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## 11) Facebook page

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### Topic:

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**Topic author:** rjellison

**Subject:** 11) Facebook page

**Posted on:** 30 Jan 2012 16:20:53

#### Message:

I suggested we maintain a Facebook page back in 2008. In October 2009, I started my own facebook group entitled "Conservation and Management of Salt Lakes" to promote the same. This was discussed and met with scorn in the 2010 & 2011 board meetings. Although a small group, it currently has 51 members (13 who are current ISSLR members, 8 who are past members, and 30 other interested persons, scientists and non-scientists. This group is set up so that anyone can read it, but only members of the group can make posts. Interested persons simply request to join and the administrator (myself) approves them. If someone makes inappropriate posts I can delete them and remove them from members.

The group has the following mission statement:

"Around the world, salt lakes and their unique biota are increasingly threatened by diversions of freshwater and other anthropogenic activities. This group provides a forum for members of the International Society for Salt Lake Research, the Inland Saline Lake Working Group of the International Society for Limnology (SIL), and other individuals interested in the scientific management and conservation of salt lakes."

As you see it is open to ISSLR, SIL, and ANYONE else with an interest. There is virtually no maintenance required and I see no reason to change it at present. If ISSLR wants to set up and maintain a separate Facebook page along similar or different lines, it is certainly welcome to do so. I purposefully did not choose ISSLR or any variant as the name of the group. If ISSLR wants me to take their name out of the mission statement, I could easily do that too.

Egor Zadareev has contributed with a large number of posts that are greatly appreciated. I encourage any and all others to contribute.

### Replies:

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**Reply author:** Egor Zadareev

**Replied on:** 30 Jan 2012 17:50:15

#### Message:

As I promised to facilitate the communication of society with the social media I think here is the place you expect my answer.

First of all I think that we don't need to start other group which will be specifically affiliated with the ISSLR. We have to be realistic and should understand that salt lake research is not hot topic which attracts thousands of people.

There were about 20 members of "Conservation and Management of Salt Lakes" Facebook group about year ago. After salt lake conference in Argentina I e-mailed information about the group to all conference participants. The number of people doubled but still it is extremely small group. I still believe that group can increase and hopefully help the society.

Recently I start posting Salt lake research weekly posts in my blog <http://zadereev.com/> which we be copied to Facebook group to keep it updated regularly. Bob and other people also regularly post to the group - so the group even its small is alive.

I understand that social media is not accepted by everybody. Also we have problems with some countries (for example Facebook is not legally accessible from China). But for many of us, especially for young scientists and graduate students it might be good option to be in contact and also to get news about the society.

Thus, what I personally see as an option. I will keep blogging (hope that my posts are not completely useless, even the English might be not very good:). I will keep posting to the Facebook group my posts and other relevant information. I will invite people who are doing salt lake research even if they are not members of the society to the group. I think that general consensus (at least I got such impression at the Mar Chiquita conference) that the main mission of the society now is to continue triennial conferences. I am sure that as soon as we will have big active group of people doing salt lake research in Facebook (or other social media) it will help to organize the bogger conference and to attract people. As we plan to collect society dues mainly collecting conference fee with incorporated society due, the bigger conference means the bigger society.

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**Reply author:** rjellison

**Replied on:** 30 Jan 2012 18:13:08

**Message:**

Egor, Is there anything you would change about the Facebook group?

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**Reply author:** Egor Zadereev

**Replied on:** 30 Jan 2012 18:26:39

**Message:**

I think in general it's fine.

Nice picture, clear statement with all interested party mentioned.

After the number of people increased and updates become relatively regular it looks like something alive. Of course it will be great if people start to share more info about interesting projects, salt lake locations, opportunities... On the other hand frequent updates and multiple notifications might stress people. Let the group evolve naturally (of course with some control and guidance:)

What we have to discuss is how to use the group (and social media in general) to keep viable the official web page of ISSLR. Now it looks a bit outdated.

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**Reply author:** pcoleman

**Replied on:** 30 Jan 2012 18:53:32

**Message:**

I find Robert's existing Facebook page to be very easily accessible and easy to post to. I enjoy the regular research updates that Egor posts, and the links to fascinating photos and articles that others post. I am in favour of continuing to use this excellent resource and would like to see it continue to be affiliated with ISSLR in its mission statement

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**Reply author:** Egor Zadereev

**Replied on:** 02 Feb 2012 07:53:47

**Message:**

by the way, if you are member of Facebook group and you have friends who are involved in salt lake whatever invite them to join the group

**Reply author:** NikolayAladin  
**Replied on:** 09 Feb 2012 22:15:22  
**Message:**

Dear All,  
in facebook should be both scientific and popular info.  
It should be a lot photos, video, expedition documents.  
I let you know about Podcast on Aral Sea.  
An other Podcast could be made in Chicago about another lake.....  
For more info please read info below.

Yours,  
Nick Aladin

<http://www.ravenswoodmedia.com/?q=node/24>

Ravenswood Media conducted a Podcast with Nikolay Aladin and Philip Micklin about their work with the Aral Sea. Nestled between Uzbekistan and Kazakhstan in Central Asia, the Aral Sea was one of the greatest natural lakes on earth. Now considered an ecological disaster, the Aral Sea has been shrinking in volume since the 1960s due to human manipulation, and today is now one-tenth of what it once was. Professors Nikolay Aladin and Philip Micklin have been working to protect the Aral Sea for over 20 years, and will continue to fight for the rehabilitation of this endangered sea. Listen here

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David McGowan  
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**Reply author:** Egor Zadereev  
**Replied on:** 12 Feb 2012 08:06:13  
**Message:**

I think that probably it will be usefull to change somehow the name of the group to include "research" in the title. I guess that some oldschool scientists might not be aware that "Conservation and Management" group also focuses on research

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**Reply author:** NikolayAladin  
**Replied on:** 12 Feb 2012 21:21:48  
**Message:**

Dear All,  
few days ago I remind you via facebook that in many BIG and heavy populated countries facebook is prohibited by local government and people are using a National equivalent of facebook.  
We also have to remind you that in many BIG and heavy populated countries local people have a little knowledge of English. I think that we should use not only English, but some other languages too. Spanish, French, Russian.....am I right?  
Sincerely yours,  
Nick Aladin

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**Reply author:** aoren  
**Replied on:** 12 Feb 2012 21:38:01  
**Message:**

Everyone can use any language he/she wishes. However, English is still the lingua franca of science in these days, so if it is the purpose that everyone will understand everyone else, English must be the language. Russian will be understood by the Russian community only.

Imperfect English is not a problem, I also am not a native speaker, and English is my third language, after Dutch and Hebrew.

Nick, I still remember very well how you started your lecture at the ISSLR symposium in Beijing 1994. And then your English was not so good as it is now. Your first sentence was something like this: "I know my English is bad, but I have a nice story to tell, and I am sure you will understand it and enjoy it, in spite of the poor language", And we all did! That is the essence: mutual understanding is needed, not perfect English.

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**Reply author:** Egor Zadereev

**Replied on:** 12 Feb 2012 21:49:01

**Message:**

Dear Nick, I agree with you that world is big and complex. I know that Facebook is almost prohibited in China. However I am not familiar with other international social media. Also I am not able to speak other languages than Russian and English. I volunteered to add visibility to society via Facebook group and blogging (which I recently started and have some plans how to continue it and to inform interested people about it). If you have ideas and plans how to use other social media, web sites and languages it will be great and I think that everybody will support your efforts.

My strategy is to do what I know (or expect that I know). I think that it will be great if new (or updated) website of ISSLR will contain link to Facebook group, other groups or active blogs. More activities will be around – the better.

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**Reply author:** Egor Zadereev

**Replied on:** 12 Feb 2012 22:02:42

**Message:**

new data which demonstrate that facebook is social network number one in the world

<http://www.economist.com/blogs/graphicdetail/2012/02/mapping-facebook>

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