

# Using Social Media for Environmental Awareness

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# Outline

- ◆ What is your goal?
- ◆ Facebook Pages
- ◆ Weebly
- ◆ [bit.ly](#)
- ◆ Canva

# What is your goal?

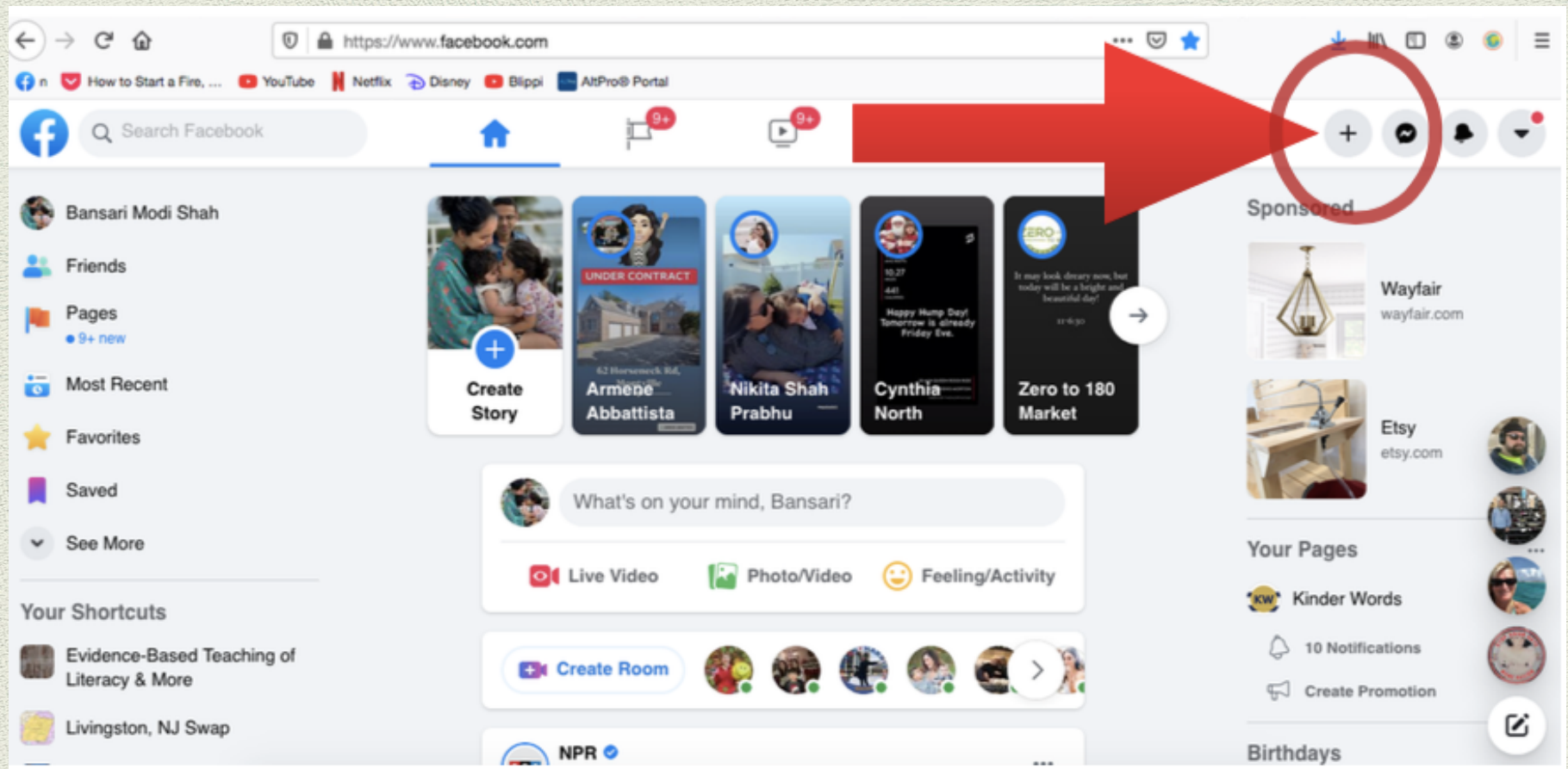
- ◆ To inform people of town-related events and initiatives?
  - ◆ Easy to do this with an EC social media account, or even your Township account.
- ◆ To share environmental news, general eco-friendly tips?
  - ◆ For this goal, it's easier to create a social media presence that is not affiliated with the township or your EC, because township accounts have limitations on what they can say.

# Town account vs Independent Account?

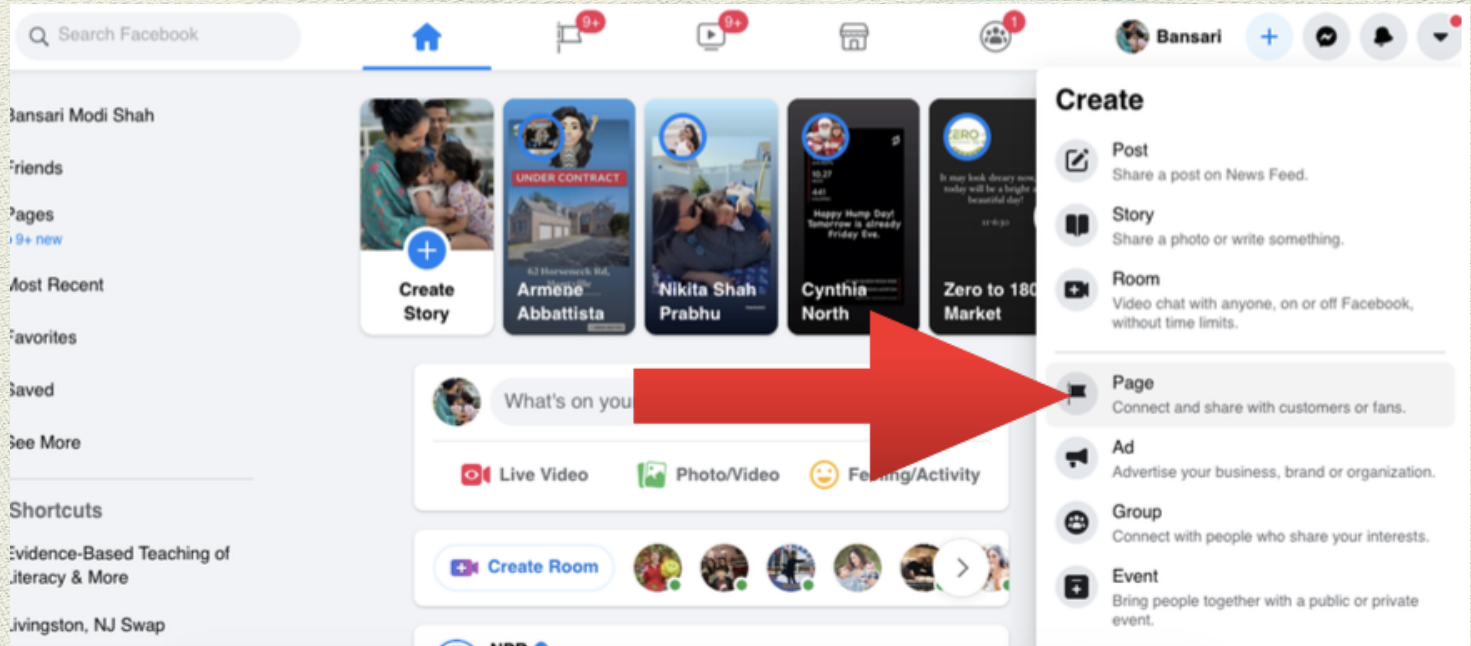
- ◆ Town Account (see <https://www.facebook.com/MontvilleTwpNJ>)
  - ◆ More limitations on what you can post
  - ◆ Liability issues perhaps, unless you make it a policy not to reply to comments, or only reply “Please address any questions or concerns during the public portion of the Town Committee meeting” or similar
  - ◆ If your town already has an account, you have an instant follower base
- ◆ Independent Account (see <https://www.facebook.com/SustainableMontville>)
  - ◆ More freedom to post what you want
  - ◆ Sustainable Montville is an independent volunteer organization that helps with the EC goals, but is separate from them. This eliminates liability concerns that your town may have.

# Creating a FB "Page"

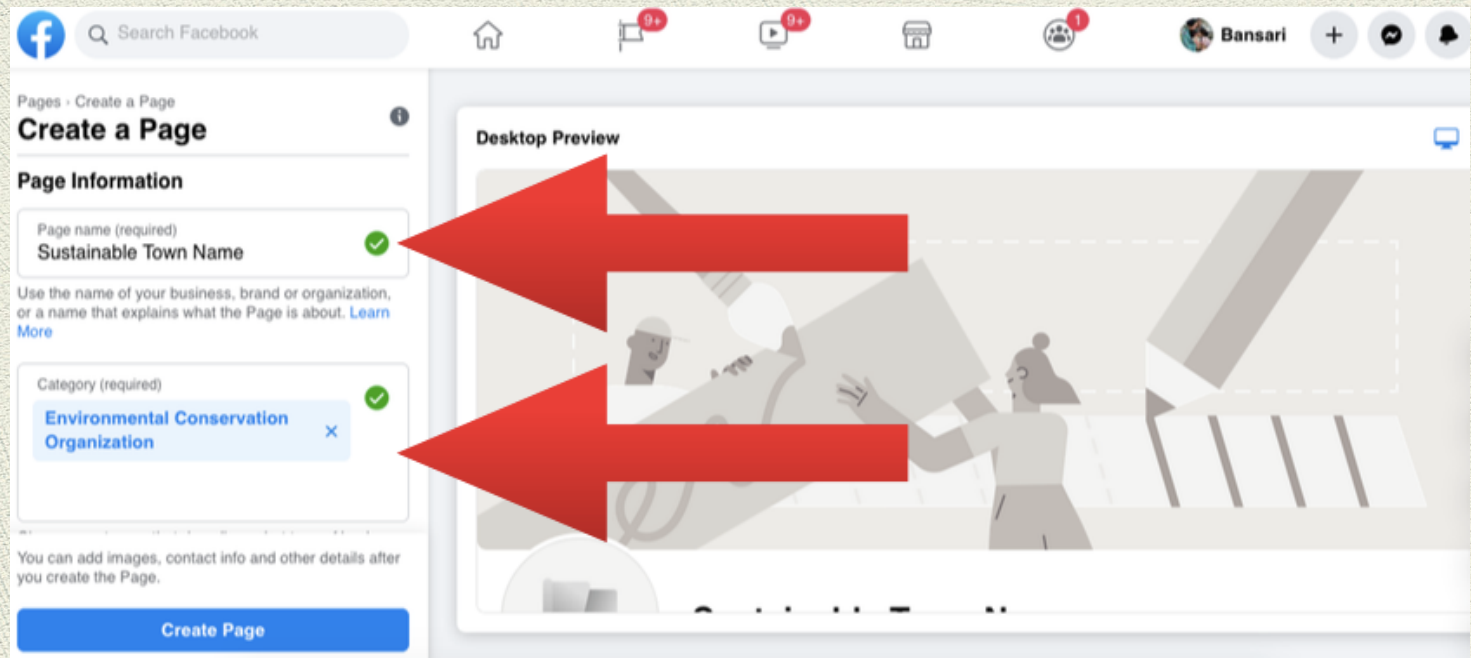
## Step 1



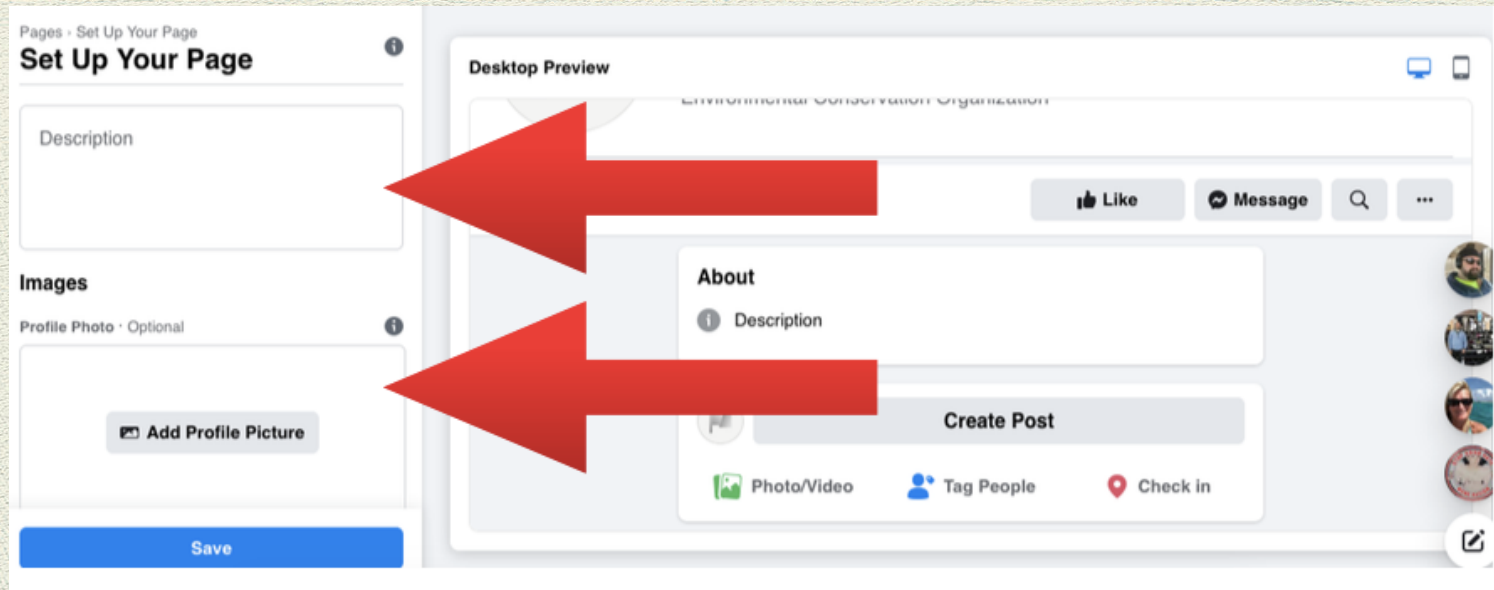
Step 2



Step 3

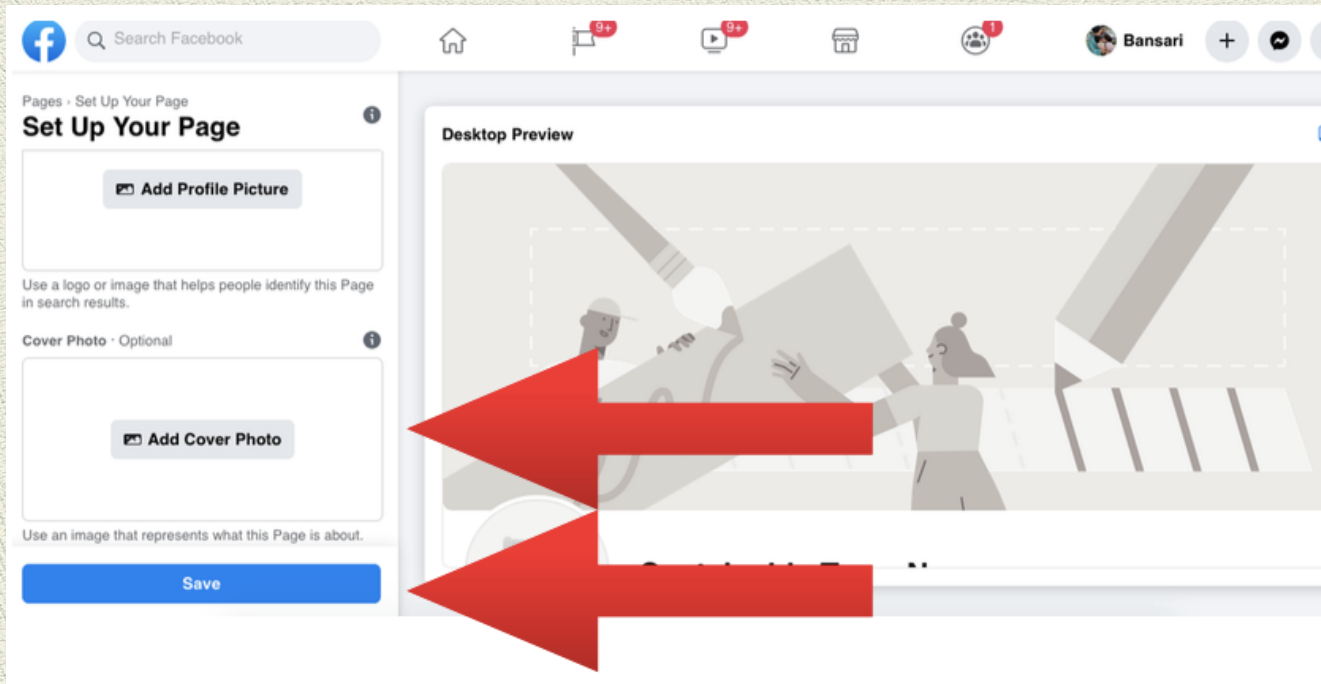


## Step 4



For a sample profile + cover photo you can download and use, visit <https://sustainablemontville.weebly.com/social-media-tips.html>

## Step 5



Complete as much of this section as you can

The image shows a screenshot of the Facebook page management interface for a page named "Sustainable Town Name". The page is categorized as "Environmental Conservation Organization". The left sidebar contains a "Manage Page" section with various tools: Page, Updates (1 new), Ad Center, Inbox, Business App Store, and Resources & Tools. A "Promote" button is at the bottom of the sidebar. The main content area features a header with the page name and a "Create @Username" link. Below the header is a navigation bar with "Home", "Groups", "Events", "Reviews", and "More". A prominent red arrow points to a section titled "Set Your Page up for Success", which includes a progress bar showing "3 of 13 steps completed" and a list of tasks: "Establish Your Page's Identity" (2 steps left), "Provide Info and Preferences" (6 steps left), and "Introduce Your Page" (2 steps left). To the right of this section is a "Create Post" area with options for "Video", "Get Messages", and "Feeling/Activity". Below the "Create Post" area are buttons for "Live", "Event", "Offer", and "Job". A post from "Sustainable Town Name" is visible at the bottom, showing a cover photo update from 3 minutes ago.

**Manage Page**

Sustainable Town Name

**Page**

Updates  
1 new

Ad Center

Inbox

Business App Store

Resources & Tools

Promote

**Sustainable Town Name**  
Create @Username · Environmental Conservation Organization

Home Groups Events Reviews More

Promote

**Start Selling From Your Page in a Few Steps**  
It only takes a few minutes to set up your shop. Just enter your business details, add the products you'd like to sell and customize your storefront to fit your brand.

Get Started Learn More

**Set Your Page up for Success**  
Finish setting up your Page so people on Facebook know you're a credible business.

3 of 13 steps completed

2 STEPS LEFT  
Establish Your Page's Identity

6 STEPS LEFT  
Provide Info and Preferences

2 STEPS LEFT  
Introduce Your Page

Invite Friends to Like Your Page

**Create Post**

Video Get Messages Feeling/Activity

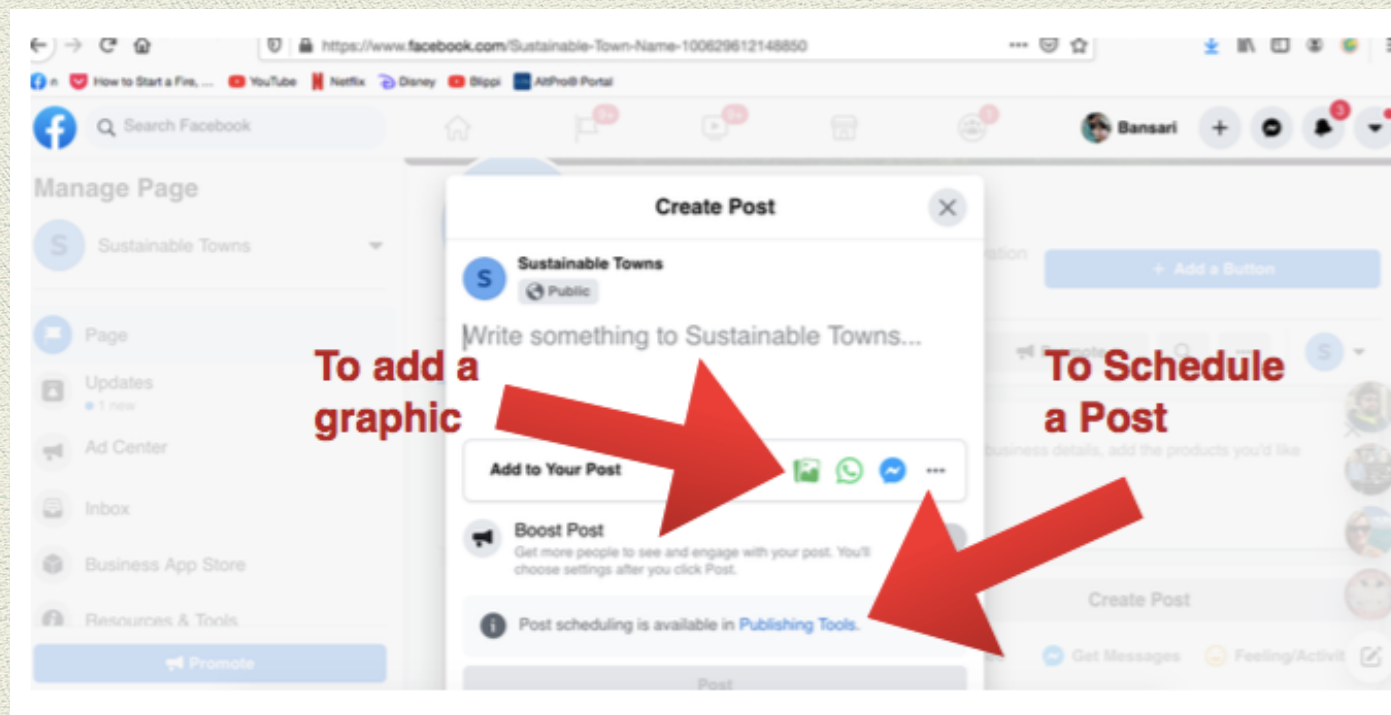
Create Live Event Offer Job

**Sustainable Town Name** updated their cover photo.  
3m · 🌐

**Go Down This List**



# To make a post, or schedule a post for a later date



# What to post?

- ◆ Use Canva to make graphic posts
- ◆ Use the Sustainable Montville Social Media Hub to get pre-made graphics to post: [bit.ly/smmediahub](https://bit.ly/smmediahub)
- ◆ Share other interesting posts to your new Page

# Sharing another group's post to your Page

The image shows a Facebook interface. At the top, the ANJEC logo is visible, along with navigation buttons for 'Contact Us', 'Liked', 'Message', and a search icon. The main content is a post from ANJEC, titled 'Free trees~', which describes the 'About Community Canopy' program. A sharing menu is open over the post, listing options: 'Share now (Friends)', 'Share to News Feed', 'Send in Messenger', 'Share to a group', 'Share to a Page', and 'Share on a friend's profile'. Two red arrows are overlaid on the image: one points from the 'Share to a Page' option in the menu to the 'Share' button at the bottom of the post, labeled 'Step 1'; the other points from the 'Share to a Page' option to the 'Share now (Friends)' option, labeled 'Step 2'. The post also shows a 'Like' button with a count of 2, and 'Comment' and 'Share' buttons at the bottom.

ANJEC

Contact Us Liked Message

ANJEC  
★ Favorites · 7 hrs ·

Free trees~

About Community Canopy  
Community Canopy is a program that combines trees with an interactive web experience to help homeowners & communities save energy and money by strategically planting trees for environmental benefits.

Share now (Friends)  
Share to News Feed  
Send in Messenger  
Share to a group  
Share to a Page  
Share on a friend's profile

ENERGY-SAVING TREES

Energy-Saving  
Energy-Saving intended to companies

2

Like Comment Share

Step 2

Step 1

# Sustainable Montville's Social Media Hub: [bit.ly/smmediahub](https://bit.ly/smmediahub)

- ◆ Free graphics to use (or edit and customize)
- ◆ Generic and non-controversial, so will work for a township FB page as well

SWAP THIS FOR THAT



Replace paper towels with a reusable Swedish dishcloth to save money and our planet

 **Recycling Tip of the Week**

No plastic bags in or around the recycling bin. These bags cause jams in recycling machinery.

Recycling is inefficient, expensive, resource-heavy, and not infinite. The truly sustainable way is reducing your waste.



Air pollution increases risk of cancer, lung disease, heart disease, and more, particularly in children.

**Avoid idling by keeping a warm blanket in the car.**

# Example of using the official Township social media page to post environmental info:

The image is a screenshot of a web browser displaying the Facebook page for Montville Township, NJ. The browser's address bar shows the URL <https://www.facebook.com/MontvilleTwpNJ>. The page header includes the Montville Township logo and name, a 'Liked' button, and search and menu icons. A post from Montville Township, NJ, dated April 5 at 5:52 PM, is the main focus. The post text reads: 'Check out this helpful tip from the Montville Township Environmental Commission #montvillenj'. Below the text is a green graphic with white text that says: '50% of all plastic produced is for single-use items - used for minutes, but pollutes the planet for centuries.' At the bottom of the graphic, it says: 'Reduce your plastic footprint with small steps, like refusing utensils in your take-out order.' To the left of the post, there is a 'Page Transparency' section with the text: 'Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.' Below this, it lists 'Page created - July 15, 2017' and 'Page manager location: United States'. At the bottom of the page, there is a footer with links for 'Privacy', 'Terms', 'Advertising', 'Ad Choices', 'Cookies', and 'More', and a copyright notice for 'Facebook © 2021'.

2.2K views · a year ago

**Page Transparency** [See All](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

- Page created - July 15, 2017
- Page manager location: United States

**Add Your Business to Facebook**  
Showcase your work, create ads and connect with customers or supporters.

[Create Page](#)

Privacy · Terms · Advertising · Ad Choices · Cookies · More  
Facebook © 2021

**Montville Township, NJ**  
April 5 at 5:52 PM · 🌐

Check out this helpful tip from the Montville Township Environmental Commission #montvillenj

50% of all plastic produced is for single-use items - used for minutes, but pollutes the planet for centuries.

*Reduce your plastic footprint with small steps, like refusing utensils in your take-out order.*

# To grow your page

- ◆ Post about the new page
- ◆ On Facebook, share your Page posts directly to other local Facebook community groups.

# Sharing your Page posts to local FB groups

You must be 'interacting' as your own personal profile, and you must be in the group you want to post in **Step 1**

The screenshot shows a Facebook post from the page 'Sustainable Montville'. The post text reads: 'Want to help the Monarch butterflies? Stop by [Condursos Garden Center and Farm Market](#) or [Bader Farms Home Grown Produce & Plants](#) in Montville and grab a free packet of Milkweed seeds! These are really easy to plant outdoors, but they need to get in the ground by the end of April, so please stop by soon! Milkweed should also be planted in bunches, so when using this packet, try to stick to one area. For larger orders of milkweed and other native seeds, visit Toadshade nurs... [See More](#)'. Below the text is a photo of a person at a counter with a sign that says 'Get free milkweed seeds to save the Monarch butterflies'. A sharing menu is open over the bottom right of the post, showing options: 'Share now (Friends)', 'Share to News Feed', 'Send in Messenger', 'Share to a group', 'Share to a Page', and 'Share on a friend's profile'. At the bottom of the post are buttons for 'Like', 'Comment', and 'Share'. On the left side of the page, there are sections for 'Upcoming Events' (Earth Week Virtual Fair 2021), 'Page Transparency', and 'Add Your Business to Facebook'. A red arrow labeled 'Step 1' points to the profile picture of the page. Another red arrow labeled 'Step 2' points to the 'Share to a group' option in the sharing menu. A third red arrow labeled 'Step 3' points to the 'Share' button at the bottom of the post.

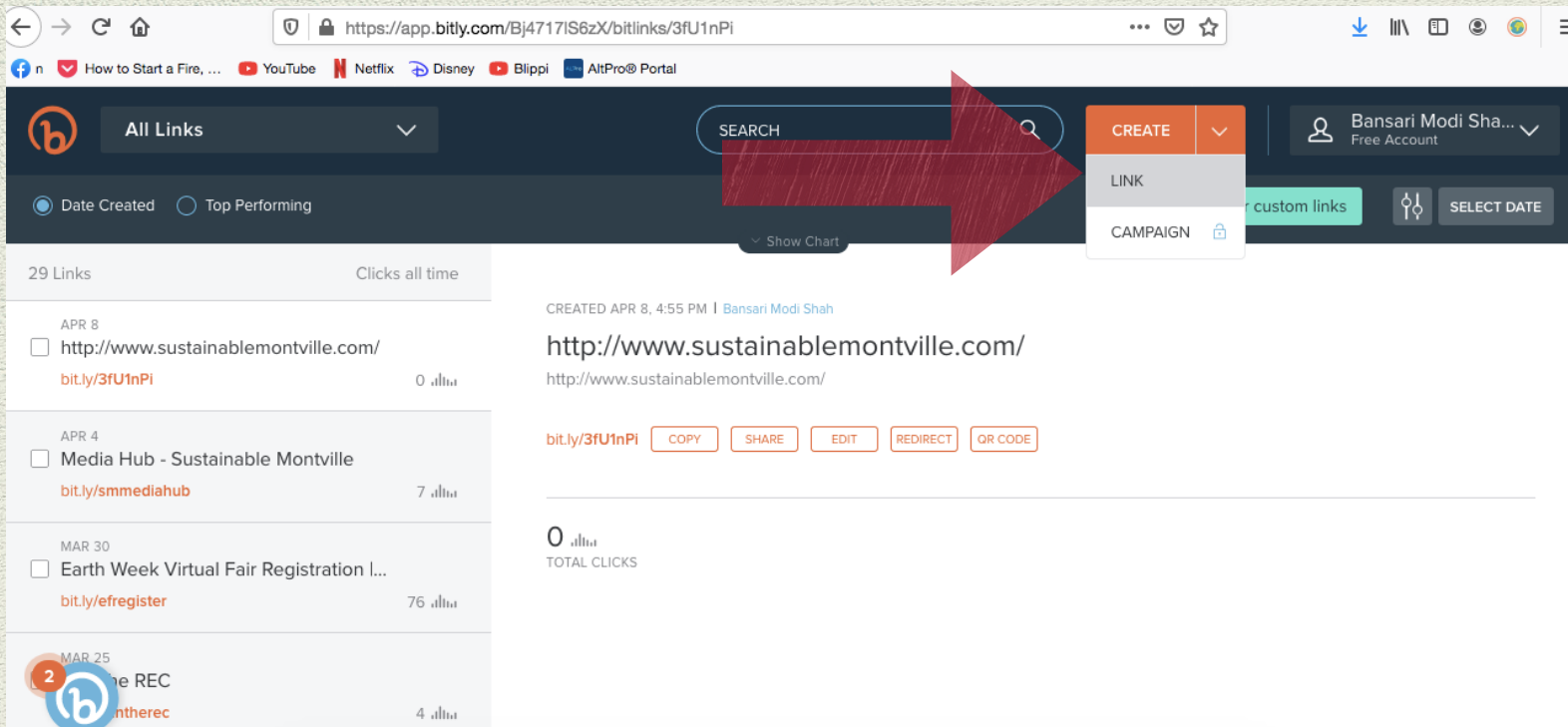
# Weebly

- ◆ Weebly is a free, easy, drag and drop website creator.
- ◆ Having a website allows you to have a more permanent home for your information. It's very useful.
- ◆ Sample: <https://sustainablemontville.weebly.com/>



# bit.ly allows you to create short links

- ◆ When sharing links, creating a shorter version of the long link is helpful.



The screenshot shows the bit.ly dashboard interface. At the top, there's a navigation bar with the bit.ly logo, a search bar, and a 'CREATE' button. A red arrow points to the 'CREATE' button, which has a dropdown menu showing options: 'LINK', 'CAMPAIGN', and 'custom links'. Below the navigation bar, there's a section for 'All Links' with a dropdown menu and a search bar. The main content area displays a list of links on the left and a detailed view of a selected link on the right. The detailed view shows the original URL 'http://www.sustainablemontville.com/' and the shortened link 'bit.ly/3fU1nPi'. It also includes buttons for 'COPY', 'SHARE', 'EDIT', 'REDIRECT', and 'QR CODE'. A 'TOTAL CLICKS' section shows '0' clicks.

Date	Link	Clicks
APR 8	<a href="http://www.sustainablemontville.com/bit.ly/3fU1nPi">http://www.sustainablemontville.com/bit.ly/3fU1nPi</a>	0
APR 4	<a href="http://www.sustainablemontville.com/bit.ly/smmediahub">Media Hub - Sustainable Montville bit.ly/smmediahub</a>	7
MAR 30	<a href="http://www.sustainablemontville.com/bit.ly/efregister">Earth Week Virtual Fair Registration I... bit.ly/efregister</a>	76
MAR 25	<a href="http://www.sustainablemontville.com/bit.ly/therec">The REC therec</a>	4

# Examples



This will link to a JotForm sign-up form

This goes to a section of the Sustainable Montville website



More info at [bit.ly/mbillboards](http://bit.ly/mbillboards)  
Deadline: 4-20-21

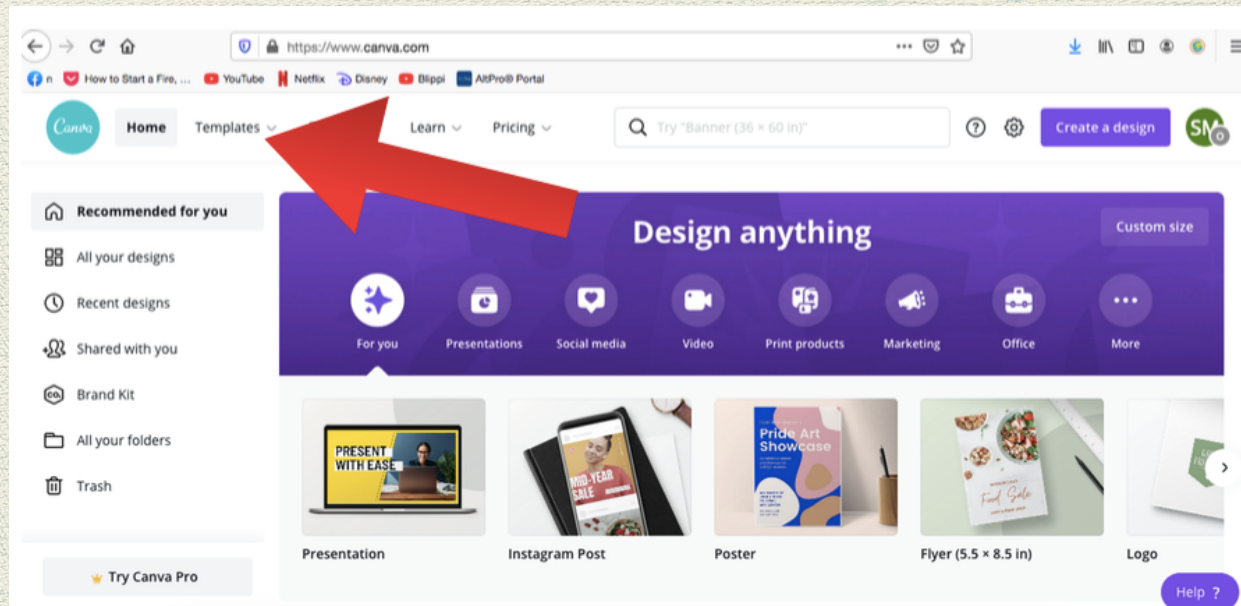
Montville Environmental Commission

# Canva

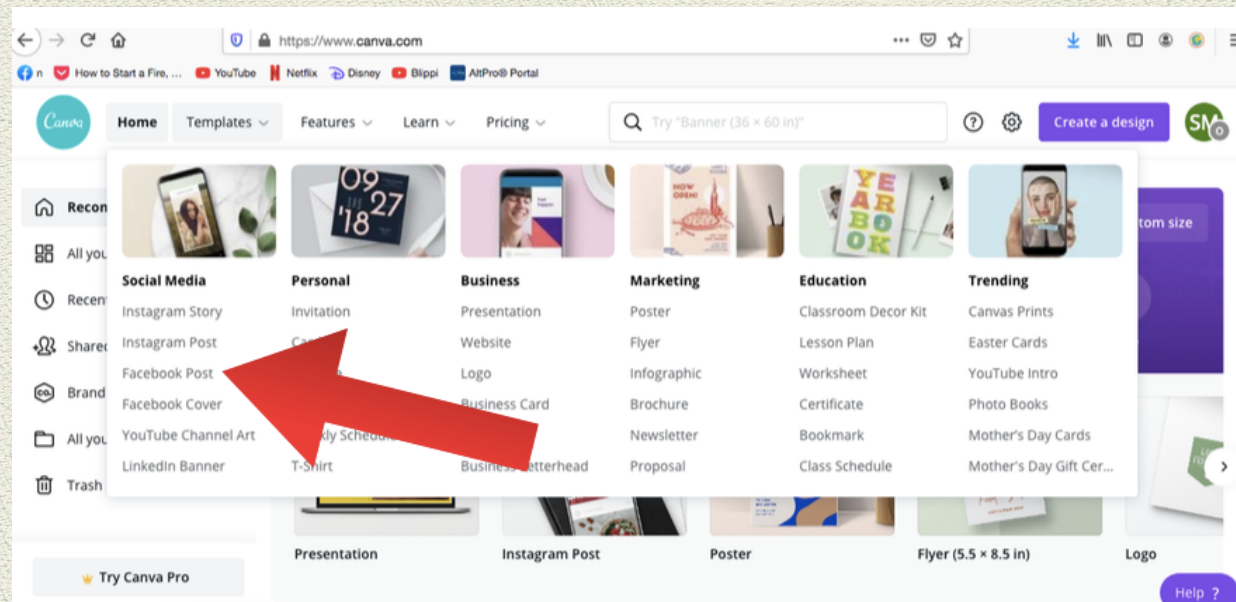
- ◆ Very easy way to create eye-catching graphics about events or general info
- ◆ Square designs allow for posting on Instagram and Facebook



Step 1



Step 2



Choose any  
template

https://www.canva.com/design/DAEbCGNDVf4/55LytaA,Iq0wxJRC57jb8g/edit

Home File Resize All changes saved Teal Illustrated Lily Facebook Post Try Canva Pro Share Publish to Facebook

Templates Search templates

Recently used

For you

Coronavirus Facebook Post

Animate

Best Easter Wishes  
May you be blessed today!  
Love, the Pattersons

+ Add page 38%

This cross link pattern means it is a paid graphic - pay \$1-\$2 or delete it

Home File Resize All changes saved Teal Illustrated Lily Facebook Post Try Canva Pro Share Publish to Facebook

Undo

Search text

Click text to add to page

Add a heading

Add a subheading

Add a little bit of body text

Recently used

love and joy

FROM THE MILLERS

Playlist Script 80 A B I Effects

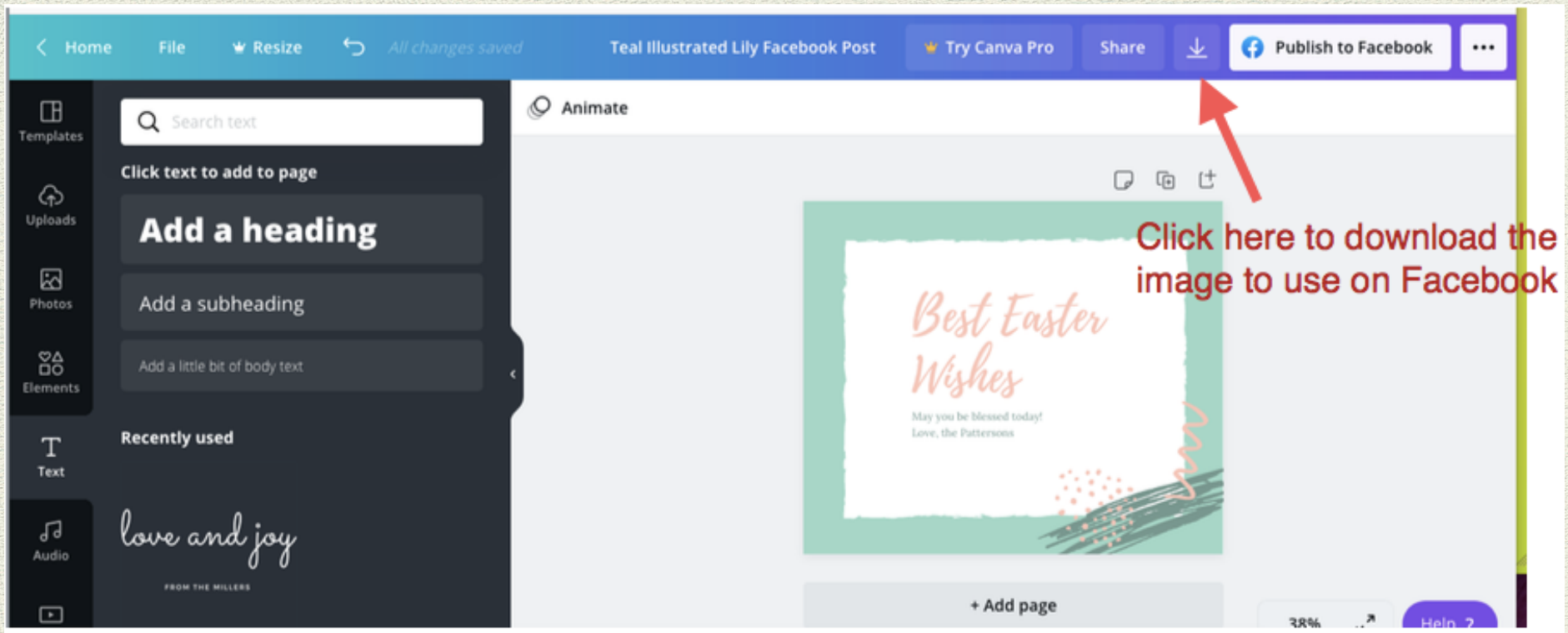
U aA Ungroup Position

Best Easter Wishes  
May you be blessed today!  
Love, the Pattersons

+ Add page 38%

This section is for changing features of the text

Play around with these sections



Click here to download the image to use on Facebook

To download pre-made graphics to use on your social media pages, visit [bit.ly/smmediahub](https://bit.ly/smmediahub)

Sign up for the Media Hub newsletter to get monthly updates when new graphics are uploaded.

For any questions, email [bansari.modi@gmail.com](mailto:bansari.modi@gmail.com)