HECKRODT WETLAND RESERVE

SOCIAL MEDIA GUIDE

CURRENT PLATFORMS USED

FACEBOOK

3,062 Likes

Older audience

Most followers online around 8 p.m. CT

TWITTER

79 Followers

0 Following

1,735 Tweets

1 Photo/video

Primarily local audience (organizations, media, etc.)

- Active on Facebook on a daily basis
- Heavy use of images on Facebook posts
- Links to event/program listings
- Twitter account linked to Facebook
    - BUT local organizations still interacting with the Twitter account
- No images used on Twitter
- Link to YouTube channel on website, but account doesn't exist

*Numbers taken from October

TIPS & SUGGESTIONS FACEBOOK

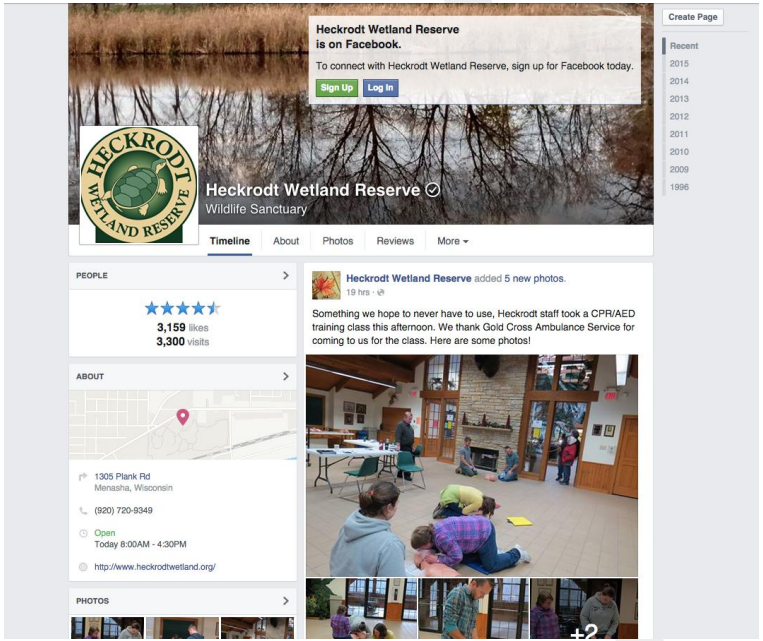
- Use consistent logos and header images to coordinate with Twitter account and website
- Continue strong use of images with any posts
- Interact with any comments and engagement
- Share any relevant content from influencers (local organizations, media, etc.)
- Use scheduling feature to schedule posts for out of office hours (largest audience online around 8 p.m.)
    - Experiment with timing and types of posts scheduled
- Plan out a week's worth of posting one week ahead of time

TIPS & SUGGESTIONS TWITTER

- Unlink Twitter account from Facebook account for the automated posts
- Begin to publish separately on Twitter
    - Can still link to any Facebook content
- Create new, shortened copy for Tweets
    - Remain consistent with voice
- Share, retweet any relevant content from influencers (local organizations, media, etc.)
- Coordinate Twitter posting one week ahead of time with the Facebook schedule
- Schedule posts (same as scheduled Facebook ones) for out of office hours
    - ***TweetDeck*** is a free service and allows for Twitter scheduling

EXAMPLES

HECKRODT WETLAND RESERVE
TWEETS 1,760
FOLLOWERS 80
LIKES 1
Follow
Heckrodt Wetland
@HeckrodtWetland
Heckrodt Wetland Reserve is a private, nonprofit Nature Center located in Menasha, Wisconsin. Trails and Nature Center are open to the public at no charge. We also provide education programs for schools, daycare, and the general public.
Menasha, Wisconsin
heckrodtwetland.com
Joined June 2010
Tweets
Tweets & replies
Photos & videos
Heckrodt Wetland @HeckrodtWetland · 19h
Something we hope to never have to use, Heckrodt staff took a CPR/AED training class this afternoon. We thank... fb.me/6alXeFGwp
Heckrodt Wetland @HeckrodtWetland · Dec 2
We started a new tradition at the Reserve by harvesting our first holiday buckthorn. Heckrodt is a little... fb.me/7GZ2aAhNN
Heckrodt Wetland @HeckrodtWetland · Dec 2
fb.me/4NLWu1LJE
Heckrodt Wetland @HeckrodtWetland · Dec 1
Heckrodt is desperately looking for about three more volunteers for the afternoon session for the Christmas Gift... fb.me/441NrvFZd
Heckrodt Wetland @HeckrodtWetland · Dec 1
After a weekend of giving thanks, getting deals, supporting small business, and cyber shopping, today is... fb.me/1XC7tSoha
New to Twitter?
Sign up now to get your own personalized timeline!
Sign up
You may also like · Refresh
AEF @AEF_Appleton
FVTC Student Life @fvtcstudentlife
Outagamie Co Parks @OutagamieParks
Midland Wetlands @MidlandWetlands
Bubolz Preserve @bubolzpreserve
Trends
#ALDUBDeExplorerTrials
#RJCForum
#ShotsCamcorder
The Wiz
#HolidayAdviceFromTheCat
#SantasWorkshopSuggestionBox
Swift
Muslim Killers
Oval Office
Dick Cheney


Heckrodt Wetland Reserve
is on Facebook.
To connect with Heckrodt Wetland Reserve, sign up for Facebook today.
Sign Up
Log In
HECKRODT WETLAND RESERVE
Heckrodt Wetland Reserve
Wildlife Sanctuary
Timeline
About
Photos
Reviews
More
Create Page
Recent
2015
2014
2013
2012
2011
2010
2009
1996
PEOPLE
3,159 likes
3,300 visits
ABOUT
1305 Plank Rd
Menasha, Wisconsin
(920) 720-9349
Open
Today 8:00AM - 4:30PM
http://www.heckrodtwetland.org/
PHOTOS
Heckrodt Wetland Reserve added 5 new photos.
19 hrs
Something we hope to never have to use, Heckrodt staff took a CPR/AED training class this afternoon. We thank Gold Cross Ambulance Service for coming to us for the class. Here are some photos!
+2

EXAMPLES

Heckrodt Wetland Reserve added 5 new photos.
19 hrs ·

Something we hope to never have to use, Heckrodt staff took a CPR/AED training class this afternoon. We thank Gold Cross Ambulance Service for coming to us for the class. Here are some photos!

3 Likes

Like Comment

Heckrodt Wetland @HeckrodtWetland · 19h

Our staff all took CPR/AED training this afternoon. You're in safe hands at HWR! fb.me/6aIXeFGwp

RETWEET 1 LIKES 2

1:10 PM - 13 May 2015 · Details

ANALYTICS GLOSSARY

FACEBOOK INSIGHTS

“Your Fans” Section: The percentage of people who like your Page for each age and gender bracket, based on the data people enter on their personal profiles

Post Reach: Total number of people who have seen content in the past week

Total Reach: Number of people who have seen any content related to your page (including ads) in the last week

Engagement: Number of unique people who’ve clicked, liked, commented on or shared posts in the past week

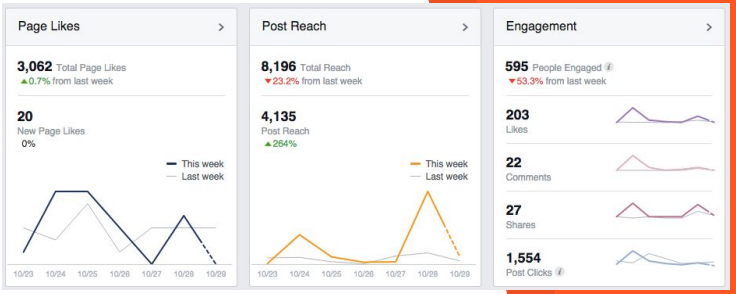
Post Clicks: Total for the engagement actions

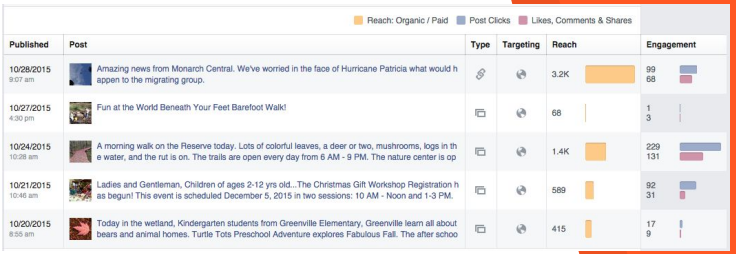
Impressions: Amount of views for your post shown in a newsfeed or timeline

Page Likes: Overall number of unique people who like your page, as well as new likes during the past week

Organic Reach: Number of unique individuals who saw a specific post from your page on their News Feeds, tickers, or directly on your page

*Numbers taken from October





FACEBOOK **INSIGHTS**

- Track basic stats from Twitter Analytics page at the end of each month
    - Create a running spreadsheet with these stats
- Look at the tweets with highest engagement, find out what content followers engage with
    - Ex: Photo gallery vs. single photo, event link vs. general status
- Engage with any interactions
- Keep an eye on competitors and how they are doing
    - Add pages to **Pages to Watch** section on the **Overview** page

TWITTER ANALYTICS

analytics.twitter.com

Engagements: Total number of times users interact with a tweet (RT's, replies, follows, favorites and more)

Impressions: Times any user is served the tweet in a timeline or search result

Engagement rate: Number of engagements divided by impressions

Link clicks: Amount of clicks on a URL in a tweet

Embedded media clicks: Amount of clicks to view photo/video in a tweet

Likes: Twitter has now changed from Favorites to Likes! The number of times users have "liked" a tweet

Retweets: The number of times users retweeted the tweet to their followers

Organic vs. Promoted Impressions: Promoted impressions are organic tweets from paid targeting

*Numbers taken from October

TWITTER ANALYTICS

analytics.twitter.com

- Track basic stats from Twitter Analytics page at the end of each month
- Go back in time and compare new tweets versus older tweets
    - See if separate tweets are doing better than the previously linked-from-Facebook tweets
- Look at the tweets with highest engagement, find out what content draws follower engagement
- Engage with any interactions
- Play around with Twitter Analytics!
    - There are lots of features, so sometimes the best way to learn it is to dive right in

SOCIAL MEDIA POLICY

HWR SOCIAL MEDIA POLICY

Heckrodt Wetland Reserve employees not only represent the organization at work, but also during out-of-office hours. This policy is intended to help staff make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on 'web articles,' such as Twitter, Facebook, LinkedIn and other social media platforms.

All staff are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of our company and our services, employees, partners, customers, and competitors.

State That It's Your Opinion: When commenting on the business. Unless authorized to speak on behalf of Heckrodt Wetland Reserve, you must state that the views expressed are your own.

Protect Yourself: Be cautious about the personal information you share online.

Be Respectful: Heckrodt Wetland Reserve will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances).

Don't Disclose Information: Whether it's financial information, legal information, personal information, confidential information, customer information, volunteer information or any sensitive information to Heckrodt Wetland Reserve, do not publish, post, or release any of this information.

If you are unsure if anything you are posting might be in violation of this policy, please check in with Executive Director Tracey Koenig.

This policy may be amended at any time.

Any violations of the Heckrodt Wetland Reserve Social Media Policy will be examined and could lead to disciplinary actions including: suspension, removal of work access or rights, or dismissal.

THE CONTENT IS THERE

It's just time to fine-tune

SOURCES

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