## Chapter Communications Training

facebook

5/06/21



## What We're Covering

- Establishing consistency.
- Pros and Cons of Pages and Groups.
- Creating Content: Building a Social Media Calendar.
- Resharing Content: Why, Where, & How.
- Collaboration.



## Why This Training Now?

- Chapter member requests.
- Succession planning.
- Alliance capacity expanded with AmeriCorps VISTA interns.
- Expanded pandemic audience.
- Desire to increase collaboration between the Alliance and its chapters.
- Increased volunteer interest related to social media.

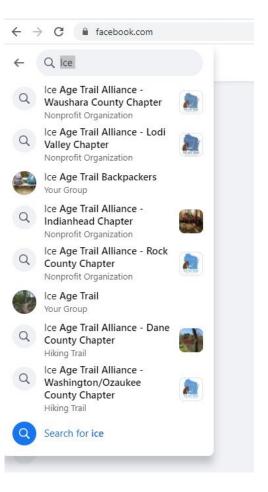


## Establishing Consistency

### Naming Protocol

- Name of Facebook page:
   Ice Age Trail Alliance Name of Chapter
   i.e. Ice Age Trail Alliance Rock County
   Chapter
- Name of Facebook group:
   Name of Chapter Ice Age Trail
   i.e. Rock County Chapter Ice Age Trail

**Why:** When people search for the Alliance and its chapters, we are easily found as Facebook generates a list.



### Logo Use

Facebook Page – Profile image: Ice Age Trail Alliance logo

**Why:** This usage helps people quickly identify which pages and groups belong under the Ice Age Trail Alliance umbrella, versus fan pages.

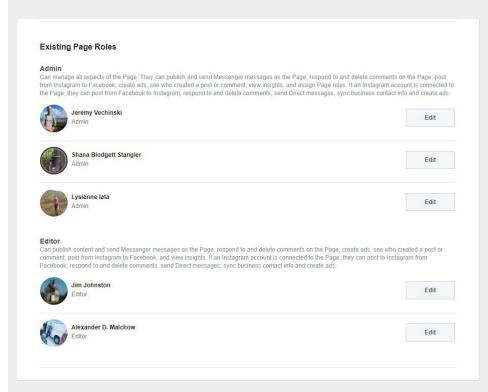


### **Admins**

#### Additional admins:

Please invite IATA staff to be page or group admins (Brad Crary and Lysianne IATA).

**Why:** If your social media coordinator quits, there is a way to assign a new person the role and to remove the previous individual.



### **Event Co-Hosts**

Please invite the Ice Age Trail Alliance Facebook page to be a co-host for your Facebook events.

**Why:** This alerts IATA communications team to the event's existence and details, and we can more easily help share it.



Brooklyn Wildlife Trail Race 2020 6688 French Town Rd, Belleville, WI 53508 9724 United States



7th Annual Headlamp Hustle Trail Run Indian Lake County Park May 29, 2020, 7:00 PM



Hiking Wisconsin's Ice Age Trail at Delta Beer Lab Delta Beer Lab Jan 14, 2020, 6:30 PM



OutWiGo Snow! - Lapham Peak Kettle Moraine State Forest Lapham Peak Unit W329 N846 County C, Delafield, WI 53018



Winter Now Summer Later Outdoor Activities Expo. Free. Monona Public Library



Solstice Hike Crossroads Coffeehouse Dec 20, 2019, 5:30 PM

Jan 4, 2020, 1:00 PM

## Pages and Groups



## Pros: Pages versus Groups

### **PAGES:**

**Boosting Posts:** Paid advertising promotes beyond page followers.

Events: Can generate FOMO.

**Scheduling:** Posts can be scheduled.

Fundraisers: Followers' fundraising

initiatives.

### **GROUPS:**

**Less Pressure to Post:** Engagement is shared by members of the group.

**A Community:** Area enthusiasts can come together to share interests.

**Scheduling:** Posts can be scheduled.

Photo Library: maintained.

hike photos

## Cons: Pages versus Groups

### **PAGES:**

**Pressure to Post:** Recommend 2 to 3 times a week.

**Need for Content:** Social media calendar.

**Budget:** Boosting requires funding.



#### **GROUPS:**

**Fragile Environment:** Members of group can compromise purpose.

**Rules of Engagement:** Rules must be established.

**Monitoring:** Adherence to guidelines.



## Creating Content



## Content Planning: Facebook Page



### Regular Content

- Upcoming Chapter/MSC Events
- Event Recaps and Photos
- Trail Community Events
- Volunteer or Segment Spotlights
- IAT Photography
- National Day Calendar Celebrations
  - Examples: Federal Holidays, Hallmark Holidays, Endangered Species Day, National Poetry Day, National Cookie Day, etc
- 2-3 times a week

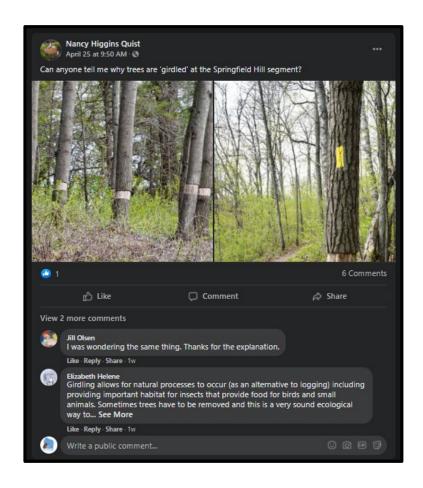
### Calendar Template

- Mondays: Upcoming Events
- Tuesdays: #TrailbuildingTuesday or land stewardship event recaps
- Wednesdays: Volunteer or IAT Segment Spotlights
- Thursdays: Photography/Misc.
   Event Reminders
- Fridays: #FunFactFriday sharing knowledge related to the Trail, WI, nature, geology, etc.

## Content Planning: Facebook Group

### Group Engagement

- Connect with group members
  - 'Like' posts (visibly active)
  - Respond to questions
- Discussion Facilitation
  - "What is your favorite trail snack?"
  - "What is your favorite glacial features along the Ice Age Trail?"
  - Bonus: add a photo
- Event announcements
- Volunteer and Segment Highlights
- 1 time per week



## Creating a Post

#### **Write Content**

- Simple description: who, what, when, where, why
- Add Link(s)
- Photo credit
- Hashtags

#### **Add Photo**

 Photo Selection: at least 1 MB for a clear picture

**PHOTO EXAMPLE:** 



Mark your calendars and reconnect with the Ice Age National Scenic Trail in 2021! We will be back this year with a variety of trailbuilding and land stewardship volunteering events &

Due to the uncertainty of COVID-19, similar safety protocols to last season will be practiced, including mask use in group settings and social distancing. Volunteers will not have the same base camp amenities as Mobile Skills Crew (MSC) events of the past, but the projects' organization and professional heart remain, along with camaraderie and fun!

See our schedule of 2021 Reconnect events here: https://www.iceagetrail.org/2021-reconnect-events/

: Volunteers build tread on the Walla Hi Segment during a Mobile Skills Crew (MSC) trailbuilding event in 2017. Photo by Cameron Gillie.

#IceAgeTrail #MyHappyPlace #Land4All #TravelWisconsin #OutWiGo #FindYourPark #FindYourTrail #OptOutside #HowWiHelp #LandTrust #ExploreWisconsin #Trailbuilding #MobileSkillsCrew #MSC #LandStewardship



## Creating a Post

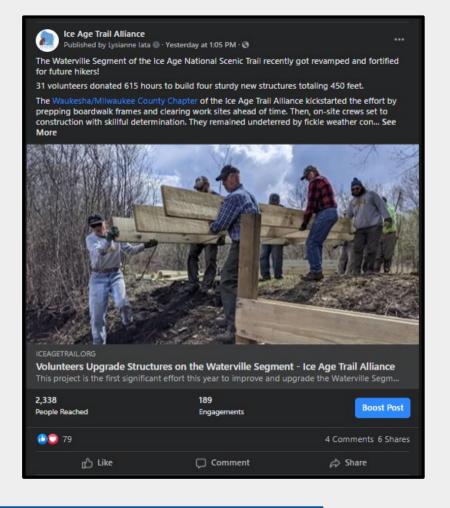
#### Write Content

- Simple description: who, what, when, where, why
- Add Link(s)
- Photo credit
- Hashtags

#### Add Link

Link provides the photo

**LINK EXAMPLE:** 



### Photo Selection

### Photo quality matters!

Photos around 1000 KB
 (1 MB) or larger are preferred

### **Photo Selection**

- Relate the photo subject matter to the post topic
- Remember photo credit!



in Langlade County. Photo by Cameron Gillie.

### Tagging

### @name of organization

**Why:** Tagged organizations will have the opportunity to be notified and share the post with their audiences. Facebook users can learn more about event sponsors.



Dash, splash, and more at Hartland's Bark River Bash! 📥 📀

The Ice Age Trail Community of Hartland will be holding the Hartland Bark River Bash on May 1st. hosted by the Kiwanis Club of Hartland and Downtown Hartland.

The Waukesha/Milwaukee County Chapter of the Ice Age Trail Alliance is an event sponsor and will have a table at Nixon Park (click the link below to find an event map).

Join the Chapter at 10:00 AM for a tour of the Ice Age National Scenic Trail between Nixon Park and Centennial Park. Stop by their table prior to the hike for a chance to see Monty in his natural habitat!

Find itinerary and event map here:

https://www.downtownhartland.com/bark-river-bash/

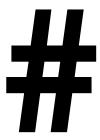
FB event page here: https://www.facebook.com/events/271826551017060/



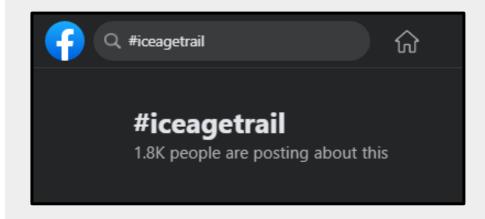
Saturday, May 1st | 10:00 AM - 2:00 PM

PADDLING RIVER RUN / RUBBER RUCK DERBY / HAMMER-SCHLAGEN CRAFT AND VENDOR SALE / BEER / MUSIC / FOOD

## Hashtags

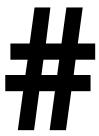


**Why:** Hashtags are a way for social media users to search for related content.



#IceAgeTrail #MyHappyPlace #Land4All #TravelWisconsin #OutWiGo #FindYourPark #FindYourTrail #OptOutside #HowWiHelp #LandTrust #ExploreWisconsin #GetOutside

### Hashtags



Hashtags can be placed at bottom of slide to improve readability

Add additional hashtags as needed that relate to the post



Ice Age Trail Alliance

Published by Elena Mederas 💿 · April 22 at 11:16 AM · 🔇

Happy Earth Day!

This Earth Week, a small but dedicated group of volunteers have been constructing boardwalk along the Waterville Segment of the Ice Age National Scenic Trail.

Their efforts to build four boardwalks from April 21-23 will help hikers access the natural beauty of the Kettle Moraine in Waukesha County.

Thank you, volunteers!

The boardwalk builders of Waukesha County take on the task of replacing four bridges and boardwalks on the Waterville Segment. Photos by Patrick Gleissner and Dave Caliebe.

#iceAgeTrail #MyHappyPlace #Land4All #TravelWisconsin #OutWiGo #FindYourPark #FindYourTrail #OptOutside #HowWiHelp #LandTrust #ExploreWisconsin #Trailbuilding #ReconnectWithThelceAgeTrail #Boardwalk #BoardwalkConstruction #EarthDay #EarthDay2021 #EarthWeek

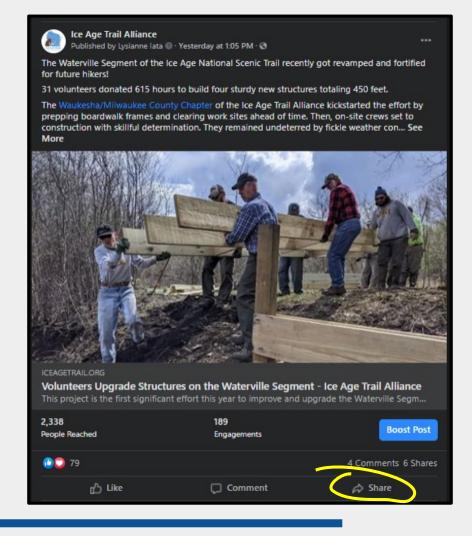


### Resharing Content



# Share content from other organizations!

The Ice Age Trail Alliance Facebook
 Page and other pages are resources
 for shareable content



## List of potential content sources:



### **Local Partner Organizations**

- Ice Age Trail Alliance
- Wisconsin DNR
- Travel Wisconsin

### **Wisconsin-based Organizations**

- Discover Wisconsin
- Aldo Leopold Foundation
- The Nature Conservancy in WI
- Wisconsin Breeding Bird Atlas
- Groundswell Conservancy
- UW-Madison Arboretum

### **National Organizations**

- American Hiking Society
- PNTS
- Backpacker Magazine

#### Additional sources:

- Local/National News Outlets
- WI Universities
- Trail Community Chambers of Commerce and Tourism Organizations
- Local Nature Centers

### Ice Age Trail Facebook Group

Join the <u>Ice Age Trail</u> Facebook Group to connect with over 19,000 Ice Age Trail Enthusiasts!

**Why:** Connect with IAT users, share Chapter content with a larger audience and see IAT pictures and stories from across Wisconsin.



## We're in This Together!



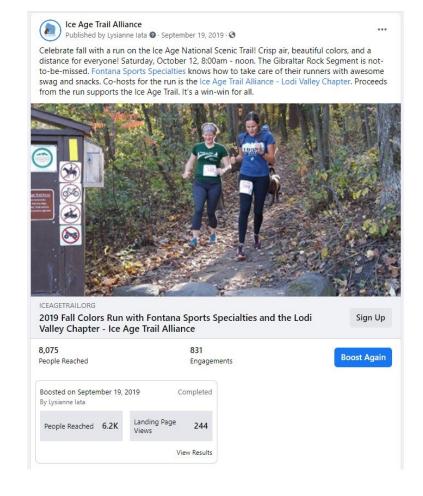
## We're in This Together

- One-on-one training/brainstorming
- Bi-monthly or quarterly social media coordinator meetings.
- Connecting chapters to interested volunteers.
- Boosting chapter events.
  Goal: Develop album of stock images for chapters to use on flyers.
  Longer-Term Goal: Seasonal
- evergreen posts.



## Collaboration Examples

- Waukesha/Milwaukee County Chapter 'Close the Waterville Gap' fundraising campaign.
- Central Moraines Chapter Hike-A-Thon.
- Lodi Valley Chapter Fall Color Run.
- Dane County Communications Team.



## Thank You for Joining Us!

