HARNESSING THE POWER OF SOCIAL MEDIA

CHELSEA BODAMER & JONATHON STALLS
Take a picture of us, of you, of the person sitting next to you or share a quote or something you like using #PNTS2013 throughout the presentation.

*Don’t forget to include your colleagues (ex @jonthonstalls) listed on your handle sheet!
WHAT IS SOCIAL MEDIA?

Forms of electronic communication (as Web sites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos) -

www.merriam-webster.com
TYPES OF SOCIAL MEDIA

facebook
Pinterest
LinkedIn
Google+
Twitter
Cover photo
Use a photo that captures the essence of your brand and showcases your product or service.

Profile picture
Use a logo that people associate with your business.

Views and apps
Your photos, events, and custom apps are now easier for people to find.

Friend activity
People can see how their friends are engaging with your Page.

Composer
Post regularly on your Page to reach your audience and drive engagement.

Pinned post
Anchor the most important story to the top of your Page for up to 7 days.
Grand Canyon NPS
@GrandCanyonNPS
Official Twitter site for Grand Canyon National Park (outgoing feed only). Email: grca_information@nps.gov Photos used are public domain or US govt works.
Grand Canyon, AZ • nps.gov/grca

Tweets

Grand Canyon NPS @GrandCanyonNPS 27 May
Many park buildings fly the American flag daily, but on Memorial Day it feels more special as we honor... Instagram.com/p/Z1oOfK7eO/
Expand

US Dept of Interior @Interior 25 May
A view you won’t see everyday. Spectacular photo of snow plowing near Logan Pass @GlacierNPS. Pic.twitter.com/zO515W3UG
Retweeted by Grand Canyon NPS
View photo

Grand Canyon NPS @GrandCanyonNPS 25 May
The El Tovar has been welcoming South Rim visitors since 1905. It's one of four hotels with a canyon... Instagram.com/p/ZwZ0IReA2/
Veterans Day | National Park Service

This year the National Park Service will honor America's warriors with free entrance to all parks for all visitors, over the three day Veterans Day weekend. So on this Veterans Day, come see what you have been fighting for. Experience your America.

Like (33) · Comment (3) · Share · 6 days ago

Suzie Thompson, Heather Ferguson +31

Barbara Berry A wonderful gift to our Veterans.
5 days ago

Teri Graves LOVE!!!
3 days ago

State, Tribal, and Local Grants (STLPG)
The State, Tribal, and Local Grants (STLPG) division manages several grant...
usinterior

WHY FACEBOOK?

FACEBOOK
I just don't understand it.
FACEBOOK is a social networking service where users can create a unique profile, connect with others, upload photos and video, and share stories.

1. TELL YOUR STORY
2. SHARE RICH CONTENT
3. CREATE A DIALOGUE
2. QUICK INFORMATION SHARING
3. MEASURE AND OPTIMIZE
Inside the artisan's studio! Alice Pierson, our resident artist, has created a stunning assortment of beer tumblers/pint glasses and wine goblets for our crowd funding campaign! We've selected the final design and Alice will now go to work to hand make each and every one...
Barry Black

Need some help, I am a Scoutmaster in Connecticut. I am bringing a group of Scouts to Colorado this summer and had hoped to hike a section of the OST between Black Canyon of the Gunnison NP and Gunnison and possibly do some trail maint, looking for a Point of Contact
CREATE A DIALOGUE

Continental Divide Trail Coalition
October 31

We are getting ready to head to Tucson for the 2013 National Trails Conference! Looking forward to seeing all of our National Trails friends and family: Oregon-California Trails Association Pacific Crest Trail Association Appalachian Trail Conservancy Partnership for the National Trails System El Camino Real de los Tejas National Historic Trail Association North Country Trail Association Ice Age Trail Alliance

Like · Comment · Share

Steven Gonzales, Barbara Molitor, Dianne Evans and 12 others like this.
Quick Information Sharing

Pacific Crest Trail Association shared a link.
June 27

BIG NEWS: New regulations essentially ban campfires along most of the Pacific Crest Trail south of Yosemite, even with a campfire permit. This is the southern 930 miles of the trail.

Please share.

Campfires banned on southern PCT | Pacific Crest Trail Association
www.pcta.org

The mission of the Pacific Crest Trail Association is to protect, preserve and promote the Pacific Crest National Scenic Trail as an internationally significant resource for the enjoyment of hikers...
# Measure Success

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/30/2013</td>
<td>You heard em’, folks! We couldn’t be more thankful for our friends at Practicing Yoga.</td>
<td></td>
<td></td>
<td>109</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>10/24/2013</td>
<td>Thank you to the Long Island Volunteer Center, an affiliate of HandsOn Network for putting together this</td>
<td></td>
<td></td>
<td>543</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>10/22/2013</td>
<td>Our Members completed “the pack test” today by walking three miles in under 45 minutes carrying 45</td>
<td></td>
<td></td>
<td>707</td>
<td>94</td>
<td></td>
</tr>
<tr>
<td>10/18/2013</td>
<td>Photos by Sean Kerr - ERT Year 20</td>
<td></td>
<td></td>
<td>338</td>
<td>2.7K</td>
<td></td>
</tr>
</tbody>
</table>

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Notice the engagement levels and the use of the “Boost” button to promote posts.
WHY TWITTER?
TWITTER is a social networking and micro-blogging service that allowing users to answer the question, "What are you doing?" by sending short text messages 140 characters in length.

1. INFORMAL COLLABORATION
2. QUICK INFORMATION SHARING
3. RELIEF FROM EMAIL FATIGUE
USDA Forest Service
@forestservice
The Forest Service manages public lands in national forests and grasslands, which encompass 193 million acres. Following/RTs don't = endorsement.
United States of America · fs.fed.us
POSSIBLE PROFILE CHARACTERISTICS/DIRECTION

Personal / Professional

Campaign / Movement

Organizational

Personal

Professional / Sales

Education / News Only
Jonathon Stalls @jonathonstalls
RT @CDNST1 #nationaltrails #pnts2013 trail apprentices getting ready 4 dia de Los muertos Tucson pic.twitter.com/LAPumdQMmo #allsoulsprocession
CDTC @CDNST1
@Variety Thanks for the follow and interest in the #CDT! We be worlds apart but everybody needs a place like the #CDT pic.twitter.com/dmCJ3lktcu
2. Targeting

Location

Country: United States
- Everywhere
- By State/Province
- By City

Demographics

Age: 18 - Any
- Require exact age match

Sex: All
- Men
- Women

Interests

Precise Interests: Enter an interest

Estimated Reach: 140,882,940 people
- who live in the United States
- age 18 and older
SOCIAL MEDIA

INTENTION
PERSONALITY
CHARACTER
PANDA CHEESE
TAGBOARD
Q&A