



# Facebook Live: What we learned

July 22, 2020 | Moving to Virtual Programs: A discussion with natural resource professionals

Andrea Lorek Strauss, [astrauss@umn.edu](mailto:astrauss@umn.edu)  
Angela Gupta, [agupta@umn.edu](mailto:agupta@umn.edu)



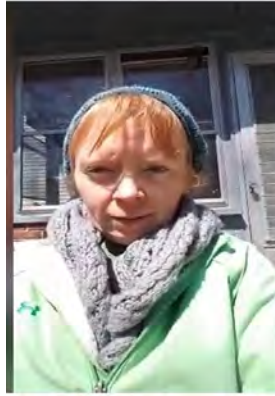
# Facebook Live



[Winter Tree ID](#)  
(3/31/20), 31:48;  
546 views, 3 shares



[Get Ready for  
City Nature  
Challenge](#)  
(4/10/20) 32:02,  
1,100 views, 8  
shares



[Finding Nature in  
your Backyard](#)  
(4/21/20) 14:40,  
953 views, 5  
shares



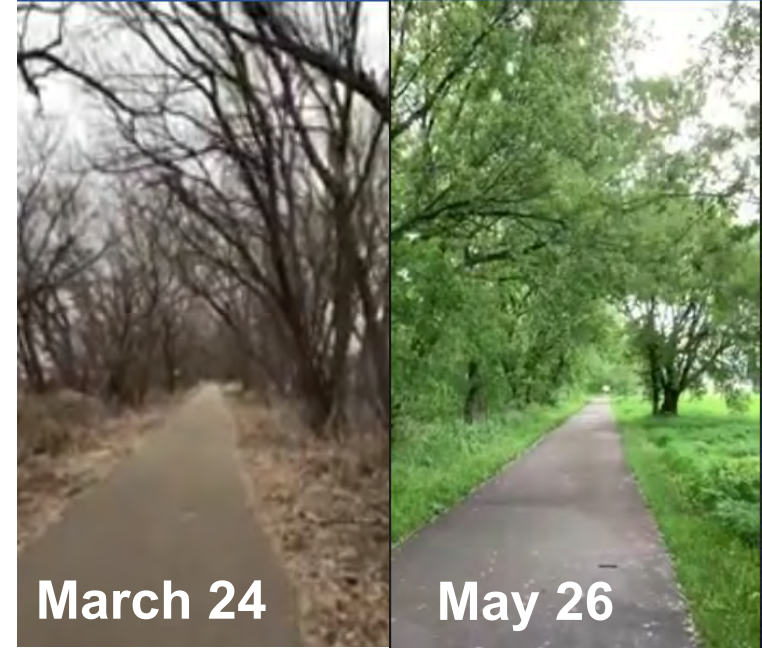
[Day 1: City Nature  
Challenge starts  
today!](#)  
(4/24/2020), 2:33,  
452 views, 2  
shares



[DIY Aquatic Plant  
Monitoring](#)  
(5/8/2020), 34:52,  
111 views, 2 shares



# #TrailTuesday



March 24

May 26



**Minnesota Master Naturalist**

4K like this · Environmental Conservation Organization · Andrea Lorek Strauss a.

Mar 31 · 🌍 · It's #TrailTuesday! Come walk with me, then add a 1-minute video of YOUR trail outing in the comments. Let's track the gentle unfurling of spring across the state together. #NatureInPlace, #StayHomeMN, #UMNProud

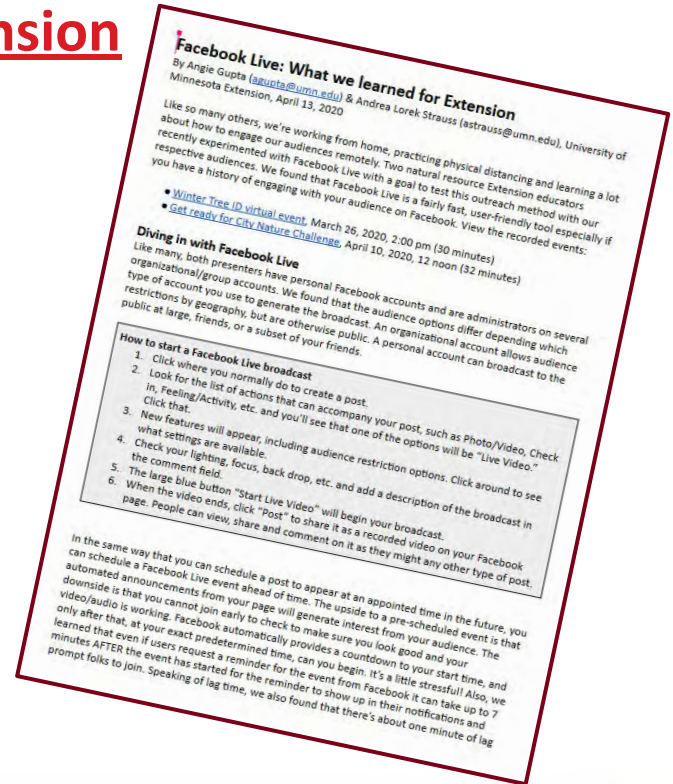


Nathan Meyer, Lisa Burk Curtis and 17 others

3 Comments 1 Share

# Facebook Live: What we learned for Extension

- Practice
- Use helpers
- Manage light (shadows), noise, autofocus
- Account for lag time
- Generate interest



**Facebook Live is  
DIFFERENT  
from Extension education**



**Facebook Live is  
THE SAME  
as Extension education**



# YouTube Live

The image shows a screenshot of a YouTube channel page for the 'U of M Extension Master Naturalist Program'. The channel has 20 subscribers and features buttons for 'CUSTOMIZE CHANNEL' and 'YOUTUBE STUDIO'. The navigation menu includes 'HOME', 'VIDEOS', 'PLAYLISTS', 'CHANNELS', and 'ABOUT'. Under the 'Uploads' section, three video thumbnails are visible, each with a duration and view count. A red circle highlights the 'Go live' button in the top right corner of the video player area, with a red arrow pointing to it from the right. A red-bordered box highlights the 'Go live' button in the bottom right corner of the video player area.

YouTube

Search

Upload video

Go live

U of M Extension Master Naturalist Program

20 subscribers

CUSTOMIZE CHANNEL

YOUTUBE STUDIO

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Uploads ▶ PLAY ALL

Meet the Minnesota Master Naturalist Team: John...  
39 views · 4 days ago

Meet the Minnesota Master Naturalist Team ANDREA  
146 views · 2 weeks ago

Meet the Minnesota Master Naturalist Team: AMY  
239 views · 2 weeks ago

# Stream Zoom >> Facebook or YouTube Live

1. Multiple presenters together in a Zoom Webinar (no audience in Zoom)
2. Live stream to Facebook or YouTube



# Evaluation

Facebook provides automated metrics

- People reached - passive viewing (or scrolling past)
- Engagements - Likes, Comments, Shares

Impacts?





# Thank you!

Andrea Lorek Strauss, [astrauss@umn.edu](mailto:astrauss@umn.edu)

Angela Gupta, [agupta@umn.edu](mailto:agupta@umn.edu)



# Developing and deliver impactful webinars

Moving to Virtual Programs: A Discussion with  
Natural Resource Professionals

July 22, 2020

Robert Bardon, PhD

## How do I begin?

- Use a checklist
- Choose a relevant topic
- Preparation rules
- Invest in equipment/technology
- Check presentation quality
- Know the technology

### CHECKLIST

- 
- 
- 
- 

The screenshot shows a website header with navigation links: LIVE WEBINARS, ON-DEMAND WEBINARS, ABOUT, FAQ, and CALENDAR. A central banner features a photo of a forest stream and the text: "Woodland Owner Lunch and Learn - Forest Road, Boundary Line Maintenance and Beaver Management". Below the banner, it says "SPONSORED BY: NC STATE EXTENSION FORESTRY". A small logo for "NC STATE EXTENSION FORESTRY" is visible in the bottom right corner of the banner area. At the bottom of the page, a green footer bar contains the text: "NC STATE EXTENSION Woodland Owner Lunch and Learn - Forest Road, Boundary Line Maintenance and Beaver Management".

## Time to go live!

- Lay the ground rules
- Accept your talking to a computer
- How fast are you going
- Get engaged
- Be truthful

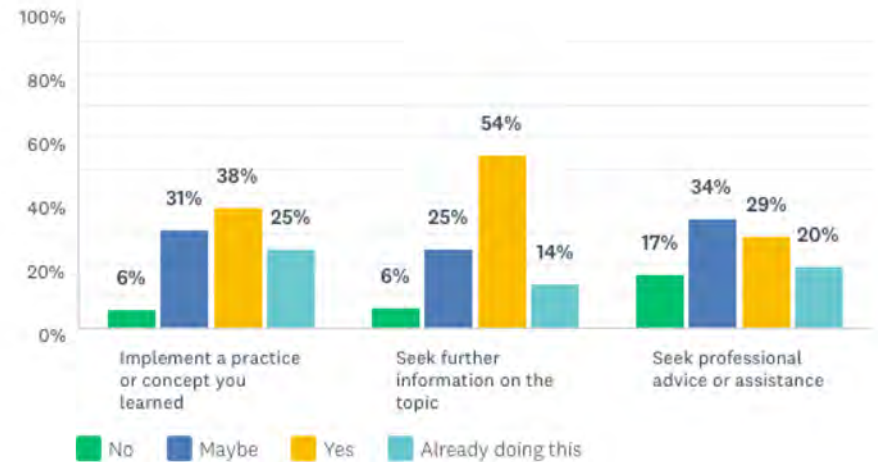


# It's all over, now what?

- Get feedback
- Determine the impact

As a result of this webinar do you intend to...

Answered: 727 Skipped: 0



"Very relevant and helpful information."

**K. Wynne**

Private Industry Employee — Alabama

The logo for the Georgia Prescribed Fire Council is centered in a white rectangular box. It features the text "GEORGIA" in a bold, black, sans-serif font at the top. Below it, the word "Prescribed" is written in a smaller, italicized, black, sans-serif font. At the bottom, the words "Fire Council" are written in a large, bold, black, sans-serif font. To the right of the text is a stylized illustration of a pine tree with green foliage and a small fire burning at its base. To the left of the text is a small illustration of a fire torch.

**GEORGIA**  
*Prescribed*  
**Fire Council**

# GEORGIA PRESCRIBED FIRE COUNCIL NORTH GEORGIA VIRTUAL ANNUAL MEETING



## Georgia Prescribed Fire Council

Albany Quail Project  
 Chestatee/Chatahoochee  
 RC&D Council  
 Consulting Foresters  
 Georgia Conservancy  
 Georgia Department of  
 Natural Resources  
 Georgia Environmental  
 Protection Division  
 Georgia Farm Bureau  
 Georgia Forestry Association  
 Georgia Forestry Commission  
 Georgia Power  
 Georgia Wildlife Federation  
 Greater Cherokee  
 Association of Landowners  
 Heritage and Wildlife  
 Conservation Council  
 Joseph W. Jones Ecological  
 Research Center  
 The Longleaf Alliance  
 National Park Service  
 National Wild Turkey Federation  
 The Nature Conservancy  
 The Ornate Society  
 Private Landowners/Managers  
 Quality Deer Management  
 Association  
 Ruffed Grouse Society  
 Tall Timbers Research Station  
 and Land Conservancy  
 TUGA, Warnell School of  
 Forestry and Natural Resources  
 USDA - National Resources  
 Conservation Service  
 U.S. Department of Defense  
 U.S. Fish & Wildlife Service  
 U.S. Forest Service

North Georgia Prescribed Fire Council VIRTUAL Meeting  
 Thursday, June 4<sup>th</sup>

### "Prescribed Fire for the New Decade: What YOU Want to Know"

10:00	Welcome	Frank Riley
10:05	"The State of Fire in Georgia"	Chuck Williams
10:20	"Changes in the Vegetative Structure in the First Decade of Restoration Management in an Old Growth Mountain Longleaf Forest"	Martin Cipollini
10:50	"Burning in Stands other than Longleaf: Opportunities Overlooked"	John Stivers
11:20	<b>BREAK: 10 MINUTES</b>	
11:30	"Basics of a Burn Plan"	Ken Parker
11:45	"Online Tools for Managing Smoke"	Scott Goodrick
12:15	<b>LUNCH BREAK: 60 MINUTES</b>	
1:15	"Prescribed Fire-A Look at Landowner's Legal Liability in Georgia"	Matthew Lawrence
1:45	"The Role of Prescribed Fire for Deer Management"	Michel Kohl
2:15	<b>BREAK: 15 MINUTES</b>	
2:30	"Patterns of Delayed Overstory Mortality following Severe Wildfire in the Southern Appalachians"	Don Hagan
2:50	Closing Remarks and Adjourn	Frank Riley

A Georgia Forestry Commission produced ATV/UTV Safety presentation will be offered as a stand-alone video for participants to view at their leisure.

Prescribed Fire for a Healthy Forest

Target Audience: Prescribed fire managers: Agency and private landowners

Goal: Sharing information

Previous meeting had 190 attendees

Agenda was similar but slimmed down

### FRIENDLY FIRE: Prescribed Fire Council takes its message to North Georgia

By Amy Carter  
[amy.carter@agr.georgia.gov](mailto:amy.carter@agr.georgia.gov)

JASPER – Smokey Bear may be the most successful advertising pitchman in history. Too successful, according to the industry hat created him.

For nearly 75 years, Smokey Bear reached a message of forest fire exclusion and suppression, convincing America that naturally occurring wildfires are unsafe for trees, wildlife, people and communities.

Foresters were already rethinking that

message in 2016 when the Great Smoky Mountains caught fire outside Gatlinburg, Tenn. The fire spread to popular vacation spots, killing 14, injuring 134, forcing the evacuation of more than 14,000 residents and tourists, and damaging or destroying more than 2,000 buildings.

The Camp Fire that broke out in the foothills of California's Sierra Nevada mountains in 2018 – killing 86, displacing tens of thousands and destroying nearly 20,000 buildings and the entire town of Paradise – further solidified the industry's



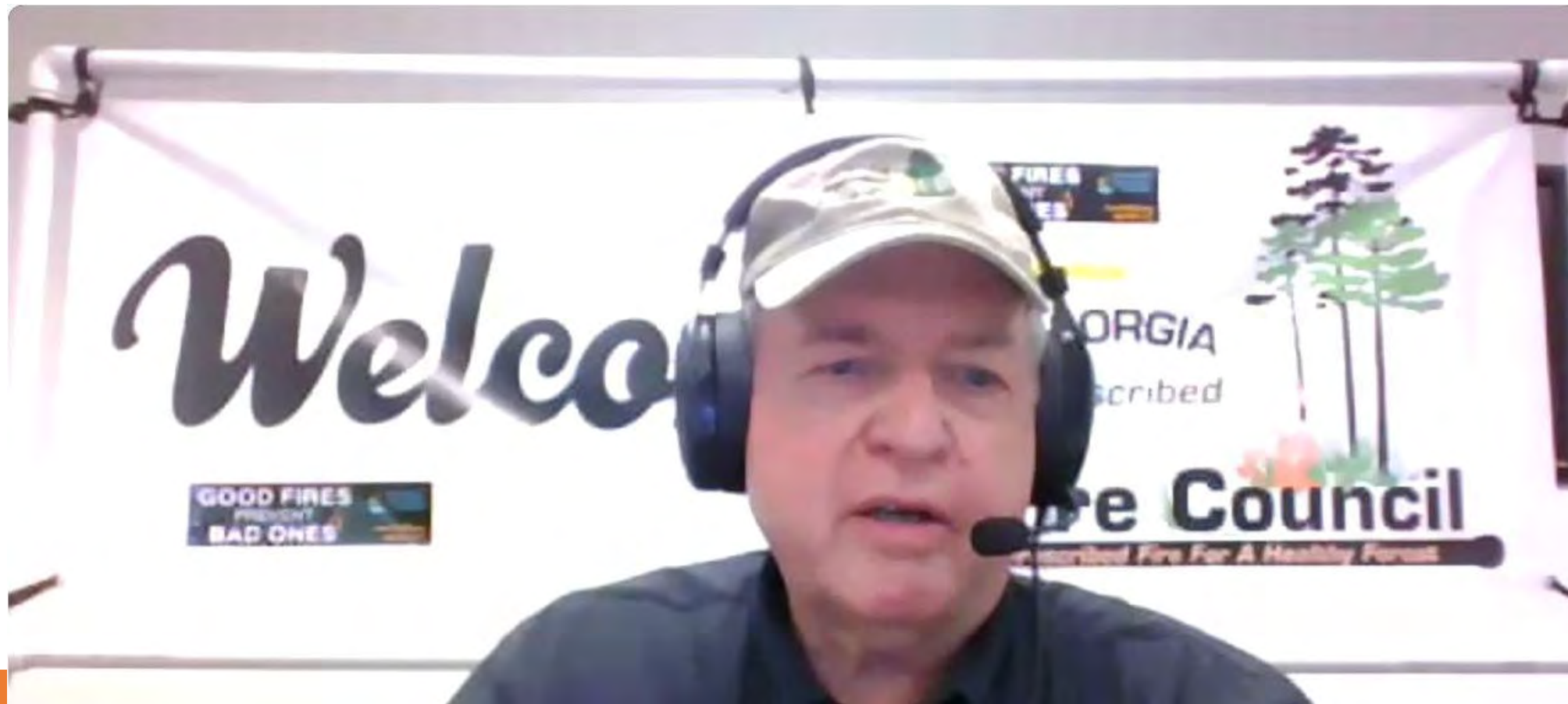
#### Did you know?

Most people think forest fires injure or kill wildlife. While that does happen, indirect effects – the temporary destruction of cover and food resources – are more common, according to Craig Harper, professor of Wildlife Management at the University of Tennessee. Those resources grow back better than before, and animals adapt.

# Zoom Webinar

## Advantages

- Informational in nature and large attendance, webinar limited audience participation
  - Audience microphones and cameras were disabled. No chat available.
- Zoom registration is easy and efficient and gives you data on who attended
  - Could choose what info to collect and could use your own branding
  - ZOOM sent out reminders



## The Virtual Event: June 4, 2020

- Slimmed down the agenda from 6 hours to 4
- CFE accreditation was worked out ahead of time
- Lunch slide show of cool fire and plant photos with music was a nice touch
- Seven speakers with Q&A available only through the Q&A box

NG\_GPFC meeting\_Attendees - Excel

Formulas Data Review View Help Search Share Comments

	D	E	F	G	H	I	J	K	L
		State	Organization	Registration Time	Approval St	Join Time	Leave Time	e in Session (minu	Country/Region Name
	@jonesctr.org	GA	The Jones Center at Ichauway	5/22/2020 9:13	approved	6/4/2020 10:01	6/4/2020 10:57	57	United States of America
	nc.org	NC	The Nature Conservancy	6/4/2020 10:04	approved	6/4/2020 10:04	6/4/2020 10:59	55	United States of America
	tnc.org	GA	The Nature Conservancy	5/7/2020 11:16	approved	6/4/2020 13:10	6/4/2020 14:07	58	United States of America
	tnc.org					6/4/2020 10:00	6/4/2020 12:15	136	United States of America
	in@tnc.org	CO	The Nature Conservancy	5/20/2020 12:44	approved	6/4/2020 11:31	6/4/2020 12:15	45	United States of America
	in@tnc.org					6/4/2020 10:25	6/4/2020 11:23	58	United States of America
	in@tnc.org					6/4/2020 13:23	6/4/2020 14:16	53	United States of America
	rson@jonesctr.org	GA	The Jones Center at Ichauway	5/22/2020 8:53	approved	6/4/2020 10:05	6/4/2020 12:20	135	United States of America
	rson@jonesctr.org					6/4/2020 13:15	6/4/2020 14:16	61	United States of America
	abungap.org	GA	White County Fire Services/Rab	5/7/2020 12:43	approved	6/4/2020 10:00	6/4/2020 14:15	256	United States of America
	nc.org	MO	The Nature Conservancy	6/3/2020 18:00	approved	6/4/2020 10:00	6/4/2020 12:34	154	United States of America
	nc.org					6/4/2020 13:50	6/4/2020 14:16	27	United States of America
	jer@dnr.ga.gov	GA	GA DNR - Private Lands Program	5/7/2020 14:43	approved	6/4/2020 12:45	6/4/2020 14:16	91	United States of America
	jer@dnr.ga.gov					6/4/2020 10:00	6/4/2020 12:08	129	United States of America
	windstream.net	GA	Consultant	6/1/2020 11:06	approved	6/4/2020 10:00	6/4/2020 10:01	2	United States of America
	windstream.net					6/4/2020 10:00	6/4/2020 14:16	256	United States of America
	usda.gov	GA	USDA-NRCS-Southwest GA	5/7/2020 10:20	approved	6/4/2020 10:00	6/4/2020 14:16	256	United States of America
	quailforever.org	GA	Quail Forever	5/7/2020 12:19	approved	6/4/2020 10:09	6/4/2020 12:19	130	United States of America
	quailforever.org					6/4/2020 10:17	6/4/2020 10:44	28	United States of America
	quailforever.org					6/4/2020 13:08	6/4/2020 14:16	68	United States of America

Attendee Report No Dups State No Shows Time Duration +

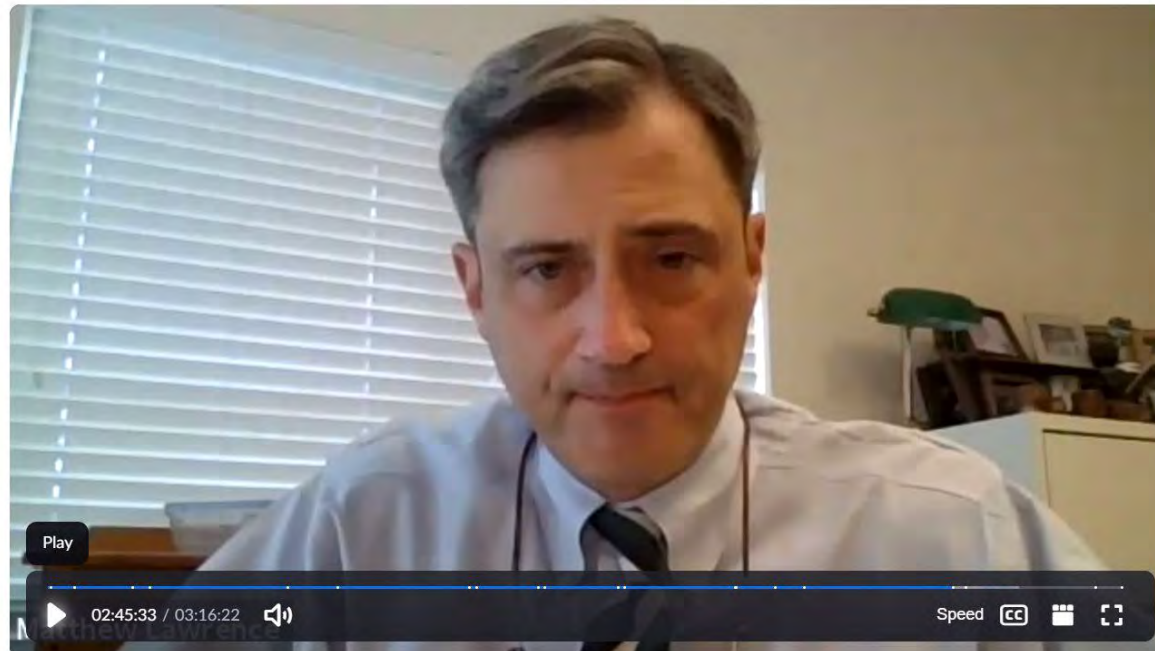
85%

## The DEETS

- Held a steady 275 people throughout the day (390 had registered)
  - 224 from Georgia
  - 28 states represented: that's never happened in a live meeting!
- ZOOM records time in webinar for each attendee
- How do you deal with multiple people on one login?


## The Good: What Went Well

- Zoom registration was easy and efficient. Unique link for each registered.
- Having an experienced person behind the scenes inspired confidence in all
- Practice run a week ahead is critical
- Spotighting Feature was useful during presentations
- No chat feature limited distractions
- Names attached with questions allowed follow up
- Having a question monitor that was familiar with the subject and the speakers vetting out and rolling up questions was key



Audio Transcript Chat Messages

Q Search transcript

 **Shan Cammack**

02:45:24 OK, cool. Probably not time for all them so quickly. And I'll let you maybe email people the rest

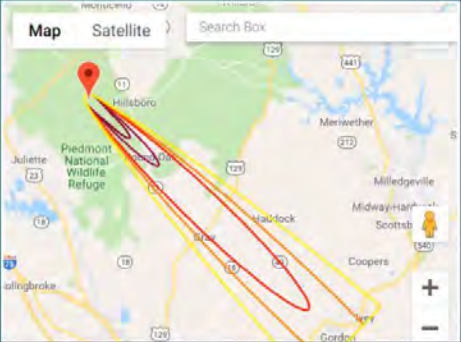
02:45:33 **If someone puts a prescribed fire head sign on the road to alert people that there might be smoke or something, is that putting increased risk liability wise on that.**

Powered by Otter.ai™

# VSmoke

<http://weather.gfc.state.ga.us/GoogleVsmoke/vsmoke-Good2.html>

- ▶ Simple Gaussian plume model
- ▶ Very basic interface for estimating fuel loads and emissions
- ▶ Best used for burns conducted with fairly constant weather, especially wind direction
- ▶ Topography must be carefully considered when looking at results
- ▶ Does not provide information on movement of residual smoke at night



01:47:25 / 03:16:22



Audio Transcript Chat Messages

Search transcript

what are its limitations.

01:47:12 **Alright, so the smoke. This is what's referred to as a simple Gaussian plume model that's really not that**

Powered by Otter.ai™

## The Bad: What We Would Improve

- Presenter had planned a live web demonstration but website went down
- We forgot to set up a real time evaluation/survey for feedback
- Learn the nuances of the platform. i.e. Registration appeared to be tied to device used to register. Questions answered by other panelists disappeared.
- Carve out specific time at the end for questions and explicitly ask the audience for questions at that point. Have some questions in pocket to fill time.
- Consider having a back up speaker in pocket in case of a cancellation
- Prepare short commercials with websites, contact info, sponsors, etc. for host to show at various points



**Think about lighting and background and camera angle. And don't be afraid to have fun with it, no matter how goofy you may appear!**

**[shan.cammack@dnr.ga.gov](mailto:shan.cammack@dnr.ga.gov)**



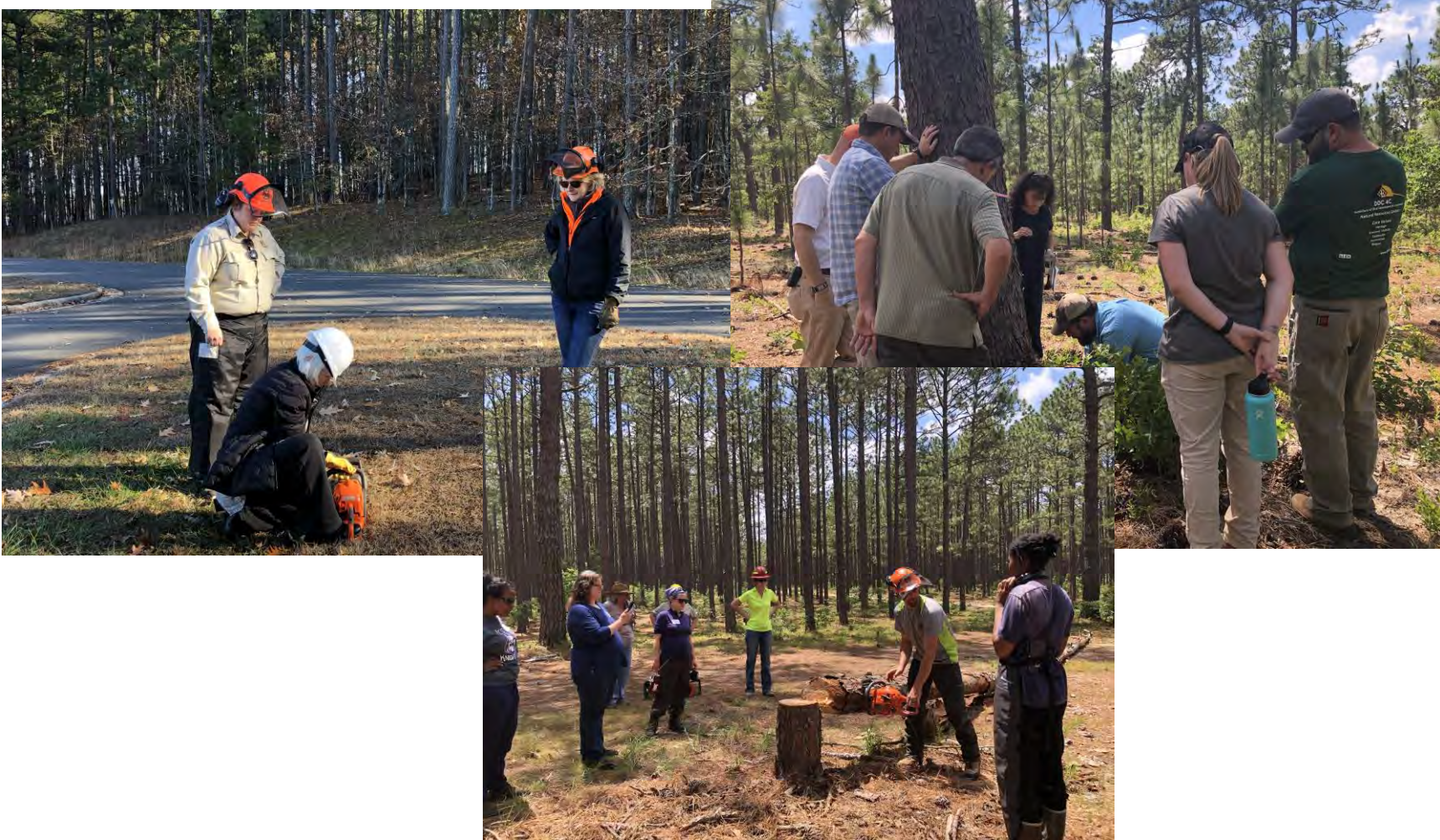
# **Moving to Virtual Platforms: Workshops & Field Tours**

Laurel Kays

NC State Extension Forestry & Southern Fire  
Exchange

[lekays@ncsu.edu](mailto:lekays@ncsu.edu)

# The Before Time



Early Zoom Meeting



Mar 29 2020 (9741)  
**DANZIGER**  
The Rutland Herald  
Washington Post Writers Group

# The Plan: Prescribed Fire in Piedmont Hardwoods Workshop

- In-person, one-day workshop held at Morrow Mountain State Park
- 30-50 people
- Agenda
  - Morning presentations
  - Afternoon field trip to fire-managed hardwood sites



# The Reality: Prescribed Fire in Piedmont Hardwoods Workshop

- Morning presentations became 2-hour Southern Fire Exchange webinar
- 230 attended, 108 watched webinar recording
- Began development of a photo series to show fire-managed Piedmont hardwoods



# The Plan: Women's Chainsaw Safety Workshop

- In-person, one-day workshop
- 15-20 people
- Agenda
  - Morning presentations and discussion
  - Afternoon field portion with time for hands-on chainsaw use under the supervision of instructors

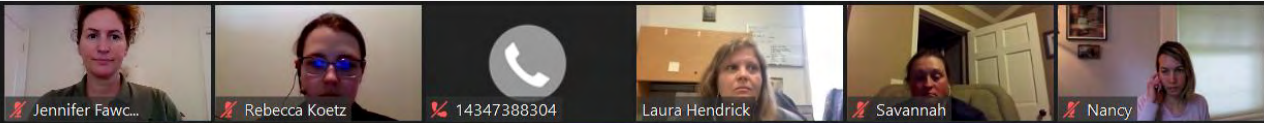


# The Reality:

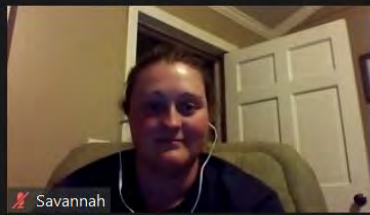
## Women's Chainsaw Safety Workshop

- Held 4-hour workshop held with via Zoom with
- 12 participants (20 registered)
- Interactive
  - Instructor used webcam to demonstrate concepts
  - Videos of instructors shot at NCSU Schenck Forest
  - Breakout rooms used to promote discussion

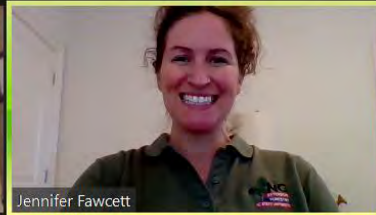
Zoom Meeting



Joe Mattox



Savannah



Jennifer Fawcett



Joe Mattox



Elizabeth Snider



Laura Hendrick



Laurel Kays



miranda and sarah



Nancy



Rebecca Koetz



Sam



Cathy Justice



Jenny Rogers



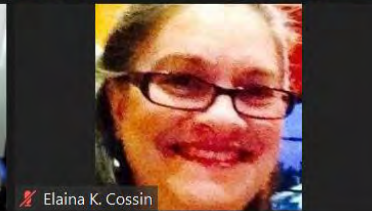
Jada



Lena Burns



Hopkins, Tiffany



Elaina K. Cossin

# Lessons Learned

1. Planning takes more time than you think
2. Virtual event bandwidth is limited for many
3. Consider your audience – day & time availability, appropriate cost, pandemic impacts
4. Address virtual accessibility
5. Make participant expectations clear
6. Reach out to partners with experience
7. Virtual workshops are different – but they are what we have right now

# Helpful Tools

- Brainstorming and collaboration: Padlet
- Q&A and polling: Slido, Kahoot!, Poll Everywhere
- FAQ pages and tutorials for platforms like Zoom
- Videos, particularly 360° videos
- Online courses

# Ask Yourself...

- 1. What are my goals?** What material do I want to cover, and to what extent do my participants need to actively engage? Is a virtual workshop the best delivery method?
- 2. What skills and resources do I have?** How much time do I have to plan? What partners, platforms, and other tools are available to me?
- 3. What skills and resources does my audience have?** What platforms and tools will work best for them? Are there any accommodations you need to provide?

**Thank you for your time!**

**Get in touch:**

**[lekays@ncsu.edu](mailto:lekays@ncsu.edu)**

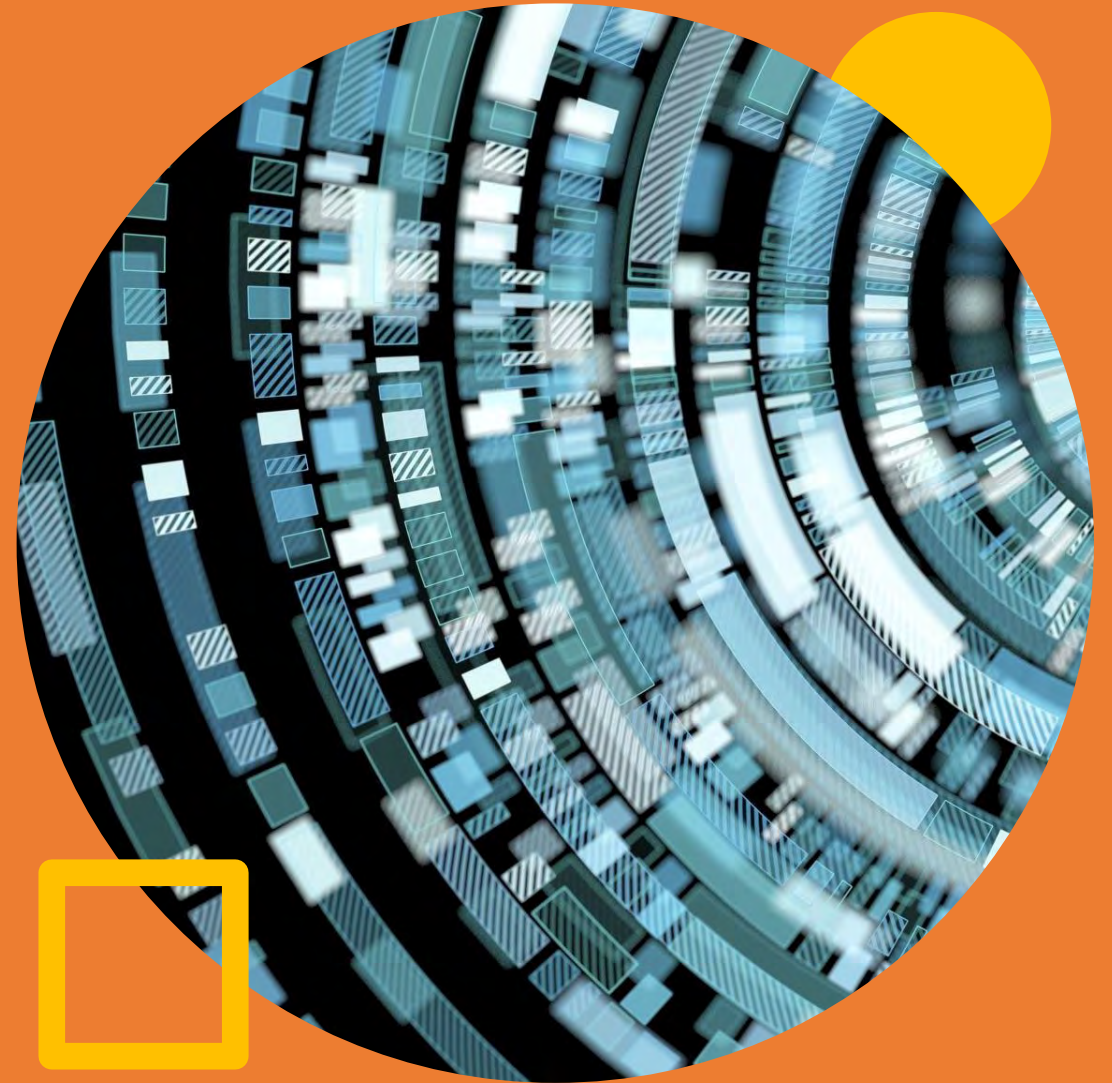
**919-513-2573**



# Virtual Conferences

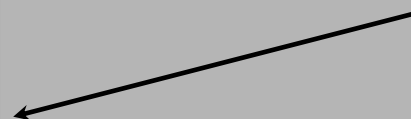
Mikel Robinson  
International Association of Wildland Fire

July 22, 2020

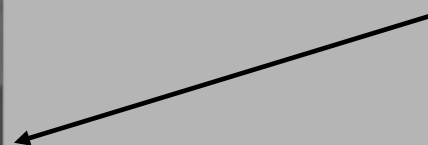




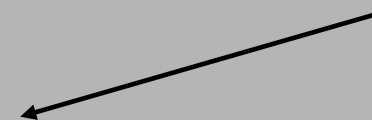
ORIGINAL



SWITCHED TO  
FULLY VIRTUAL  
ON MARCH 10TH



NOW





## Our Target Audience

This symposium was targeted towards researchers and practitioners working in a range of wildland fire smoke topic areas including air quality monitoring and/ or regulation, land management, fire responders, public health, fire weather, climate change and forecasting, among others.

Also, included both domestic and international presenters and audience.



# iCohere – Virtual Conference Company

↳ Webex & GoToWebinar – Video Platforms

The screenshot shows a web browser window displaying the login page for the 3rd International Smoke Symposium. The browser's address bar shows the URL: `secure.icohere.com/login/entry.cfm?comseq=2307&fromEntryInd=1&t=1594347215958`. The website header features the IAWF logo (a hand holding a flame) and the text "International Association of Wildland Fire" with the tagline "Uniting the global wildland fire community". Social media icons for Facebook, Twitter, and LinkedIn are present, along with a clock icon. A navigation menu on the left includes "Administer", "Welcome" (highlighted), "Announcements", "Tuesday Sessions", "Wednesday Sessions", "Thursday Sessions", "Davis Health Summit", "Featured Speakers", "Exhibit Hall", "Poster Sessions" (127), "Networking Lounge" (9), "FAQs & Support", "Not In Use", "@IAWF", "My Settings", and "Attendee Directory". The main content area displays a large banner for "THE 3RD INTERNATIONAL #ISS3 smoke SYMPOSIUM" with the location "RALEIGH, NORTH CAROLINA AND UNIVERSITY OF CALIFORNIA, DAVIS, USA" and a "Welcome" message. Below the banner, it says "Welcome to the 3rd International Smoke Symposium Virtual Conference (#ISS3)!" and "Presented by International Association of Wildland Fire In partnership with NWCG Smoke Committee; UC Davis Air Quality Research Center; UC Davis Office of Research and the UC Davis School of Medicine". A "Links and Attachments" section on the right lists: "IAWF Principles of Conduct", "ISS3 Program Schedule", "ISS3 Schedule and Abstracts", and "SPOT Reporting Information". A "SIGN OUT" button and a "print" icon are also visible.

# Lessons Learned

More time for Q&A and transition

Make presentations available sooner

Networking

Exhibitors

Posters

**Lessons Learned – Turned in to our “Things that are important to us”!**

# What's Next – Virtual Conference in May 2021



Don't  
hesitate to  
contact me  
with  
questions!

Thank you, stay safe and good  
luck with your Virtual Events!

Mikel Robinson

Executive Director & Conference Planner  
International Association of Wildland Fire

Missoula, Montana

[execdir@iawfonline.org](mailto:execdir@iawfonline.org)

406-625-7059

