

Optimizing Social Media for Conservation

Peer-to-Peer Learning Session

Session Host(s): Designed by Erin Reilly and Gregg Elliott. Gregg Elliott connecting remotely, Nick Schrader facilitating in the room and Nicole Reese note taking

Description of Session: When and where should I use a hashtag? How many characters can I use in a tweet? What's an Instagram story? These questions and more will be answered in our Optimizing Social Media for Conservation workshop. Social media is constantly changing making it difficult for marketers to keep up with the latest trends, features and strategies. In this workshop we will conduct a high-level overview of three major social media platforms, focus on best practices, and develop the skills needed to optimize content by platform.

Outline the session:

15 minutes: Introduction and Overview of Key Social Platforms

15 minutes: Group Activity

15 minutes: Group Activity Presentation and Discussion

15 minutes: Q+A, Discussion and Session Wrap

Activity:

Workshop participants will break out into small group to create Instagram, Twitter and Facebook posts optimized by platform using content provided by the session hosts and the information they learned during the presentation overview. Once the posts have been crafted each group will present their posts. We will then have a larger group discussion reviewing and critiquing what each group has created and identify what we think would perform the best on social media.

Participant Questions, Comments/Discussion:

Which platform(s) has your organization seen the most success with and why?

What are some of the biggest struggles you face when marketing your work on social media?

What are some of your favorite brands, organizations or people to follow on social media and what do you like best about their content?

Technology & Materials:

Flip charts and pens **or laptops for group activity presentations**

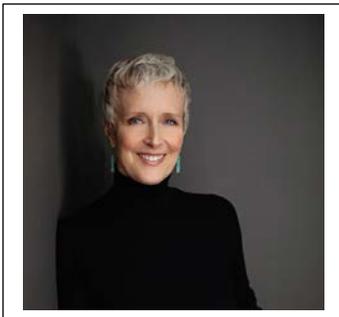
Projector for PowerPoint presentation

PPT summary slide

Host Bios



Host: Erin Reilly is the Digital Communications and Outreach Specialist for The Nature Conservancy in Colorado. She has over five years of professional social media and marketing experience, primarily in the entertainment field at Getty Images and The Tribeca Film Festival. Erin has also consulted for a variety of different brands and organizations including The Key West Film Festival, Earth Angel Green Productions, Think Trio Residential and Girls Not Brides. As a relatively new Colorado resident, Erin has been enjoying spending her free times hiking outside, taking yoga classes and playing with her French Bulldog Wally.



Host: Gregg Elliott delivers conservation communications working as an independent consultant, based on a lifetime of conservation work and communication tech skills learned on the job. Over the past 10 years she has developed and implemented communications strategies for organizations such as the The U.S. Fish and Wildlife Service, the Nature Conservancy, and bird conservation joint ventures. Her skills include content development & design (i.e. articles, blogs, and reports) and web-based communications (i.e. websites, e-news, press releases, and social media). At the moment, she manages seven Facebook business pages. Learn more at kgreggconsulting.com.



Nick Schrader is a fourth-year Human Dimensions of Natural Resources student minoring in History. Nick enjoys climbing, snowboarding, and hiking with friends furry and friends, local sustainable beer, and biking around Fort Collins. Nick believes one key to successful collaborative conservation is understating the importance of unbiased regional history. Following graduation Nick hopes to pursue a career in local government where he can be involved in with the community though creating inclusive spaces for diverse and equitable engagement, and learning about what makes for successful community conservation projects.



A facilitator and conservationist, Nicole received her Masters of Science in the Human Dimensions of Natural Resources from CSU. During her research with stakeholders involved in an endangered species recovery effort, Nicole realized how vital facilitation can be in supporting the success of collaborative processes.

After she graduated, Nicole pursued facilitation training with the International Association for Public Participation. She founded the nonprofit Crowd Conservation to provide facilitation and community outreach services to research teams and collaborative conservation efforts. Past projects have ranged from western bird conservation to wildfire and watershed issues.