National Environmental Education Foundation

Knowledge to live by

www.neefusa.org

National Public Lands Day
Social Media
Training Webinar

Presented by:
Robb Hampton, Director, National Public Lands Day
Amber Taylor, President, Taylored Communications

www.publiclandsday.org

National Public Lands Day

A National Environmental Education Foundation Program

"Increase capacity of public lands stewards to engage local communities to help care for our public lands."

www.publiclandsday.org

NPLD Social Media Training

facebook

flickr™

twitter

YouTube

Gowalla

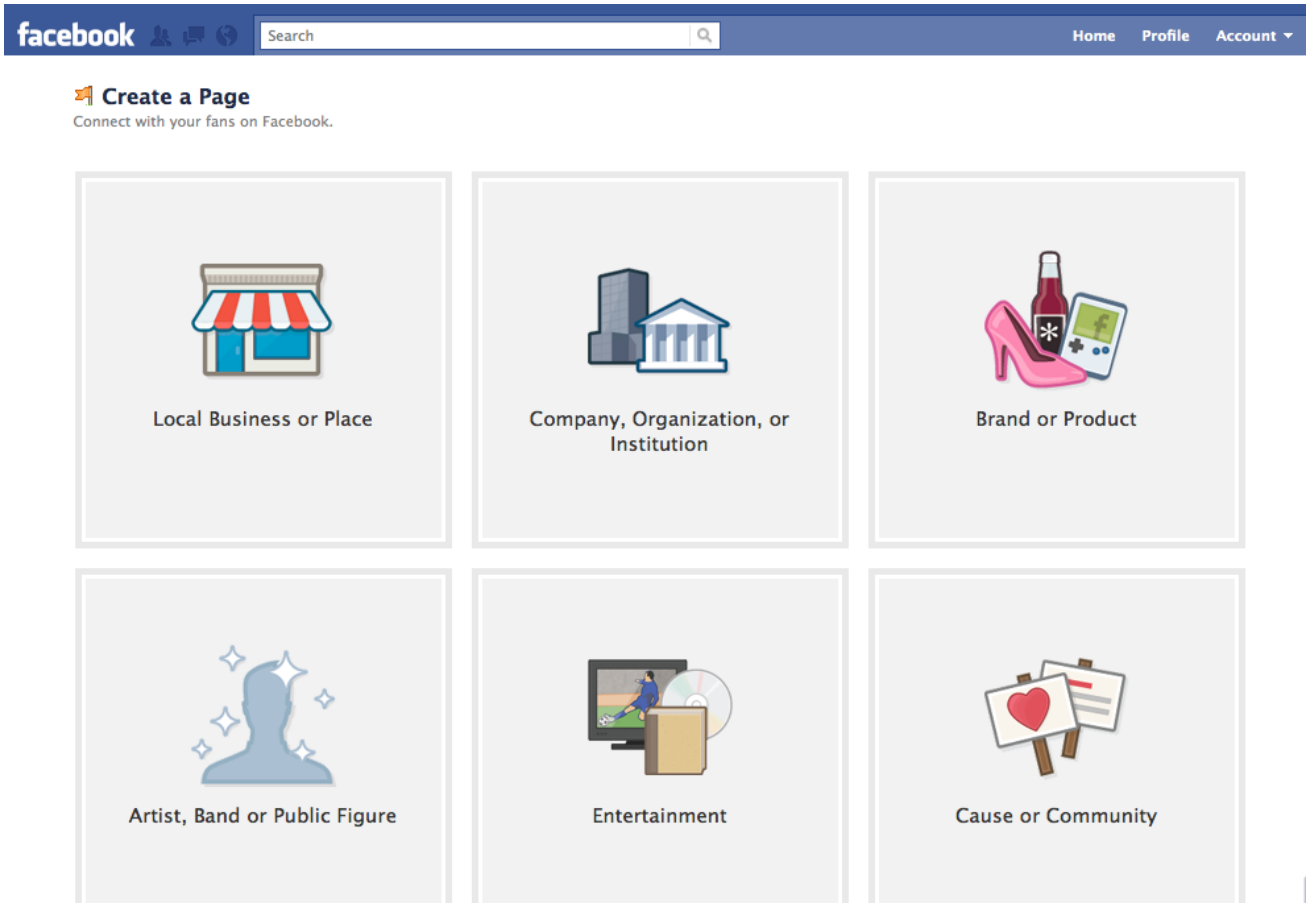
www.publiclandsday.org

Why use social media?

- Encourage NPLD participation
- Spread the word via social networks about NPLD events
- Engage audience before/after event
- Raise awareness of local public lands and issues

Facebook.com - Fan Page

http://www.facebook.com/pages/create.php



Facebook Fan Page

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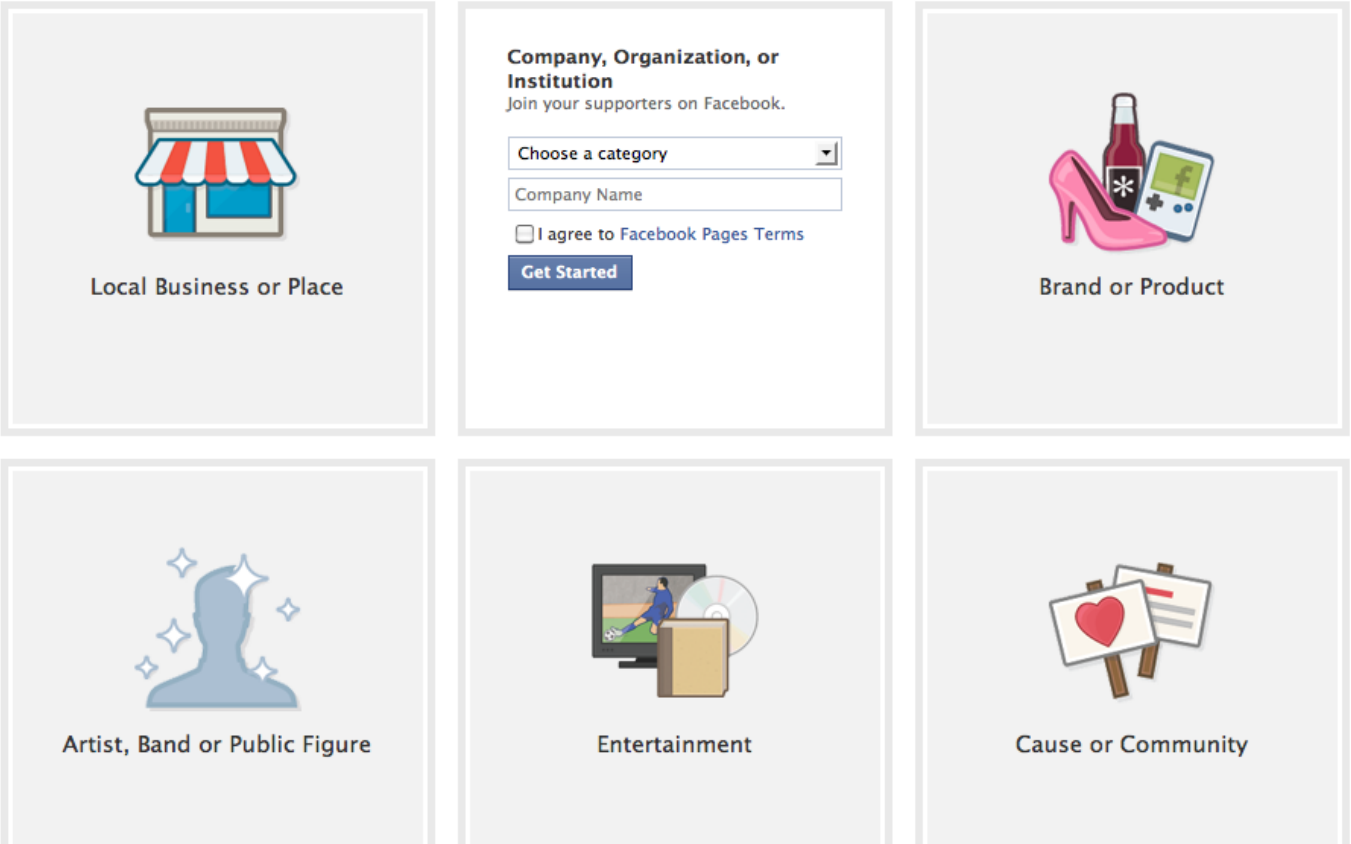
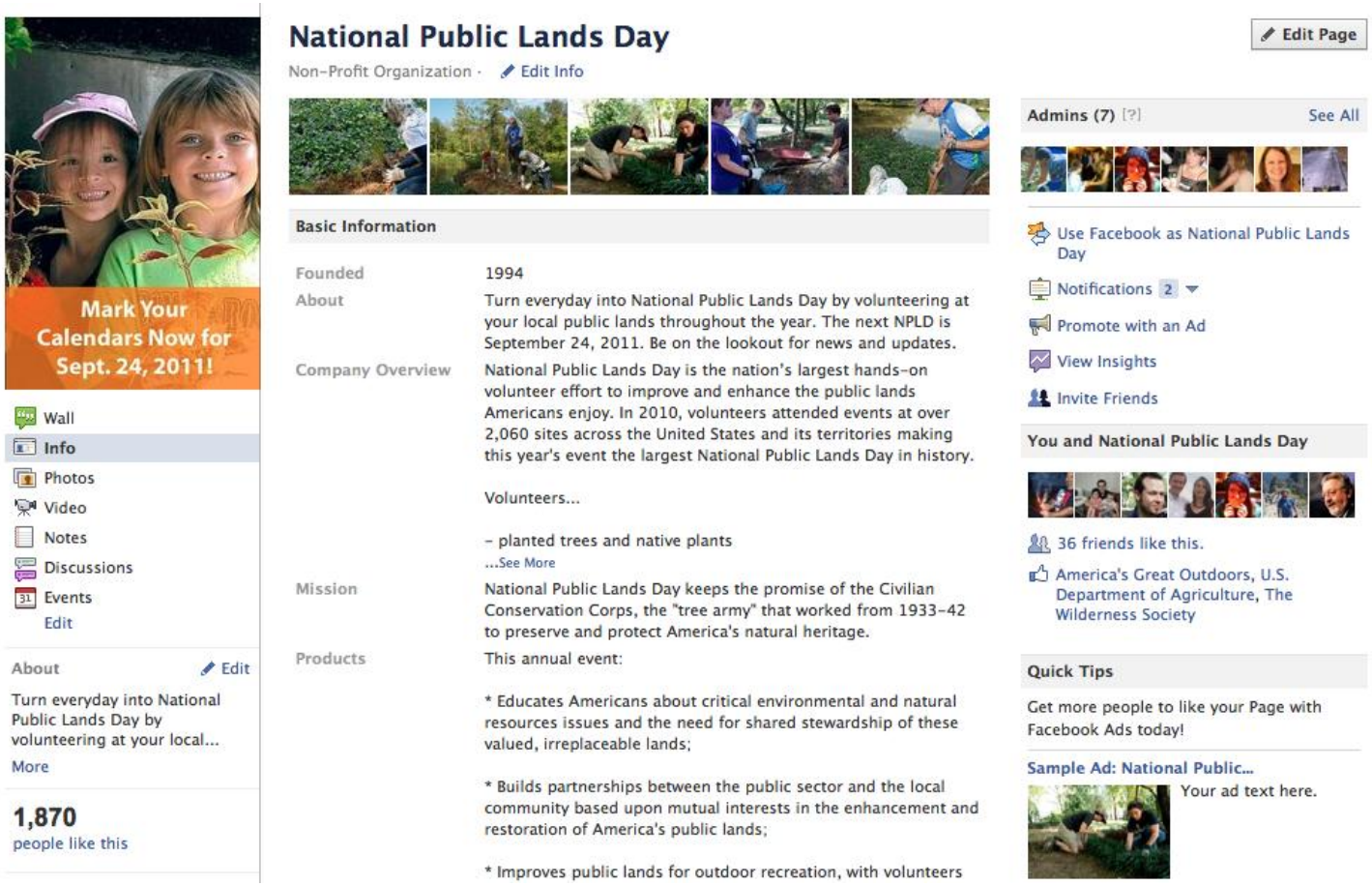


Facebook Fan Page

Facebook Fan Page



Facebook Event

www.publiclandsday.org

Facebook Event

Facebook Groups

https://www.facebook.com/groups

Groups

Share with the important groups in your life.

Create Group

Create a private space

Have things you only want to share with a small group of people? Just create a group, add friends, and start sharing. Once you have your group, you can post updates, poll the group, chat with everyone at once, and more.

Share different things with different people

Groups let you share things with the people who will care about them most. By creating a group for each of the important parts of your life — family, teammates, coworkers — you decide who sees what you share.

Control who sees your group

Secret: Only members can see the group and what members post.

Closed: Everyone can see the group. Only members see posts.

Open (public): Everyone can see the group and what members posts.

Share with the group

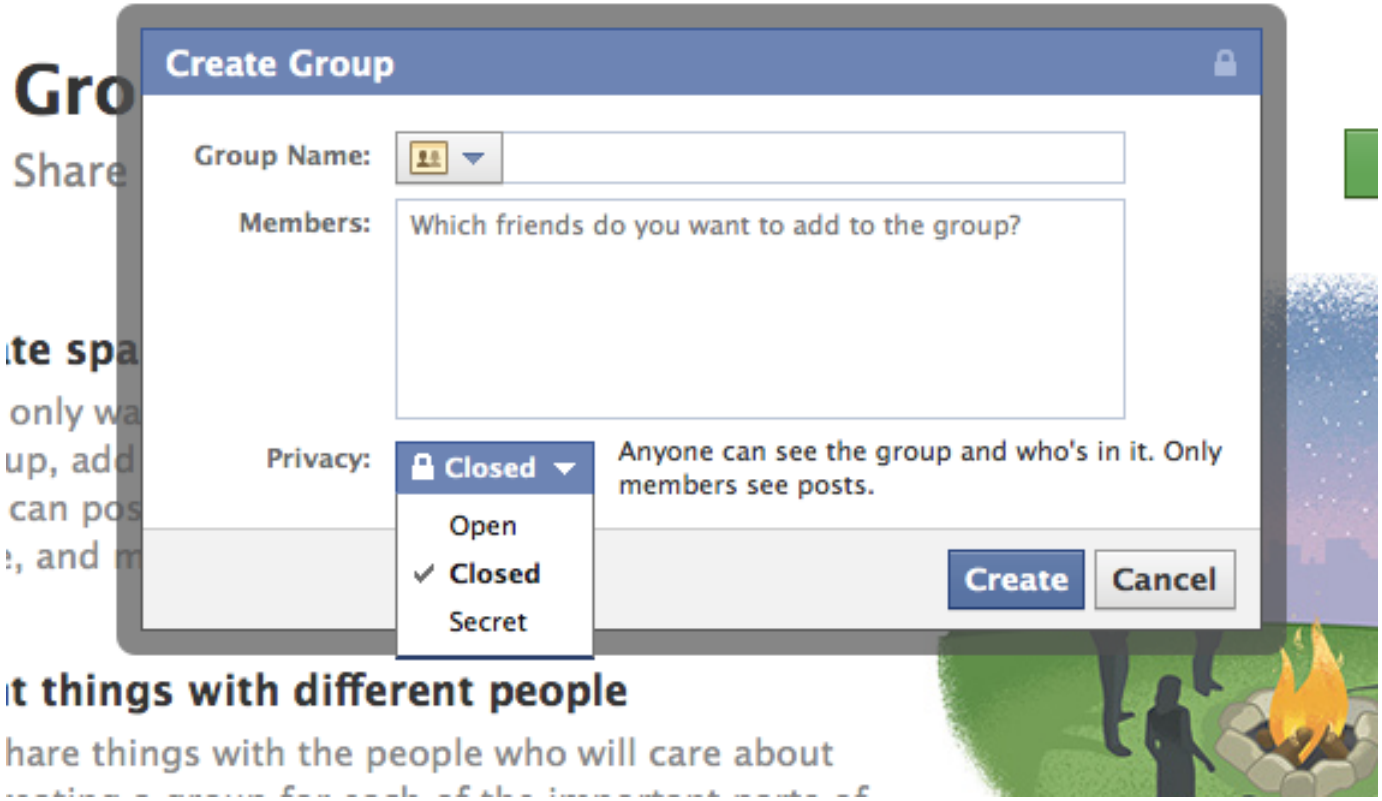
- Post updates, questions, photos, and more
- Chat with the group
- Create shared docs
- Schedule group events

Stay in the know

- Get notified about new posts so you never miss an update
- Connect off Facebook using the group's shared email address.

Facebook Groups

https://www.facebook.com/groups



Network with Facebook

- Invite friends to “like” your new page and the NPLD page
- Ask your “fans” to invite their friends
- Invite friends & fans to RSVP for your event(s)
- Share news stories, blog posts, program updates
- Use “tags” when referencing another person or group (@) in your wall posts
- Share photos
- Be sure your Info tab is up-to-date
- Be creative with the “About” box

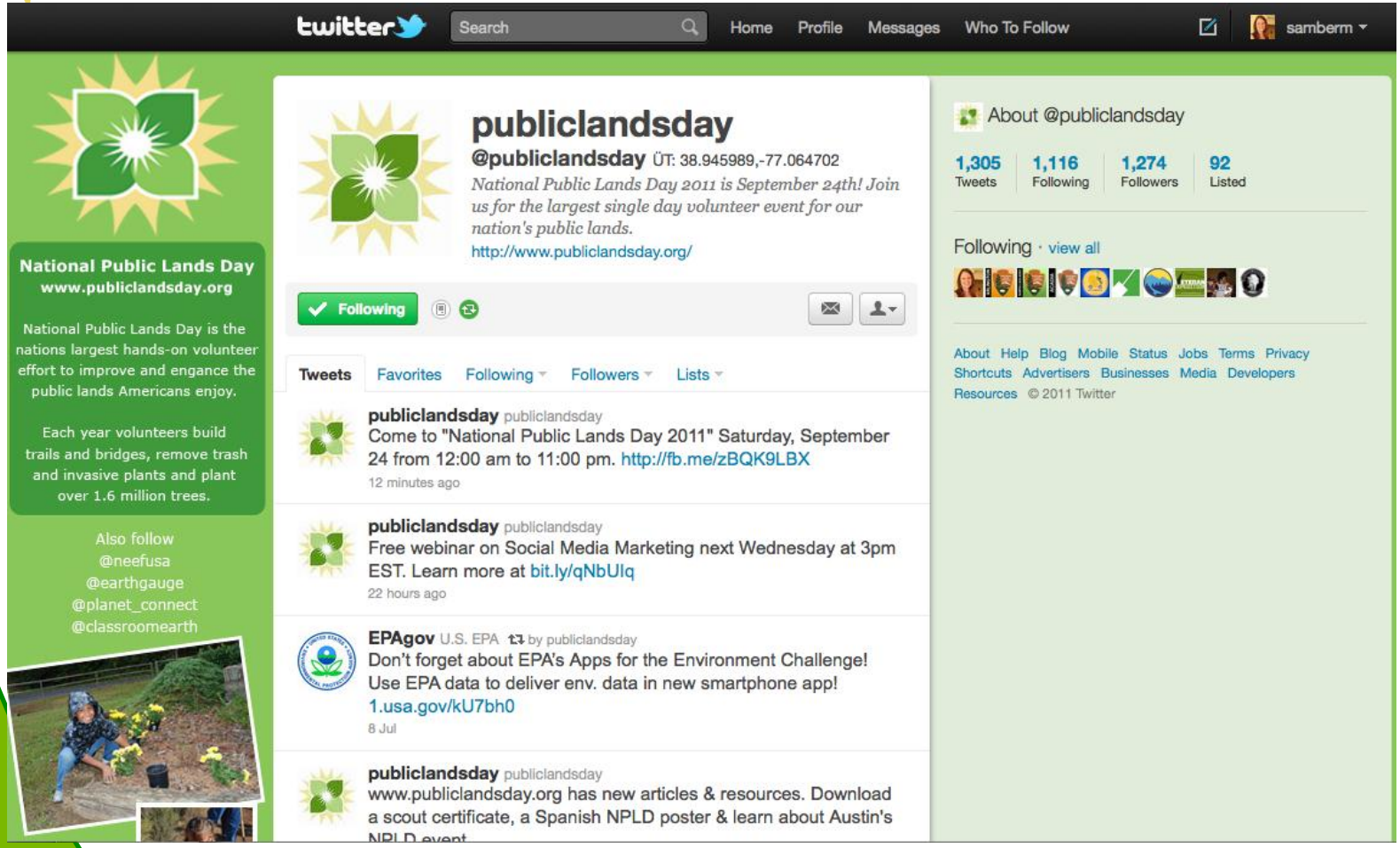
Network with Facebook

- Post some call-to-action messages on your wall:
  - ❑ Three more weeks until National Public Lands Day on Sept. 24! Learn more and find a volunteer site near you at publiclandsday.org
  - ❑ Join us in supporting our nation's public lands on Sept 24! Get outside and volunteer for National Public Lands Day!
  - ❑ Check out Philippe Cousteau for @National Public Lands Day! Then sign up to volunteer! (add the link: http://youtu.be/N3zNN42VTsQ)

Twitter.com

www.publiclandsday.org

Twitter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samberm
National Public Lands Day
www.publiclandsday.org
National Public Lands Day is the nations largest hands-on volunteer effort to improve and engance the public lands Americans enjoy.
Each year volunteers build trails and bridges, remove trash and invasive plants and plant over 1.6 million trees.
Also follow
@neefusa
@earthgauge
@planet_connect
@classroomearth
publiclandsday
@publiclandsday ÜT: 38.945989,-77.064702
National Public Lands Day 2011 is September 24th! Join us for the largest single day volunteer event for our nation's public lands.
http://www.publiclandsday.org/
Following
Tweets
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Following
Followers
Lists
publiclandsday publiclandsday
Come to "National Public Lands Day 2011" Saturday, September 24 from 12:00 am to 11:00 pm. http://fb.me/zBQK9LBX
12 minutes ago
publiclandsday publiclandsday
Free webinar on Social Media Marketing next Wednesday at 3pm EST. Learn more at bit.ly/qNbUlq
22 hours ago
EPAgov U.S. EPA by publiclandsday
Don't forget about EPA's Apps for the Environment Challenge! Use EPA data to deliver env. data in new smartphone app! 1.usa.gov/kU7bh0
8 Jul
publiclandsday publiclandsday
www.publiclandsday.org has new articles & resources. Download a scout certificate, a Spanish NPLD poster & learn about Austin's
About @publiclandsday
1,305 Tweets
1,116 Following
1,274 Followers
92 Listed
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Shortcuts Advertisers Businesses Media Developers
Resources © 2011 Twitter

Twitter for #NPLD

- 140 characters
- Hashtags
- URL shorteners
- RTs and MTs
- Search and follow
- It’s a conversation

Twitter for #NPLD

- Find & follow influencers
- Include short URL: http://bit.ly/NPLDay
- Use the #NPLD hashtag
- Use other hashtags like #green #letsmove #parks
- Include @publiclandsday
- RT messages from @publiclandsday

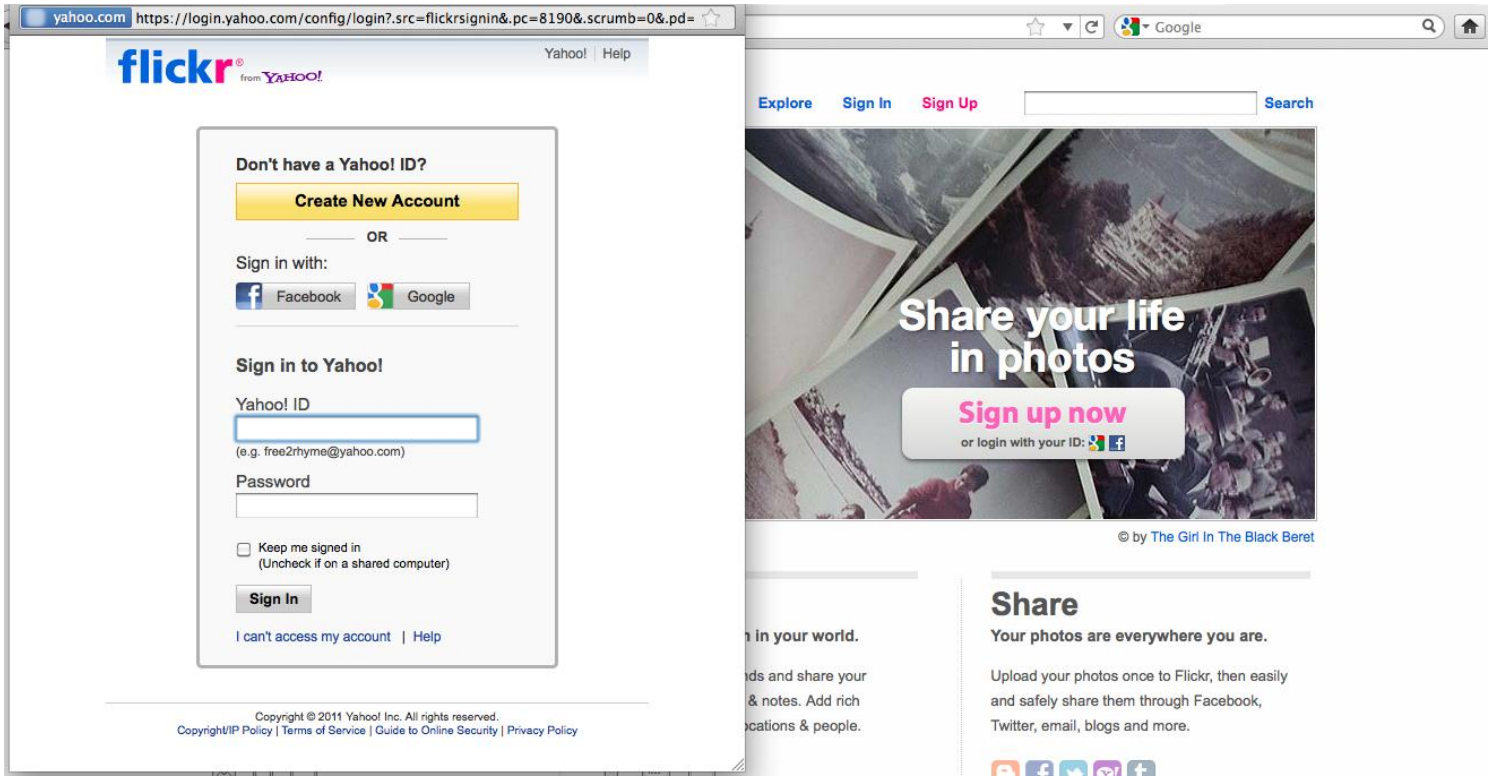
Twitter for #NPLD

- **Tweet and Retweet** about NPLD! For example:
  - Get outdoors and volunteer on National Public Lands Day, Sept 24th! Find local #parks & events near you: http://bit.ly/publiclands #NPLD
  - Where will you be on Sept 24? We'll be volunteering at XXXXX for National Public Lands Day. Join us! #NPLD

Twitter for #NPLD

- **Assign** at least one person to "live tweet:
  - Just got to XXXXX for #NPLD! Volunteers are up bright & early, ready to make a difference on our public lands!
  - Just finished XXXX (weeding, hauling, planting, etc) at XXXXX for #NPLD. Looking forward to XXXXX (picnicking, biking, etc.)
  - Check out this before pic at XXXXX for #NPLD. Will tweet after pics this afternoon!
  - What a difference a day – and a dozen/hundred volunteers – make! Check out our after pic from #NPLD at XXXXX!

Flickr.com



www.publiclandsday.org

Flickr

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Civic Responsibility Starts Young

Matthew Law from Fort Irwin tosses trash while resting in place during National Public Lands Day

Comments and faves

By publiclandsday1
No real name given + Add Contact

This photo was taken on September 25, 2010 using a Nikon D5000.

56 views

This photo belongs to

publiclandsday1's photostream

This photo also appears in

NPLD 2010 Photo Contest Entries (set: 73)

Tags

Barstow • Blm • California • National Public Lands Day Event • People • Razor Road. Volunteers • Trash Clean Up • baby • red hair • United States

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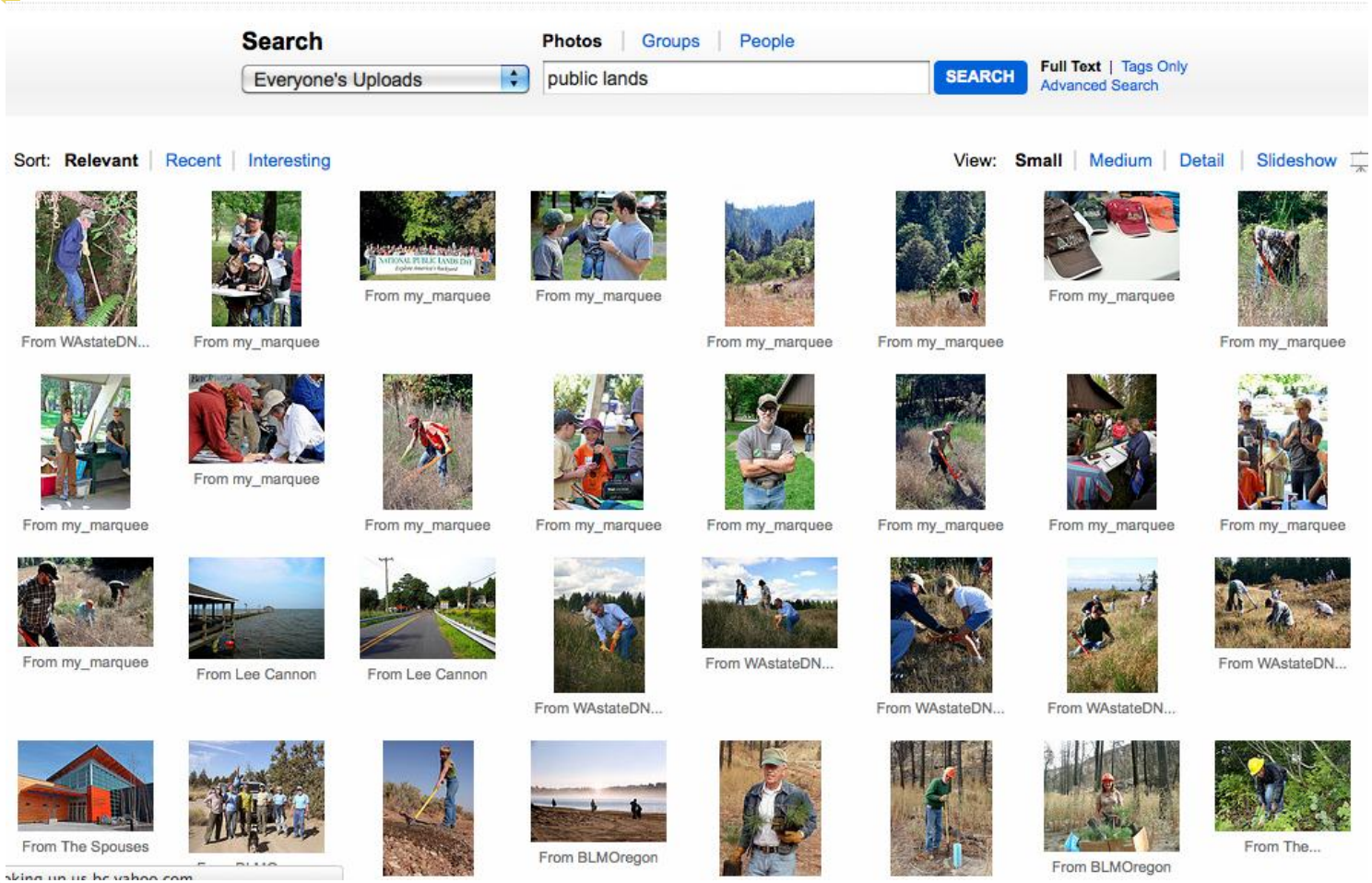
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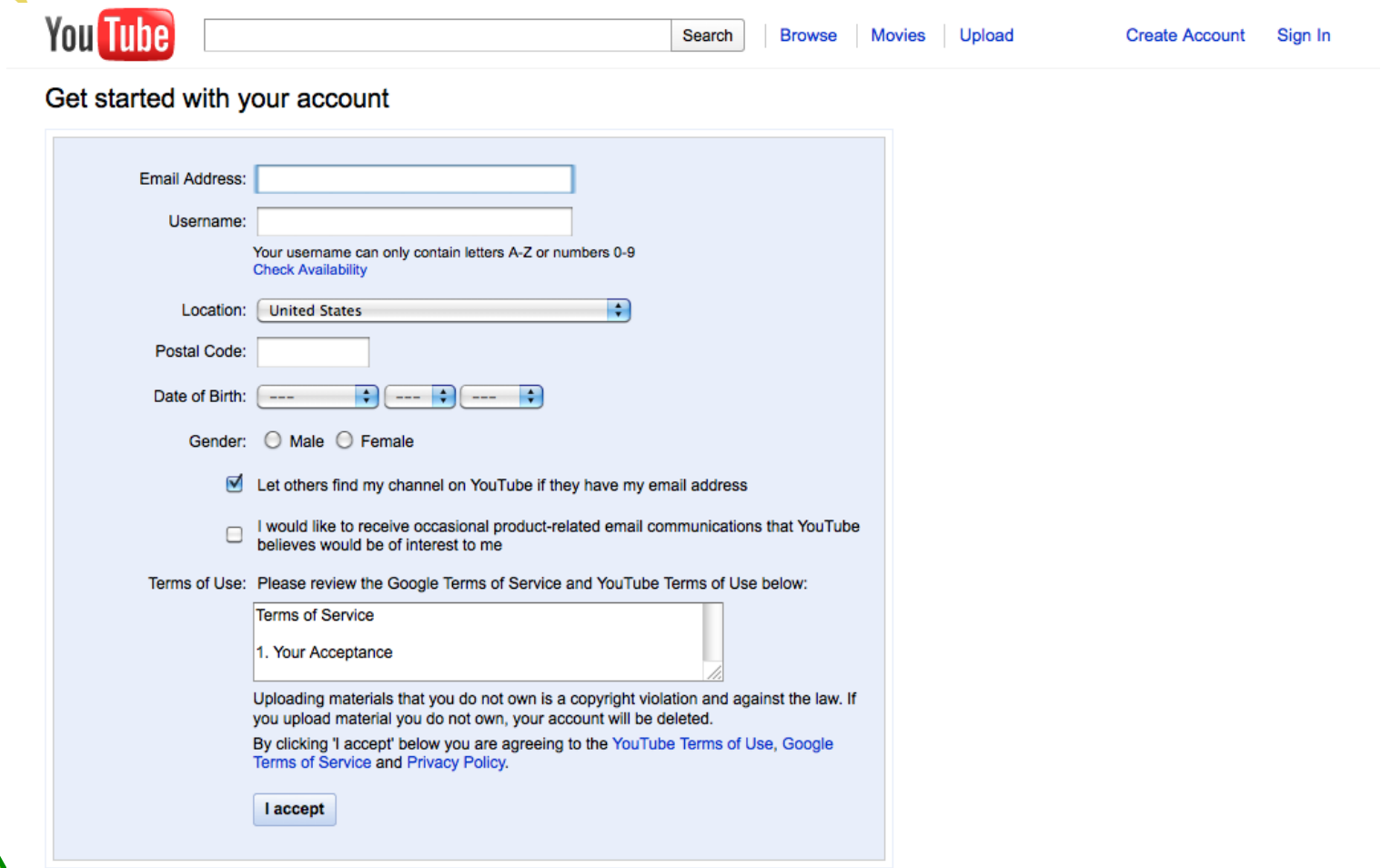
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Sign In
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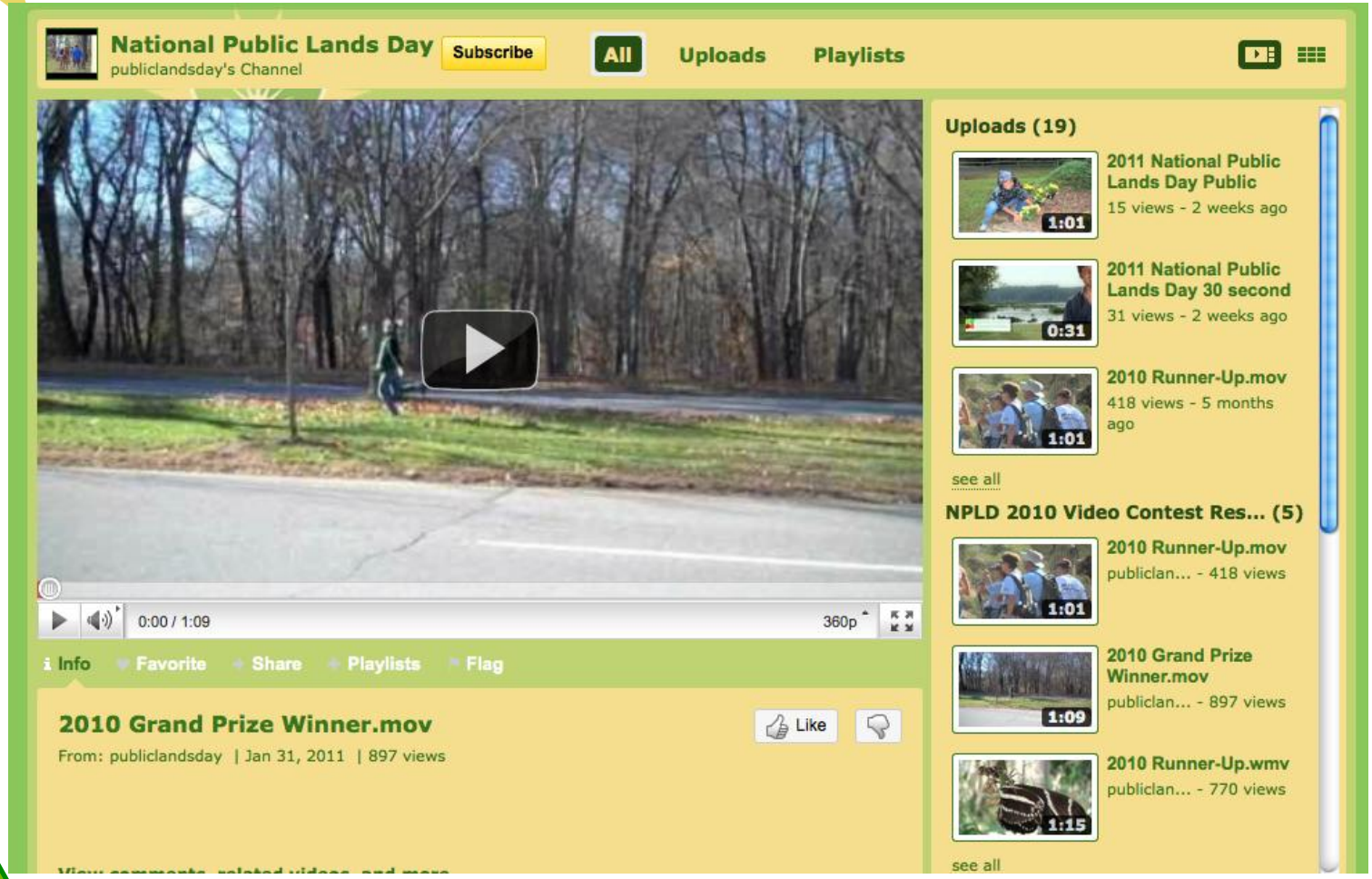
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1:01
2011 National Public Lands Day 30 second
31 views - 2 weeks ago
0:31
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418 views - 5 months ago
1:01
see all
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publiclan... - 897 views
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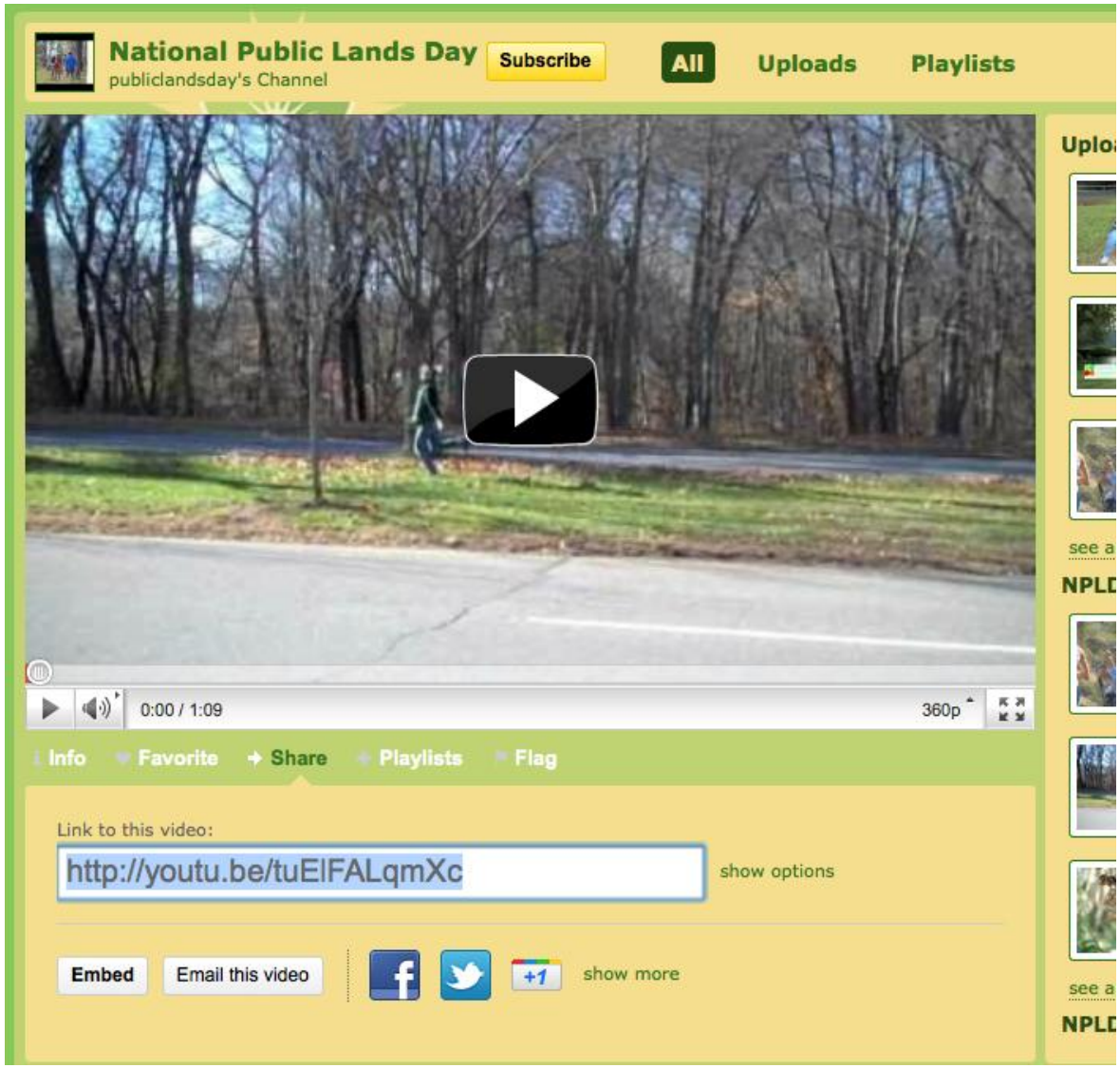
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http://youtu.be/tuElFALqmXc
show options
Embed
Email this video
+1
show more

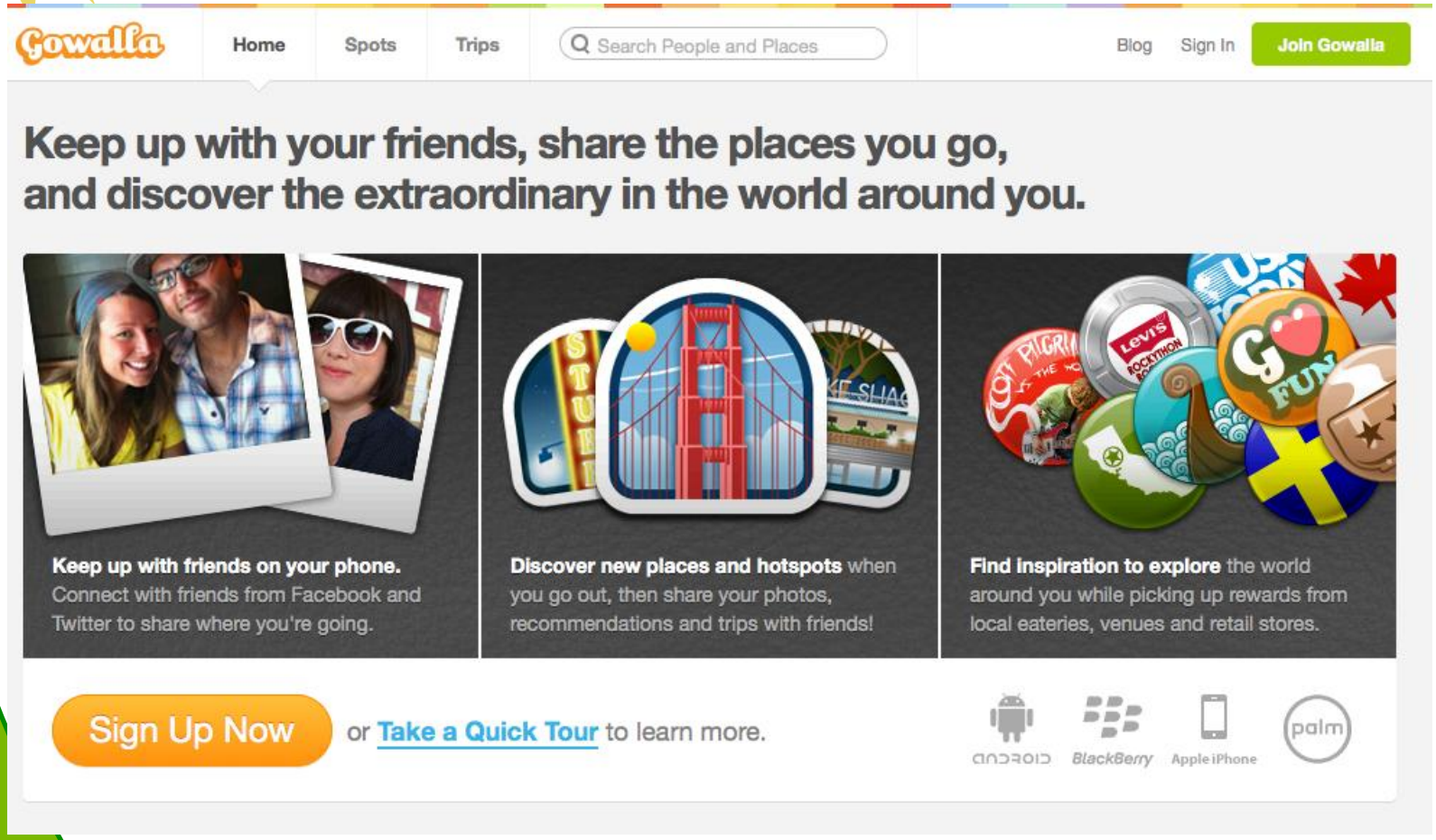
Social Media Outreach

- Link to your social media networks from your websites
- Share links to your website and social media networks in email signatures

Gowalla.com

- What is Gowalla?
- How are they helping promote NPLD?
- How can you use Gowalla for NPLD?

Gowalla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Keep up with friends on your phone. Connect with friends from Facebook and Twitter to share where you're going.
Discover new places and hotspots when you go out, then share your photos, recommendations and trips with friends!
Find inspiration to explore the world around you while picking up rewards from local eateries, venues and retail stores.
Sign Up Now
or Take a Quick Tour to learn more.
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BlackBerry
Apple iPhone
palm

Social Media Resources

Add a free, easy-to-use countdown widget to your website: http://www.widgetbox.com/widgets

Resources: http://mashable.com/guidebook/ and www.ehow.com

Connect with NPLD

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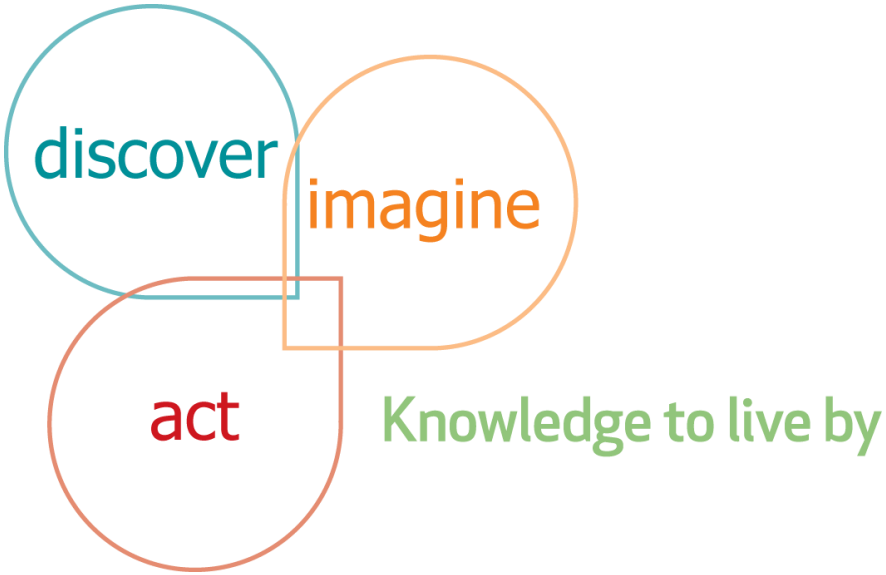
andsday

www.twitter.com/publiclandsday



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