



## Bassett Creek Watershed Management Commission

Item 6J.  
BCWMC 8-20-15

Date: August 12, 2015

From: Amy Herbert, Recording Secretary

To: BCWMC

### **Re: BCWMC Implements Soft Launch of Facebook Page**

On July 15, 2015, BCWMC staff created and implemented a soft launch of the Bassett Creek Watershed Management Commission Facebook page at: <https://www.facebook.com/BCWMC>. The purpose of the page is to engage residents, BCWMC members, and others interested in the BCWMC and the Bassett Creek Watershed via the popular media/communication tool.

- Staff proposes to write/publish at least one post each day to the page.
- Staff will monitor site to ensure it is functioning, to collect comments, and to share pertinent news from other Facebook pages as appropriate.
- Posts will incorporate only public information such as BCWMC event/meeting/hearing announcements, BCWMC news and photos, BCWMC member and partner events and news, water/watershed education, and BCWMC/watershed historical information.
- The page is set up and ready for “likes,” so if you are a Facebook user, go ahead and visit the page.
- To implement a hard launch of the page, staff proposes developing a communication to member cities, BCWMC partners, past/ present stakeholders, past/present volunteers announcing the launch of the Facebook fan page in conjunction with announcing the launch of the BCWMC’s redesigned website (date TBD).
- Staff proposes that the BCWMC’s Facebook fan page is promoted at education events, such as at the upcoming Golden Valley Area & Music Festival (adhering to Facebook’s brand usage guidelines).
- Staff proposes that the redesigned BCWMC website include on its homepage a Facebook button to link visitors to the BCWMC’s Facebook fan page.

Comments and questions can be directed to me at [laura.jester@keystonewaters.com](mailto:laura.jester@keystonewaters.com). For your interest, many BCWMC member cities have Facebook pages. Screenshot of the BCWMC Facebook page included below:

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

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

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

<https://www.facebook.com/pages/City-of-Minnetonka/163899280333218>

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

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

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

Page Messages Notifications Publishing Tools

Settings Help



UPCOMING EVENTS

**BCWMC Public Hearing on proposed...**  
Thursday, August 20, 2015 at 8:30am

VISITOR POSTS

Be the first to add a post.  
[Create Post](#)

Press Enter to post.

**Bassett Creek Watershed Management Commission**  
August 4 at 10:00am

This month the BCWMC holds a public hearing regarding the proposed capital improvements contained in the Major Plan Amendment to the BCWMC's September 2004 Watershed Management Plan. The public hearing will be held at 8:30 a.m. on Thursday, August 20, 2015, in the second floor Council Conference room at Golden Valley City Hall (7800 Golden Valley Road, Golden Valley).

The proposed capital improvements include the Northwood Lake Improvement project in New Hope and the Honeywell Pond Expansion at Douglas Drive and Duluth Street in Golden Valley. More information on these two projects is on the BCWMC's website:  
<http://www.bassettcreekwmo.org/PlanAm.../PlanAmendmentHome.htm>

**Plan Amendment Homepage**  
BCWMC Contacts/ Board About Bassett Creek Watershed Development of 2015 Watershed Management Plan2004 (current) Watershed Management PlanPlan Amendments Meeting CalendarMonthly Meeting MaterialsMeeting Minutes  
BASSETTCREEKWMO.ORG

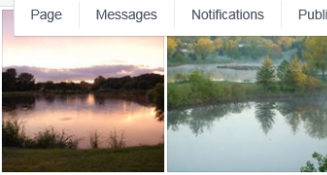
[Boost Post](#)

Like Comment Share

Write a comment...  
Press Enter to post.

**Bassett Creek Watershed Management Commission**  
August 3 at 9:00am

The City of Plymouth is one of nine member cities of the Bassett Creek Watershed Management Commission. Plymouth offers eNotify, an online sign up for electronic events and news updates on a variety of topics, such



UPCOMING EVENTS

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Thursday, August 20, 2015 at 8:30am

VISITOR POSTS

Be the first to add a post.  
[Create Post](#)

Like Comment Share  
Write a comment...  
Press Enter to post.

**Bassett Creek Watershed Management Commission**  
Yesterday at 9:22am · 🌐

For people and pets, summertime in Minnesota means spending time in cooling off in water. The Minnesota Pollution Control Agency reminds us that when temperatures climb and the summer sun beats down, conditions are ripe for Minnesota lakes to produce harmful algae blooms, some of which can be harmful to pets and humans. The MPCA has facts and photos about Blue-green algae and harmful algal blooms:  
<http://www.pca.state.mn.us/.../blue-green-algae-and-harmful-a...>



Boost Post

Like Comment Share  
Write a comment...  
Press Enter to post.

**Bassett Creek Watershed Management Commission**  
August 6 at 8:55am · 🌐

TBT (Throwback Thursday): In 2013, the BCWMC conducted a fish survey, through Blue Water Science, of Sweeney and Twin lakes in Golden Valley.