

**Project Summary**  
**Rocky Mountains Cooperative Ecosystem Studies Unit**

**Project Title: Web and Social Media Guidance and Support for Natural Resource Topics**

**Discipline: Social**  
**Type of Project: Technical Assistance/Education**  
**Funding Agency: National Park Service**  
**Other Partners/Cooperators: Colorado State University**  
**Student Involvement: Yes, student assistants**  
**Effective Dates: 12/01/2015 - 3/31/2018**  
**Funding Amount: \$286,732**

**Investigators and Agency Representative:**

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**Project Abstract:** The goal of this project is to provide guidance and technical support to the Natural Resource Stewardship and Science Directorate (NRSS) of the National Park Service in the evaluation and development of online natural resource communications materials for internal and external audiences. NRSS is transitioning from html-coded templates to a Content Management System. Guidance and technical assistance are needed in organizing and editing existing content to a new structure. NRSS is also beginning to test the use social media as a method for communication with various audiences. Guidance on the best strategies for using social media, content development, and assessment of strategies is critical for successful use of computer-mediated communications.

**Outcomes with Completion Dates:** Outcomes from this project should include websites—specifically the completion of the Oil Spill Response subject site, multimedia features, written materials, and other online communications products and approaches and templates to streamline future online communication.

**Keywords:** Colorado State University, NRSS, natural resource communications, social media, technical support