



**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



Adirondack Park Agency

493 followers

3w • 🌐

What does science and research look like at the APA? Our work involves delineating wetlands, studying biodiversity, assessing ecosystem function, and evaluating the effectiveness of conservation strategies. Through collaboration with stakeholders, government agencies, and research institutions, we contribute valuable insights and evidence-based recommendations to support informed decision-making and sustainable development practices in the Adirondacks.



🌐 Elizabeth Schuyler and 13 others

1 repost

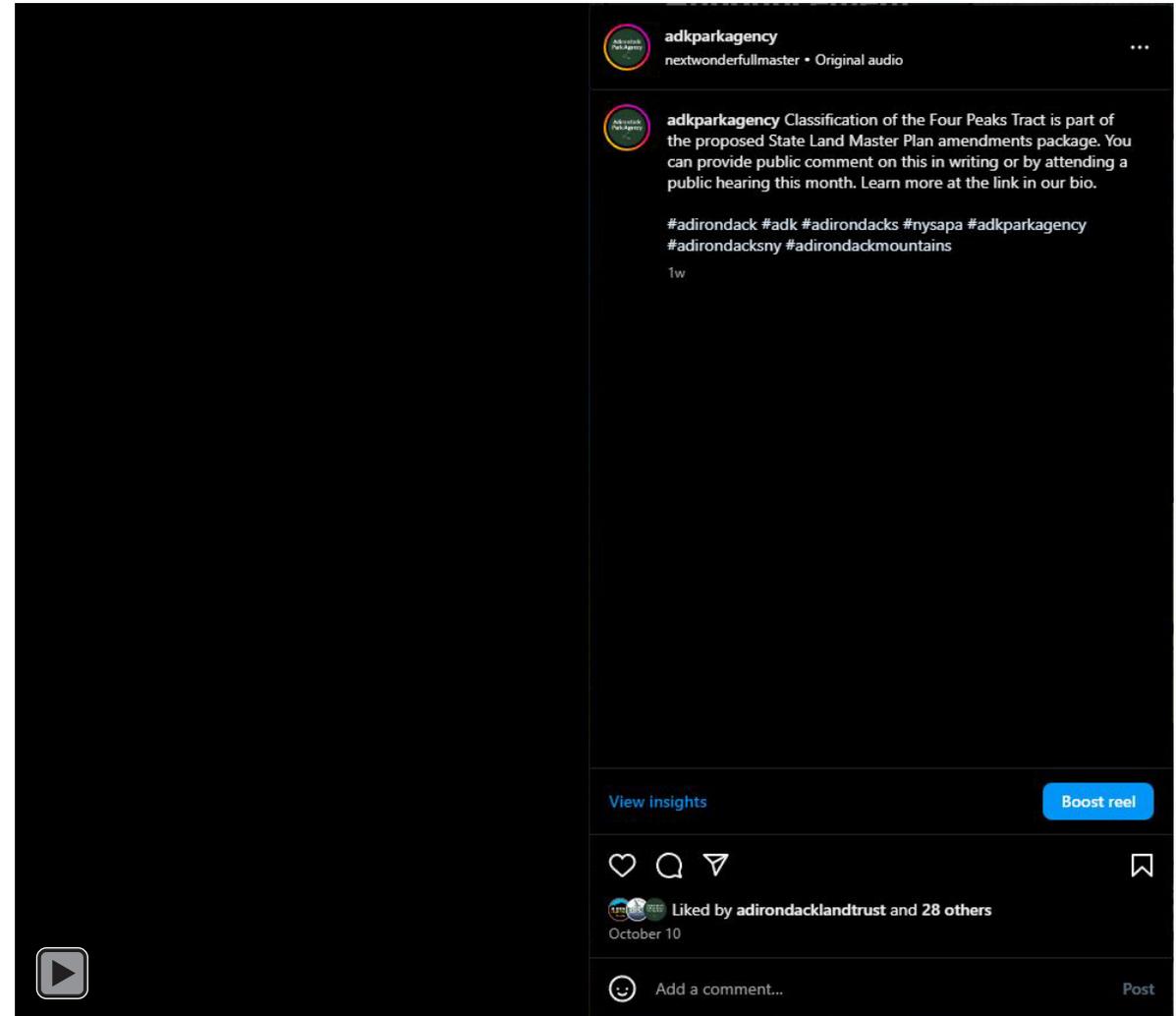


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# IN-ACTION

adkparkagency  
Original audio

adkparkagency Our emergency projects process helps communities recover from major storm events, like the one that destroyed the Route 28N bridge between Long Lake and Newcomb. Learn more about emergency projects at [apa.ny.gov](http://apa.ny.gov).

#adirondack #adk #adirondacks #nysapa #adkparkagency #adirondacksny #adirondackmountains

5w

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October 2

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adkparkagency Join us tonight from 6-8pm in the Ausable Room at Whiteface Mountain for the second Adirondack Park State Land Master Plan public hearing! #apslmp #adirondack #adk #adirondacks #nysapa #adkparkagency #adirondacksny #adirondackmountains

2w

duble\_z Go team 🙌  
2w 4 likes Reply

gone.flower.pickin Rising stars 🔥

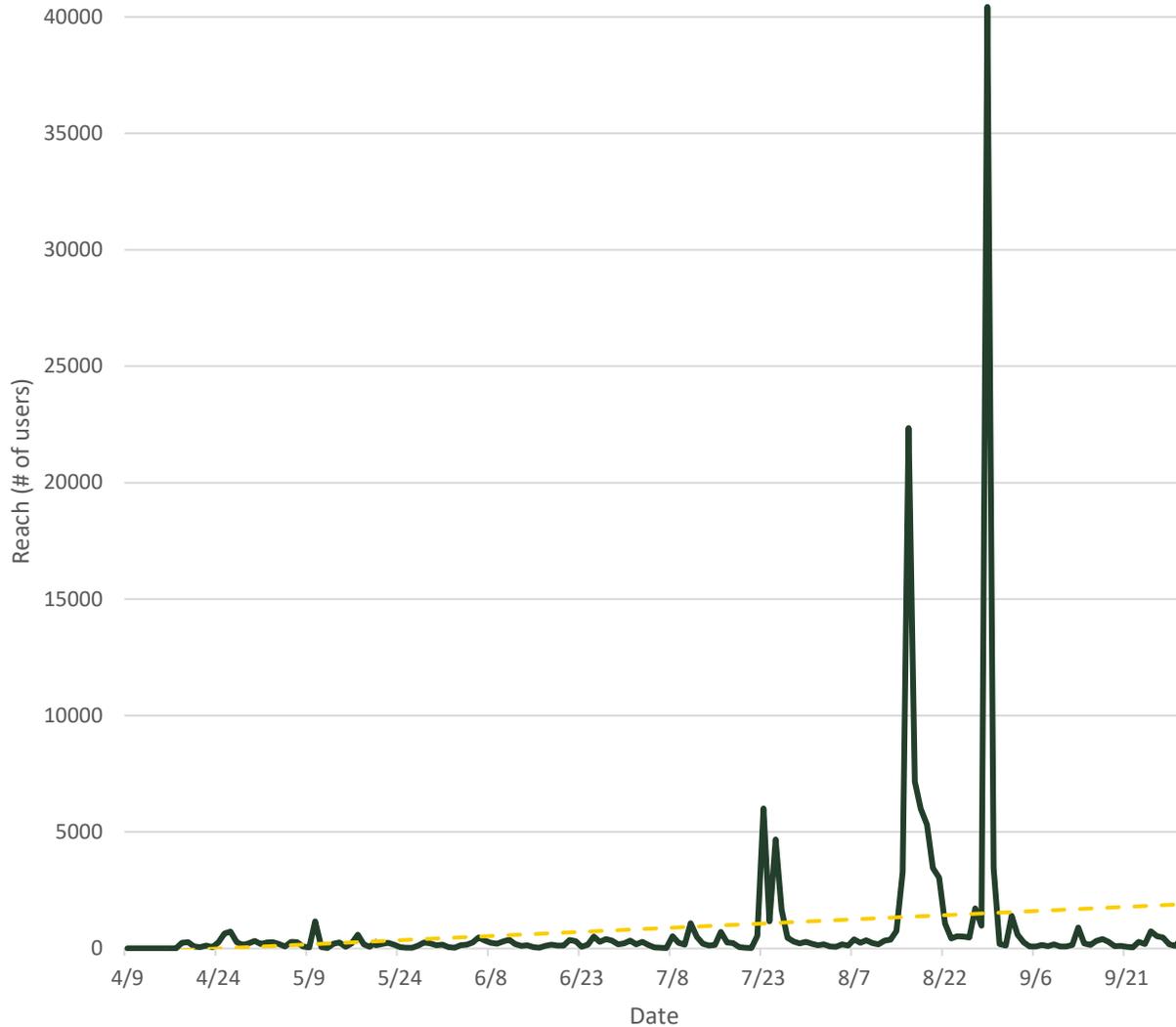
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# RESULTS

## Facebook



 **New York State Adirondack Park Agency** • August 14 • 

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.

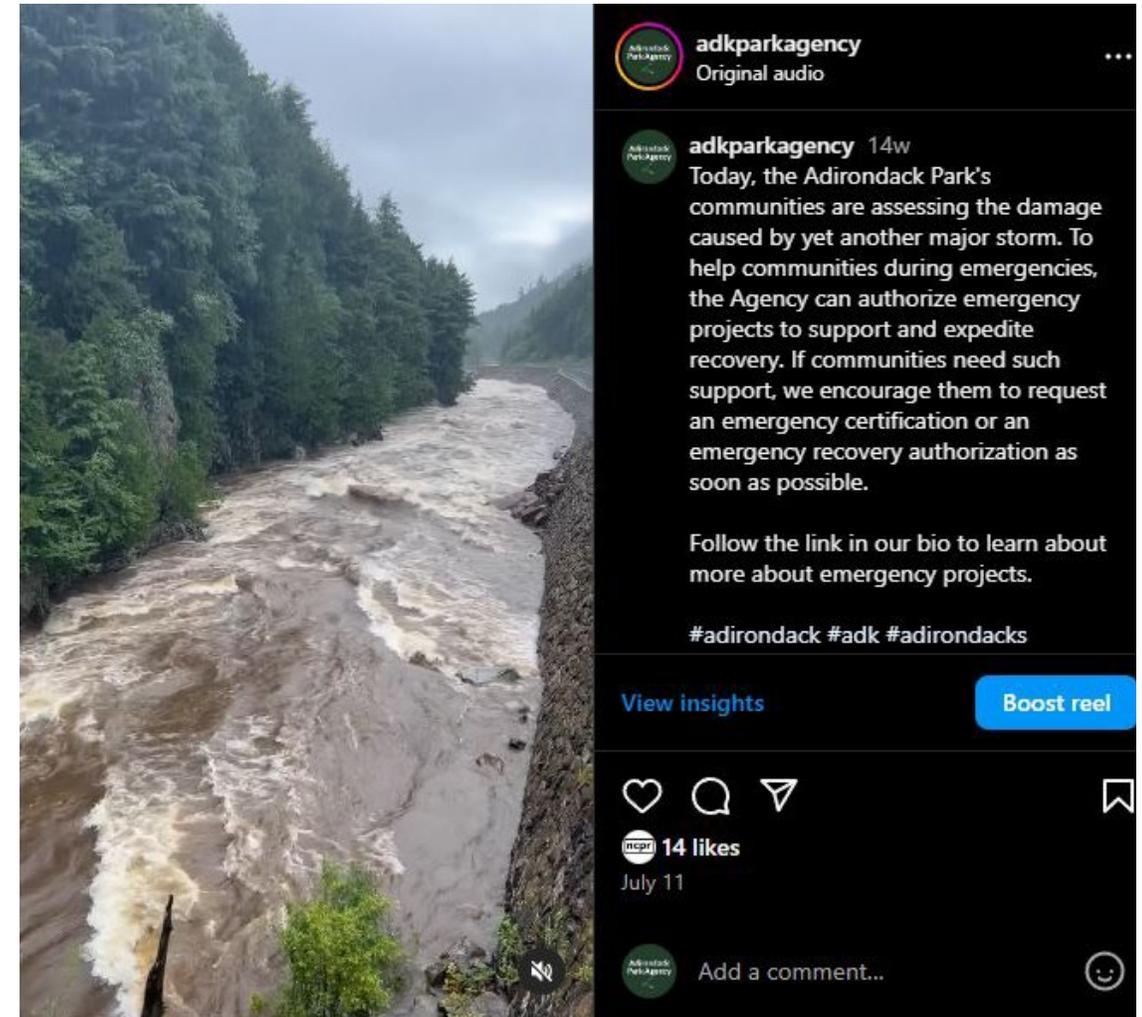
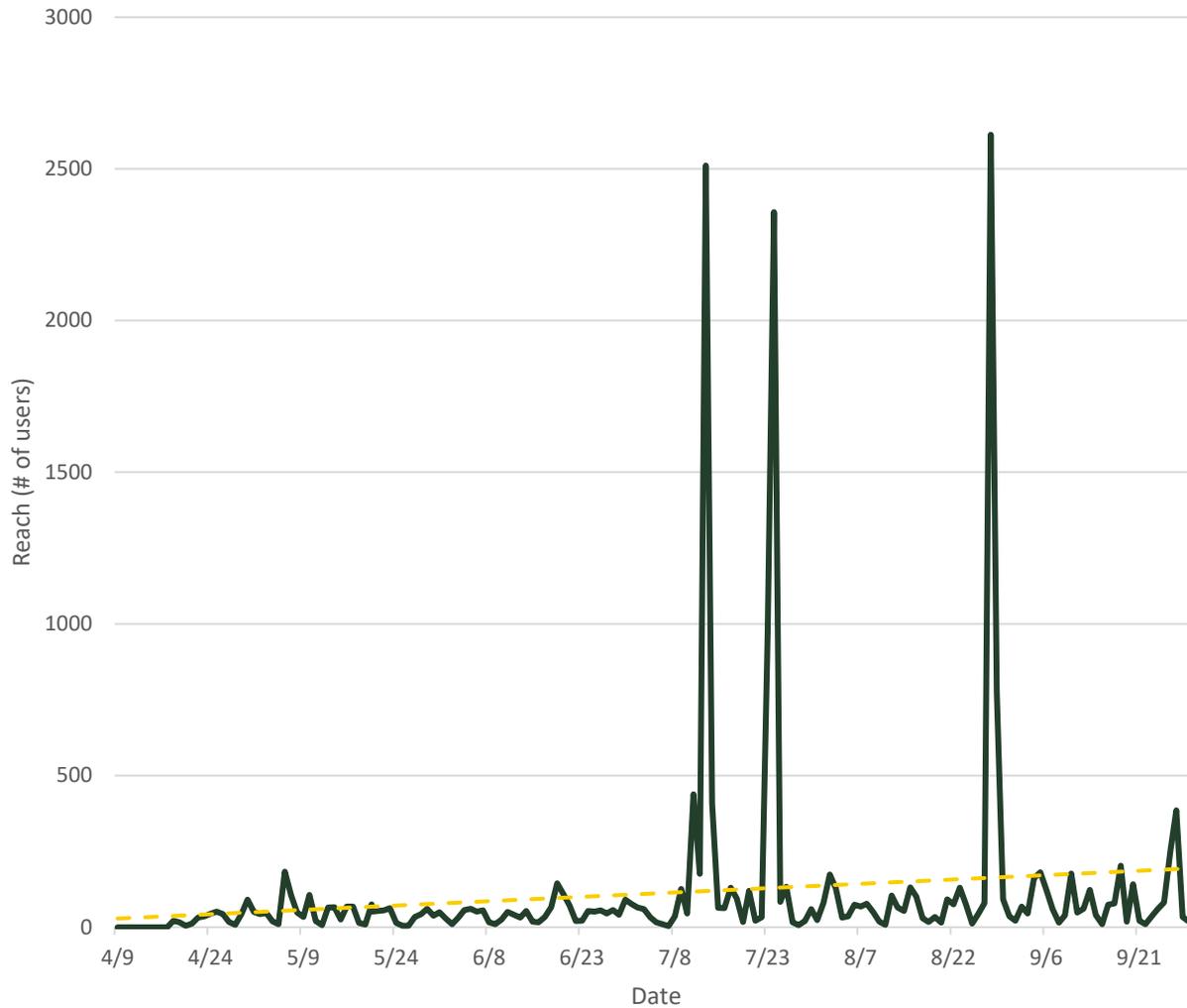


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  362 24 comments 13 shares

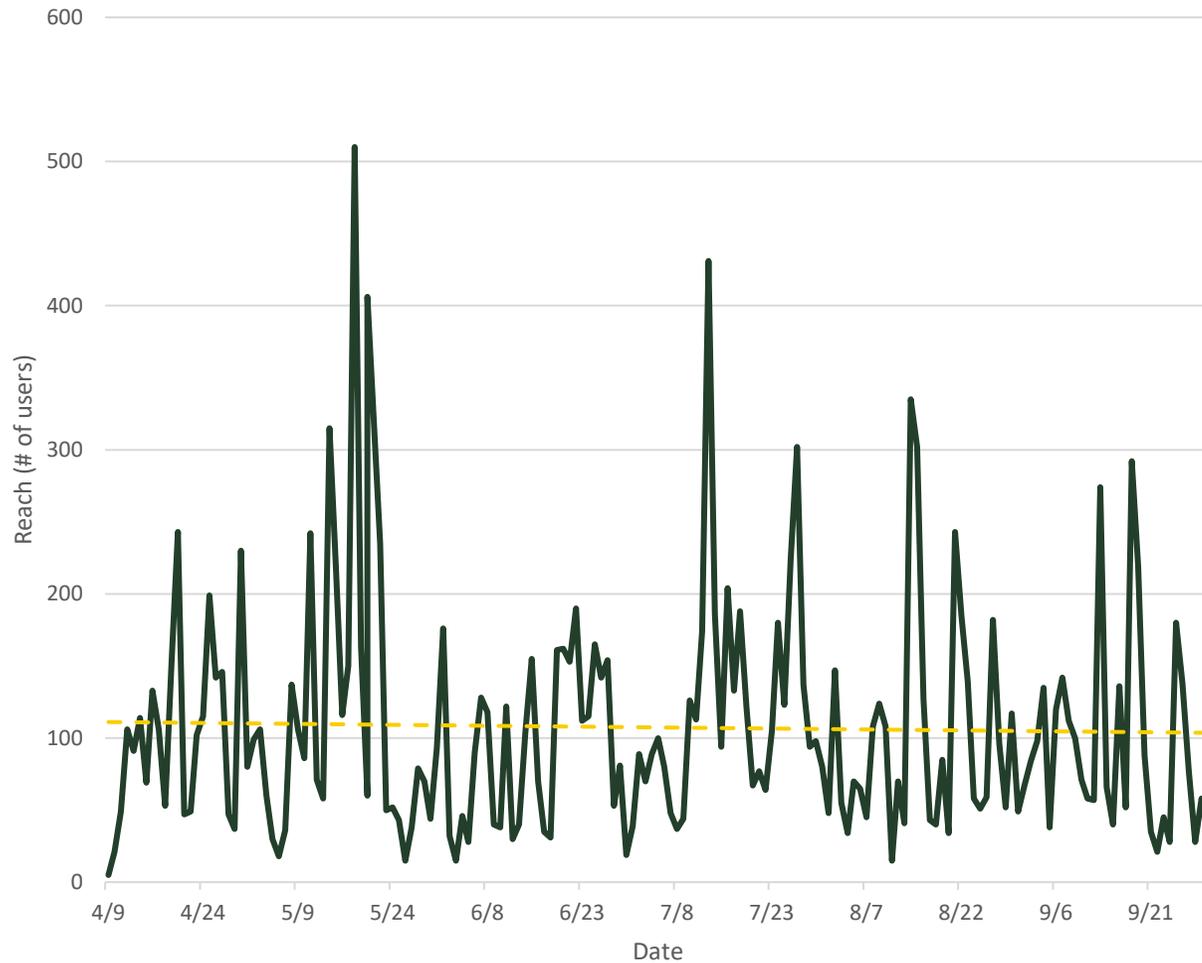
# RESULTS

Instagram



# RESULTS

## LinkedIn



Adirondack Park Agency

499 followers

3mo •

At yesterday's board meeting, we recognized Leslie Karasin for her work through the [Northern Forest Center's](#) Community Development Initiatives to attract and retain young people and entrepreneurs to the region. ...more



Kathy Bonavist and 51 others

9 comments • 3 reposts



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**NEXT STEPS**

# GROWING OUR OUTREACH

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



**Adirondack  
Park Agency**