

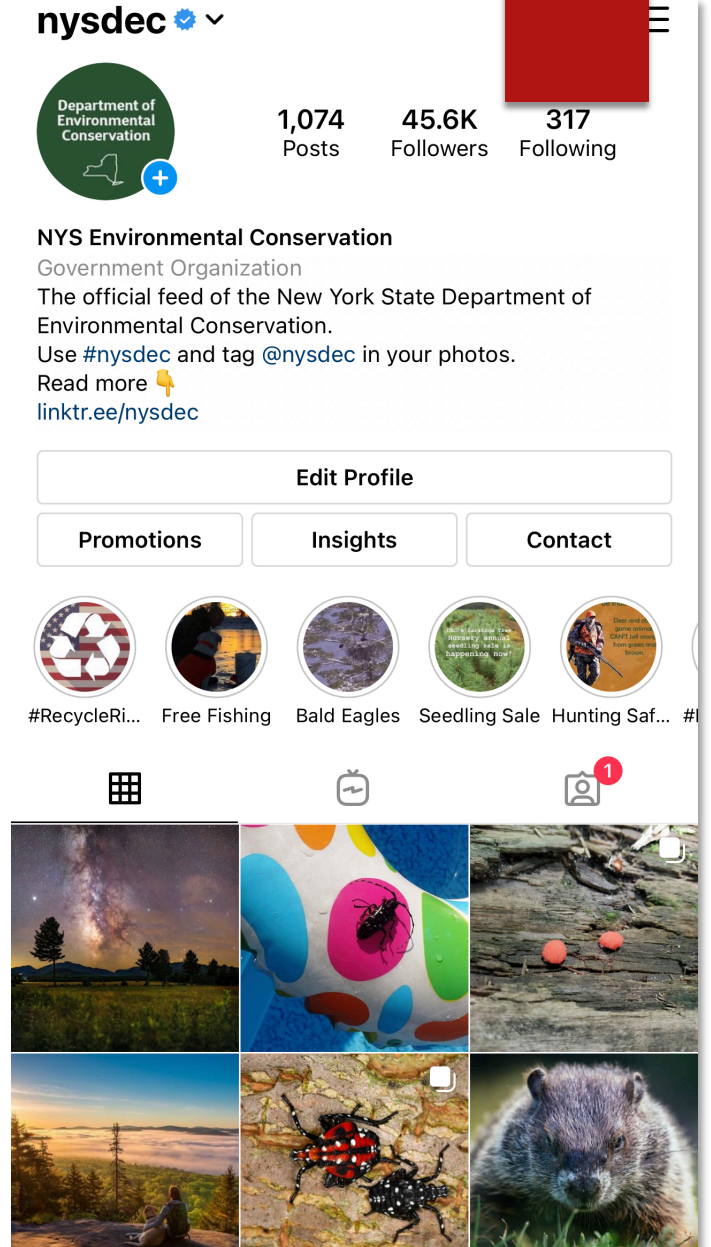


The New York State Department of Environmental Conservation

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.

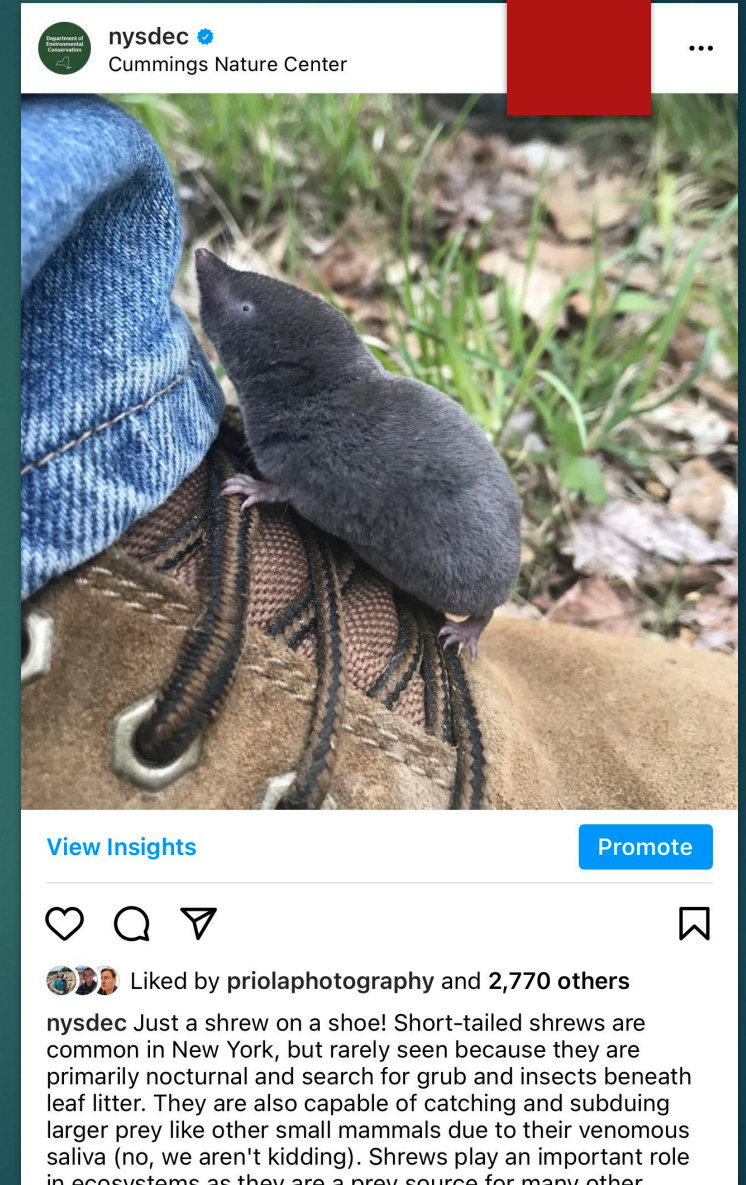


Increasing Engagement

- ▶ 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



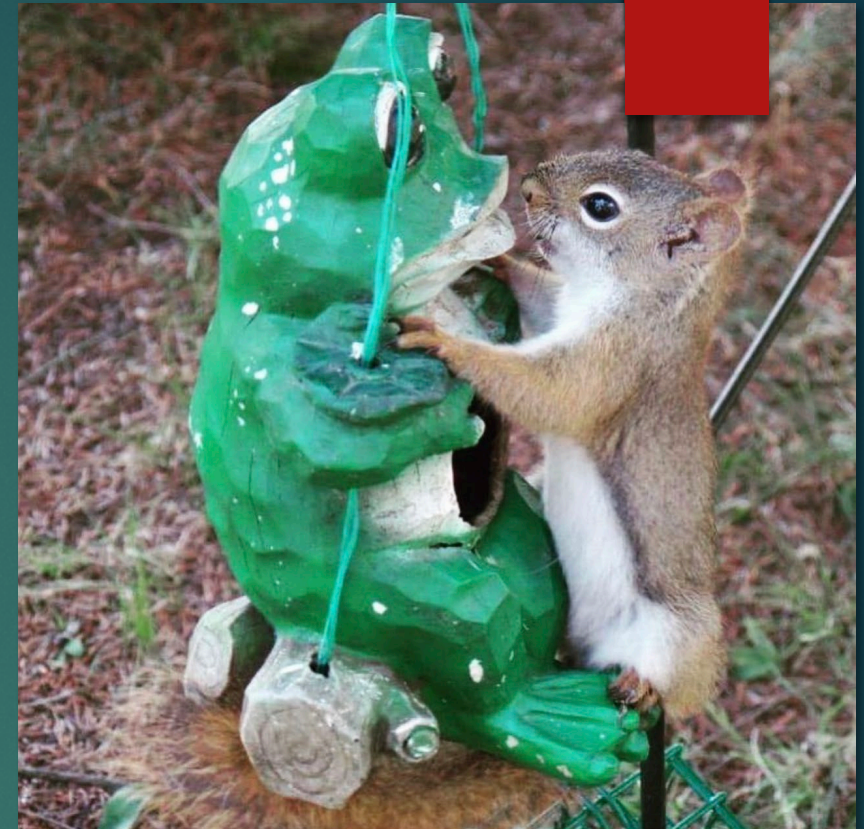
All About The Visuals

- ▶ 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.



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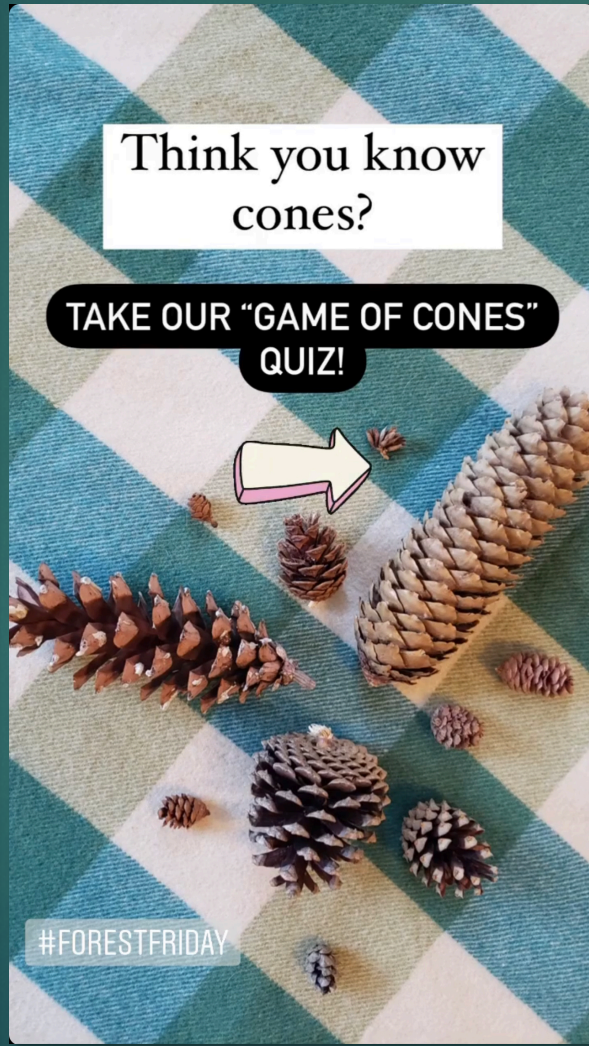
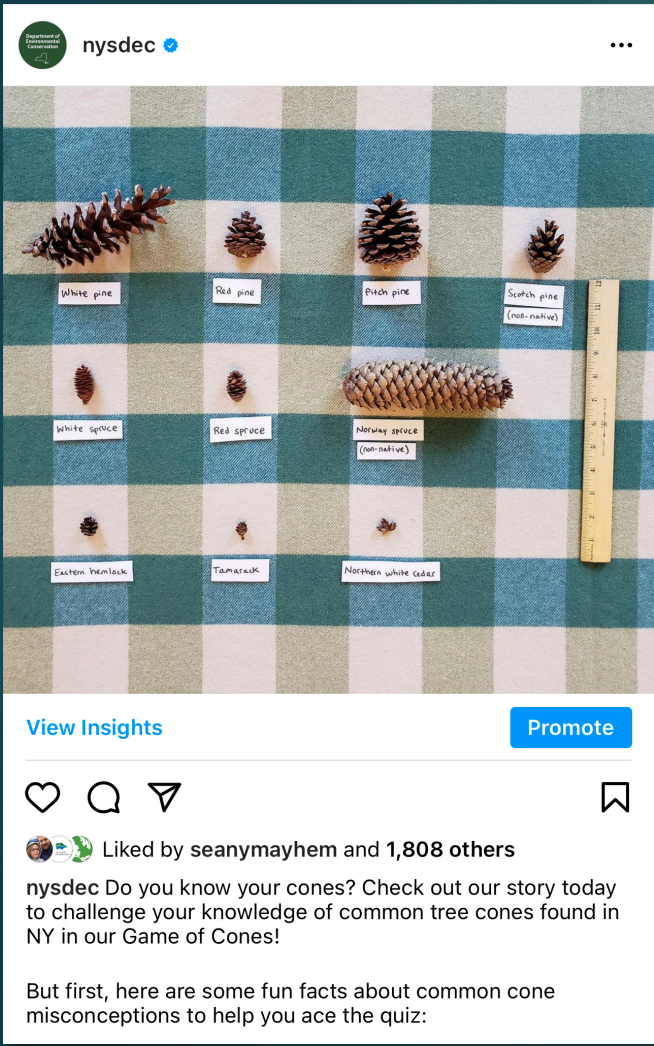


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[nysdec](#) Find yourself someone who looks at you like this squirrel looks at this frog. 🐸 ❤️ 🐿️

Leave a caption for this photo in the comments. We'll send a

Game of Cones Instagram Quiz



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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