

# Chapter Officer Training

## Social Media

Feb. 7, 2024



**What platforms are you using?**

**Who are you looking to attract  
to follow you on social media,  
volunteer with your group,  
or visit your park/forest?**

# Participation

Facebook

**3 B**

YouTube

**2.7 B**

TicTok

**1.9 B**

Instagram

**1.4 B**

SnapChat

**500 M**

Twitter / X

**300 M**

Source : <https://targetinternet.com/resources/how-different-age-groups-are-using-social-media-2023>  
<https://wpsocialninja.com/how-different-generations-use-social-media/>

# Who's Out There?

## Baby Boomers

Born 1946 - 1964

**57%**

## Gen X

Born 1965 - 1980

**71%**

## Millennials

Born 1981 - 1996

**87%**

## Gen Z

Born 1997 - 2012

**94%**

Source : <https://targetinternet.com/resources/how-different-age-groups-are-using-social-media-2023>  
<https://wpsocialninja.com/how-different-generations-use-social-media/>  
<https://wallaroomedia.com/blog/social-media/tiktok-statistics/>

# Who's Doing What?

## Baby Boomers

70% YouTube  
68% Facebook  
23% Instagram  
17% Twitter / X

## Gen X

82% YouTube  
77% Facebook  
40% Instagram  
35% Twitter / X

## Millennials

80% Facebook  
60% Instagram  
45% YouTube  
40% Twitter / X

## Gen Z

65% Instagram    51% SnapChat  
62% YouTube    34% Facebook  
60% TicTok    23% Twitter

Source : <https://targetinternet.com/resources/how-different-age-groups-are-using-social-media-2023>  
<https://wpsocialninja.com/how-different-generations-use-social-media/>  
<https://wallaroomedia.com/blog/social-media/tiktok-statistics/>

# How Do I Engage Everyone?

- **You don't have to use every platform - start with Facebook and/or Instagram**
- **Consider your goals for the platform(s).**
  - Are you trying to get more people to come to the park/forest?
  - Are you trying to get more people to come to a volunteer day?
  - Are you trying to get more people to an event?
- **Every post doesn't have to appeal to everyone - there is beauty in diversity**

# How To Grab More Attention.

- **Grab content when you can - always have a camera/phone on you**
  - **When gathering photos/videos, please be mindful of people's faces, especially children, and asking permission to post. Be respectful and delete/crop them out when told no.**
- **Tag people, places, and groups**
- **Videos and Reels**
- **Tell stories - about your park/forest, about your staff, about your volunteers, about your visitors, about your history, about how you do a 'thing', about the odd thing only locals seem to know - the list is endless**
- **Use #Hashtags**



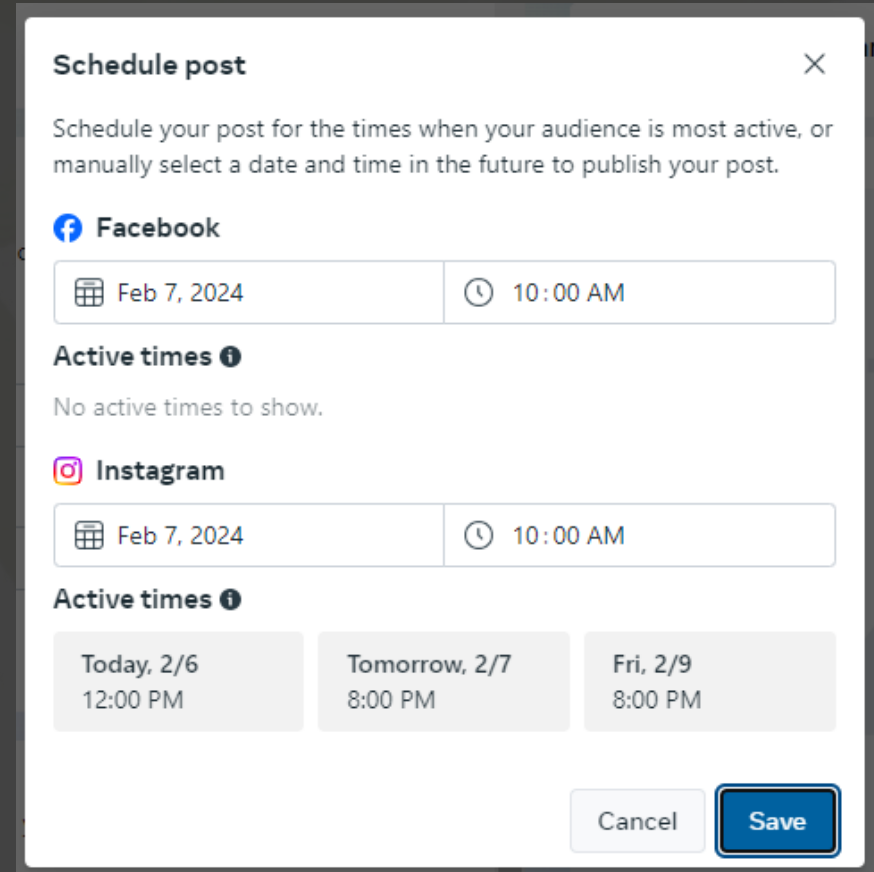
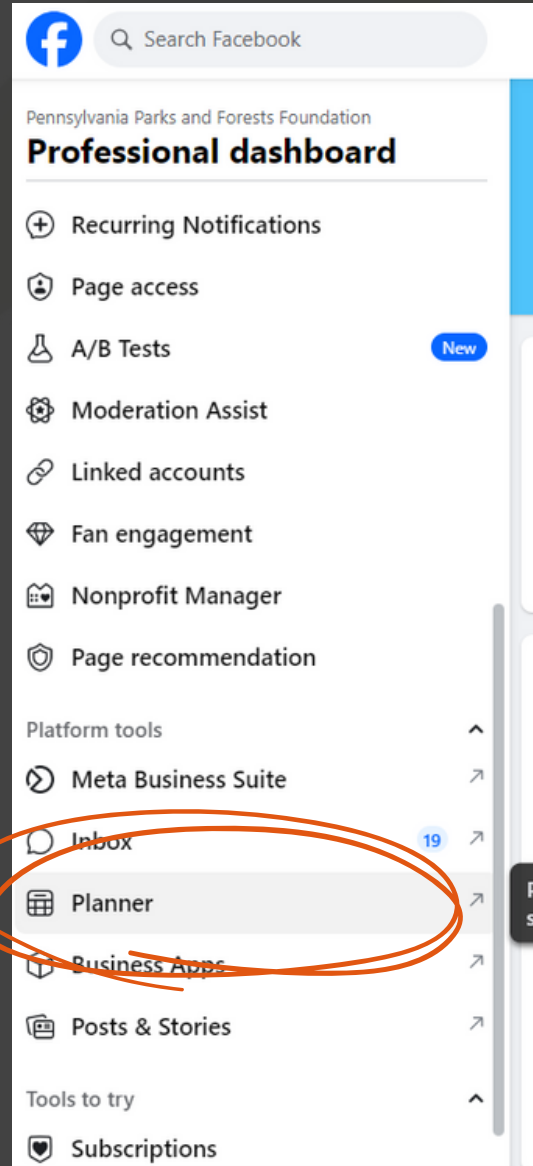
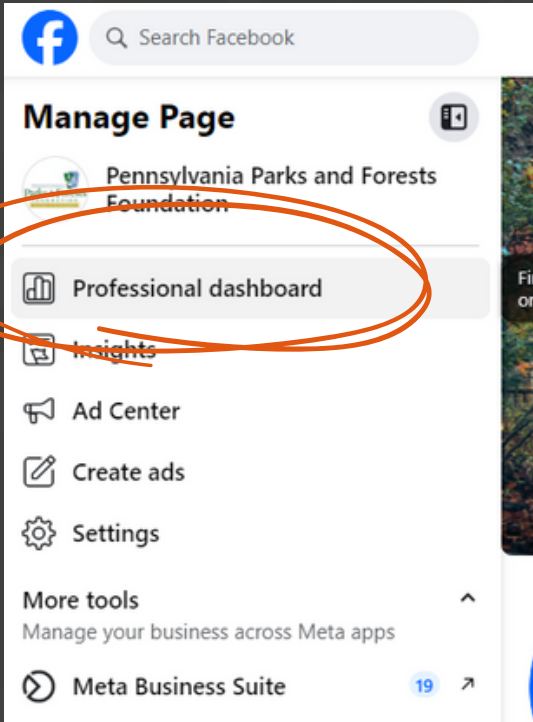
# How To Grab More Attention. (Cont.)

- **Engagement** - ask open ended questions, offer give aways, ask them to share photos
- **Projects** - talk about what your goals and projects are, what you need help with, etc.
- **Share photos of your critters** - all of them, bugs to bears!
- **Use family friendly humor** - shows that you are relatable and approachable
- **Create an event** - acts as a reminder
- **Doesn't have to be in season** - post spring photos on snowy days!



# Scheduling Posts - Facebook

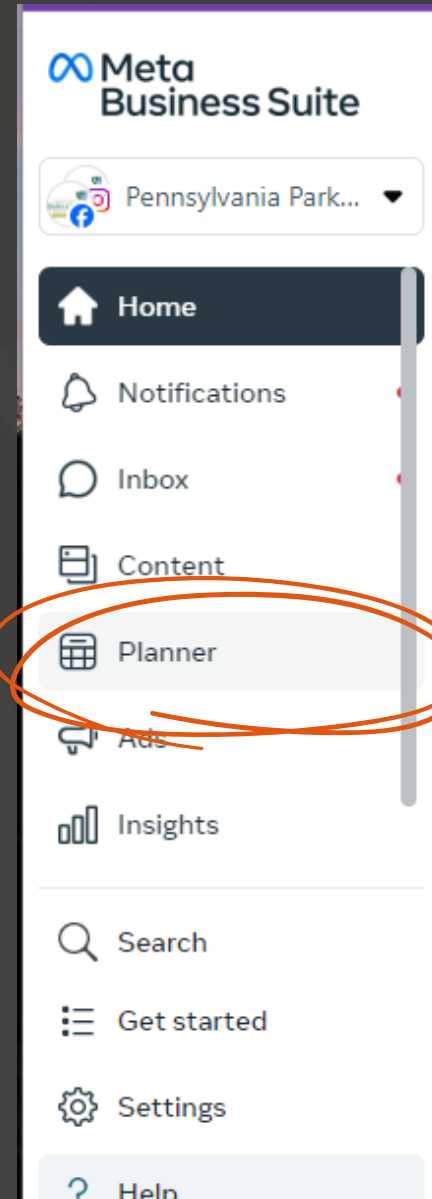
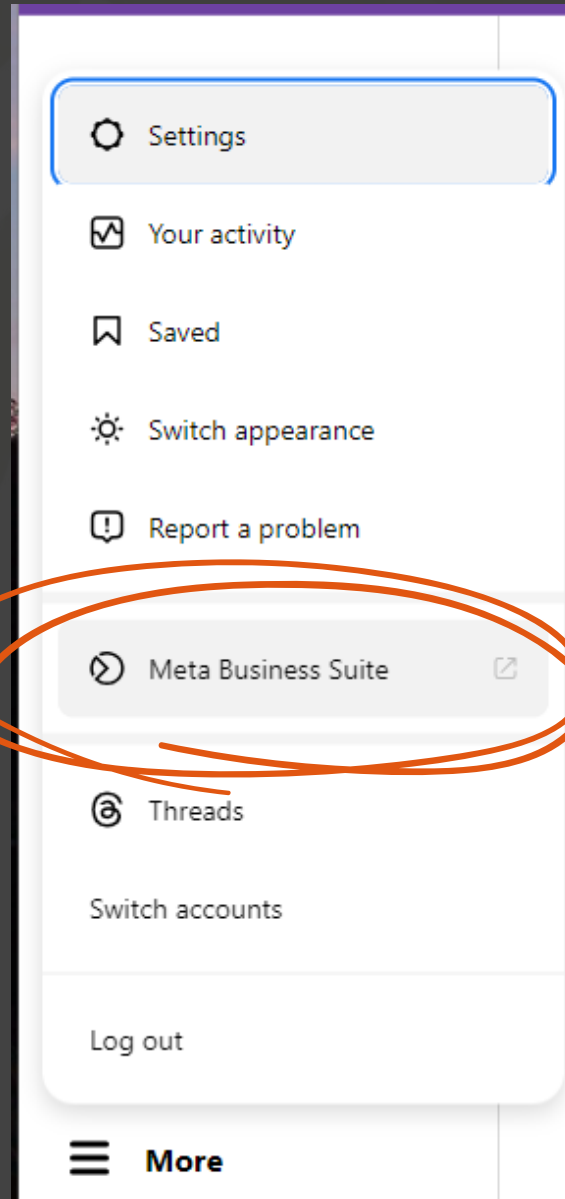
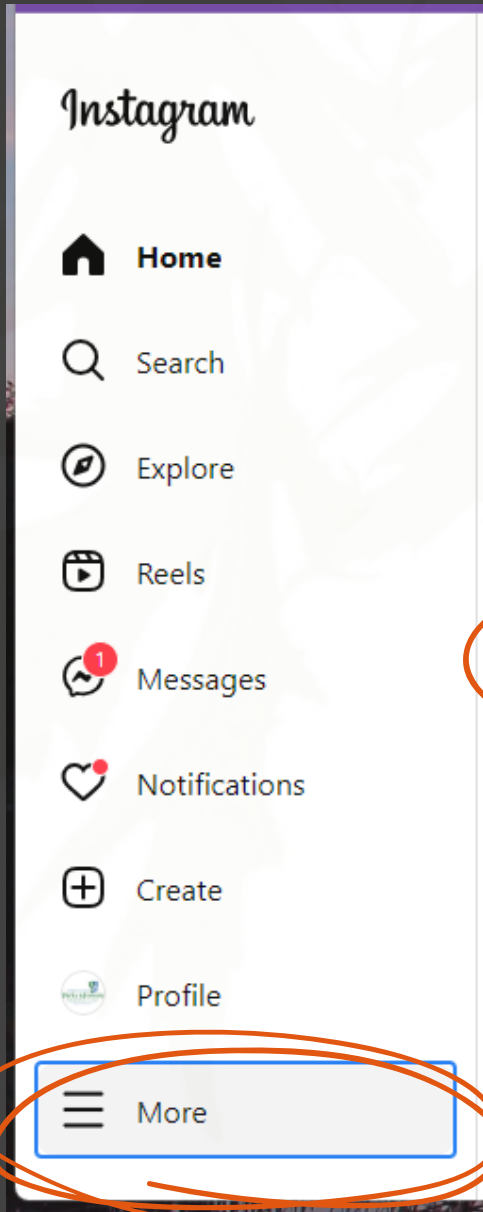
Manage Page > Professional Dashboard > Scroll to Planner > Redirected to the Meta Planner and an initial scheduling pop-up may appear



This drops you into the Meta Business Suite

# Scheduling Posts - Instagram

More > Meta Business Suite > Planner > Redirected to the Meta Planner



This drops you into the Meta Business Suite

# Scheduling Posts - Meta Platforms

View of the calendar > navigate to the day you want a post and click on the day or click on “create post”

The image shows a screenshot of the Meta Planner interface. At the top, there is a navigation bar with 'Planner' and 'Plan your marketing calendar by creating, scheduling, and managing your content.' To the right of this bar are two buttons: 'Advertise' and 'Create post'. The 'Create post' button is circled in orange. Below the navigation bar, there is a calendar view for February 2024. The calendar shows days from Sun 4 to Sat 10. The current day, Tue 6, is highlighted. On the left side of the calendar, there are several post cards with their respective times and engagement metrics. On the right side, there is a 'Goals' section with a 'Start new goal' button and a 'Create post' button. The 'Create post' button in the bottom right corner is also circled in orange.

# Scheduling Posts - Meta Platforms

The image shows the 'Create post' interface for Meta Platforms. The interface is divided into several sections:

- Post to:** A dropdown menu showing 'Pennsylvania Parks and Forests Foundation and paparksandforests'.
- Media:** A section for adding photos or videos, with buttons for 'Add photo', 'Add video', and 'Use template'. A note states 'Share photos or a video. Instagram posts can't exceed 10 photos.'
- Post details:** A section with a toggle for 'Customize post for Facebook and Instagram'.
- Text:** A large text input area for the post content, with a 'Text' label above it.
- Scheduling options:** A section with a 'Set date and time' toggle (which is turned on) and a 'Boost post' toggle (which is turned off). Below these are buttons for 'Cancel', 'Finish later', and 'Schedule'.

On the right side, there is a 'Facebook Feed preview' showing a post from 'Pennsylvania Parks and Forests Foundation' with a placeholder image and interaction buttons for 'Like', 'Comment', and 'Share'.

# Scheduling Posts - Meta Platforms

**Post to**

Facebook Instagram Pennsylvania Parks and Forests Foundation and paparksandforests

**Post to Facebook and Instagram**

- Pennsylvania Parks and Forests Foundation
- paparksandforests

**Publish to Facebook Groups** [See more groups](#)

- ALL THINGS PA WILDS REGION-Explore-Wildlife-Hiking- Things To Do  
Private group • 749 members

**Post details**

**Publish to Facebook Groups** [X]

Choose up to three groups to publish your post to.

- ALL THINGS PA WILDS REGION-Explore-Wildlife-Hiking- Things To Do  
Private group • 749 members
- Exploring PA Parks and Forests  
Public group • 13327 members
- Lancaster County PA Services and Events Network  
Public group • 1880 members
- Pennsylvania Hiking Adventures  
Private group • 16922 members
- Pennsylvania Adventurers  
Private group • 35884 members
- Pa Wildlife and Outdoors  
Private group • 27763 members

Cancel Save



# Scheduling Posts - Meta Platforms

### Create post

**Post to**  
Pennsylvania Parks and Forests Foundation and paparksandforests

**Media**  
Share photos or a video. Instagram posts can't exceed 10 photos.  
1500 x 1500  
Add photo

**Post details**  
 Customize post for Facebook and Instagram


**Text**  
Join us for Happy Little 5K! You can participate April 20-28, 2024. For more info or to register go to <https://paparksandforests.org/event/happy-little-trees-5k/>

**Scheduling options**  Set date and time  
 Boost post  
Cancel Finish later **Schedule**

Facebook Feed preview

Pennsylvania Parks and Forests Foundation  
Just now · 🌐

Join us for Happy Little 5K! You can participate April 20-28, 2024. For more info or to register go to <https://paparksandforests.org/event/happy-little-trees-5k/>



Like Comment Share

# Scheduling Posts - Meta Platforms

**Create post**

Facebook Feed preview

**Scheduling options** Set date and time

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

**Facebook**

Feb 7, 2024 10:00 AM

**Instagram**

Feb 7, 2024 08:00 PM

Active times

**Privacy settings** Adjust your privacy settings to control who can see your post in News Feed, Watch, search results and on your profile.

Public  
Anyone on or off Facebook will be able to see your post.

Restricted  
Choose certain people on Facebook who can see your post.

Boost post

Cancel Finish later **Schedule**

**Facebook Feed preview**

**Pennsylvania Parks and Forests Foundation**  
Just now · 🌍

Join us for Happy Little 5K! You can participate April 20-28, 2024. For more info or to register go to <https://paparksandforests.org/event/happy-little-trees-5k/>

**Happy Little swag**

Image showing a t-shirt and a race bib for the "Happy Little 5K" event. The t-shirt and bib feature a logo with a man's face and the text "RUN FOR THE TREES" and "HAPPY LITTLE 5K". The bib also displays the number "9999".

Like Comment Share



# Scheduling Posts - Meta Platforms

**Planner**  
Plan your marketing calendar by creating, scheduling, and managing your content.

Week Month < Today > February 2024 Content type: all Shared to: all

Sun 4 Mon 5 **Tue 6** Wed 7 Thu 8 Fri 9 Sat 10

Link clicks • Completed

**1:00 PM**  
The PFFF (Virtual) Book Club  
Join us February 26, 2024  
virtually at 1pm  
February's Book  
Read our book of the month  
and discuss it with other members  
of our book club.  
Facebook  
5 2 2

**2:17 PM**  
Active  
Facebook

**1:00 PM**  
Join us February 26, 2024  
virtually at 1pm  
February's Book  
Read our book of the month  
and discuss it with other members  
of our book club.  
Instagram  
9

**2:17 PM**  
Active  
Facebook

**10:00 AM**  
Little swag  
Facebook  
999

**8:00 PM**  
This week, your Instagram followers are most active at this time.  
Schedule...

**3:46 PM**  
Facebook  
3 1

**4:15 PM**  
Facebook

**Goals**  
More

**Goals**  
Set a goal, track progress and learn helpful tips for your professional success.  
Start new goal


Start sharing content more regularly to connect with your audience.  
Create post

# Scheduling Posts - Meta Platforms

**Post details**  
ID: 2144396069255101

**Post overview**  
This view of your post may not represent exactly how it appears on Facebook's News Feed.

**Post content:**  
Pennsylvania Parks and Forests Foundation.  
3m · 🌐  
Join us for Happy Little 5K! You can participate April 20-28, 2024. For more info or to register go to <https://paparksandforests.org/event/happy-little-trees-5k/>



**Post actions:**  
... (circled)  
Edit post  
Duplicate post  
Reschedule post  
Move to Drafts  
Delete post (circled)  
Boost post  
Publish now (circled)

# Scheduling Posts - Meta Platforms

**Planner**  
Plan your marketing calendar by creating, scheduling, and managing your content.

Advertise Create post

Week Month < Today > February 2024 Content type: all Shared to: all

Sun 4 Mon 5 **Tue 6** Wed 7 Thu 8 Fri 9 Sat 10

Link clicks • Completed

1:00 PM  
The PFFF (Virtual) Book Club  
Join us February 26, 2024 virtually at 12pm  
February's Book: **BLACK DICK WHITE SPOTS**  
Read more on the [Facebook website](#)

2:17 PM  
Active

1:00 PM  
February 26, 2024  
February's Book: **BLACK DICK WHITE SPOTS**  
Read more on the [Facebook website](#)

2:17 PM  
Active

3:46 PM

4:15 PM

8:00 PM  
This week, your Instagram followers are most active at this time.  
Sche...

**Goals** More

**Goals**  
Set a goal, track progress and learn helpful tips for your professional success.  
Start new goal

Start sharing content more regularly to connect with your audience.  
Create post

(May need to click refresh on the page for it to show that its been deleted)

# Post Appropriateness.

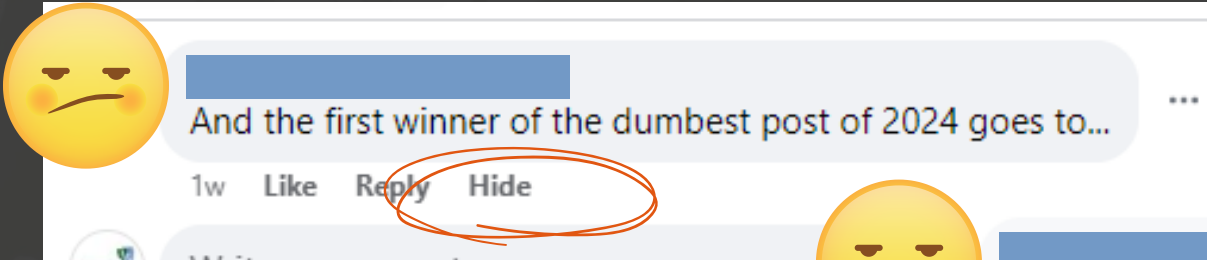
- Does the park/forest want to take the lead on posting and I just reshare it?
- Does this help or does this hurt what we are trying to promote?
- Is it inclusive of **EVERYONE**? Will this post turn people off about visiting the park/forest we represent, volunteering with us, or degrade any one or any group in some capacity?
- Is this a reflection of the Friend's Group or my personal opinion?
- Think about it from different perspectives
- Is this a conflict of interest?

# Post Appropriateness.

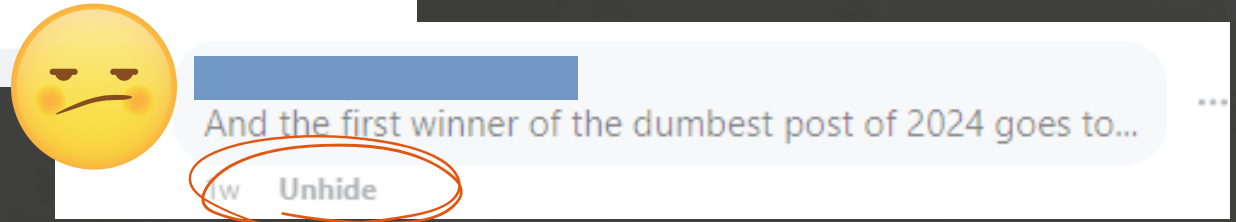
- **Post what you're doing, what you see in the park/forest, events, etc. Tell your story!**
- **Resharing post about nature, conservation, volunteerism, animal photos, quotes, partner organizations, etc.**
- **Support your local community and neighboring parks/forests (helps your community and you build algorithms to reach more people)**



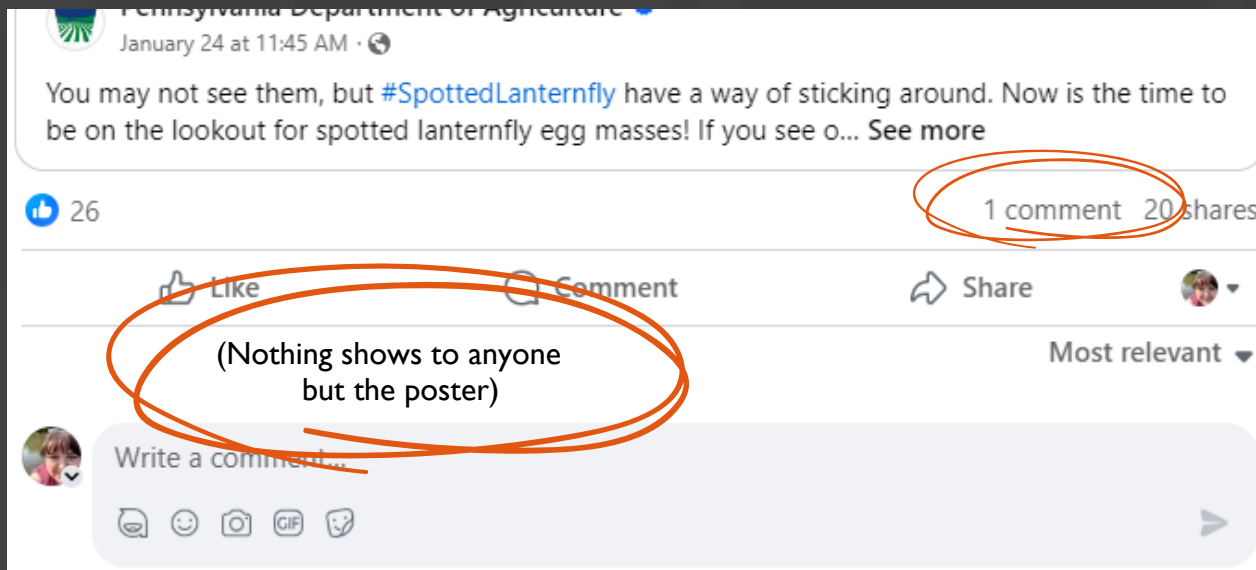
# Bullies Be Gone.



Organization Page View



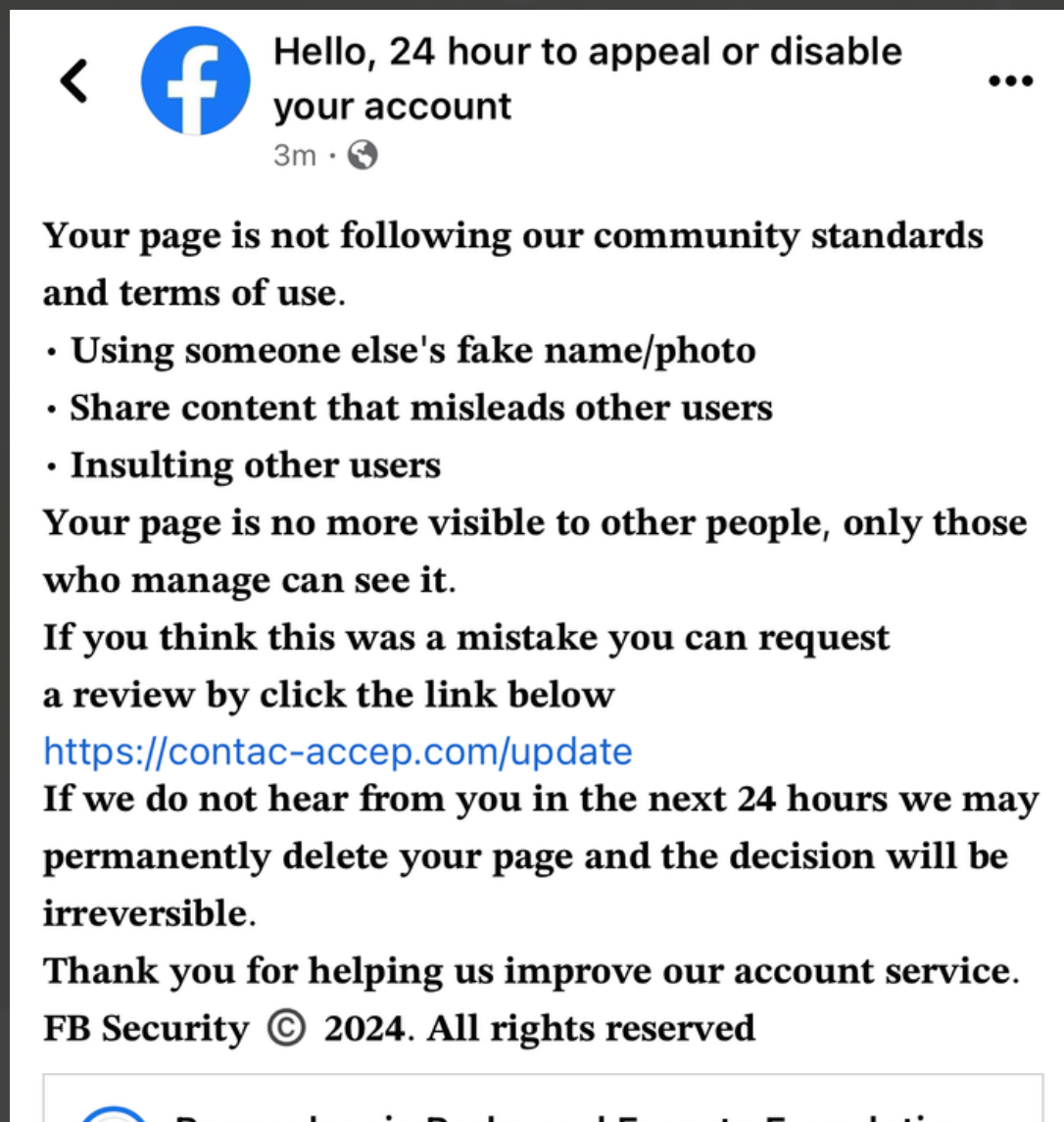
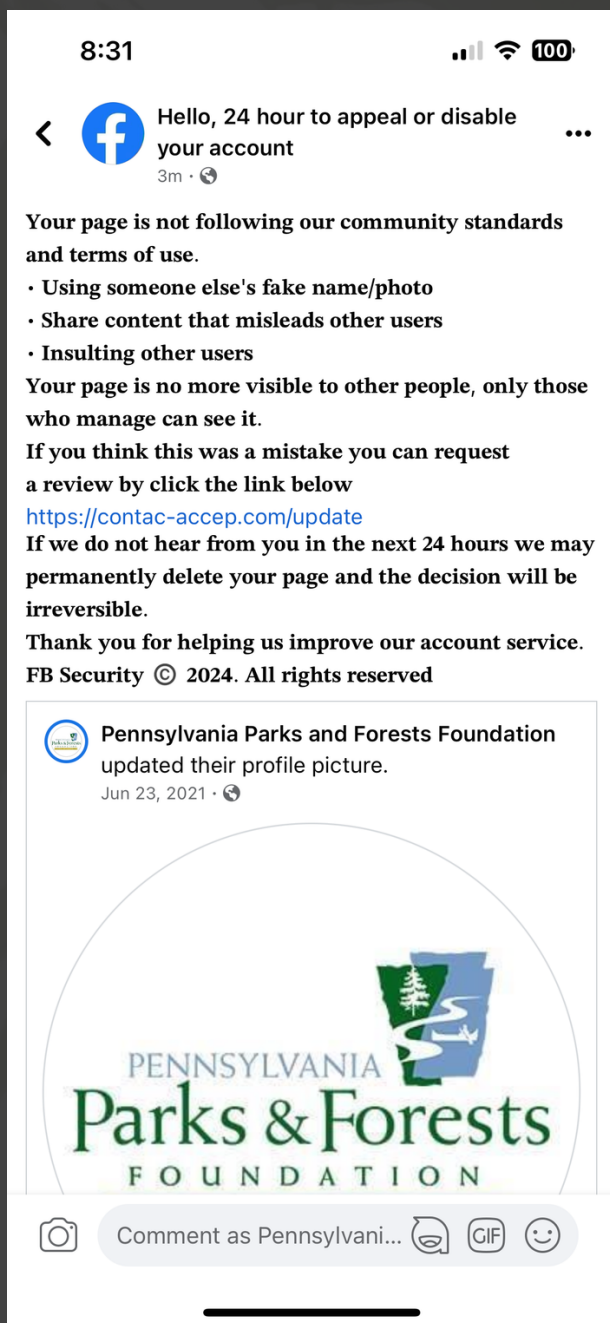
Personal Page View



## Why hide it instead of deleting it?

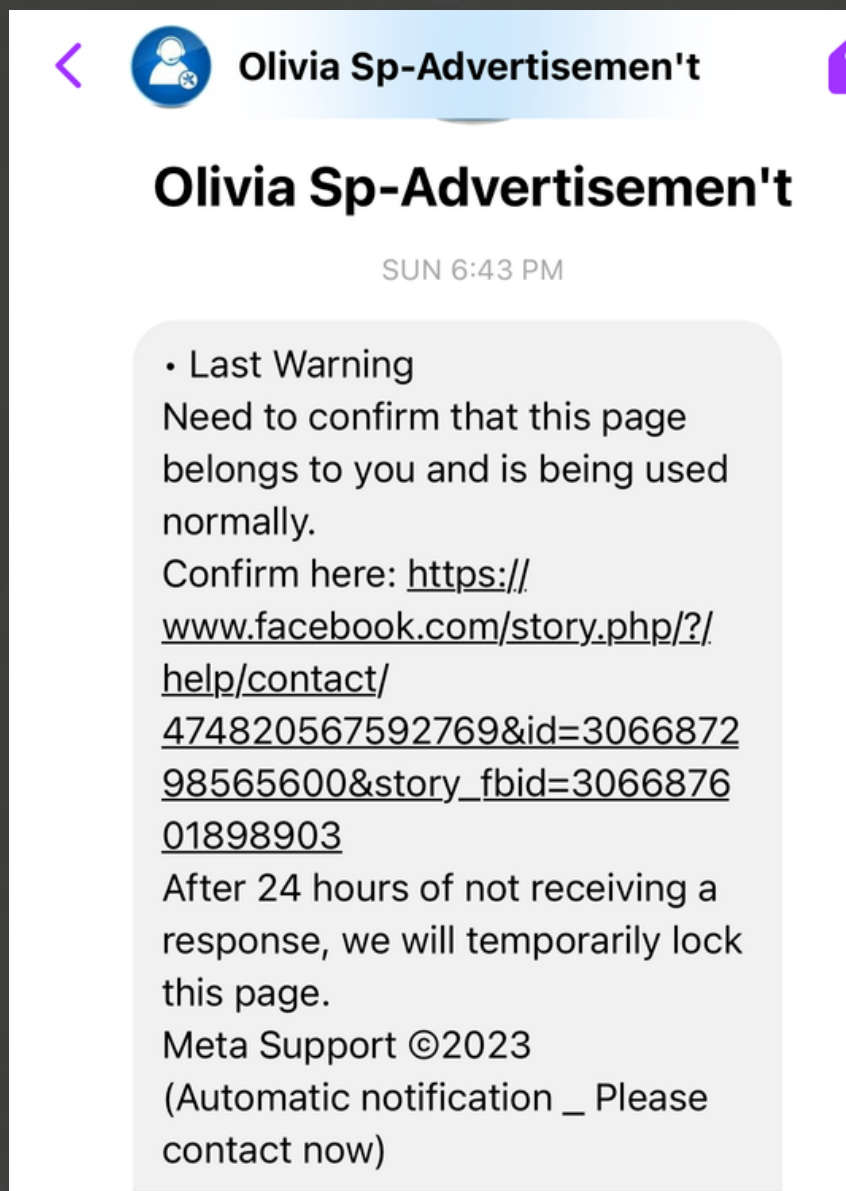
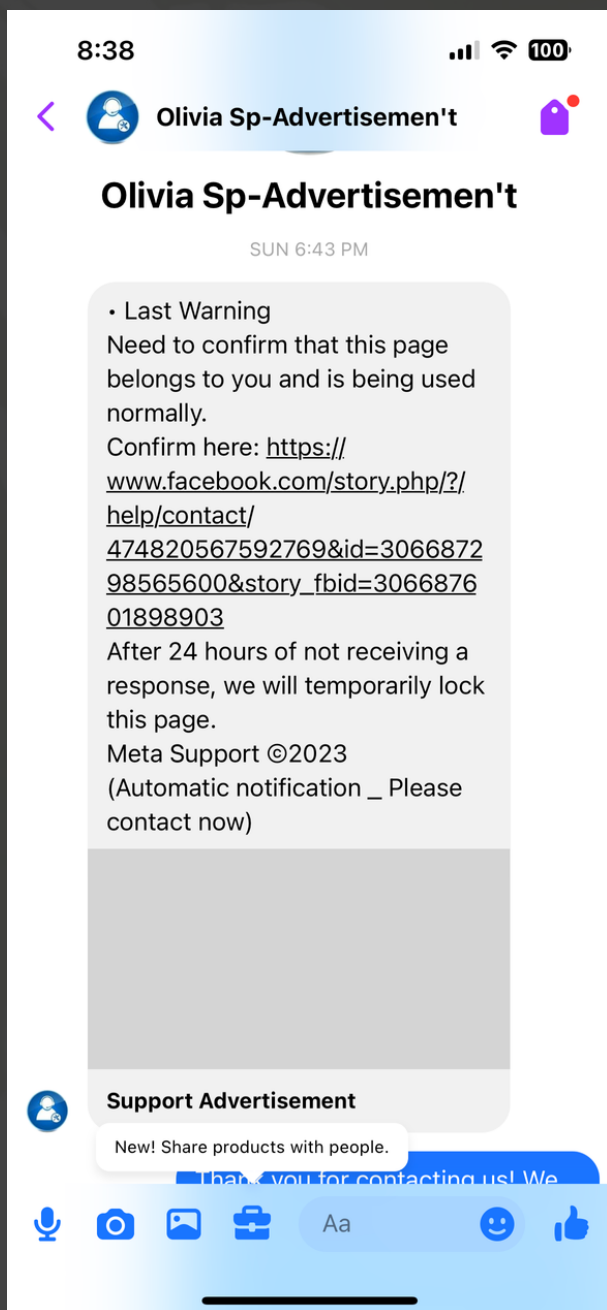
- Avoids Conflict - person still sees their original post but no one else can
- Preserves Engagement - if the situation escalates into a constant heckler
- It's reversible

# Scams





# Scams



# Scams

- **Don't click links until you are certain they are from people or companies you know**
- **Is this how this person/group normally communicates?**
- **Am I monitoring comments and interactions regularly enough?**
- **Should I turn off commenting?**

# Until Next Time.

## Questions? Comments?

## Anything to add?



**Please don't hesitate to contact us if you have questions or comments. We're here to help!**