

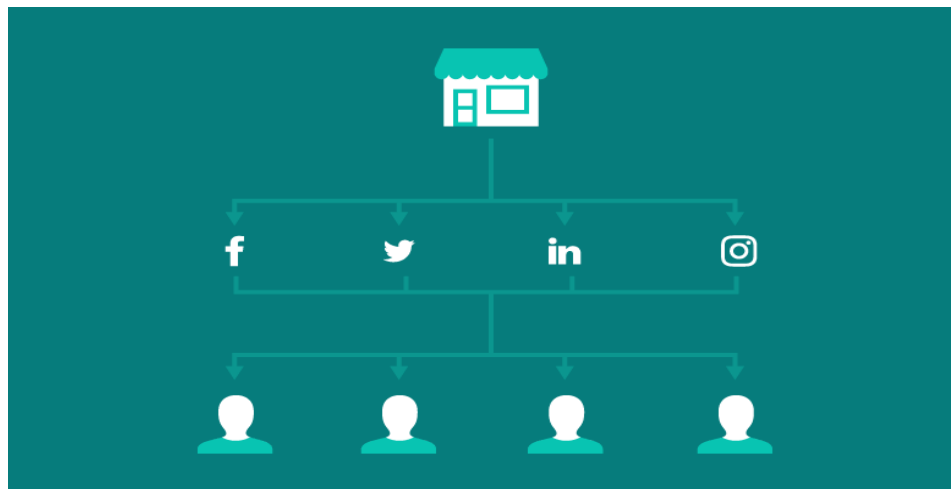
Social Media Engagement for Environmental Commissions

Hillary Mohaupt and Sam Adamo



The Basics of Social Media

- ▶ Strengths & Weaknesses of Platforms
- ▶ Planning & Coordinating Social Posts
- ▶ Reaching & Engaging Your Audience



Facebook



Strengths:

- ▶ Remains leading platform in the world in size & engagement
 - ▶ (2.7 billion monthly active users)
- ▶ Has ability to create ad campaign
 - ▶ ad revenue has been up during the Pandemic
- ▶ Perfect for adding links to articles or events
- ▶ Great for reaching a large audience
 - ▶ Studies show people check FB over **13 times a day** on average

Weaknesses:

- ▶ Some of the younger audience has moved away from platform
- ▶ Attention spans are short
 - ▶ The average watch time per video is only about **10 seconds**

Instagram



Strengths:

- ▶ Reaches a younger, more diverse audience
- ▶ Second-largest platform
- ▶ Focus on visuals (photo/video)
- ▶ New video formats are engaging and exciting
- ▶ Use of stories, reels, IGTV, highlights makes info feel fresh

Weaknesses:

- ▶ Smaller reach (1 billion monthly active users)
- ▶ Cannot post links (put them in your bio)
- ▶ People less likely to read your caption



Twitter

Strengths:

- ▶ Middle-ground age demographic
- ▶ Straight-forward & quick
- ▶ Perfect for breaking news & discussing events
- ▶ Higher-educated demographic

Weaknesses:

- ▶ Smaller audience (187 million daily active users)
- ▶ You can only say so much - 280 characters
- ▶ People spend less time here
 - ▶ Less than 4 minutes on average per day

LinkedIn



Strengths:

- ▶ Higher-educated, higher earning demographic
- ▶ B2B audience – good for campaigns
- ▶ Great for topical news articles and job openings
- ▶ Builds your credibility

Weaknesses:

- ▶ Smallest audience (738 million users total)
- ▶ Less frequent usage
 - ▶ 63% of users access LinkedIn monthly

Planning and Coordinating Social Posts



Scheduling

- ▶ In Platform
 - ▶ FB Creator Studio, Twitter calendar
- ▶ Using tools
 - ▶ Hootsuite, Buffer, Friends+Me

Frequency

- ▶ Space out throughout the day
- ▶ What YOU can realistically do consistently

Optimal timing

- ▶ Different for every platform and day of the week



Unsent Tweets



What's happening?

Everyone can reply



Tweet

August 2020

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

3 00 PM

GMT-07 America/Vancouver

Schedule

Post to Clear profiles

notapushyumm X

Text 280

Enter your text and links...

Media Open Media Library

Drag & drop files here
Or select files to upload

Explore thousands of assets
Browse your media



Create Post

Create Post Live Job

What's on your mind?



Video

LIVE Live Video



Share a Photo



Get Messages



Feeling/Activity



Check in



Tag Sponsor



Support Nonprofit



Advertise Your Business



Watch Party



Tag Unpaid Promotion

- Now
- Schedule
- Backdate
- Save Draft

Public

Boost Post

Share Now

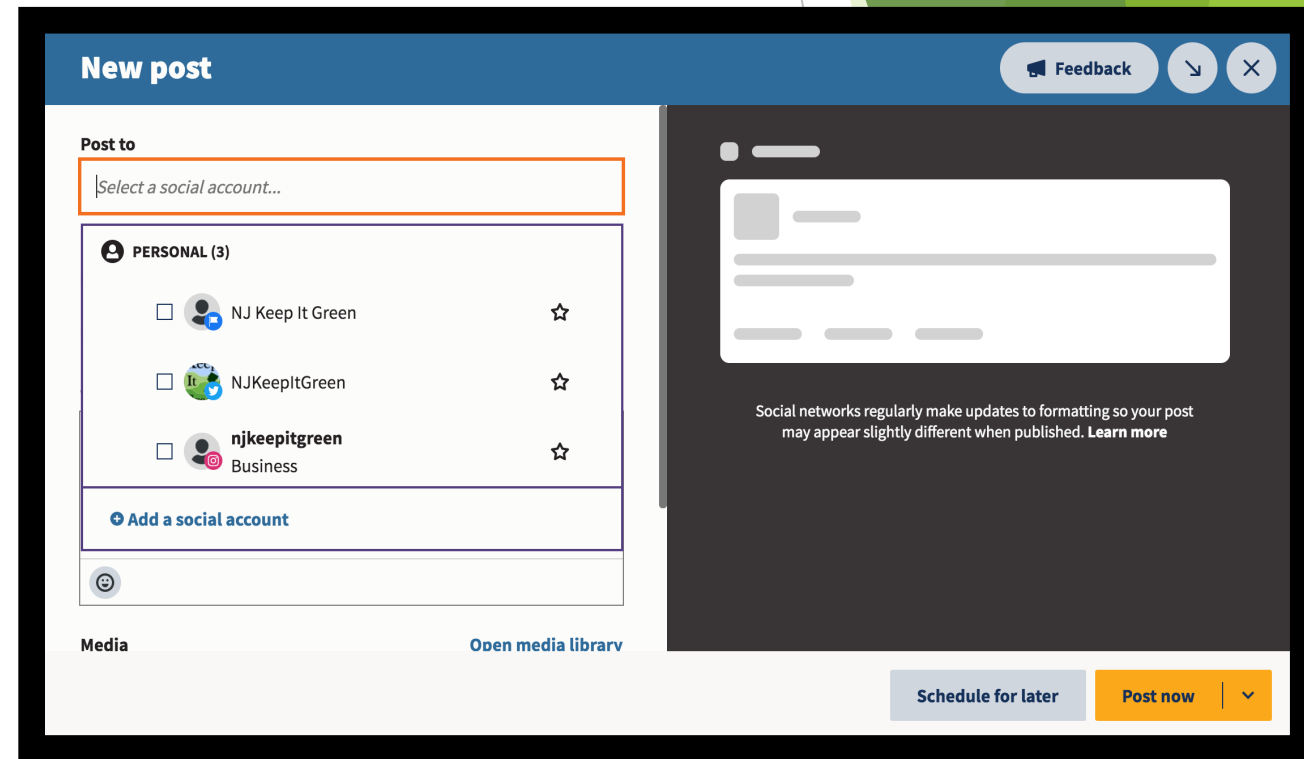
Share Now

2#

Planning and Coordinating Social Posts

Coordinating across platforms

- ▶ You can schedule posts at the same time across platforms
- ▶ You may want to change posts slightly
 - ▶ Add hashtags for Twitter
 - ▶ Take out links for Instagram





Reaching and Engaging With Your Audience

Use of hashtags

- ▶ Using **#Hashtags** on Twitter and Instagram allows others to easily search for those keywords and find your posts
- ▶ Can put you in front of your target audience, even if they don't follow your account yet
- ▶ The more the merrier, but be sure to use ones that are related to your media

Know your audience

- ▶ Who you want to reach and why
- ▶ Influences what platform you use, when you post, and what kind of content (photos, videos, text)



#Nature



Top

Latest

People

Photos

Videos



Spring Morning #nature



1

24

75



Wildlife of the Day @WildlifeofDay · Mar 29

Red-eared slider.

(Photo courtesy of Bertrand Leclercq)

[#wildlifephotography](#) [#nature](#) [#bloodpressurebreak](#)



#nature



612M posts

Follow

See a few top posts each week

Top

Recent





Reaching and Engaging With Your Audience

Using insights - View insights to see which posts perform better, track goals, and make alterations for better reach/engagement

- ▶ Within each platform
 - ▶ Facebook: Your page has its own "Page Insights" to track many different insights
 - ▶ Twitter: [https://analytics.twitter.com/user/\"Your Account\"](https://analytics.twitter.com/user/\)
 - ▶ Instagram: On business/creator accounts each posts has an insights button below it