



NWF Guide to Digital & Social Media

How to get your message out on social media to the masses

How To Use Social Media (Facebook/Twitter) and Online Tools (blogs)

Online tools and social media can't replace traditional media outreach, but it can help update your current network on your work, reach new people, and find new uses for your existing work.

What do you need social media to do? How much time do you have? What can you repurpose?

- Share long-form thoughts, encourage interactivity and debate, compel users to take action: Blog (higher time commitment).
 - Ready-made blog posts:
 - Emails to members
 - Letters to the editor or op-eds you couldn't place
 - Many community blogs encourage user posts (i.e. DailyKos)
 - Communicate with your existing network or build a new one: Facebook (moderate time commitment).
 - Quickly share text message sized thoughts & links: Twitter (low time commitment).
 - Many journalists & elected officials tweet, providing opportunity for informal, interactive, targeted feedback.
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What Makes For Good Online Content?

- Write with your own voice
 - Write with your reader in mind
 - Say what your post is about in the 1st sentence; no jargon; be concise
 - Write often (it's better to get it done & posted than to agonize about making it perfect)
 - Write with reasonable expectations for yourself
 - Think of your first day playing your favorite sport or game. Now think of how good you are now. Blogging may seem hard at first, but the more you do it, the better you'll get.
 - Only a tiny fraction of online content "goes viral" & gets a ton of traffic and it's impossible to know what will. But a well-written post that's a good resource will have a **long tail** as Google directs searchers to your post.
 - Most traffic you get will be through your own work pushing out your content to your friends, networks & other like-minded folks. Don't be modest – you're working for wildlife.
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- **Don't be afraid to reevaluate**
 - **Decide what's working & what's not**
 - **Know when to ask for help – NWF has a lot of resources available**
 - **Change things up if you need to – it could work better than before**
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