Social Media Toolbox for NWCA Communications

What you can do to improve your social media efforts

What tools do social media offer your Wetland Program for sharing about the NWCA report?

- Access to networks of people with some related interests
- Some social influence within networks (e.g. Bob likes this and I respect Bob’s environmental views, so I will also read this)

Which are the most useful social media sites for sharing NWCA information?

Research indicates that the most popular social media sites with the greatest overall reach for most nonprofits and government agencies are:

- Twitter - Twitter is an online social networking and microblogging service that enables users to send and read short 140-character text messages, called "tweets". Registered users can read and post tweets, but unregistered users can only read them
- Facebook - Facebook is an online social utility that connects people with friends and others who work, study and live around them. Google+
- LinkedIn - LinkedIn is a business-oriented Social networking service used primarily for professionally-oriented networking
- YouTube - YouTube is a video-sharing website on which users can upload, view and share videos. Most used video sharing site.
- Pinterest – Pinterest is a visual discovery tool that people use to collect ideas for their different projects and interests. Pinterest is currently receiving more activity than twitter.
- Instagram - Instagram is a photo-sharing app for iPhones
- Other popular sites include: Tumblr, Snapchat, MySpace, Flickr, Epernicus, FullCircle, FourScore and Slideshare
- For special audiences, such as researchers, you can use Academia.edu and ScienceStage

Things you may want to share through social media:

Webinars, links to the report, news articles, blogs, videos, specific project materials

Tips on Increasing Likelihood Visitors will return to your sites:

- Make a compelling bio (first thing most see)
- Share content that they will want to forward
- Try to spark conversation
- Respond to comments from visitors (seen as indicator of quality of support)
- Use some creativity to grab attention
- Develop reputation for interesting, useful, quality content
- Proofread and check for inaccurate auto-corrections