
APRIL 2017

Audubon Naturalist Society *Social Media Online Guide*



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.

Details:

- Primary social media platforms: **Facebook** and **Twitter**
- Hashtag: **#ANS120**

Goals:

- Increase online engagement.
- Increase ANS following on social media.
- Encourage increased use of compelling video.



Facebook



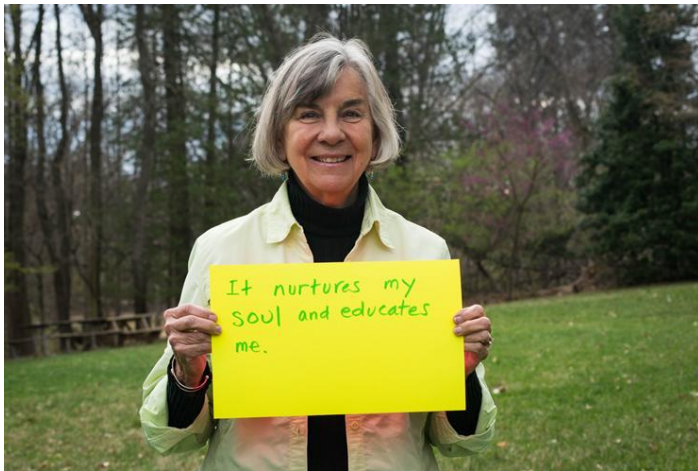
(1) Be sure to

(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) 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!



Here's a great idea for a photo! Using one of the attached banners, write down your reason for being a member, volunteer, staffer, Board member or supporter. Take a photo with your sign and post it to Facebook. Add more details about your involvement in your post.



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>



Science supports everything we do. Return the favor on Earth Day at the MARCH FOR SCIENCE: <http://bit.ly/2oXvsUc> #ANS120



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!



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

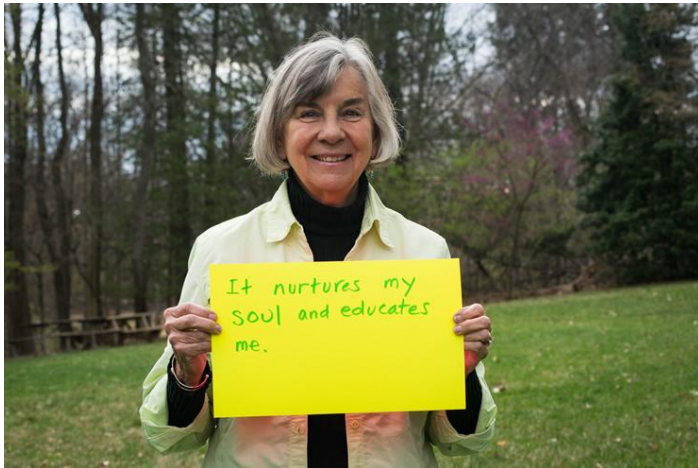


At @Audubon Naturalist Society, I learn about nature in the world's 1st classroom:
NATURE! Take a class at the old school: <http://bit.ly/2ormldR>



Twitter

- (1) Be sure to FOLLOW **@ANStweets** on Twitter
- (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) Twitter's character limit on messages is 140 characters (including spaces), however tweets with 100 or fewer characters tend to generate more engagement. If you add a photo, messages with 75 characters or fewer are ideal.
- (5) Below are sample posts that you can use, personalize or use as inspiration for your own posts!



Here's a great idea for a photo! Using one of the attached banners, write down your reason for being a member, volunteer, staffer, Board member or supporter. Take a photo with your sign and post it to Twitter. In 75 characters or less, add more details about your involvement in your message, and use the #ANS120 hashtag.



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



Science supports everything we do. Return the favor on Earth Day at the MARCH FOR SCIENCE: <http://bit.ly/2oXvsUc> #ANS120

“Never give up listening to the sounds of birds.” - John James Audubon
<http://bit.ly/2oqFbBO> #ANS120



**My INNER NATURALIST comes out of its shell at @ANStweets! www.anshome.org
#ANS120**



**One of the MANY reasons I'm a PROUD NATURE NERD! www.anshome.org
#ANS120**



Future nature heroes are inspired at @ANStweets. <http://bit.ly/2pggN08> #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!!!