

Using Social Media

Chickahominy Swamp Rats

James Beckley

629 East Main Street

Richmond, VA 23223

E-mail: jbeckley@scientist.com

804-698-4025

<https://www.facebook.com/ChickahominySwampRats>

The Chickahominy Swamp Rats located near Richmond, VA is a small volunteer group monitoring water quality in the Chickahominy River. Having a very limited budget and a small core group of volunteers, it was not feasible to build a webpage to inform the public on monitoring activities. Instead, the 'Swamp Rats' use Facebook to relay information and communicate with their volunteers and public. By using Facebook, the group is able to post meeting information, videos using you tube, monitoring data using Google Maps, and other information for free and with minimal technical skill. This is extremely important for a small group that has very little funding or volunteer time to update a traditional webpage. The group plans to continue to use Facebook for the foreseeable future.

James River Association

Jamie Brunkow, Pat Calvert

9 South 12th Street, 4th Floor

Richmond, VA 23219

E-mail: jbrunkow@jrava.org

757-634-4541

Abstract Title: James River Watch

To ensure safe and responsible river recreation, the James River Association (JRA) launched the James River Watch website in late 2012 to offer river users information on current swimming, boating and fishing conditions. James River Watch features an interactive map that gives up-to-the -hour information such as river height, water temperature, turbidity, and e. coli bacteria concentrations. Color-coded dots on the map provide local condition information.

Data for the James River Watch is collected in large part by volunteers monitoring e. coli, turbidity, and air/water temperature weekly from May to September. Volunteers upload the data directly into the James River Watch website, and this information is collected at high public use locations across the James River Watershed including; Williamsburg, Hopewell, Petersburg, Richmond, Maidens, Scottsville, Lynchburg and Buchanan. In addition to showcasing this web application and the work of JRA's volunteer water monitors, this presentation will cover some of the challenges, successes, and future goals of the project.

The James River Watch website is available at www.jamesriverassociation.org/jrw.