

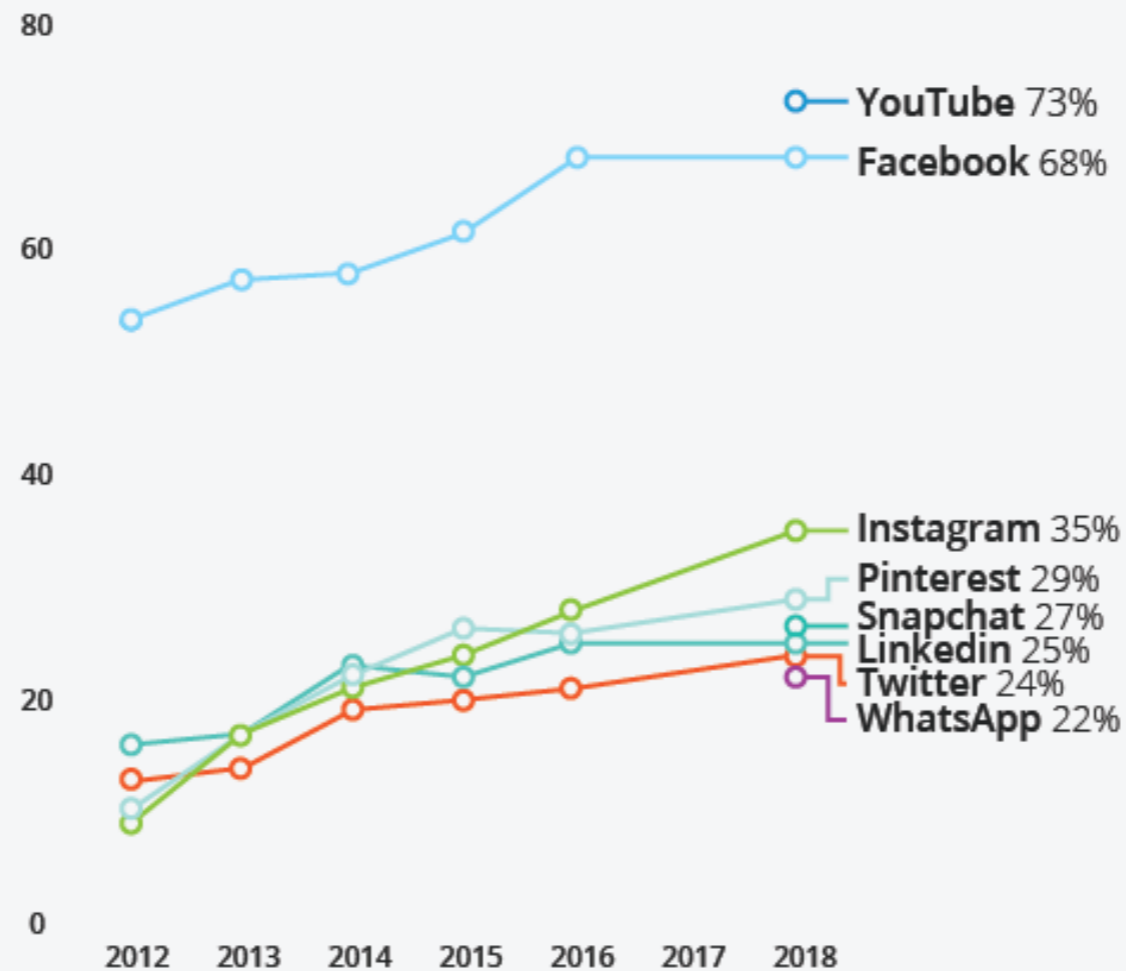
Promoting Your Organization on Social Media



Why is social media important?

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social sites online or on their cellphone



Source: Pew Center

41 FACEBOOK STATS THAT MATTER TO MARKETERS IN 2019



- The average American spends 58 minutes per day on Facebook
- 66% of monthly Facebook users use the platform daily

Who is your audience?

- Who do you want to reach and engage with?
- What platform should you use based on your intended audience?



What are your goals?

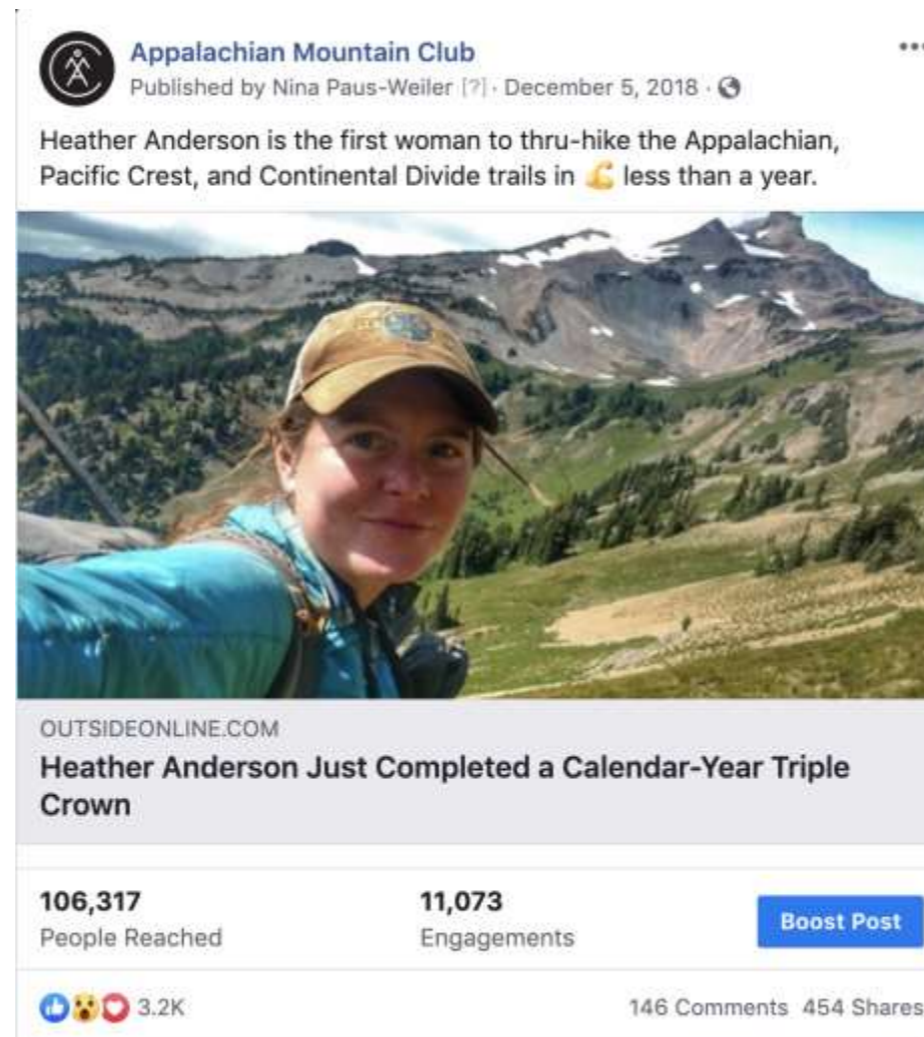
- Increase awareness of your organization and work
- Engage with supporters and potential supporters
- Increase conversions for volunteer and membership sign ups, donations, email subscriptions
- Improve supporter retention of your constituents

Creating and Curating Content



- Content is king!
- Be realistic about your capacity to post and create content
- Be consistent
- Track performance metrics of your post and adjust content based on data
- Experiment with different types of content. It's a learning process
- Educate yourself about best practices

External content (news articles, blogs, etc.) that is relevant to your audience



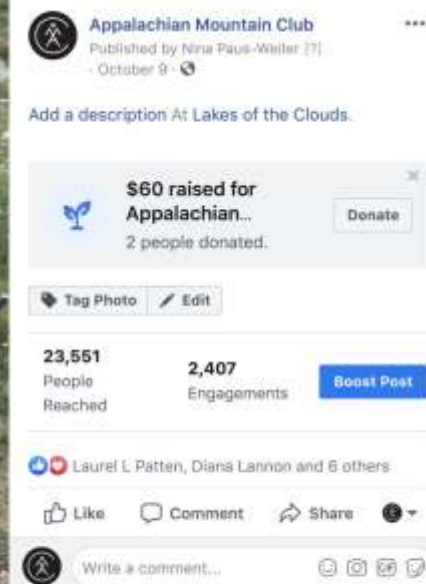
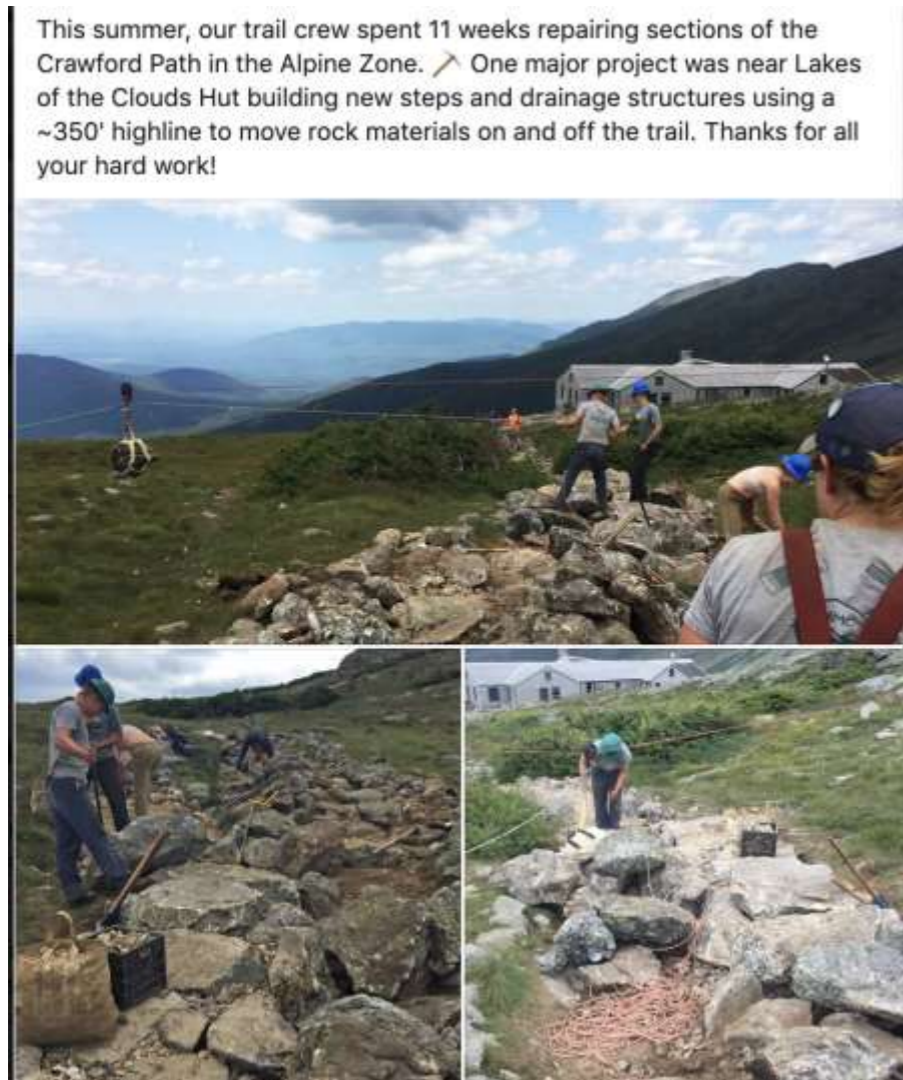
- Ex: Positive environmental impacts of land conservation, why hiking or being outside is good for your health, or economic benefits of the recreation industry.

Giving context to your work through pictures, blog posts, and videos



- Ex: What is the history of the land or trail? How many miles of trails did you restore? Did a historic or interesting event take place on your trail or land you preserve?

Lifting up your supporters and work through pictures, blog posts, and videos



- Ex: Giving thanks, explaining how volunteers and donations have helped you complete something related to your mission, positive testimonials about your organization.

Creating resources that will be useful or interesting to your supporters

Appalachian Mountain Club
Published by Nina Paus-Weiler [?] · September 27 · 🌐

Check out the latest 🍁 fall foliage conditions in the Northeast to plan your autumn adventure.

Highland Center
Joe Dodge Lodge
Cardigan Lodge
The Stephen & Betsy Corman AMC Harriman Outdoor Center
Mohican Outdoor Center

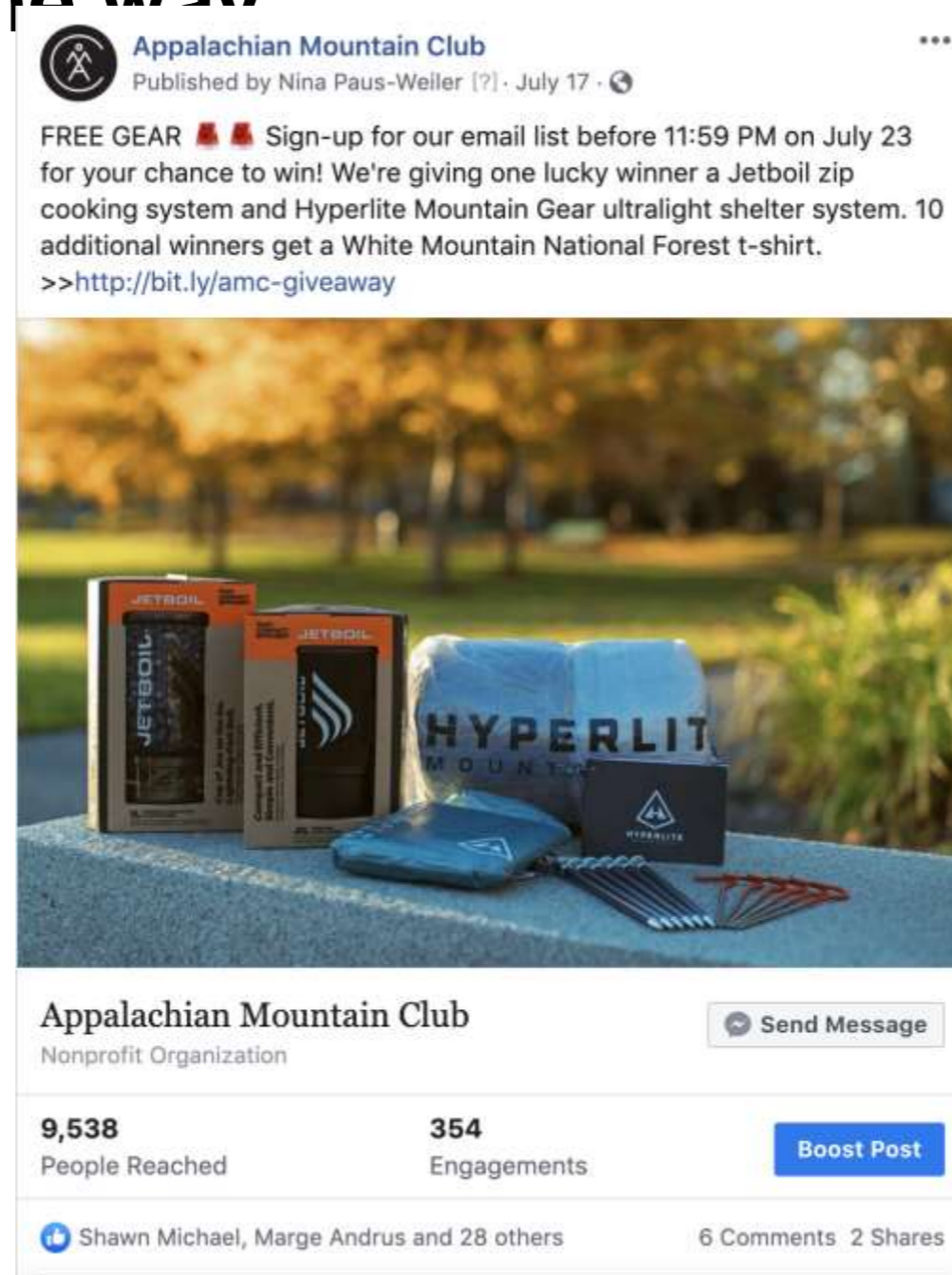
OUTDOORS.ORG
Northeast Fall Foliage Tracker
Check out the latest fall foliage conditions in the Northeast to plan your

19,809 People Reached **1,436** Engagements [Boost Post](#)

👍❤️👏 Pamela J Bither, Steve Seg Choi and 98 others 8 Comments 46 Shares

- Ex: Best fall hikes to see foliage, how-to guide on repairing something trail related, outdoor recreation safety tips.

Contests that will drive your supporters to sign up for something or engage with your social media account in some way



- Ex: Asking people to sign up for your email list to be entered to win a prize

Questions?