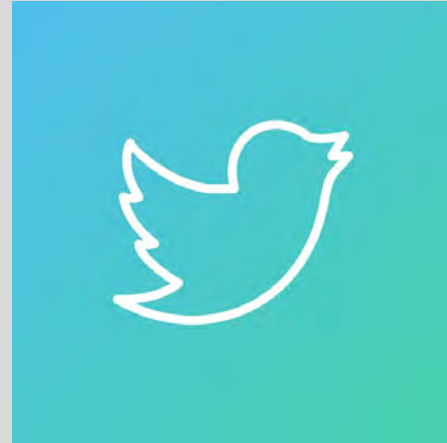


Tips and Tricks from the top 3 Social Media Platforms

Kelsie Norton and Alexandra Frederickson,
Land Stewardship Centre and Nature Alberta

The three most familiar platforms:





Why use Facebook?

- Because everyone else is using it
- Facebook is the leading social platform, reaching **60.6 percent** of internet users
- More than **80 million** small businesses around the world are using Facebook Pages
- Facebook posts will reach a broad demographic

Source: <https://www.oberlo.com/blog/facebook-statistics>

Facebook



Tips:

- Keep Posts Short & Specific (40-character Facebook posts receive **86% more engagement** over others.)
- Know Your Target Audience
- Post Frequently & Timely
- Engage with your followers
- Always Understand Your **Facebook** Analytics

Example of a good post:



Facebook Analytics



The screenshot shows the Facebook interface for the page 'Nature Alberta'. At the top, the search bar contains 'Nature Alberta'. The navigation bar includes 'Kristina', 'Home', 'Find Friends', and 'Create'. Below this, the main navigation menu features 'Page', 'Ad Center', 'Inbox 1', 'Manage Jobs', 'Notifications 99+', 'Insights' (circled in black), 'More', 'Edit Page Info', 'Settings', and 'Help'. On the left side, the profile picture for 'Nature Alberta' is visible, along with the name and handle '@NatureAB'. A vertical menu on the left lists 'Home', 'About', 'Events', 'Photos', 'Videos', 'Community', 'Groups', and 'Reviews'. The main content area features a 'Workplace by facebook' advertisement with the text 'Try a Work Tool You Already Know How to Use' and a 'Get Workplace for Free' button. Below the ad is a large landscape photograph of snow-capped mountains. A 'Chat' button is located in the bottom right corner of the page.

Why use Twitter?



- You will reach a slightly different demographic
- There are **330 million** monthly active users and 145 million daily active users on Twitter
- 63 percent of all Twitter users worldwide are between 35 and 65
- The ratio of female to male Twitter users is roughly one to two: 34 percent female and 66 percent male

Twitter



Tips:

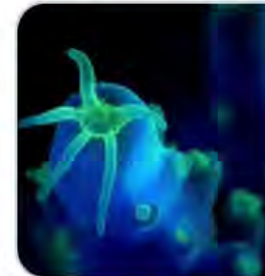
- Keep Tweets concise
- Tweet with a photo or video (pixabay.com and unsplash.com)
- Have a call to action
- Use a link shortening website (bitly.com)
- Use 2-4 relevant hashtags (hashtagify.me)

Example of a good post:



Nature Canada  @NatureCanada · Mar 6

Coral reefs are fundamental to life on Earth, but we may lose 70-90% by 2050. Meet the scientists trying to save corals in [#ReefRescue](#) on [@CBCDocs](#) tonight at 9 PM.



Saving the world's coral reefs by speeding up evoluti...
Scientists race to protect coral polyps — and the fragile ecosystems they host — from becoming deep...

[cbc.ca](#)



 6

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Why use Instagram?



- You'll be reaching a wide, more engaged and younger audience
- 1 billion monthly active **Instagram users**. **Instagram** is the most engaged network after Facebook
- 71% of the billion monthly active **users** on the **Instagram** app are under the age of 35
- **Instagram users** spend an average of 53 minutes per day

Instagram

Tips:

- Set up your profile correctly (business account, proper bio and handle)
- Post frequently (but not too frequently)
- Use high quality photos
- Use well thought out, descriptive and catchy descriptions for your posts
- Use hashtags (similar to twitter, users on Instagram use hashtags to find the causes that interest them most)

Example of a good post:



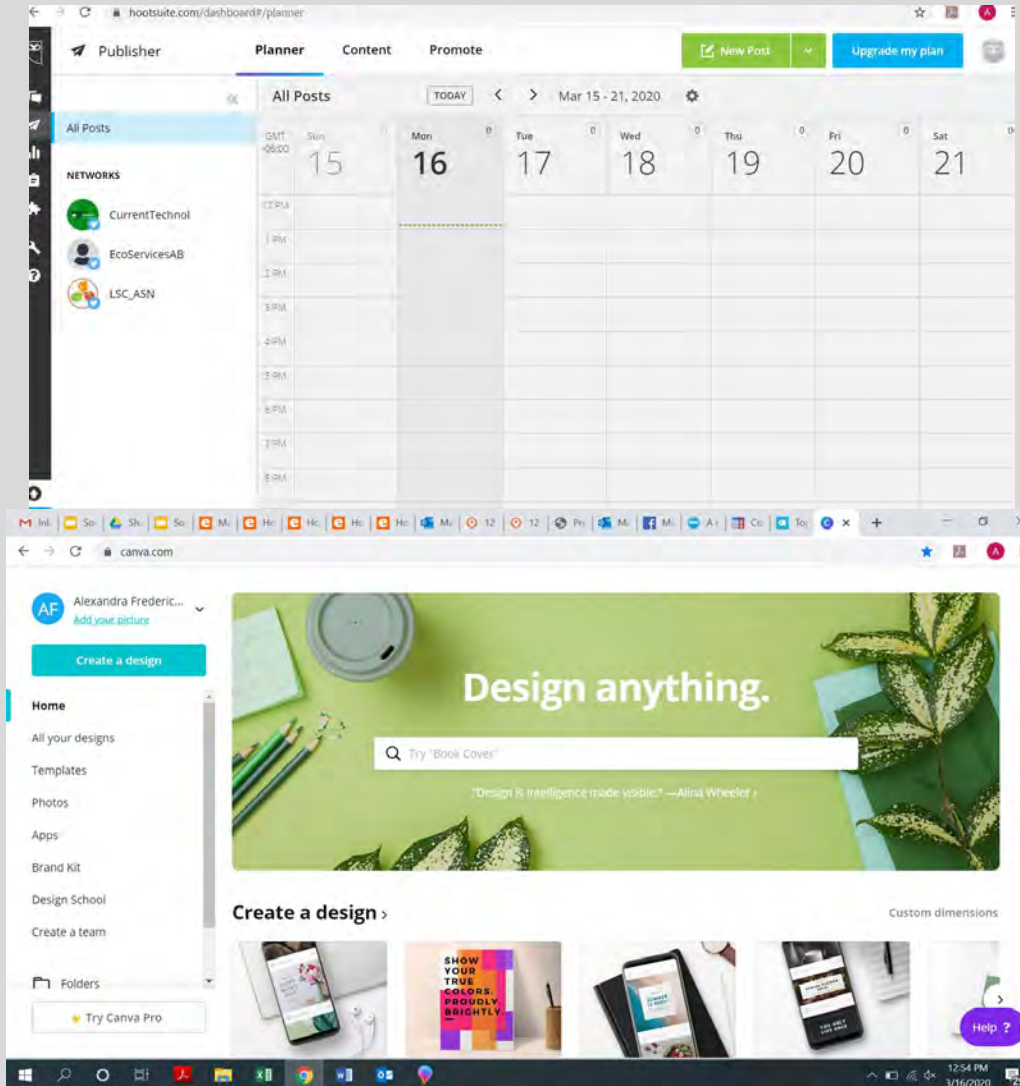
Sharing Stories & Lessons Learned



- Story telling lets your audience connect with you
- Creates a relationship between you and your followers
- Check the source of information you share, be trustworthy and diverse
- Stay visual, make it a shareable post

Third Party Social Media Tools:

- HootSuite (hootsuite.com)
- Canva (canva.com)
- Facebook Ads



Thank you for listening!



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