How to Win Friends and Influence People
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- Goals before tools
- Facebook basics
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Pennsylvania Environmental Council @PECPA 20h
Neighborhood parks create invaluable opportunities for Pennsylvanians to get outdoors, improving quality of life in our communities -- one more reason Congress needs to #SaveLWCF by September 30. Learn more: pecpa.org/lwcf @PA_Rec_and_Park @AppMtnClub @PlayworldInc @OIA
Introduction

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@ConservationPA
Know Your Goal. Know Your Audience.

- Who is this post for?
- What do you want them to do?
- How can I write this post in a way that will encourage people to share it?
- How will you know you’ve succeeded?
Facebook: What is it good for?

- Share media
- Share links
- Share partnerships
Beat the Algorithm with Videos

- Short videos go a long way
- Show, don’t tell
- Show AND tell
Drive Traffic with Links

Conservation Voters of Pennsylvania
Published by Hillery Mahapat 1918 - September 22 at 11:35 AM

It's no accident that the demonstration mussel hatchery at Partnership for the Delaware Estuary is in a water-treatment plant. Healthy freshwater mussels in rivers and streams can reduce the cost of water treatment.

Independence Seaport Museum
September 2 at 12:00 PM

Less than a month until our annual Walnut2Walnut River Challenge on Sunday, September 30! Join us for this fun, outdoor recreational adventure and paddle 15 miles from the Schuylkill Banks to our boat basin. Are you up for the challenge? phillyseaport.org/walnut2walnut #Walnut2Walnut

American Littoral Society
Yesterday at 8:00 AM

Birds and other wildlife need unspoiled spaces with access to food, water, shelter, and places to raise their young. Habitat is critical for the wildlife of the Delaware River Basin, which is why Congress must fund the Delaware River Basin Restoration Program in 2018.

Tell Congress to stand up for the future of the Delaware River Basin!

ACT NOW

SECURE EVERYACTION.COM
Mark Your Calendar

- Keep all the info in one place (for you and your audience)
- Generate buzz
- Promote co-hosts and partnerships
How do you know it’s working?
Facebook Insights

- Know your goals before you go!
- Know which metrics → which goals.
- Know your capacity to measure consistently.
Twitter: What is it good for?

- Following breaking news
- Participating in conversations
- Cultivating connections
Write a Tweet Your Friends Will Love

• 5 Parts of a Good Tweet
  • Pithy text
  • Image
  • Hashtag
  • Link
  • Mentions
Use Hashtags to Reach Likely Friends

• Hashtags organize your tweets into groups by topic.
• They help you connect with existing conversations and audiences.
• #SuperBowl/#SuperbOwl
Use Links In Tweets
Tag Your Friends into Conversations

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**TTF Watershed** @TTPWatershed · Jul 11

Excited to be at @DelRvWatershed #AllCentersMeeting @theH2Oshed
#DelawareRiver #4states1source

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**Conservation Voters of PA** @ConservationPA · Jun 24

Bravo, land trusts and organizations like @palandtrustasnn and @natlcons
#4states1source

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With thousands of acres, millions of dollars, land trusts are a force in... From the Pennsylvania suburbs through to the Poconos and South Jersey, thousands of acres of environmentally sensitive land are being preserved ... philly.com
Pulling It All Together

Pennsylvania Environmental Council @PECPA - Aug 29
Reforestation is great for water quality, but it also delivers "a whole myriad of other benefits" for climate, soil stability, flood prevention, wildlife habitat... Why @chesapeakebay is planting #10milittreestrees in PA on the latest PEC podcast: pccpa.org/pec-blog/penns... @DCNRnews

LM Conservancy @LMConservancy - Jul 17
Do you care about our energy future? @PennEnvironment is hosting the Montco 100% Renewable Energy Forum on Mon, July 23rd at @haverfordedu at 6:30 p.m. with PA legislators: @RepMJDaisey @RepMDean @GregVitali and Senator @daylinleach! pennenvironment.webaction.org/p/salsa/event/...
Instagram: What is it good for?
Video Won’t Kill the Radio Star

wctrust • Follow
Willistown Conservation Trust

wctrust Daily strolls at the office through the wildflower meadow. The Wildflower Meadow is in FULL bloom at the Trust's office. Join us on our wildflower tour on Thursday, July 19th to experience this beauty. 🌸 Message for details. #meadow #flowers #wildflowers #wctrust #flowerstagram #localflowers 🌸 flawed_rose 🌸
Share Your Story
Go The Extra Mile
Cultivate Friends in High Places

Leonardo DiCaprio 🌍@LeonardoDiCaprio · Sep 16
Thank you to my friends @JaneGoodallInst and @MarkRuffalo for coming to @dicapriofdn’s 20th anniversary gala. It is leaders like the both of you that help push for positive change for the planet. Photo: Getty.
Aim for Shares

@GovMurphy has made the environment a priority in his first 100 days in office. We’re tracking his progress protecting #cleanenergy, #cleanwater & #cleanair in New Jersey. See how he’s doing >> njlcv.org/Agenda18

Murphy Is Making the Environment a Top Priority
In Governor Murphy’s first 100 days he has:
- Joined the U.S. Climate Alliance
- Joined other states in the Delaware River Basin to call for a ban on fracking
- Affirmed the administration’s commitment to Environmental Justice principles and protection of vulnerable communities
- Rejected permits to the PennEast Pipeline
- Committed to the highest wind production in the nation
- Signed legislation opposing all and gas drilling off our coasts
- Moved to reenter New Jersey into the Regional Greenhouse Gas Initiative (RGGI)
- Used the inaugural end budget addresses to reiterate his commitment to protecting the environment

Conservation Voters of PA
@ConservationPA

Drink in this exploration of Philly’s water infrastructure. | reported by @jblumgart for @WHYY

Why does it take so long to upgrade Philly’s water infrastructure? The July 3 rupture raised a lot of questions for Philadelphians. Chief among them: Is the city’s water infrastructure too old or too shoddy to prevent such events?

whyyy.org

6:30 PM - 17 Jul 2018

2 Retweets
Meet the Press on Facebook
Meet the Press on Twitter
Speak Truth to Power

Subscribed to

New Jersey Political Orgs by New Jersey LCV
7 Members

National Allies by New Jersey LCV
44 Members

Media Contacts by New Jersey LCV
153 Members

Allies by New Jersey LCV
86 Members

NJ Elected Officials by New Jersey LCV
73 Members
It’s Like Yeast
Use Your Outside Voice

Tweets

Fozzie Bear @FozzieBear · Sep 8
What do you call a fish who just wants to be alone? Fin-dependent! Ahhhhh! On a scale of 1-10, how splashy is this joke? #WockaWocka!

Fozzie Bear @FozzieBear · Sep 7
Why do squirrels and chipmunks love acorns so much? Maybe it's because A-coms are better than B- and C-coms! Ahhhhh! Nutty, right? #WockaWocka!

Fozzie Bear @FozzieBear · Sep 6
What's every British golfer's favorite time of day? Tea time! Ahhhhh! Get it? You may only like part of it, but I think the HOLE thing is funny. #WockaWocka!

Miss Piggy @MissPiggy · Sep 2
If you have a diva in your life, remind her that this is a three-day weekend. If she's like mol, she assumes EVERY weekend is at least three days.

Miss Piggy @MissPiggy · Sep 1
You can't believe everything you hear. Unless you hear something breathtakingly fabulous about mol, then you know it must be true.

Miss Piggy @MissPiggy · Aug 31
Moi is having a lovely tropical vacation over the long weekend! Where? 'Tis a secret, sweetie! (Don't worry, the paparazzi have been informed.)

Miss Piggy @MissPiggy · Aug 30
#DivineDivawisdom — When chasing your dreams, make sure you wear your comfiest pair of heels. If you HAVE to run, you may as well look spectacular while doing it!

Miss Piggy @MissPiggy · Aug 29
Most divas have the mentality of “if I can't have it, no one can.” But not mol! I say, if I can't have it, it clearly shouldn't even exist in the first place.
Mastering Best Practices

- blog.hootsuite.com
- blog.bufferapp.com/10-social-media-goals
- sproutsocial.com/insights/best-times-to-post-on-social-media
Questions?