

More than a Like: Building Your Social Media Strategy**March 22, 2023****Link to the recording:** <https://youtu.be/Ni9YzjbYRYk>**eePRO post:**<https://eepro.naaee.org/learning/more-building-your-social-media-strategy-ee webinar>**Speakers: Carrie Albright, Social Media and Communications Coordinator and Jimena Cuenca, Digital Community Coordinator****Highlights of the chat transcript:****Welcome!**

- Carlos Eduardo Perez Murcia: HELLO¡! Ocean Love for everybody 🌊
- Anne Umali, NAAEE: Hi Carlos!
- Brianna Rodgers: Brianna from Minnesota, City run nature center
- Ivette Solis: Hi! I'm Ivette from Ecuador
- Stephanie Lewis: Stephanie Lewis, AEEA. Hello from Arkansas!
- Lauren Jenness: Lauren Jenness, Burlington, VT, Lake Champlain Basin Program
- Carlos Eduardo Perez Murcia: Profe Tiburón from Colombia¡!
- Brenda Winter: Brenda from Laramie, Wy
- Maryanne Pittman: Hello! I am a freelance creative in Los Angeles.
- Holly Suart: Hi! I'm Holly from South Carolina
- Sydney Abbott: Sydney from Wahoo, Nebraska!
- Kristina Meek: Kristina from St. Petersburg, FL
- Anne Kretschmann: Anne, Michigan
- Sabrinah Hartsell: Hi! I am Sabrinah from North Carolina!
- Melissa Correa: Parque das Aves, Brazil :D
- Jess Paulson: Jess Paulson from Minnesota!
- Brenda Metcalf: Brenda Metcalf, Ohio, The Environmental Education Council of Ohio
- Stephanie Somerville Zamora: Hi! I'm Steph from Cornell Lab of Ornithology's K-12 Education team in Ithaca NY.

- Anne Umali, NAAEE: I'm joining from Maryland. Nice to see where everyone is joining from 😊
- Peter Fleming: The Weatherbies , Peter from Ireland
- Kimberly Murray: Hello! Kim Murray from Anniston, AL
- Whitney Roberts: Whitney from Lynchburg VA Water Resources
- Hayley Salazar: Hi! I'm from San Diego, California. I teach AP Environmental Science.
- Sam Bower: Sam Bower from Chicago, Illinois with the Illinois Environmental Council! (:
- Andrew Trogstad-Isaacson: Drew from the Water & Environmental Center at Walla Walla Community College in Walla Walla, WA
- Steve Oswanski: Steve, OH
- Jeremy Sifuentes: Jeremy Sifuentes, Denver, Colorado, Environmental Learning for Kids
- William Freund: Will Freund from Chapel Hill, NC, USA. Environmental Educators of North Carolina
- Corinne Zelig: Corinne Zelig from Brunswick, GA with Sapelo Island National Estuarine Research Reserve
- Shamim Graff: Hello! I'm from the Chicago suburbs
- Jennifer Meikle: Jen from Woodcock Nature Center in Wilton, Connecticut!
- Holly Stuart: I'm with Foldscope Instruments
- Jill Maes: Jill Maes, St. Louis, Missouri Botanical Garden
- Carolyn Wieland: Carolyn Wieland, Reuse Minnesota, Minneapolis, MN
- Maura Schumacher: Maura, Kenai Watershed Forum, Soldotna, AK
- Karen Carey: Karen Carey, Venango Conservation District, Franklin, PA
- Debbie Clemens: Debbie Clemens with Orangutan Outreach zooming from IL
- Gabriela Sullivan: Gabi, City of Ocala, Ocala FL
- Jamie Hockstra: Jamie Hockstra from Chippewa Nature Center in Midland, MI
<https://www.chippewanaturecenter.org>
- Jenna Totz: Jenna Totz, Minneapolis MN

- Mary Ocwieja: Mary O from Houston TX
- Yvonne Manley: Yvonne from University of Michigan (Ann Arbor)
- Ami DuCre: Ami, student at Miami University OH, I'm Northern CA.
- Mandy Bydalek: Mandy Bydalek, Lincoln Public Schools in Lincoln, NE
- Jamin Bray: Jamin Bray--AD Missouri Environmental Education Association
- Brittney Albin: Brittney Albin, Lincoln Public Schools Sustainability, Lincoln, NE
- Annette Heckart: Annette Heckart, Alaska Region Forest Service, Anchorage AK
- Seth Winkelhake: Seth Winkelhake, Clean Water Services, Kalapuya land, Hillsboro, Oregon
- Beca Borkowski: Beca Borkowski, Executive Director for the Wisconsin Association for Environmental Education
- Allison Martin: Allison Martin, Blueblossom Consulting, Greater Sacramento Region of California, USA
- Laura Downey: Laura Downey, Kansas affiliate of NAAEE, KACEE
- Ingrid Norris: Ingrid Norris-Volunteer with Tyger River Foundation Spartanburg, SC. Member EEASC
- TRina Hofreiter: Trina Hofreiter, Pensacola, Apalachee, Timucua, Miccosukee, Seminole land and the League of Environmental Educators in Florida,
- Kath Race: Hello, Kath from Northern Virginia, National Wildlife Federation (Eco-Schools USA)
- Anne Umali, NAAEE: 😊 Hi!!!!
- Willow Uth: Willow Uth, Bonnyvale environmental education center
- Corey Chan: Good afternoon! I am Corey Chan, Education and Outreach Manager at KIDS for the BAY in the East Bay Area, CA
- Mary Ocwieja: Jimena 🙌
- Toos Toben: I love that you are facilitating such an inclusive culture! My name is Tosana, from the Netherlands, I studied Nature Conservation and I am involved in five youth-led environmental NGO's :)
- Mary Ocwieja: Carrie 🙌
- Carlos Eduardo Perez Murcia: Carrie and Jimena JAWESOME 🐱

Poll: Comfort Level with Social Media

- Calli Gunderman: 5
- Holly Stuart: 5
- Brenda Winter: 3
- Toos Toben: 2
- Allison Martin: 7
- Jamin Bray: 3
- Ilakiza Jackson: 3

Goals and Objectives for Social Media

- Carrie Albright (she/her): Case sensitive! bit.ly/3JUfKwG
- Ami DuCre: When will this recording become available?
- Anne Umali, NAAEE: Hi Ami and everyone, we'll share the recording by the end of the week@
- Ami DuCre: Thank you!
- Anne Umali, NAAEE: YOU all are our "Ambassadors" too 😊
- Jimena Cuenca: Some suggestions for diversifying your social media following: <https://eeepro.naaee.org/resource/organizations-and-thought-leaders>
- Ami DuCre: If you want to diversify your social media, consider following the Intersectional Environmentalist: <https://www.instagram.com/intersectionalenvironmentalist/>
- Judy Braus (she, her): Spitfire Strategies is a wonderful strategic communications firm. And Kristen Grimm is wonderful, if you want to follow her! She's a good friend of NAAEE! :-)
- Stacie Pierpoint (she/her): Here is the full article on Mindful Messaging from Spitfire Strategies: <https://mindfulmessaging.spitfirestrategies.com/>
- Judy Braus (she, her): <https://www.spitfirestrategies.com/>
- Jimena Cuenca: Learn more about your audience--Most updated social media report from the Pew Research Center: <https://www.pewresearch.org/internet/2016/11/11/social-media-update-2016/#usage-and-demographics-of-social-media-platforms>

What social media platforms are you engaging with?

- Toos Toben: LinkedIn
- Katherine Trudeau: Facebook
- Stephanie Somerville Zamora: Facebook and Instagram
- Carlos Eduardo Perez Murcia: INSTAGRAM
- Rachael Osborne: facebook
- Laura Balliett: Pinterest
- Carly Love: Facebook
- suzanne hartley: Facebook
- Brianna Rodgers: facebook
- Jamin Bray: Facebook
- Willow Uth: Fb and IG
- Rachel Tippet: Facebook
- Seth Winkelhake: instagram
- William Freund: Facebook
- Brittney Albin: Twitter
- Nicole Ujita: Facebook
- Ivette Solis: Instagram
- Heidi Smith: FB
- Kimberly Murray: Facebook
- Corey Chan: IG
- Laura Collard: facebook
- Kristen Cooney: Instagram
- Seun Oyeniya: Facebook
- Alissa Schmidt: Instagram
- Carolyn Wieland: FB
- Beca Borkowski: Facebook, with a rapidly growing LinkedIn now!

- Hayley Salazar: facebook
- Peter Fleming: facebook
- Whitney Roberts: Facebook and Instagram
- ericson scorsim: How to built clean, healthy and sustainable cities in matter of acoustic sustainability in matter of noise control?
- Seth Winkelhake: IG stories
- Allison Martin: My clients: Facebook and Instagram. Most engagement on Instagram.
- Tiffanie Parker: LinkedIn
- William Freund: I see a future on IG and LinkedIn
- Jamie Hockstra: 17K on Facebook, 1500 on IG
- Carlos Eduardo Perez Murcia: Linked in and Tik. tok
- Melissa Correa: Facebook, Instagram and TikTok
- Corinne Zelie: Most followers on Facebook, but not very engaged. We'd like to get more engaged on Instagram
- Anant Bhaskar Garg: Twitter, Facebook, LinkedIn
- Anne Umali, NAAEE: Love the edit feature...I make a lot of mistakes!
- Toos Toben: if you have an international audience: always!
- Anne Kretschmann: The best time is during a snowstorm.
- Allison Martin: @Anne, I feel that :)
- ericson scorsim: How is the best strategy for environment education of neurodiversity group?

Engagement

- Jimena Cuenca: What type of messaging is this post?

Storytelling

Collaborations and partner tags

What problem-solving?

Last push: urgency, ease

Get attention and build excitement

- ericson scorsim: How educate the consumers to buy quieter products and sustainable products and services?
- Jamin Bray: visual impact
- Jamin Bray: community
- Carlos Eduardo Perez Murcia: WUJUJUJUJU
- Anne Umali, NAAEE: Prof Tiburon!!!!
- Jamin Bray: adventure and fun
- Stacie Pierpoint (she/her): Profe!
- Jimena Cuenca: Yay, Profe Tiburon!! 🐟
- Laura Collard: Can you make the chat accesible to download?
- Judy Braus (she, her): Go, Carolos! :-)
- Jamin Bray: expanding audiences
- Heidi Smith: Storytelling
- holly hannaway: storytelling
- William Freund: Humor
- Emily Schaller: NPS has the best account!
- Jamin Bray: intrigue
- Anne Umali, NAAEE: So sorry about the chat function. We'll share the entire chat transcript with folks later this week.
- Beca Borkowski: They are the best thing on Social Media
- Anne Umali, NAAEE: Love NPS!
- Shamim Graff: Their social media is so great!
- William Freund: ne ohio regional sewer district on Twitter is amazing
- Brenda Metcalf: For humor and content - NEORS. (North East Ohio Regional Sewer District) so great on Twitter! :)
- Laura Collard: So you have one person that can do the banter through the day?
- William Freund: Oklahoma Department of Wildlife Conservation is also a great follow

- Kristina Meek: The camel case tip alone was worth attending this webinar!!
- Ami DuCre: link tree
- Laura Collard: Thanks Judy for sharing chat and all
- ericson scorsim: How to communicate the link between environmental education and public health and wellness in matter of noise control?
- Jamin Bray: Question: We want to expand our YOUTH audience; we use FB the most but my understanding is it's audience is getting older...my college-aged kids like Instagram and YouTube. What do you suggest?
- Seun Oyeniyi: Question: How do we increase engagements.
- Kristen Cooney: Jamin, I'm college age and most of my community leans towards Instagram!
- Toos Toben: @Jamin I would say instagram
- Seun Oyeniyi: Also, how do we connect more with our audience and increase followers on page?
- Jamin Bray: thanks all you young'ins!
- Toos Toben: These slides are gonna be shared later right? Already so many things I want to remember!
- Maryanne Pittman: Will links from these slides be shared out via email after the webinar?
- Judy Braus (she, her): Yes, Maryanne. Everyone will get the slides and links and chat! :-) And the recording! :-)
- Anne Umali, NAAEE: Yes, we'll share recording and slides and chat notes! By Friday!
- Toos Toben: Also personal pictures are more relatable I think!
- William Freund: We are always asking staff and members to send us photos from our community programs and events so that the images we use in our media is representative of our community.
- Carly Love: Question: How to target educators/future educators in college
- Maryanne Pittman: I hope the URLs are written out in the notes since the links screen shared aren't accessible to attendees
- TRina Hofreiter: This is fantastic -

- William Freund: Not only am I 1 person team, I am a volunteer board member running all of our social media.
- Stacie Pierpoint (she/her): Communications Network: <https://www.comnetwork.org>
- Emily Schaller: Speaking of images - for anyone working in climate change, <https://climatevisuals.org/> has some helpful principles about how to depict the effects of climate change as well as a database of images (some are paid, some are free).
- Judy Braus (she, her): Great questions, everyone. Feel free to answer in the chat, and we'll ask Carrie and Jimena at the end. And William--social media is often a one-person side job and it's tough! :-)
- Anne Umali, NAAEE: Please keep sharing your fave resources! We'll share all of the links and notes with the recording.
- Toos Toben: That's super helpful Emily, thanks!
- Seun Oyeniyi: Thank you

Data & Analytics

- Beth Hill: My struggle with photos is telling our story with environmental education when I am the one responsible for taking the photo AND the one needing to be in the photo doing the work 😊 And permissions with kids!
- Ami DuCre: Impact by Design specializes in conservation marketing. <https://www.impactbydesigninc.org/public-workshops>
- Sydney Abbott: 100% agree Beth!
- Jamin Bray: we don't use tiktok; to much collab with agencies that aren't allowed.
- Heidi Smith: insights
- Edwin Mendoza: Only use Meta analytics
- holly hannaway: meta
- Jimena Cuenca: Anyone using hootsuite?
- Katherine Trudeau: Use the data provided by constantcontact
- William Freund: In App insights/analytics
- Andrew Trogstad-Isaacson: Meta Business
- Carly Love: Later sometimes Meta

- Brenda Winter: Look for likes a shares
- Jess Paulson: insights/Meta
- Nicole Ujita: constant contact analytics
- Laura Collard: :(not enough
- Corinne Zelig: Meta
- Sam Bower: Sprout Social
- Kristen Cooney: Google Analytics and other analytics straight from Instagram, also MailChimps analytics!
- Beca Borkowski: we have an excel spreadsheet that no one uses.... but creating it helped us to map out a strategy
- Whitney Roberts: Meta Analytics and Twitter Analytics
- susanne hartley: FB Insights - reach, shares, likes
- Jess Paulson: MailChimp (clicks and opening links in emails)
- Kath Race: Meta analytics Twitter Analytics
- Anne Kretschmann: I've used hootsuite in the past- it was helpful when there were many of us working as a team on different subject matters.
- susanne hartley: Loving this way to look at the data! Excited to try it!
- Charmin Dahl: Do you have a good resource for defining good-bad engagement rates per platform?
- Anant Bhaskar Garg: Thank you very much for data analytics methods
- Julia Myers: This was so helpful! I have to leave for another meeting but wanted to thank you for this information and look forward to watching the recording!
- William Freund: Huge bump in Feb on FB
- Sabrinah Hartsell: How do you deal with bots and fake profile accounts in your data?
- Carly Love: @Charmin Dahl look up your industry standard, it depends on every industry. Typically a good range is 1-5%, above 5 is great
- Laura Collard: bcan you please go back to resources screen?
- William Freund: Can you touch on boosting posts?
- Jess Paulson: Buffer, Loomly, Hootsuite and Later

- holly hannaway: How much time/how often to you do you own data analysis?
- Brianna Rodgers: If your SM is managed by one person, how do you not get burned out checking IG and FB at all times. Do you have healthy limits?
- holly hannaway: Do you tend to have post/theme for each day of the week?
- Maryanne Pittman: Thank you!

Closing

- Jimena Cuenca: Please continue to add your questions and comments at the bottom of this post:
<https://eeepro.naaee.org/learning/more-building-your-social-media-strategy-ee webinar>
- Laura Collard: Such a great session!!
- Judy Braus (she, her): We're running out of time, and try to answer any additional questions offline! :-)
- holly hannaway: Thank you, everyone!
- Andrea Andersen: Thank you!
- Edwin Mendoza: Thank you
- Toos Toben: Thank you!!!!
- TRina Hofreiter: Thank you!
- Jess Paulson: Thank you!!
- Jamin Bray: THANK YOU!!
- Nicole Ujita: Thank you!
- Jimena Cuenca: Please continue to add your questions and comments at the bottom of this post:
<https://eeepro.naaee.org/learning/more-building-your-social-media-strategy-ee webinar>
- Kimberly Murray: Thank you!
- Holly Stuart: Thank you so much for all of this information!
- Carly Love: Thank you!!!
- Stephanie Lewis: Thank you, ladies!

- Stephanie Somerville Zamora: Thank you very much!!
- Jimena Cuenca: Thank you all for your thoughtful questions and resource shares!!
- Carlos Eduardo Perez Murcia: Thank You! Lots of #OceanLove 🐟
- Mary Ocwieja: Thanks Carrie and Jimena!
- Kath Race: Thank you!
- Jimena Cuenca: CEE-Change Fellowship
<https://eeepro.naaee.org/opportunity/applications-open-2023-cee-change-fellowship>
- Lori Mann: Thank you!
- Jimena Cuenca: Please make sure you are logged in to add a comment on eePRO
- Ivette Solis: thank u
- Sam Bower: Thank you!
- Stacy Kilb: Thanks.