarily an online publication with the webmaster (Jason Doll) posting the PDF file onto the website. An email is sent out to all Indiana AFS members with a link to the current newsletter. This allows for easy distribution without using up valuable email inbox space. The current newsletter and several years of back issues of the newsletter are on the website and available to anyone with internet access.

The newsletter is used to disseminate pertinent information to the membership; including the president's message, upcoming meetings and events, chapter business meeting minutes and news, continuing education opportunities, committee updates, news stories relevant to fisheries professionals (both national and local), updates from student subunits, and serves as a forum where members can share information about current work/research they are involved in. Two additional sections were added in 2008, "Catch of the Day" and "Who's that Author". Catch of the Day highlights recreational fishing by the members or their family members. This column adds a fun aspect to the newsletter that ties us all back to what we go to work for everyday, to provide great fishing. Who's that Author is for members to submit recent publications to share with the membership. These publications can be from peer reviewed journals, books, or pertinent agency reports.

Links to last three Newsletters

<http://www.fisheries.org/units/indiana/newsletter/August2010.pdf>

<http://www.fisheries.org/units/indiana/newsletter/April2010.pdf>

<http://www.fisheries.org/units/indiana/newsletter/December2009.pdf>

LISTSERVE: The newsletter editor also serves as the chapter's email "listserv". Through the listserv the editor passes along pertinent information to the chapter members including upcoming events, news stories, job opportunities, workshop/conference registration, and any other information that may be useful to the

membership. This is used as a way to distribute information between newsletter issues. A weekly update is usually sent out highlighting important information.

WEBPAGE: The Indiana AFS website is controlled by our webmaster, Jason Doll. Please view the website at: <http://www.fisheries.org/units/indiana>

The website provides relevant chapter news and information, award information, fisheries links, local fisheries job openings, historical information, an online membership directory, member photo gallery, and a section to show our appreciation to our valued sustaining members. There is also a section devoted to Indiana AFS Outreach where members can log-in to submit and post their outreach events as well as reserve the Indiana AFS display board. In 2009, the spring conference was the first paperless conference for Indiana AFS. This has continued throughout 2010 with both the spring and fall meetings being paperless. The website was set up to allow for abstract submissions, sponsor donations, and individual and corporate registrations. New this year, members can renew or join Indiana AFS online. Donations are also accepted through the website. Additionally, links to Indiana AFS's facebook and twitter pages are displayed on the home page.

FACEBOOK AND TWITTER: This year a social networking chair was added to create and update our facebook and twitter pages. Facebook has proven to be a useful tool to communicate with our members. There are 54 members of our facebook group. Each individual member is a current member or is a past member. Fifty one photos have been posted, 3 events announced, and hundreds of news stories and chapter updates posted. Twitter is used as a tool to network among various organizations. We follow organizations, businesses, and government agencies such as AFS chapters, USFWS, Take Me Fishing, Duke Energy, JF New, etc. This allows us to keep up with current events and news from these organizations and vice versa. The information posted on twitter is nearly identical to that posted on facebook, however, it reaches a different group of constituents. Currently, Indiana AFS is following 56 groups, has 32 followers, and is in 3 lists. Indiana AFS has had "194 tweets" since its inception on Dec 11, 2009.

Indiana AFS on Facebook <http://www.facebook.com/group.php?gid=352017455532>

Indiana AFS on Twitter <http://twitter.com/inafs1970>

Thank you for considering the Indiana Chapter of the American Fisheries Society.

Sincerely,

Michelle L. Cain
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