



Friends Retreat
November 4, 2023

Social Media Storytelling



Why is storytelling on social media so important?

Storytelling on social media can:

- Help foster a sense of community and appreciation for the state park or forest
- Educate - on the park, history, biodiversity, how to's, processes, etiquette of using the park/forest, resources, etc
- Encourage others to explore
- Preserve memories
- Inspire others to share their stories



What are some ways to generate ideas for social media posts?



- What has never been told or shared?
- What's neat about your park/forest you see often you don't think about it but maybe other's don't know its story?
- Appeal to diverse interests
 - less popular activities
 - unexpected outdoor recreation
- Talk to the person you see regularly and ask them to take a photo/video and why they visit
- Take photos of what's going on, even if it seems uneventful
- Talk about your accomplishments
- Make someone/thing feel special or highlight them/it
- Take a photo in the same spot for different seasons or occasions
- Tell the story of the trail, the lake, a day in the life of the park manager or volunteer or regular visitor



What are some topics that have worked well for your pages?

What are some challenges you have with your social media?



**Create a post or video of
your accomplishments this
year and we can share it out
during #ExtraGive
(Nov. 17)**



**Have questions or want
to talk through a few
ideas, let me know!**