# APRIL 2017

# Audubon Naturalist Society
## *SOCIAL MEDIA STARTER KIT*

**SOCIAL MEDIA CAMPAIGN: ANS 120 VIRTUAL TOUR**
In observance of ANS' 120th anniversary, the **ANS 120 Virtual Tour Campaign** is a 120-hour "virtual tour" of ANS features and highlights using social media. During the campaign, we encourage you to post photos, videos, and personal messages sharing your positive experiences with ANS.

This will be a **five-day promotion** beginning at noon on April 18, 2017, and concluding at noon on Earth Day, April 22, 2017, equaling a total of 120-hours – representing ANS' 120 years of existence.

YOUR participation and passion for ANS is what will make this campaign successful. Drawing on your personal experiences, stories and enthusiasm will help attract new people to this important cause.

If you're new to social media, this guide offers some quick tips to get you started!

# Facebook

*Facebook is the world's dominant social media platform, popular for news, entertainment, video, catching up with friends and family, and business and non-profit organizations.* Facebook messages, known as "**Posts**," have no character or word limit (although shorter is still better), and you can use lots of photos, video and other multimedia, including surveys and invites.

## Here is a short list of Facebook terms you should know to get you started:

**Posts/Status**: You Facebook messages are known as posts or status updates. They can include just your words, or you can add photos or video. If you really get fancy, you can send live images and audio via Facebook.

**Timeline**: This is the part of your homepage that features your personal profile (including your profile picture and cover photo, if you choose to add them), along with your **posts/status** updates. This homepage will also include background information about you, again, if you choose to add them.

**Friends**: These are the people with whom you choose to share your posts and see their posts. Based on your interests and your location, Facebook will suggest people for you to befriend, and you'll receive **Friend Requests** from people who want to connect with you. In all cases, Facebook friends mutually choose to be friends.

**News Feed**: This is the page you'll normally see whenever you log unto your Facebook account. It consists of **posts** from your Friends as well as some paid content.

**Like**: The like button allows you to send feedback on a post that you support. When you like a **friend's post**, it will appear on their timeline. Likewise, if someone likes your post, it will be indicated on the post on your timeline.

**Share**: Similar to the **like** button, the share button also indicates your approval of a post, but sharing goes a step further because now the full post appears on your timeline so that you can "share" it will all of your Facebook friends.

For more terms and tips (and there are LOTS more), visit *Facebook for Beginners*:
http://on.mash.to/2opwfuf

*AND you'll find plenty of help on Facebook itself!*

## <u>Opening a Facebook account</u>

*Visit [https://facebook.com](https://facebook.com) to start your free Facebook account. Facebook will ask for your first name, last name, telephone number or email address, and you'll be asked to create a password. You'll also be asked for your birthday and gender.*

*Facebook will then walk you through all the steps of creating your account. Along the way, Facebook explains why it is asking for the information that it is asking for (including the question about your birthday). Most of the personal information is optional, and none of it is shared with people looking at your page unless you say it's okay.*

***Once your account is created, you're ready to post!***

*On your timeline, you'll create a post by typing into the box at the top of your timeline area. Inside that box you'll see a row of buttons that say "Status," "Photo/Video," "Live Video," and "Life Event."*

*Type your message in the area that says, "What's on your mind?"*

*At any point, you can add photos or video to your post by clicking the Photo/Video" button.*

***Once you finish creating your post, click the "Post" button!***

*For the purposes of this campaign:*

(1) *Be sure to*  *. You can find our page by typing Audubon Naturalist Society in the large search button at the top left of the page. Select our page and click the "Like" button right below the large photo at the top of the page. This will allow you to see our messages in your "Timeline."*

(2) *Please LIKE and SHARE messages from the Audubon Naturalist Society's Facebook page.*

(3) *Create your own posts about why you support ANS in the following areas: outdoor experiences; advocacy; interesting facts; volunteering; and membership. Tag us using @Audubon Naturalist Society.*

*(4) Although Facebook posts can be any length, shorter posts that convey **emotion** and **excitement** are more likely to be liked and shared. Photos and video are also great for generating likes!*

*(5) Below are sample posts that you can use, personalize or use as inspiration for your own posts!*
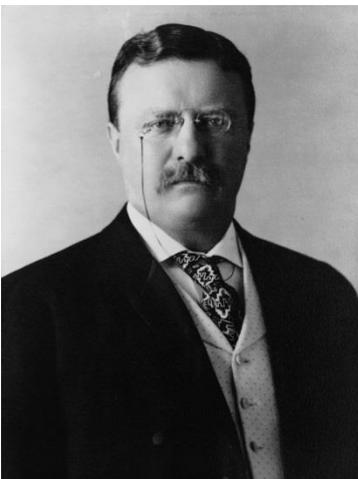
**One of the many reasons I'm proud to support Audubon Naturalist Society is because… (include your reason for being a member or volunteer)**



**Why am I an @Audubon Naturalist Society member? For my children, grandchildren, and their children and grandchildren.**

**Because every drop counts, I fight dirty water with @Audubon Naturalist Society! You can, too: http://bit.ly/2oYdCgM**



**This early ANS member said, "The nation behaves well if it treats the natural resources as assets which it must turn over to the next generation increased and not impaired in value." LIKE and SHARE if you agree!**

# Twitter

***Twitter is an extremely popular social media platform best known for its <u>brevity</u>.*** *Twitter messages, known as "**tweets**," are limited to 140 characters, including spaces.*

## <u>Here is a short list of Twitter terms you should know to get you started:</u>

***Handle***: *Your unique username on Twitter. **Handles** begin with the "@" sign.*

***Tweet***: *A text message of 140 or fewer characters and spaces. A **tweet** can also include a photo, graphic or video.*

***Retweet*** *(or RT): Sharing or repeating someone else's **tweet** by tweeting it from your account.*

***Feed***: *This is the stream of messages that you will see on your homepage. It is composed of **tweets** from Twitter users that you follow.*

***Follow/Followers***: *Imagine Twitter as a crowded meeting in a massive town square. There are lots of groups of people holding lots of conversations about lots of different subjects. When you enter the room, you head to a person that you know and engage in a conversation. That's the equivalent of "following" someone on Twitter. For example, by **following** Audubon Naturalist Society on Twitter (our **handle** is @ANStweets) our **tweets** will now appear automatically on your **feed**. In turn, your **tweets** will appear on the **feeds** of Twitter users who **follow** you.*

***Hashtag***: *Hashtags, which begin with the "#" symbol, are a way to brand a tweet as part of a larger discussion. For example, if you are tweeting about your favorite sweets, you might use the hashtag #candy. Hashtags can be upper case, lower case or a combination of both. They can also include numbers. The real value of a hashtag is that you can enter it into Twitter's search function to find all messages using the hashtag #candy, even if the author of that message is someone you don't normally follow.*

For more terms and tips, visit *The Beginner's Guide to Twitter*: http://on.mash.to/2otn2CU

AND you'll find plenty of help on Twitter itself!

## <u>Opening a Twitter account</u>

*Visit https://twitter.com to start your free Twitter account. Twitter will ask for your full name and telephone number, and you'll be asked to create a password.*

*To verify your phone number (in order to make sure that you're a real person), Twitter will send you a numerical code. You'll enter the code.*

*You'll then be asked for your email address.*

*Next, you'll need to create your unique "handle." You can only use letters and numbers – no special characters. The shorter your handle, the better. However, it might take a little time. With so many millions of users, you'll find that a lot of handles are already in use. Don't worry! Twitter will make suggestions throughout the process, so you'll eventually find your distinctive handle.*

*That's all the mandatory information. From there, Twitter will ask questions to determine your interests. This can be useful in helping you find users to follow who match the topics you're interested in. You'll then be presented a list of users you might like to follow. Again, these sections are optional. From there, Twitter offers advice and suggestions you may or may not find useful.*

***Now, you're ready to tweet!***

*For the purposes of this campaign:*

> *(1) Be sure to FOLLOW **@ANStweets** on Twitter. Typing our @ANShandle in the "Search Twitter" search bar at the top right of the page, visit our*

> *(2) Create your own posts about why you support ANS in the following areas: outdoor experiences; advocacy; interesting facts; volunteering; and membership. Use the hashtag **@ANS120** or mention **@ANStweets** in your message so that we might like or retweet your message!*

> *(3) Posts with photos or video tend to generate more likes and retweets.*

> *(4) Below are sample posts that you can use, personalize or use as inspiration for your own posts!*

**Why do I love @Audubon Naturalist Society? For the birds! Watch with us:
http://bit.ly/2oqFbBO**


**At @Audubon Naturalist Society, I learn about nature in the world's 1st classroom: NATURE! Take a class at the old school: http://bit.ly/2ormldR**


**Life depends on water. Our waterways depend on us! http://bit.ly/2p1J9Br**



**Future nature heroes are inspired at @ANStweets. http://bit.ly/2pqgN08 #ANS120**


Thank you for all your support! Your passion for ANS is what allows this organization to continue its important work. Let's use the power of social media to attract new advocates and life-long learners to our efforts to enjoy, learn and protect our local environment.

**Happy Posting!!!**