eeWEBINAR
MORE THAN A LIKE
BUILDING YOUR SOCIAL MEDIA STRATEGY
MARCH 22 3:00-4:00 PM ET

JIMENA CUENCA
CARRIE ALBRIGHT
POLL:

1. First time in social media. Help!
2. Know enough to try!
3. Ready to make an impact!
4. Looking for the next level of strategy
5. Can't wait to share my own tips & resources!
Roadmap

Setting meaningful objectives

Creating a content schedule and choosing platforms

Drafting language and accompanying imagery

Incorporating accessibility into each phase

Building community on social media

Accessing social media tools to track your efforts

ee360+  NAAEE
North American Association for Environmental Education
Quick Definitions

Goal: high-level **points of progress**, usually aligned to your organization’s mission

Objectives: **measurable, concrete actions** working to help you achieve your goal

Tactics: **high-impact activities** to reach objectives

bit.ly/3JUfKwG
Quick Definitions

A **communications strategy** maps your outcomes and helps you identify multiple communication channels for achieving your goals.

**Social strategy** helps you develop objectives and tactics relevant to social media spaces. This strategy is one part of your overall communications strategy.

Are your objectives connected to your organization goals or tied to the issues you’re addressing?

Are your objectives supported by what you have tried in the past?

Do your objectives take into account your audience?

Are your objectives achievable within a set timeframe?

Definitions created from notes after attending an [18 Million Rising webinar](#)
Setting meaningful objectives

Goals for your social media strategy

What’s the purpose of social media for our organization?

What does social media do for our organization?

What value does our social media deliver to our audience?

Examples

- Growing your audiences,
- Reaching specific audiences
- Increasing engagement
- Building your brand, your visibility, your tone
- Cultivating trust with and in your community
Goal is to recognize environmental education leadership

Objective: Motivate people to promote the 2023 EE 30 Under 30 Call for Nominations by March 29

Audience: People linked to broader inclusion-forward networks involved in the field of EE and with connections to our target nomination demographic

Tactics: Newsletters, email, social media, videos featuring alumni
How do we define community on social media? Three categories:

- Already connected to you (followers)
- Ambassadors
- Issue-adjacent accounts who aren’t familiar with you yet (potential followers)
Setting meaningful objectives

“The more clearly you define your audience, the more strategic you can be about engaging that audience.”

Physiograph infographic from Mindful Messaging
Setting meaningful objectives

Roll out lead and team:

Action you want audience to take:

•

Audiences:

•

Key Messages: (consider barriers and motivations)

•

Outreach Objectives to be Measured: (examples)

• # pledge signups (Objective: 2000 number of educators sign up for the pledge)
• Press pickups/mentions (Objective: At least 2 journalists share the campaign nationally.)
• Outreach efforts to help analyze efforts: newsletter click throughs, page views, social, etc

Start your outreach plan

Goals

Objectives

Audiences

ee360+ | NAAEE
North American Association for Environmental Education
## Content, Placement, and Timing

<table>
<thead>
<tr>
<th>2023 Month</th>
<th>March</th>
<th>COMMS IN MARCH</th>
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<tbody>
<tr>
<td><strong>Goal:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week of (Mon. Start)</td>
<td>Mar 6</td>
<td>Mar 13</td>
</tr>
<tr>
<td><strong>Key Dates &amp; Events</strong></td>
<td>Developmental Disability Awareness Month, Women's History Month</td>
<td></td>
</tr>
<tr>
<td><strong>Program/Project</strong></td>
<td></td>
<td></td>
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<tr>
<td>Newsletter</td>
<td>March 8 newsletter</td>
<td>March 22 newsletter</td>
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<tr>
<td>Conference</td>
<td>Call for Presentations Launch</td>
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<td>PLT Webinar</td>
<td>eeWEBINAR March 22</td>
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<tr>
<td>Project</td>
<td>Launch</td>
<td>Applicant Webinar</td>
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<td>March 5</td>
<td>March 6</td>
<td>March 7</td>
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<td>March 12</td>
<td>March 13</td>
<td>March 14</td>
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<td>March 19</td>
<td>March 20</td>
<td>March 21</td>
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<td>March 26</td>
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<td>March 28</td>
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<td>April 2</td>
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<td>April 9</td>
<td>April 10</td>
<td>April 11</td>
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<td>April 16</td>
<td>April 17</td>
<td>April 18</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>
Where do I have the largest community?
Where do I see the most engagement?
Where do I know I want to be more present, I just haven’t done it yet?
<table>
<thead>
<tr>
<th>Platform</th>
<th>Suggests recommended times</th>
<th>Allows scheduling</th>
<th>Editing after Post (text only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Instagram</td>
<td>Yes (in Meta, not in IG)</td>
<td>Yes (in Meta, not in IG)</td>
<td>Yes</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>No</td>
<td>YES</td>
<td>Yes</td>
</tr>
<tr>
<td>Twitter</td>
<td>No</td>
<td>Yes (Single tweets, not threads)</td>
<td>No</td>
</tr>
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</table>
## When should you post?

<table>
<thead>
<tr>
<th>Social Media Posting</th>
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</thead>
<tbody>
<tr>
<td>Tuesday: 2am, 4am, and 9am EST</td>
</tr>
<tr>
<td>Thursday: 10 AM - 2 PM, 6 - 7 PM</td>
</tr>
<tr>
<td>Monday through Friday, 9 a.m.-4 p.m.</td>
</tr>
<tr>
<td>9:00 AM to 6:00 PM during weekdays</td>
</tr>
<tr>
<td>8AM–12PM PST, or else 4–5PM PST</td>
</tr>
</tbody>
</table>

*It. just. depends.*
Content, Placement, and Timing

Post at the most popular times
Behaviors tend to average out:

Post when it makes sense for you.

Does your community have patterns?
- Scrolling in the early morning?
- Engaging and following up on content around lunch?
- Prepping for week over the weekend?

Examine your own data!

Still want an answer? **11 AM–2 PM** in your timezone of choice.
Highly competitive but also high activity from the average user.
Drafting language and accompanying imagery

- Get attention & build excitement
- Problem-solving
- Specific tone (curious, whimsical, intense)
- Images vs videos vs link previews

- Storytelling
- Resource, funding, or opportunity
- Change in usual tone
- Sequential posts
- Collaborations or partner tags

- Standout (fun facts, quotes, personality!)
- Last push
- Succinct logistics
- Sequential posts
- Calls to respond, questions, surveys
Drafting language and accompanying imagery

Get attention & build excitement

* Big, bold event theme
* Simple and easy to remember image
* Pinned post, which has consistent exposure
* Highest volume of likes and comments in 12 months
Join our Greening School Grounds & Outdoor Learning panel at the Learning Planet Institute Festival 2023. Come together and learn to take care of oneself, others and the planet!

* “Learn to take care of oneself, others and the planet”
Drafting language and accompanying imagery

* Co-posted with an EE 30 Under 30 alumnus on IG
* Twice the reach
* Three times the engagement
* Great for both of us!
"He just wanted to be outside because it made him feel good, even if he didn’t understand why." Nelson Holland was immediately at home in nature when he first came to Colorado, yet as a fat, Black man, the sense of belonging took more time. Meet Nelson and learn how he found his joyful place in nature and inspired others while doing it. #RepresentationMatters #BlackInNationalParks #BlackInNature https://coloradosun.com/.../nelson-holland-outdoors.../
Join us for a presentation by Robin Wall Kimmerer, author of Braiding Sweetgrass, tonight at 7 PM CT!

Everyone who registers is entered in a drawing to win a SIGNED copy of the book. You can register for the free virtual event at https://www.crowdcast.io/c/leopoldweek23

**Last push: Urgency, ease**

- Last minute reminder of event
- Video invitation
- Incentive to attend
- Easy link access
Standout: Quote, stats, fun facts, personality!

* National Park Service is renowned for its humorous yet educational posts

* 34% of consumers follow their favorite brands on social to see the brand’s personality.

Sprout Social 2023 Trends Report
Tip #1: Hashtag capitalization

“CamelCase”

- Default capitalization for Facebook, Instagram, LinkedIn, and Twitter prompts
- Example:  #blackinnpsweek  vs.  #BlackInNPsWeek
Tip #2: URLs and bio links

Solution 1: Add content to your website

Solution 2: Easy to find URL such as bit.ly/MoreThanALike2023

Solution 3: Link in Bio tool
Incorporating accessibility into each phase

**Copy**
- Language choice
  - Tip #6 Digital DEI Communications
- Plain language
  - Hemingway App

**Images**
- Image descriptions
  - “How to Write an Image Description” tutorial

**Images (contd)**
- Contrast
  - Web AIM Contrast Checker, High Color Contrast
- Image choice
  - Tip #4 Digital DEI Communications

**Videos and audio**
- Captions
  - Otter Ai, Kapwing
Drafting language and accompanying imagery

<table>
<thead>
<tr>
<th>File Name</th>
<th>Source</th>
<th>Credit</th>
<th>Alt text</th>
<th>Caption</th>
<th>Event date</th>
<th>Event Title</th>
<th>Keywords</th>
<th>Permissions</th>
<th>Release form</th>
<th>Approved Use</th>
<th>Location of photo shared online</th>
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<tbody>
<tr>
<td>forest-sunlight.jpg</td>
<td>Shutterstock</td>
<td>Photo credit: Photographer's name</td>
<td>Sunlight streams through a forest</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>forest, outdoors, sunlight</td>
<td>Credit attribution not required for this file</td>
<td>N/A</td>
<td>Social media, websites</td>
<td>Link to main website</td>
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<tr>
<td>group-people-lead-ship.jpg</td>
<td>Staff member</td>
<td>Photo credit: Team</td>
<td>A group of people sitting at a table in the outdoors</td>
<td>Environmental educators collaborating in Leadership Workshop, Photo credit: Team</td>
<td>3/16/2023</td>
<td>Leadership Workshop</td>
<td>leadership, project title, group, people, outdoors, collaboration</td>
<td>Link to folder</td>
<td>Link to Leadership Workshop webpage</td>
<td></td>
<td></td>
</tr>
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</table>

**What to consider when creating an image library:**

- Adhere to copyright and terms of use
- Respect attribution and include instructions for photo credits
- Keep a running document of photo assets
- Keep documentation of photos requiring release forms
Building community on social media
Building community on social media

quote  retweet  love  reaction  repost  share  support  reply  time  engagement  reach  views  likes  comment  ee360+  naaee
Accessing social media tools to track your efforts.

**Reach**  
- Impressions

**Engagement**  
- Likes/Loves/Etc.
- Replies/Comments
- Engagement Rate

**Share/Repost**  
- Retweet/Quote
- Add to Stories

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How many users are being shown your post?

How many ways are users engaging with your post? What is the “quality” of your post?
- Engagement rate = engagements ÷ impressions

How are people expanding your reach by advocating for your post via shares?
- 90% of people trust their friends and family’s input over other sources.
Engaging community

- Replying to comments
- Adding questions to posts
- Engagement tools by platform: IG Story features, Twitter and LinkedIn polls, etc.
- Sharing posts from those in your social community
POLL:
What tool(s) do you use to track your social media performance?
Accessing social media tools to track your efforts

A. Use interface reporting
B. Create your own analysis
C. Use a third party tool
Accessing social media tools to track your efforts

Option A:
Use interface reporting
Accessing social media tools to track your efforts

Option A: Use interface reporting

Export data to get additional metrics like “detail expands” and new “follows”
### Option B: Create your own analysis

Accessing social media tools to track your efforts

<table>
<thead>
<tr>
<th>Program/Hashtag</th>
<th>Platform</th>
<th>Date</th>
<th>Time</th>
<th>Message &amp; Copied Link</th>
<th>Reach</th>
<th>Reactions</th>
<th>Comments</th>
<th>Shares</th>
<th>Link Clicks (Manual)</th>
<th>Total Engagements</th>
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<tbody>
<tr>
<td>eePRO</td>
<td>Facebook</td>
<td>Jan 3, 2023</td>
<td>14:02</td>
<td>[Copy ]</td>
<td>398</td>
<td>21</td>
<td>2</td>
<td>4</td>
<td>9</td>
<td>36</td>
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</tbody>
</table>
Option B: Create your own analysis

### Accessing social media tools to track your efforts

#### Day of Week or Time of Day

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>DAY</th>
<th>TIME</th>
<th>MESSAGE</th>
<th>REACH</th>
<th>ENG</th>
<th>ENG. RATE</th>
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</thead>
<tbody>
<tr>
<td>FACEBOOK</td>
<td>Thursday</td>
<td>4:25:00 PM</td>
<td>Extra! Extra! The #NAEE2022 is seeking all</td>
<td>950</td>
<td>22</td>
<td>2.32%</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>Thursday</td>
<td>4:25:00 PM</td>
<td>Extra! Extra! The #NAEE2022 is seeking all</td>
<td>490</td>
<td>149</td>
<td>30.41%</td>
</tr>
<tr>
<td>LINKEDIN</td>
<td>Thursday</td>
<td>6:45:00 PM</td>
<td>Extra! Extra! The #NAEE2022 is seeking all</td>
<td>417</td>
<td>21</td>
<td>5.04%</td>
</tr>
<tr>
<td>TWITTER</td>
<td>Thursday</td>
<td>4:25:00 PM</td>
<td>Extra! Extra! The #NAEE2022 is seeking all</td>
<td>753</td>
<td>49</td>
<td>6.51%</td>
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<tr>
<td>INSTAGRAM</td>
<td>Wednesday</td>
<td>5:01:00 PM</td>
<td>Educating for Change</td>
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<td>80</td>
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<tr>
<td>TWITTER</td>
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<td>8:00:00 AM</td>
<td>Call for Proposals! Join the #NAEE2022</td>
<td>2,042</td>
<td>62</td>
<td>3.04%</td>
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<tr>
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<td>8:00:00 AM</td>
<td>Call for Proposals! Join the #NAEE2022</td>
<td>1,358</td>
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<tr>
<td>LINKEDIN</td>
<td>Thursday</td>
<td>8:00:00 AM</td>
<td>Call for Proposals! Join the #NAEE2022</td>
<td>291</td>
<td>15</td>
<td>5.15%</td>
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<tr>
<td>TWITTER</td>
<td>Friday</td>
<td>5:18:00 PM</td>
<td>#NAEE2022 Proposal Review</td>
<td>165</td>
<td>6</td>
<td>3.64%</td>
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<tr>
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<td>#NAEE2022 Proposal Review</td>
<td>107</td>
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<tr>
<td>LINKEDIN</td>
<td>Friday</td>
<td>5:18:00 PM</td>
<td>#NAEE2022 Proposal Review</td>
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<td>3.84%</td>
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<tr>
<td>TWITTER</td>
<td>Tuesday</td>
<td>3:55:00 PM</td>
<td>#NAEE2022 is seeking all types of proposals</td>
<td>2,111</td>
<td>47</td>
<td>2.23%</td>
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<tr>
<td>LINKEDIN</td>
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<td>3:55:00 PM</td>
<td>#NAEE2022 is seeking all types of proposals</td>
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<td>North American Association</td>
<td>212</td>
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<td>INSTAGRAM</td>
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<td>North American Association</td>
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<td>126</td>
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<td>TWITTER</td>
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<td>6:10:00 PM</td>
<td>Scholars and students, we encourage</td>
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<tr>
<td>FACEBOOK</td>
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<td>Scholars and students, we encourage</td>
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<td>Passionate members of the</td>
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<td>11</td>
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<td>26</td>
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<tr>
<td>LINKEDIN</td>
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<td>4:01:00 PM</td>
<td>Passionate members of the</td>
<td>351</td>
<td>26</td>
<td>7.41%</td>
</tr>
<tr>
<td>TWITTER</td>
<td>Tuesday</td>
<td>6:25:00 PM</td>
<td>Do you dream of being known?</td>
<td>203</td>
<td>16</td>
<td>7.88%</td>
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## Follower Growth

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<th>Twitter</th>
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<tbody>
<tr>
<td>1/1/2022</td>
<td>15,898</td>
<td>3,195</td>
<td>5,981</td>
<td>6,788</td>
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<tr>
<td>2/1/2022</td>
<td>18,565</td>
<td>3,253</td>
<td>6,130</td>
<td>6,834</td>
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<td>3/1/2022</td>
<td>18,612</td>
<td>3,287</td>
<td>6,267</td>
<td>6,868</td>
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<tr>
<td>4/1/2022</td>
<td>18,717</td>
<td>3,345</td>
<td>6,423</td>
<td>6,922</td>
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<tr>
<td>5/1/2022</td>
<td>18,881</td>
<td>3,430</td>
<td>6,611</td>
<td>6,962</td>
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<tr>
<td>6/1/2022</td>
<td>18,965</td>
<td>3,461</td>
<td>6,774</td>
<td>6,998</td>
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<tr>
<td>7/1/2022</td>
<td>19,017</td>
<td>3,527</td>
<td>6,922</td>
<td>7,044</td>
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<tr>
<td>8/1/2022</td>
<td>19,123</td>
<td>3,604</td>
<td>7,114</td>
<td>7,100</td>
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<td>3,904</td>
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<td>4,109</td>
<td>7,929</td>
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<td>4,201</td>
<td>8,304</td>
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<td>3/1/2023</td>
<td>19,486</td>
<td>4,306</td>
<td>8,535</td>
<td>7,235</td>
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### Option B Bonus:
Create your own analysis
## Accessing social media tools to track your efforts

<table>
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<th>DATE</th>
<th>Facebook</th>
<th>Instagram</th>
<th>LinkedIn</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1/2022</td>
<td>0.37%</td>
<td>1.17%</td>
<td>2.57%</td>
<td>0.85%</td>
</tr>
<tr>
<td>2/1/2022</td>
<td>14.36%</td>
<td>1.81%</td>
<td>2.43%</td>
<td>0.68%</td>
</tr>
<tr>
<td>3/1/2022</td>
<td>0.25%</td>
<td>1.03%</td>
<td>2.18%</td>
<td>0.49%</td>
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<tr>
<td>4/1/2022</td>
<td>0.56%</td>
<td>1.72%</td>
<td>2.43%</td>
<td>0.78%</td>
</tr>
<tr>
<td>5/1/2022</td>
<td>0.87%</td>
<td>2.47%</td>
<td>2.84%</td>
<td>0.57%</td>
</tr>
<tr>
<td>6/1/2022</td>
<td>0.44%</td>
<td>0.91%</td>
<td>2.42%</td>
<td>0.52%</td>
</tr>
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</table>

### Option B Bonus: Follower analysis
Benefits:

- One tool for scheduling posts
- Recommendations based on your traffic
- Automated reporting (*think End of Year reports)
- Quick insights to trend shifts and top performers

Examples:

- Hootsuite
- Loomly
- Buffer
- Later
Accessing social media tools to track your efforts

How should your next steps be informed by your data?

- Are your efforts having the desired impact? (I.e. Objective)
  - Which posts are having the intended effect?
    - What did these posts include?
      - Images vs Videos vs Link Previews
      - Collaborations or partner tags
      - Storytelling
      - Calls to respond, questions, surveys
      - Resource, opportunity, funding
      - Sequential posts
      - or other content variables!
How is your community connected?

How is your community showing its uniqueness?

Reassess and go again!
Communications Strategy

Worksheet: Goals and Objectives - https://docs.google.com/document/d/1AMzKkPX7VkH6-WZAzYEv6L24-XKAw_OFACPuDyWG8Ya/edit

Mindful Messaging - https://mindfulmessaging.spitfirestrategies.com/#tab4

Image sources

Image Assets Template - https://docs.google.com/spreadsheets/d/1DMD3uJC1-Wppj_B_afT51zn-q1jryFT_Z8xptcu-3s/edit


EDUImages by All4Ed - https://images.all4ed.org/

Climate Visuals - https://climatevisuals.org/

Link in Bio

Blog post with options - https://bloggingwizard.com/linktree-alternatives/

Data Tracking

Data Analysis template - https://docs.google.com/spreadsheets/d/1OBtdRxWURA-z49CdynrWGwraJc2YGdfkkvCpcC0vFiM/edit#gid=889193379

Social Follower template - https://docs.google.com/spreadsheets/d/13fx1WjrRDmtoWJB9gwpB-5fqtt8hquiTJoBwNNbg5w/edit#gid=840601792
Q&A from Attendees
“Above the fold” content

- How much of your text can be seen before it’s cut off?
- If your post is image-based, can users see the link you’re referencing or the heart of your message?
- Pay attention to what can be seen from one platform to another and alter your text as needed.
Accessing social media tools to track your efforts

Option A: Use interface reporting
Accessing social media tools to track your efforts

**Data:**

- Select **Placement** (Filter) and **Columns** to see performance metrics such as Reach and Likes
- Export data if it’s easier!

**Option A:**

Use interface reporting