



The average user is on social media 153 minutes a day - that's a lot of time to make an impression and get your message across. However, there's A LOT of competition for those scrolling eyes. So how do you reach who you are trying to reach, and more importantly, how do you impart your message in a way that incites action or brings about change? The Washington Fire Adapted Communities Learning Network partnered with the **TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY** team and **THE NATURE CONSERVANCY** to host a three-part virtual workshop series on using social media to effectively and truly impact your target audience.

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

The **Tools for Engaging Landowners Effectively (TELE)** is a collaboration between the **Center for Nonprofit Strategies** and the US Forest Service's **Family Forest Research Center**, which is housed at the University of Massachusetts. TELE is a way to design and implement more effective landowner outreach programs. TELE tools and techniques can help you leverage your resources to successfully reach and persuade the right audiences to achieve your landscape-level goals.

The Nature Conservancy

The Nature Conservancy (TNC) is an international nonprofit organization working on fire issues since 1962. TNC's approach has evolved from managing preserves for biodiversity to **elevating the leadership of Indigenous fire practitioners, growing skilled and diverse fire management workforces, and helping communities develop ways to live more safely with wildfire.**



Check out **PART 1**, **PART 2**, and **PART 3** of this workshop to learn more about using social media effectively in your organization and communications strategy.

BEFORE POSTING ON SOCIAL MEDIA, TAKE THESE FOUR STEPS TO DEVELOP A MEANINGFUL POST THAT WILL DRIVE AUDIENCE ENGAGEMENT AND ACTION.

STEP ONE: KNOW YOUR ORGANIZATION

DEFINE YOUR UNIQUE STORY - Identify your Core Values, your WHO

What makes your organization **UNIQUE, PERSONAL** and **HUMAN**? Organizational and people stories have a greater impact weaving in humanity and empathy is vital on social media.

DEFINE YOUR UNIQUE PERSONALITY

What human qualities come to mind when thinking about your organization? (Examples: science-driven, leader, approachable, fun, trustworthy, etc.)

DEFINE YOUR UNIQUE VALUE - YOUR WHAT

What benefit do you offer your audiences/community?

Why do they come to your organization/follow your organization?

What makes your organization different from other organizations?

DEFINE YOUR PURPOSE AND FUTURE VISION - YOUR WHY

What do you envision the future to look like if your audience takes action?

**CLICK
HERE**

TIP:
Ask others what they think of when they think of your organization. The adjectives that are shared are how you're perceived - use those!

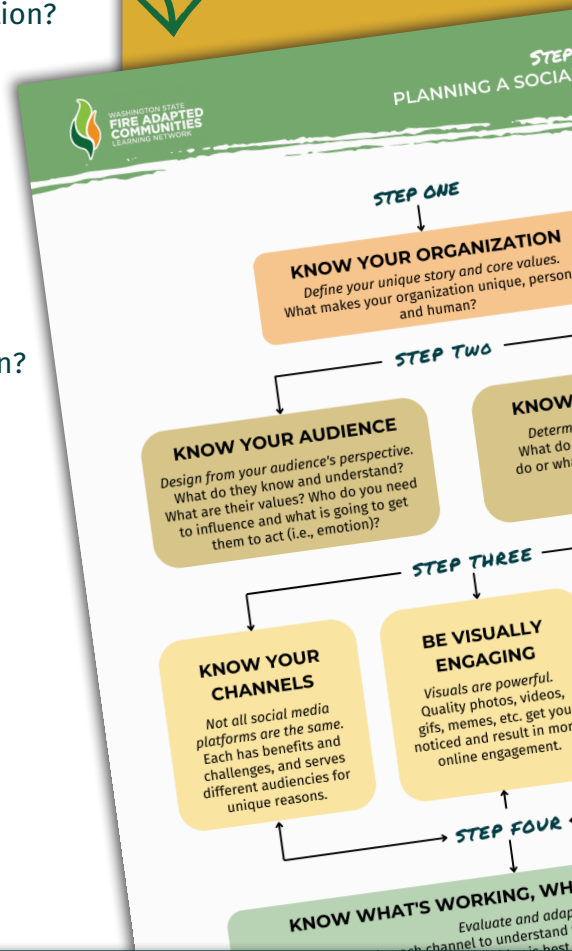
We help X do Y because Z

X = audience (who)

Y = audience action (what)

Z = your offering (why)

Graphic courtesy of
Tools for Engaging
Landowners Effectively



Define your Ground Rules

Develop a plan for monitoring your social media and how to deal with negative/trolling comments

Establish and publicly post your organization's Social Media User Guidelines

(The U.S. Bureau of Land Management has a great [example](#)).

STEP TWO:

KNOW YOUR AUDIENCE & PURPOSE

Be clear about what you want your audience to do.

Always ask yourself - why is this post essential? What action do I want those who see this post to take?

Design your program for your core audience.

Who do you MOST NEED to influence? The more you define your audience, the better you can tailor your message to reach them.

Whose action is most important? For example, landowners in the WUI need to create defensible space before the next fire season.

What will grab the attention of your audience?

What does your audience want/need to know to act?

Design all programs from your audience's perspective.

What does your audience already know and understand? For example, landowners in rural areas are interested in low-cost ways to remove vegetation.

What are your audience's barriers to action or preconceptions about the difficulty of action you are asking them to do? For example, a barrier might be the cost of mitigation efforts.

Give your audience a compelling, emotional reason to act.

Emotion = action; Rationality = agreement but not necessarily action.

Appeal to the community nature of a neighborhood or geographic area - "we're all in this together."

Knowing your audience is key. Different audiences are interested in seeing different types of content on social media.



Source: Tools for Engaging Landowners Effectively

STEP THREE:

KNOW YOUR CHANNELS & CONTENT

Be Human & Empathetic

Posts that seem authentic, personal, and relatable are most often the best performing.

Tip: Take note of what gets you to personally notice content on social media platforms - use these posts as inspiration.

Provide Value to Followers

What benefit are you providing, and why should people follow you? Do not post without purpose or value!

Be Visual and Engaging

Videos/GIFs/memes are the most effective content, and GOOD photography is essential!

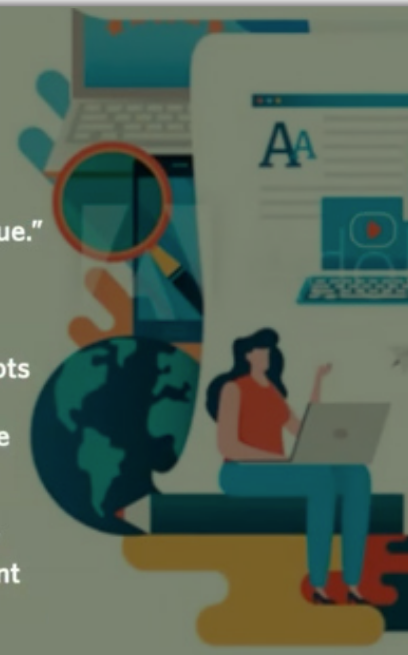
Write to Excite!

Ask questions, include prompts for discussion, have humor, and provide a reason for followers to pay attention.

Be Social

Engagement is essential - monitor all comments and respond.

Tip: Having other organizations speak for you is powerful! Share partners' mentions and comment on partners' pages. Prepare toolkits and materials to share with partners to make it easy for partners to share your posts.

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- Highlight info that surprises or excites.
 - Ask engaging questions that invite conversation.
 - Tailor your writing for the item's "news value."
 - Use clear language, but don't dumb down. Think of explaining complex topics as a journey to explore new and exciting concepts
 - Keep it short. You want to excite and create intriguing content that invites exploration.
 - Don't repeat information. Think about how different pieces of a social post complement each other and add dimension.

Graphic courtesy of The Nature Conservancy

PICK YOUR PLATFORMS



FACEBOOK

- Easy to get started
- Access to large suite of products
- Broad audience, large user #s
- But becoming "Pay to play"



TWITTER

- Geared toward newsy updates
- Used by politicians, influencers
- Better networking
- But small user base



INSTAGRAM

- For visual content
- Higher engagement
- Younger user base
- But very hard to get users to click links



LINKEDIN

- Used by professionals
- Go-to for "thought leadership"
- But not very active user base

Graphic courtesy of The Nature Conservancy

STEP FOUR:

KNOW WHAT'S WORKING, WHAT'S NOT & ADAPT

Evaluation Matters

Utilize the included analytics in all channels to see what content gets the most engagement and what isn't working.

Adapt

Try different content types, don't be afraid to try something new/innovative, and be willing to change based on analytics.

Strategize while making room to be opportunistic and responsive - news happens, events occur, and be ready to switch things up as needed.

TOOLS YOU CAN USE:

FOR STRATEGY DEVELOPMENT:

- Follow the TELE method in the [Engaging Landowners in Conservation Guide](#) to get the most out of your outreach strategy.
- Answer the four questions in this [Back-of-the-Envelope Guide to Communications Strategy](#) from Stanford Social Innovation Review to craft an effective strategy.
- Learn how often and at what times of day are best for posting to each social network in [The Social Media Frequency Guide](#) from Buffer.

FOR CONTENT DEVELOPMENT:

- Get tips on how to improve your organization's photography in this FAC Net Blog: [Telling our FAC Stories through Photos: Tips for Practitioners](#).
- Take a peek at these [Nine Tips for Talking about Fire and FAC](#) from FAC Net to help craft a fire-specific story.
- Listen to this podcast, [The Art of Copywriting: How to Write Better Captions and Tell Stories that Get Engagement](#) from the Science of Social Media.

FOR EVALUATION & MONITORING

- Learn [Which Social Media Metrics Should Nonprofits Keep Track Of](#) in this blog post from Nonprofit Hub.
- This new research from Hubspot shares [Which Social Media Metrics Marketers are Tracking and why](#).

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