

10 Minute Supervisor Trainings



July 2020

SOCIAL MEDIA

What can social media do for my district?

There is power in utilizing social media, e-mails, and/or a website. These tools help conservation districts better engage with the public, promote new or existing programs, and celebrate the many wonderful accomplishments of the district, the board, county residents and partners. Utilizing online media makes your district easier to find and helps the citizens in your county better understand the value of what conservation districts offer and the important work each conservation district does.

It is recommended that you have a communications plan in place and a social media policy.

Creating a Communications Plan

1. Clearly identify activities and projects
This includes setting goals, budgets, timeframes, and board/staff responsibility. Budgets may include print ad fees, website management, and other associated costs.
2. Define your audience and message
Don't be afraid to promote yourself and partners. Maybe your district utilizes the NRCS Rain simulator for area school ag days. You could create posts on online media to show off that partnership and attract other schools that want to participate in agricultural education.
3. Outline the types of media to be used
Using more than one type of media promotion is often both effective in reaching a lot of people and saving money. It may cost money to put an ad in the paper but hosting a Facebook account is free.
4. Keep district staff and board members informed
If you utilize a webpage or a social media page, make sure that all board members and staff are regularly checking these pages. This helps ensure that relevant content is being posted regularly and helps to catch any missing information or other missteps.

Social Media Policies

A social media policy is simply an additional policy that covers who manages your social media and your webpage, what can and cannot be posted, copyright, and other related policies. This policy would also include what to do if a person violates said policies.

Example Social Media Post

Your district has their annual meeting in April, and you would like to post an event on Facebook some steps you might take are listed below:

- Work with your board of directors to determine where to post the event (Facebook, webpage, print media, etc)
- Develop a timeframe for when the event should be posted and how often you want to remind people.
- Develop a budget to market that event.
 - Do you have to pay for a print ad? Would you like to pay \$1 a day to promote your event to people in your area for 5 days via Facebook
- Promote your partnerships.
 - If you are using Facebook make sure to use the @ symbol to tag businesses that serve as a partner or a sponsor for your event. If you are using a website make sure to ask to use your partners logo on your webpage and include a link to that partners webpage or include other contact information.
- Create your post and publish it!

Make sure you are following whatever policies and procedures your board has put in place when creating a post.

Helpful Tips:

NACD has a Flickr page (<https://www.flickr.com/photos/nacd/>) which districts can access and use their photos for free.

Use hashtags like #districtsatwork or #conservation at the end of social media posts to reach a wider audience.

Follow and like other similar pages like your county schools or parks. This can help promote partnerships and increase engagement.

Go to www.conservationtools.org and read their Social Media Basics for Conservation Organizations for more information on how to start and manage a social media account.

It is a good idea to have at least two admins on a social media page

For Facebook, you have to have a personal account to set-up a Facebook account.