Chapter Communications Training

facebook

5/06/21

ICE AGE TRAIL
ALLIANCE

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.
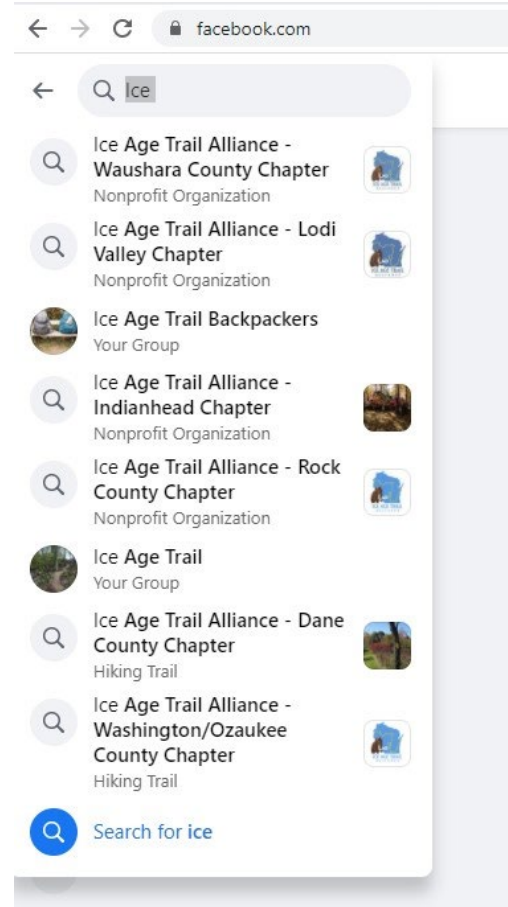
Logo Use

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.

Existing Page Roles

Admin
Can manage all aspects of the Page. They can publish and send Messenger messages as the Page, respond to and delete comments on the Page, post from Instagram to Facebook, create ads, see who created a post or comment, view insights, and assign Page roles. If an Instagram account is connected to the Page, they can post from Facebook to Instagram, respond to and delete comments, send Direct messages, sync business contact info and create ads.

Jeremy Vechinski
Admin   Edit

Shana Blodgett Stangler
Admin   Edit

Lysianne Iata
Admin   Edit

Editor
Can publish content and send Messenger messages as the Page, respond to and delete comments on the Page, create ads, see who created a post or comment, post from Instagram to Facebook, and view insights. If an Instagram account is connected to the Page, they can post to Instagram from Facebook, respond to and delete comments, send Direct messages, sync business contact info and create ads.

Jim Johnston
Editor   Edit

Alexander D. Malchow
Editor   Edit

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.

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: hike photos maintained.

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**
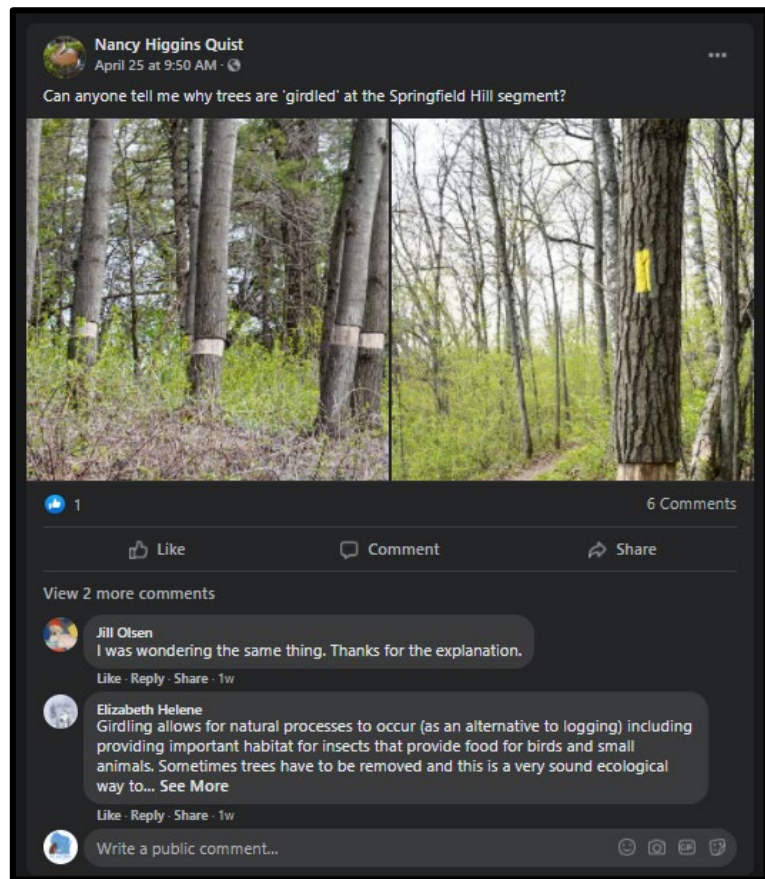
Creating a Post

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:

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:
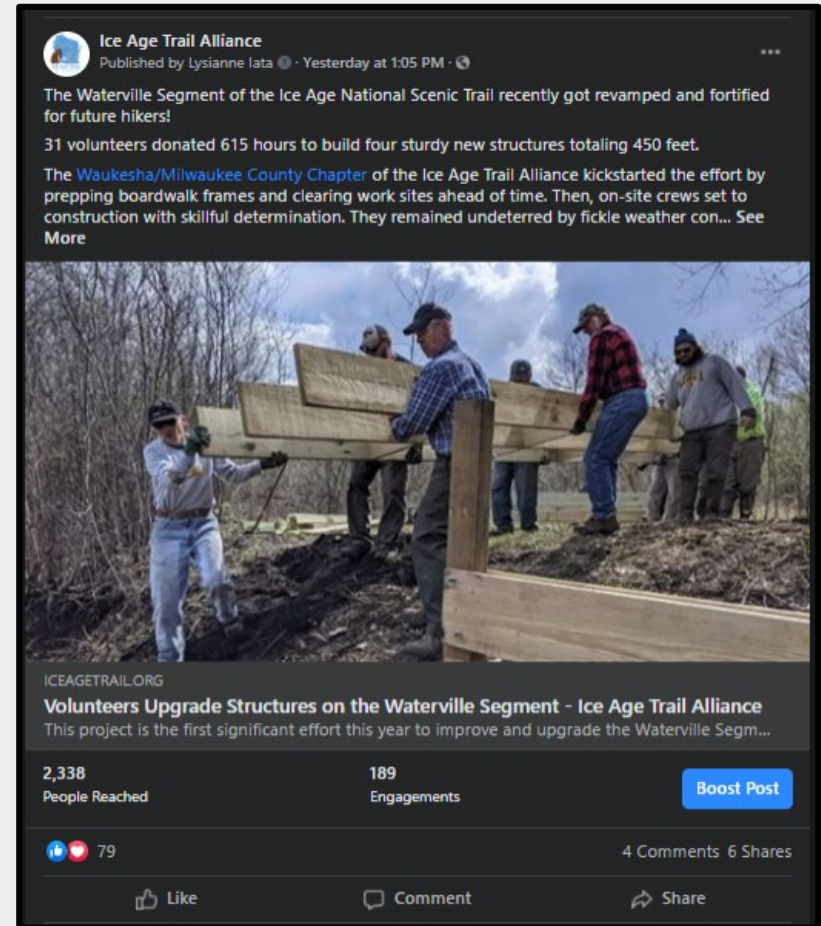
Photo Selection

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!

📷: Ice Age Trail Alliance Trail Program Manager Dave Caliebe constructs Ice Age Trail on the Old Railroad Segment 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.

Hashtags

# #
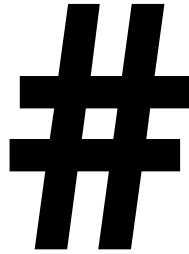
Why: Hashtags are a way for social media users to search for related content.
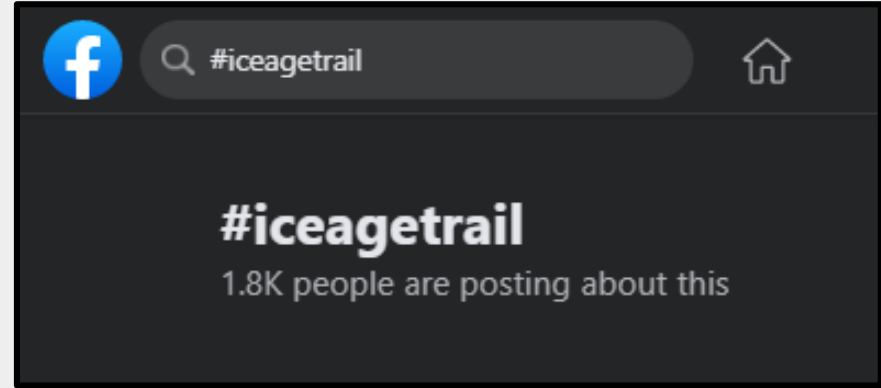
#IceAgeTrail #MyHappyPlace #Land4All #TravelWisconsin #OutWiGo #FindYourPark #FindYourTrail #OptOutside #HowWiHelp #LandTrust #ExploreWisconsin #GetOutside

Hashtags

# #
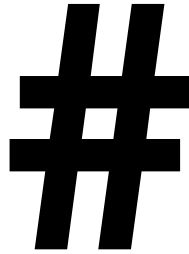
Hashtags can be placed at bottom of slide to improve readability

Add additional hashtags as needed that relate to the post

Resharing Content

Share content from other organizations!

- The Ice Age Trail Alliance Facebook Page and other pages are resources for shareable content
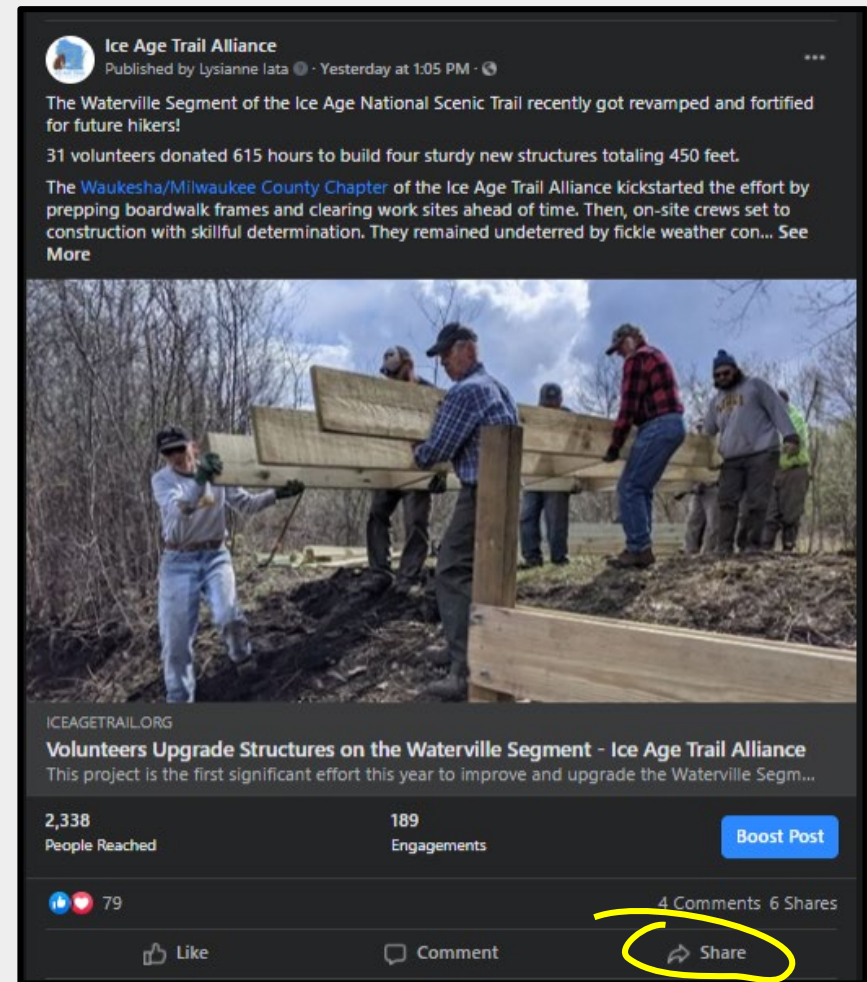
List of potential content sources:

f Share

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 [Ice Age Trail](#) 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.

Ice Age Trail
🌐 Public group · 19.1K members
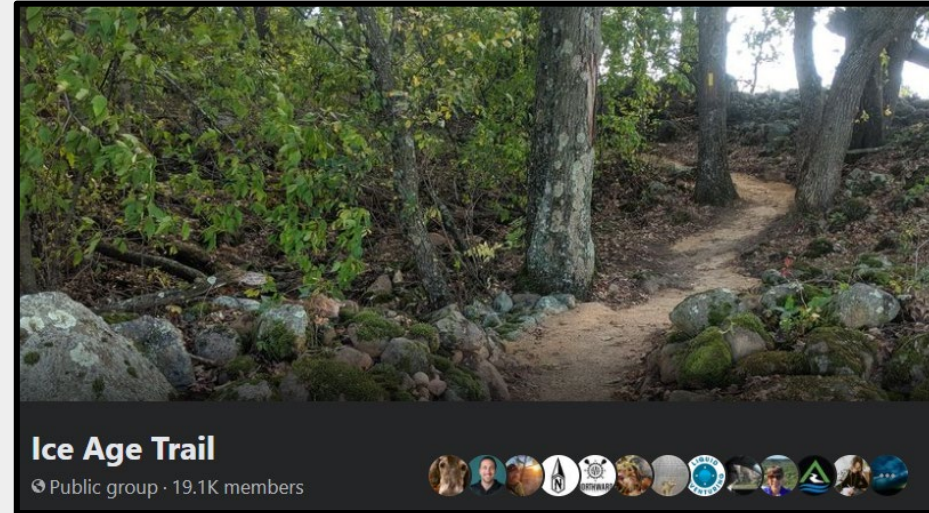
We're in This Together!

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!