



# Social Media 101

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# Who We Are



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# Resourceful Communities Overview



- Part of a national environmental nonprofit, The Conservation Fund
- Support grassroots network of community organizations, churches, and faith-based groups across rural North Carolina
- Our Mission: the TRIPLE BOTTOM LINE:
  - Social Justice
  - Environmental Stewardship
  - Community Economic Development

Learn more about the Conservation Fund at <https://www.conservationfund.org/>  
And Resourceful Communities at <http://resourcefulcommunities.org/>

# Importance of Social Media



Two-way communication  
with your community



Real-time updates for  
your community



Quick, easy to publish

# Facebook Page vs Facebook Group

- Facebook Page: What you want!
  - Designed for organizations and businesses to reach out to a large audience
  - Other organizations can tag your Facebook Page
  - Example: Conservation Trust for North Carolina
- Facebook Group:
  - Place where people with a common interest can connect
  - Example: Wrightsville Beach Lovers
- Help: [bit.ly/3Nj7U6T](https://bit.ly/3Nj7U6T)

# Best Practices

1

Determine your audience and keep them top-of-mind for every post

2

Determine your tone

- Facebook can be a bit more informal and conversational when sharing news and/or photos
- Stay more formal when sharing more serious content
- Steer toward more formal language when you're unsure

3

Post as often as you can! Aim in the beginning for weekly; aim toward daily as you feel more comfortable posting

# Best Practices



## Copy/Content length

Shorter the better

Break longer posts up into short paragraphs

Always add a photo!



## Copy/Content topics

Information sharing posts do well

Posts asking your audience to take an action don't always do well. If you don't get much engagement on a post like this, that's okay!

Pay-to-play

# Best Practices

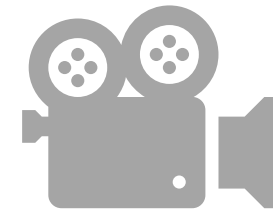


## Images

Again, always add an image!

Canva

High-resolution images are best; high-contrast images; avoid “loud” images; stay consistent with your fonts and colors and use your branded fonts/colors



## Video

Always keep your video under 2 minutes; under 90 seconds is even better; 30-90 seconds has been shown to be optimal, but oftentimes, the shorter the better




# Types of Posts: Photo

**The Conservation Fund**  
Published by Sprout Social · 4d · 🌐

Today, on the 75th anniversary of [#WorldHealthDay](#), we're highlighting [#HealthForAll](#). Do you know just how powerful trees are in helping maintain our health? According to our friends at the [Arbor Day Foundation](#), trees play a critical role in creating healthier, safer and more connected communities. Furthermore, neighborhood trees can reduce stress, improve overall health and development in children, and encourage physical activity. Through our Parks with Purpose program and protection of working forest landscapes across the country, we're honored to support local community health and vitality.

Aim to get outside this World Health Day!

👤 Stacy Funderburke



Alabamians and nearby residents will not want to miss this special event! Join us on the anniversary of the historic Freedom Rides — May 14 — to hear the moving, firsthand accounts of what Civil Rights champions experienced that day in Anniston and Birmingham, Alabama. This event is free and open to the public. Learn more: [bit.ly/3LR2z5v](#).

THE CONSERVATION FUND


**YOU'RE INVITED**

## Historic Freedom Riders Share Their Stories at 62nd Anniversary Event

Please join us for a public event and special opportunity to hear firsthand accounts from Freedom Riders and other Civil Rights leaders on the 62nd anniversary of the Anniston and Birmingham bus attacks of 1961.

When: **Sunday, May 14, 2023**  
1:30 p.m.

Where: **Greyhound Bus Station**  
618 19th Street North  
Birmingham, AL



**The Conservation Fund**  
Published by Sprout Social · 4d · 🌐




New River Gorge National Park and Preserve in [#WestVirginia](#) is as popular as it is magnificent. And now — with the addition of 963 acres to the preserve portion — it has even more to offer the public for outdoor recreation opportunities.

This addition, which we acquired in November 2021 and recently transferred to the [National Park Service](#), was made possible thanks to funding from federal [Land and Water Conservation Fund](#) and support from West Virginia's congressional delegation members U.S. Senator Joe Manchin III, U.S. Senator Shelley Moore Capito and U.S. Congresswoman Carol Miller.

Learn more: [bit.ly/410Xpsz](#)

👤 The Conservation Fund

[#LWCF](#) [#PublicLands](#)





## Types of Posts: Link

#California is experiencing a statewide wildflower #superbloom! 🌸 🌻

We're honored to help conserve some wonderful sites of this season's super bloom, including Chino Hills State Park in the foothills of the Santa Ana Mountains and Walker Canyon in the Temescal Mountains in Riverside County.

Learn more about our role in protecting the wildflowers of Walker Canyon: [bit.ly/34S4ofY](https://bit.ly/34S4ofY).



CONSERVATIONFUND.ORG

**Protecting the Poppies of Walker Canyon, Lake Elsinore, California | The Conservation Fund**

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# Link Shortening

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- Can make a link go from this: <https://www.conservationfund.org/impact/blog/climate/2810-conservation-s-role-in-a-cleaner-energy-future>
- To this: [bit.ly/3LU663H](https://bit.ly/3LU663H)
  - Can remove "https://"
- To make your post look cleaner
- Bitly official website: [bitly.com](https://bitly.com)



# When to Post

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- Overall, best times are between 8 a.m. and noon Tuesdays through Thursdays
- Try not to post important announcements on weekends (especially Sundays) since users are less active at this time compared to weekdays
- Try not to post Friday afternoons



# Meta Business Suite

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- What is it? A place where you can manage Facebook and Instagram (and ads) in one platform
- What can it help me do?
  - Schedule posts
  - Learn when your followers are online most and when they are more likely to see your content
  - Look at your calendar of posts
  - Schedule a week's worth of content so you don't have to post daily



# Additional Best Practices

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- Engage with others in your community!  
Like their content and comment when you like what they're sharing
- Share now vs. Share to feed
- Business Account Admins  
vs Page Admins
  - Learn more: [bit.ly/3O2oOHh](https://bit.ly/3O2oOHh)
- Ensure you have multiple admins on your account!



# Additional Best Practices

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- Ask people to engage with you and then *interact with them* when they do
- Emojis are fun on all platforms; use sparingly on LinkedIn
- Tag your partners and friends!
- Use hashtags



Strong post or post where improvements can be made?

On the heels of #EarthDay comes #NationalParkWeek, which runs from April 22-30.

There are more than 400 national parks across the country. Find one to enjoy this week: [bit.ly/3AxxhOsa](https://bit.ly/3AxxhOsa).

 Stacy Funderburke, Glacier National Park





Strong post or  
post where  
improvements  
can be made?

It's [#NationalGarlicDay!](#)

Dr. Silvia Abel-Caines and her husband Art Caines may be garlic's biggest fans! Together, they manage Garlic eScape — an Illinois certified organic business run on their 30-acre farm — to maximize nutritional benefits while paying careful attention to soil and plant health.

Learn more about Garlic eScape: [bit.ly/3o63tlg](https://bit.ly/3o63tlg).



CONSERVATIONFUND.ORG

**Garlic eScape | The Conservation Fund**

The Garlic eScape LLC is a vertically integrated, woman-owned farm with the mission of growi...



Strong post or  
post where  
improvements  
can be made?

Want to fight climate change?

We do! By sustainably managing and restoring land and forests, we're working toward a healthy future for our environment, our economy and for all people.

Learn how you can help: <https://www.conservationfund.org/.../responding-to...>



CONSERVATIONFUND.ORG

**Climate Change Solutions | The Conservation Fund**

Learn how The Fund works to find climate change solutions, including prote...





Strong post or  
post where  
improvements  
can be made?

We're thrilled to help [#Oklahoma](#) gain its first state forest!

The 11,000-plus acres of land 200 miles southeast of [#OklahomaCity](#) will be permanently conserved for eventual recreational access to support tourism and future regional outdoor and recreational business.

Learn more from [The Oklahoman](#): [bit.ly/3FTf5OJ](https://bit.ly/3FTf5OJ).



OKLAHOMAN.COM

**Nonprofit is working with the state to save trees and create Oklahoma's first state forest**

Strong post or  
post where  
improvements  
can be made?

This summer we celebrated the first anniversary of the #GreatAmericanOutdoorsAct, which ensured full and permanent funding for #LWCF! But what does that actually mean for America's favorite places?

For one, it means the permanent protection of more places like Sweetwater Lake, in Colorado—a beloved recreational space that we and the [U.S. Forest Service](#) recently secured with funding from LWCF. In our latest blog post, we reflect on how milestones like the passage of #GAOA and... [See more](#)



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**"Sweet" Conservation Win for a Colorado Treasure | The Conservation Fund**





Strong post or  
post where  
improvements  
can be made?

Today marks the 84th anniversary of the Appalachian Trail, one of most beautiful and world-renowned hiking paths in the world. In December, we worked with the Appalachian Trail Conservancy to protect nearly 600 acres of the AT's iconic viewshed around Roanoke, Virginia so that the footpath can continue to be cherished for millions of people to come.

<https://bit.ly/38ybvlv>



CONSERVATIONFUND.ORG

**Protections for McAfee Knob Views, A.T. Access | The Conservation Fund**

McAfee Knob Views, Appalachian Trail Access Points to Receive Additional Protections ROANO...

A large orange circle is positioned on the left side of the slide, partially overlapping the white background.

## Instagram Quick Tips

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More than one photo is better than one;

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However, when choosing photos, use images with the same orientation

A large orange circle is positioned on the left side of the slide, partially overlapping the white background. The text 'Instagram Quick Tips' is written in white, sans-serif font inside the circle.

## Instagram Quick Tips

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Really high-quality images  
will perform the best

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Do not add links  
(they don't hyperlink,  
meaning they're not  
clickable for your users)

# Resource Library

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- Bitly link shortener: [bitly.com](https://bitly.com)
- Canva: [canva.com](https://canva.com)
- Free images/video: [pixabay.com](https://pixabay.com)
- Free images/video: [unsplash.com](https://unsplash.com)
- Free images/video: [pexels.com](https://pexels.com)
- Free images/video: [storyblocks.com](https://storyblocks.com)
- Meta Business Suite: [business.facebook.com](https://business.facebook.com)
- Social media image size guide: [bit.ly/3pwujUv](https://bit.ly/3pwujUv)







# Questions

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