The New York State Department of Environmental Conservation BEST PRACTICES FOR SOCIAL MEDIA ENGAGEMENT

If you build it, will they come?

- We decided that if we were going to create social media platforms it would be to give our audience content they weren't already getting.
- Our mantra: Educate. Entertain. Inform. Respond.
- Best piece of advice I've received: Start small. Don't over-extend on too many platforms at once. You'll know when you're ready to grow.

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Increasing Engagement

- Know your audience (on each platform) and then EXPAND it!
- Create a weekly/monthly social media calendar to plan out your schedule of posts.
- Create a monthly report to provide to staff but also to understand what followers responded to.
- Use analytics on various platforms to know what days and what time of day your followers are most active. Time posts accordingly.
- The real work begins when you post: Be responsive. Don't forget the "social" in social media.
- Respond quickly to questions in the comments and inbox.
- Research popular hashtags that can go along with your content. Hashtags will vary from platform to platform.
- Have accounts you like? Take what they do and apply it to your channels.

Crafting Posts

- Identify your platform strategy
- Seasonal topics
- Evergreen content: How to, Wildlife, etc.
- Press releases
- Holiday calendar/ National Days
- Weekly themes: Ex. #WildlifeWednesday, #ForestFriday
- Staff profiles. Highlight the faces behind the scenes.
- Created a list of social media coordinators: content created by program and regional staff
- Don't be afraid to reuse successful posts!!!
- Easy wins...we will discuss later



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 \Box

Iked by priolaphotography and 2,770 others

nysdec Just a shrew on a shoe! Short-tailed shrews are common in New York, but rarely seen because they are primarily nocturnal and search for grub and insects beneath leaf litter. They are also capable of catching and subduing larger prey like other small mammals due to their venomous saliva (no, we aren't kidding). Shrews play an important role in ecosystems as they are a prey source for many other

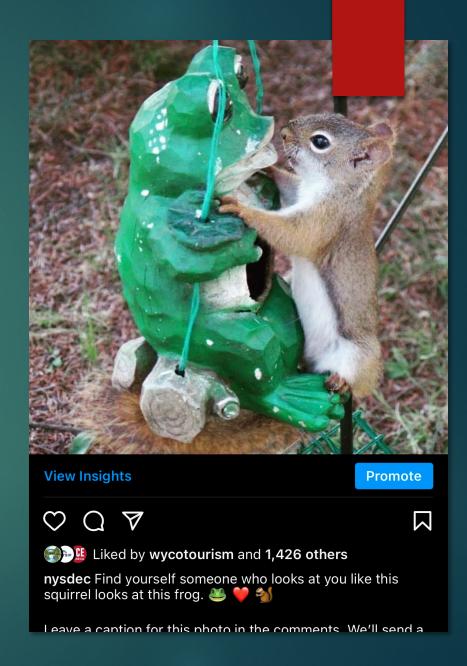
All About The Visuals

- You are competing with many other profiles on all the platforms. Stand out!
- Find a great image for content or create content for a great image.
- Crowd sourcing. Makes your job easier and builds a relationship with your followers.
- Photo "contest". Ex. "Take a Hike Day"

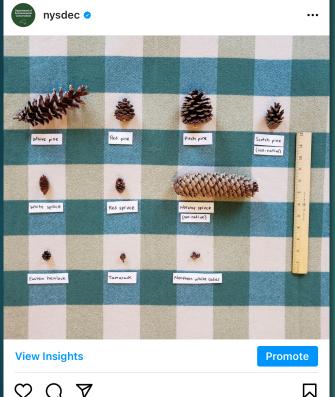


Easy Wins

- This example is from a wildlife photo contest we held on Instagram.
- We loved the picture and immediately used it for a "Caption This" post.
- ► K.I.S.S. = Keep It Simple, Stupid.
- Doesn't always have to be news or program related. Have some fun!
- Caption this. Song lyrics. Movie quote.
 Heading into the weekend.



Game of Cones Instagram Quiz



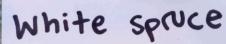
Diked by seanymayhem and 1,808 others

nysdec Do you know your cones? Check out our story today to challenge your knowledge of common tree cones found in NY in our Game of Cones!

But first, here are some fun facts about common cone misconceptions to help you ace the quiz:



False! Pinecones only come from pine trees, but there are spruces, firs, and other conifers that make cones.





Live Social Media Broadcasts

- Pandemic created an opportunity to leave our comfort zone
- Trial by fire. We've filmed almost 200 live broadcasts in the last year and a half
- Talk to program and regional staff to identify hosts and topics of interest.
- Engagement has been great with many broadcasts being in our Top 5 monthly posts.



Thank You!

Questions?

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