

NWCA Communications Guidance – Factsheet 1  
**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+
- Linked In - 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