

Using Social Media to Expand your Reach and Impact...in an hour a week

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[@RILandWSummit](#) #2019LWS

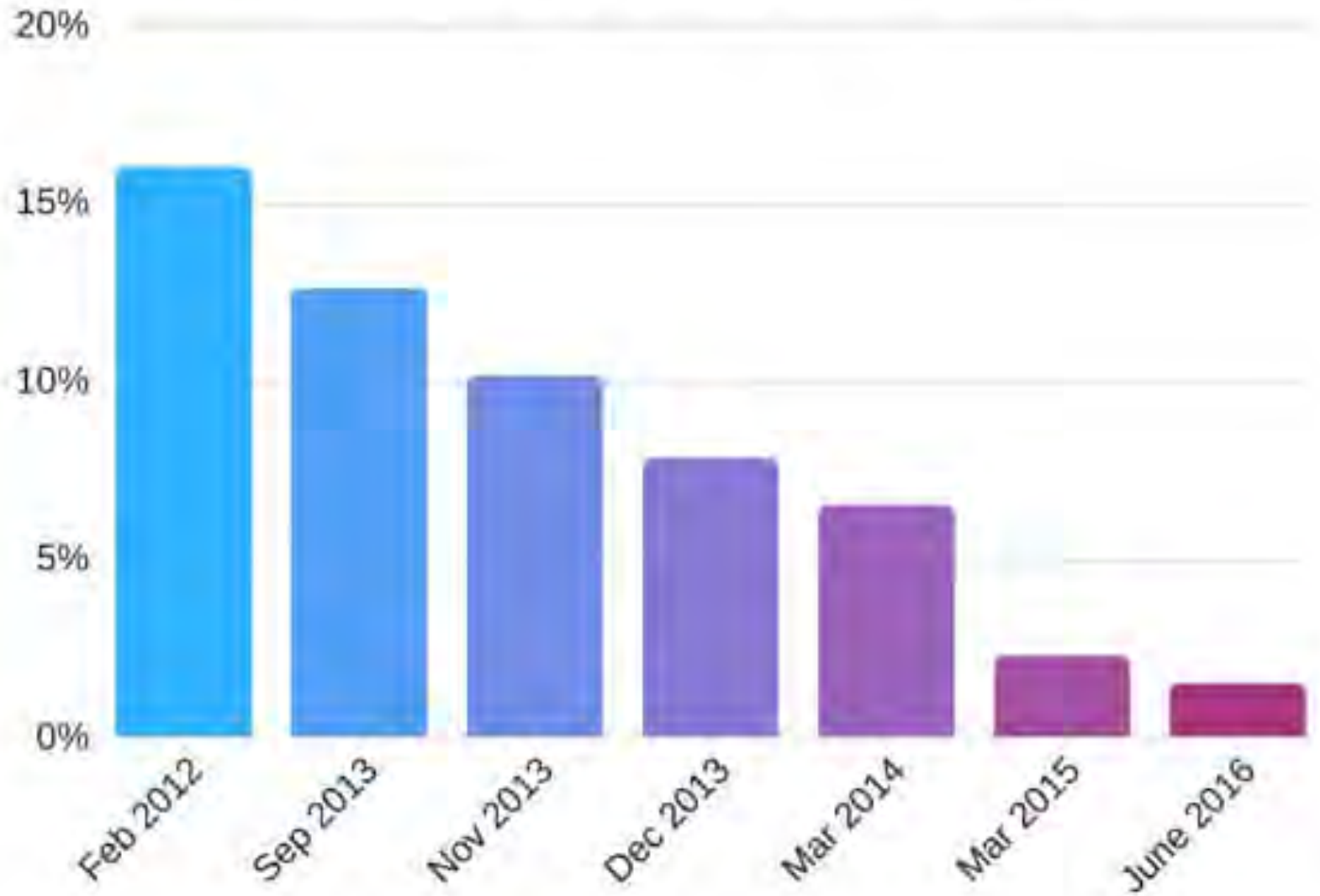
SAVE THE BAY®

NARRAGANSETT BAY

est. 1970

Expand Your Reach

Facebook Page Organic Reach



#2019LWS



Expand Your Reach

- Define Audience & Goals

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Why are you on social media?

- Grow membership?
- Increase attendance?
- Build reputation among peers?
- Build relationships?

And who's your audience?

- Members & constituents
- Funders & partners
- News media
- Event/Program attendees

Expand Your Reach

- Define audience and goals
- Choose the right platform




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You can't do it all in an hour a week.

Who is your audience? How can you reach them? What are your goals?

CHOOSE THE RIGHT SOCIAL MEDIA PLATFORM

			
DEMOGRAPHICS →	1.5 billion daily users Ages 18-49 54% Women	100 million daily users Ages 18-49 53% Women	500 million daily users Ages 18-29 68% Women
PURPOSE →	Building Relationships	News & Articles; Conversation	Building Relationships; Conversation
BEST FOR →	Building Brand Loyalty	Public Relations	Lead Generation; Retail, Art, Food, Entertainment, Etc.
DOWNSIDE →	Limited Reach	Character Limit	Videos & Images Only

Consistent profile pics and usernames help people find you again and again

Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
 - Avatars & page name



Save The Bay -
Narragansett
Bay ✓
@savebaynarragansett



Save The Bay
@SaveTheBayRI
Save The Bay protects, restores, and improves the ecological health of the Narragansett Bay region, including its watershed and adjacent coastal waters.

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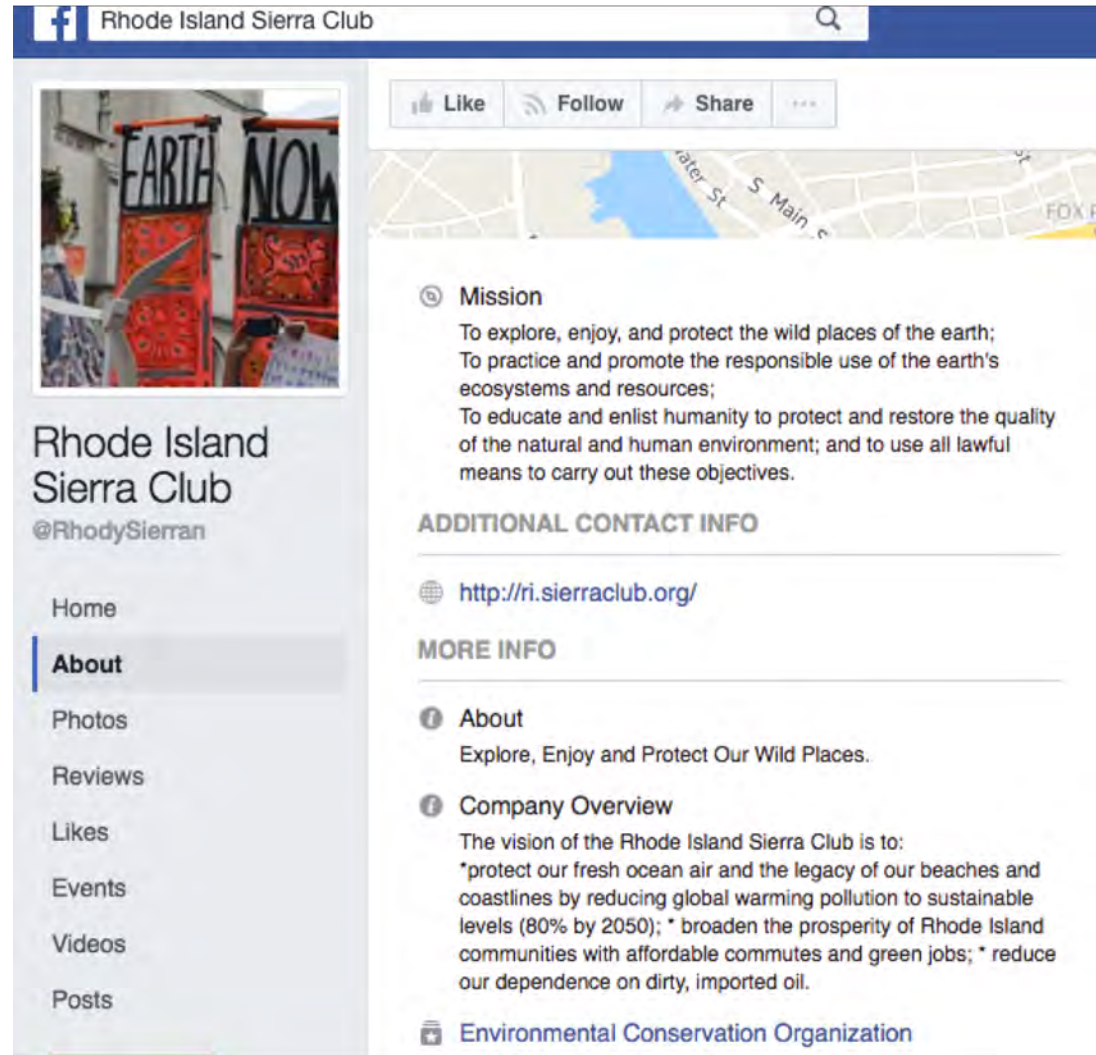


Bio/About sections should reflect mission, vision and organizational story

Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
 - Avatars & page name
 - About/Bio

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Define Your Unique (and Engaging!) Voice

Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
 - Avatars & page name
 - About/Bio
 - Voice

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Bangor Maine Police Department

March 5 at 6:01 AM · 🌐

Ice. Ice, baby.

Yeah, it's an overplayed song from the 90s, but singing it to yourself just before intersections this morning will pique your awareness of the slick conditions which appear during our frequent melting and freezing cycles.

Some roads are greasy after the blast of heavy wet snow yesterday and the sudden drop in temperature overnight. ... [See More](#)



Plaistow New Hampshire Police Department

February 27 at 10:39 PM · 🌐

FYI, town and state crews are out or will be out shortly to treat the snow covered roads. Please reduce your speeds.

👍 24

1 Comment 2 Shares

Set up your page for community comments

Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
 - Avatars & page name
 - About/Bio
 - Voice
 - Set up for comments

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A screenshot of the Facebook Page Settings interface. The left sidebar lists various settings categories, and the main area shows the "Visitor Posts" settings. A large red arrow points from the "Visitor Posts" category in the sidebar to the settings in the main area. The "Visitor Posts" settings include:

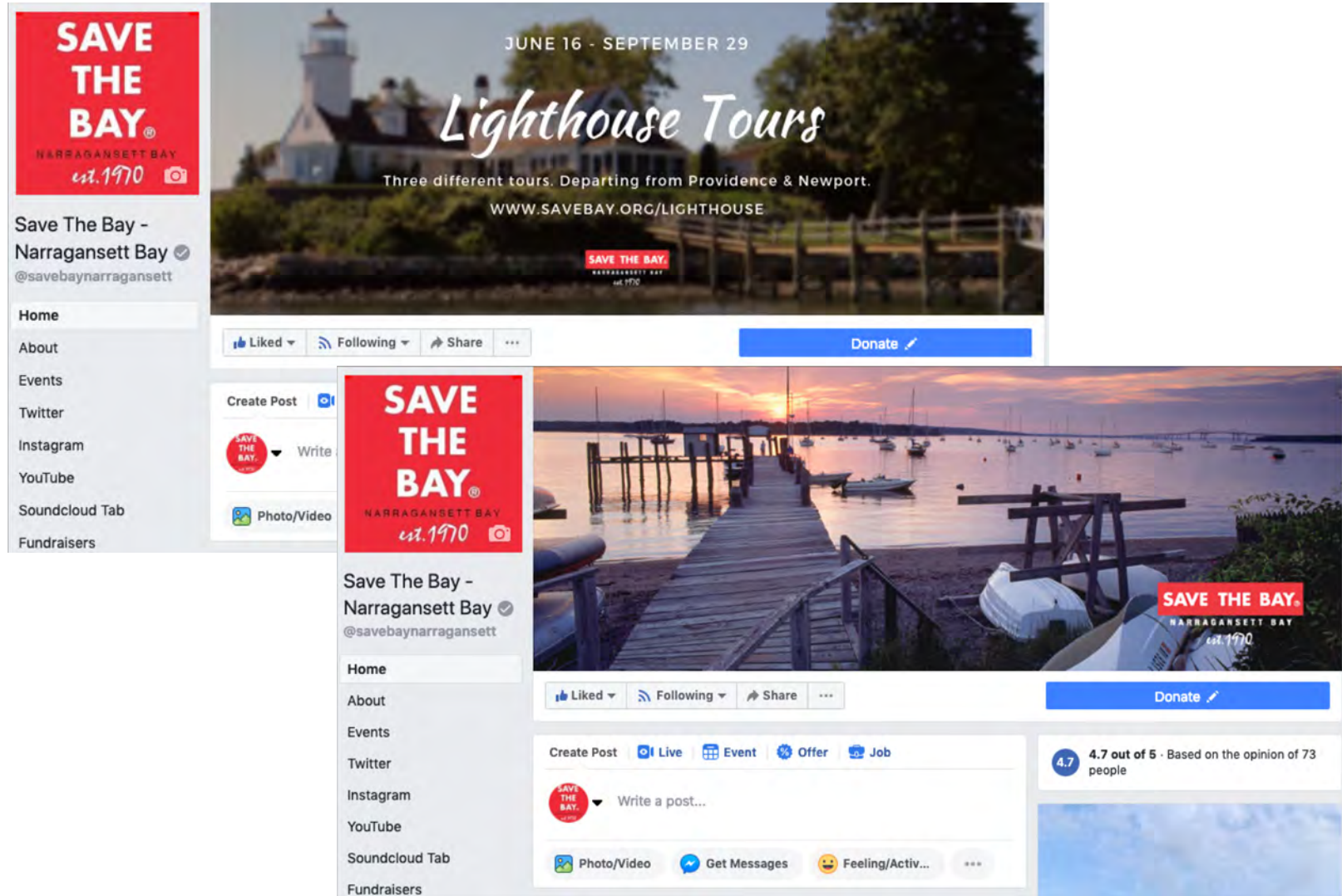
Setting	Value	Action
Shortcuts	Page is pinned to shortcuts	Edit
Page Visibility	Page published	Edit
Page Verification	Page is verified	Edit
Visitor Posts	<ul style="list-style-type: none"><input type="radio"/> Allow visitors to the Page to publish posts<input checked="" type="checkbox"/> Allow photo and video posts<input type="checkbox"/> Review posts by other people before they are published to the Page [?]<input type="radio"/> Disable posts by other people on the Page	
Reviews	Anyone can review the Page	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Other people can tag photos posted on my Page.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Location for Frames	Other people can use your Page's location for photo and video frames.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Page Updates	Page posts are automatically published when you update the Page buttons, description or contact info.	Edit

At the bottom of the "Visitor Posts" section, there are "Save Changes" and "Cancel" buttons.

Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
- Change banner image

Banner images, profile pictures get most views



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Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
- Change banner image
- Post at best times for your organization

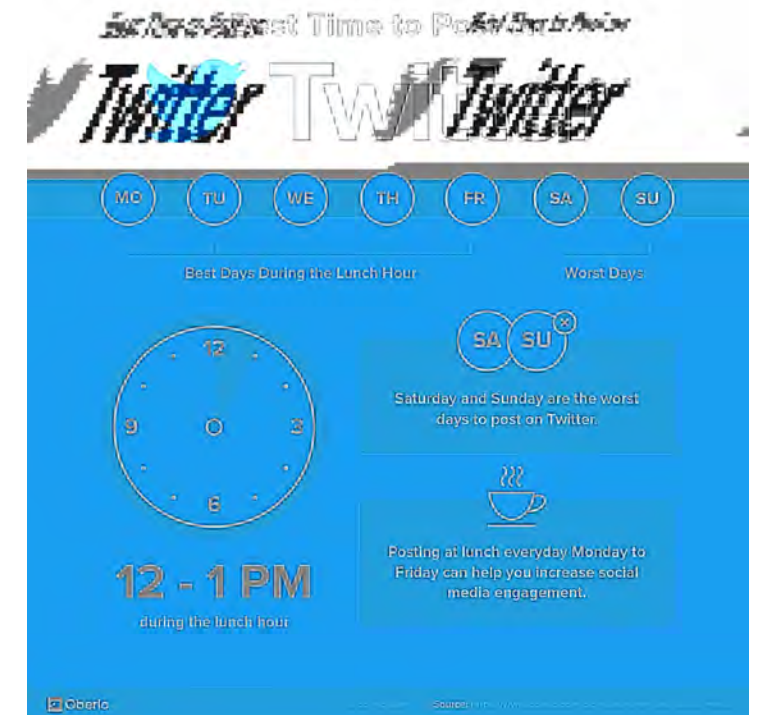
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Don't get lost in the crowd

- Slowest hours to you don't get drowned out in all the noise?
- When the most of your followers are online?
- During times when engagement is highest?

This is subjective – when review and assess is important





Tag Partners and People

Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
- Change banner image
- Post at best times
- Focus on connections



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Tag Partners and People

Expand Your Reach

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- Focus on connections

SAVE THE BAY. When you want to tag someone in Facebook, type the @ symbol, followed by username. For example: @audu

12 Scheduled Posts
Next post scheduled for tomorrow at 9:00am

This Week

18,636 ↓ Post Reach 0 Website Clicks

- Audubon Society of Rhode Island**
33,096 like this · 545 people checked in h...
- Audubon Society of Rhode Island**
704 like this · 3,397 people checked in here
- National Audubon Society**
1,052,885 like this
- Audubon Advocacy**
241 like this · 1 person checked in here
- Mass Audubon**
25,135 like this · 198 people checked in h...
- Audubon Society of Portland**
102,712 like this · 4,178 people checked i...
- Audubon Education**

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Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
- Change banner image
- Post at best times
- Focus on connections

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Share Posts by Others



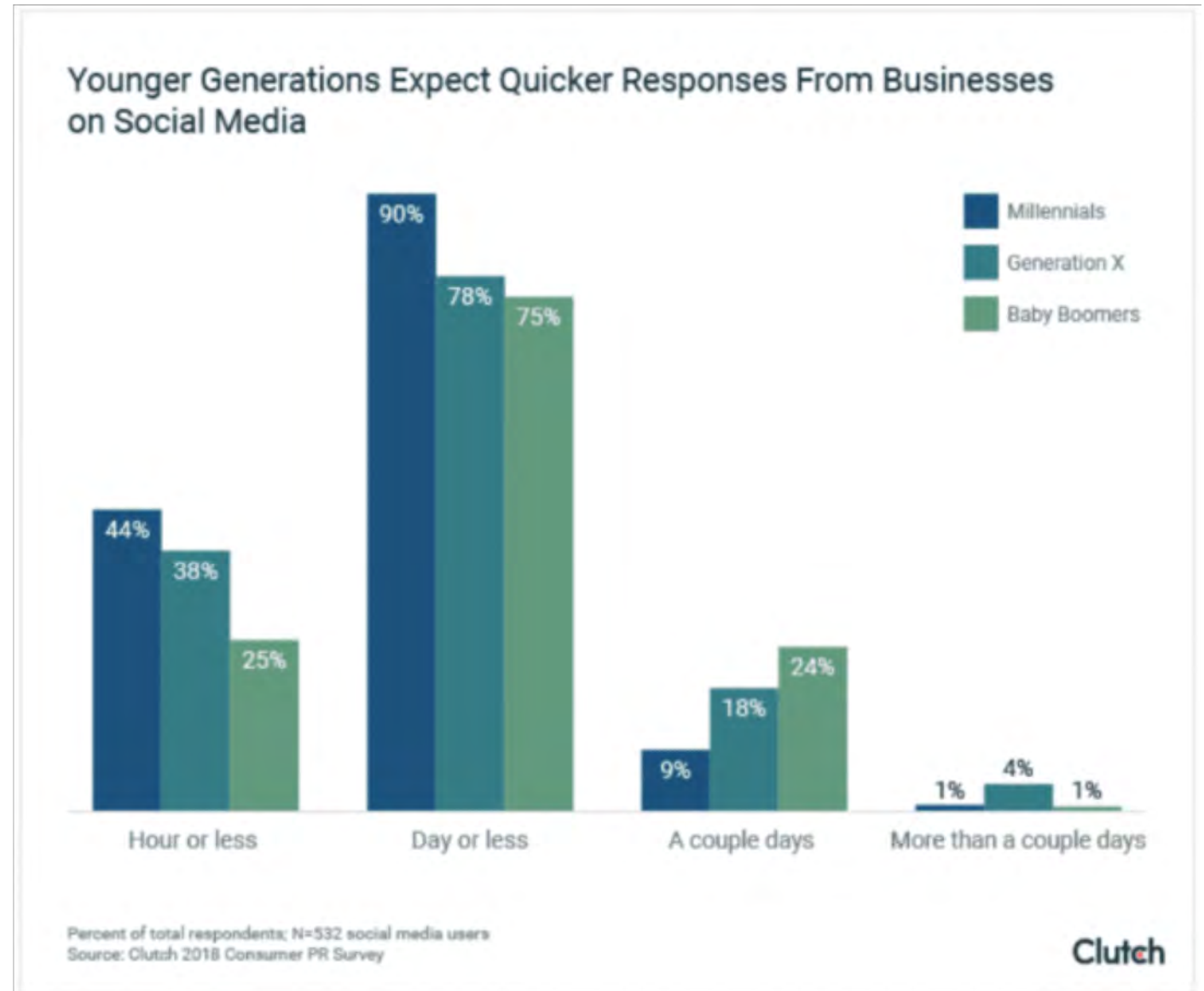
Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
- Change banner image
- Post at best times
- Focus on connections

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Respond to and Engage with your fans



Respond to and Engage with your fans

Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
- Change banner image
- Post at best times
- Focus on connections

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Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
- Change banner image
- Post at best times
- Focus on connections
- Use engaging post types

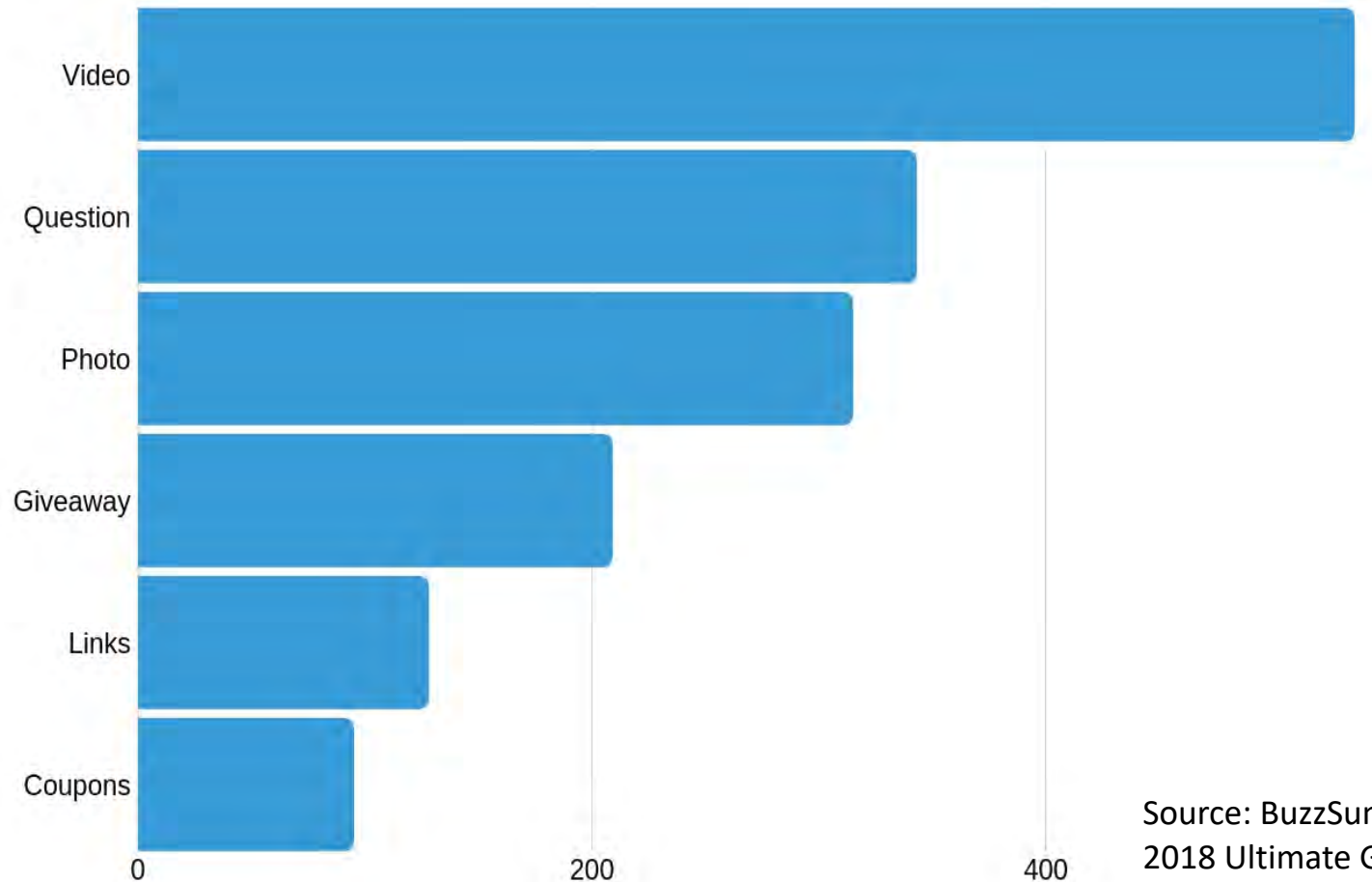
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Engaging post types

Best Facebook Post Format

(Based on average number of engagements)



Source: BuzzSumo,
2018 Ultimate Guide to
Facebook Engagement

Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
- Change banner image
- Post at best times
- Focus on connections
- Use engaging post types

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Videos & Photos

A screenshot of a Facebook post from the page 'Save The Bay - Narragansett Bay'. The post is published by Matt Vieira on January 5. The text of the post reads: 'WATCH: Our octopus pulls a mussel out of a jar to eat! #Octopus'. Below the text is a video thumbnail showing an octopus in a glass jar, using its tentacles to pull a mussel out. The video has reached 4,560 people and has 1.3K views. The post includes interaction buttons for 'Like', 'Comment', and 'Share', and a 'Boost Post' button. At the bottom, it shows that Tina Surrette, Peter Soechting, and 30 others interacted with the post.

Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
- Change banner image
- Post at best times
- Focus on connections
- Use engaging post types

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Calls To Action

SAVE THE BAY Save The Bay - Narragansett Bay
Published by Katy Dorchie [?] · January 1 · 🌐

Climb aboard! Start the new year with an adventure on a brisk Newport Harbor. Join a Save The Bay Seal Tour this weekend and head out to Citing Rock to spot seals in their natural habitat! Click below for tickets and info:

Bowen's Ferry Landing,
Market Square, Newport, RI

SAVEBAY.ORG/SEALS

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NARRAGANSETT BAY
est. 1970

Seal Watch Tours | Save The Bay | Harbour Seals | Winter Fun

Seal Watch Tours | Save The Seals | Winter Fun

Expand Your Reach

- Define audience and goals
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- Change banner image
- Post at best times
- Focus on connections
- Use engaging post types

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Ask Questions

Buzzards Bay Coalition Like Page
September 14, 2016 · 🌐

What's your favorite local bike ride? Our friends at [South Coast Almanac](#) share 5 great routes (and ice cream spots!) from Westport to the Cape Cod Canal as they train for the [Buzzards Bay Watershed Ride](#) on October 2.

5 Great South Coast Bike Rides
Our favorite 5 bike rides on the South Coast. Sea views, marshes, cranberry bogs, farms, lighthouses, and ice cream. We've got them all!

[SOUTHCOASTALMANAC.COM](#) Sign Up

94 Likes 9 Comments 37 Shares

Like Comment Share

Expand Your Reach

- Define audience and goals
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- Brand your pages
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- Focus on connections
- Use engaging post types

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80/20 Rule



Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
- Change banner image
- Post at best times
- Focus on connections
- Use engaging post types
- Boosted posts

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Boosted posts for broader audiences

SAVE THE BAY. Save The Bay - Narragansett Bay
Published by Matt Vieira [?] · March 7 at 9:35am · 🌐

Warm weather is right around the corner and BayCamps are already filling up! We offer camps in Newport, Providence, Wickford and Bristol! We have spots available for campers who have completed grades K-12. Save \$25 when you register before March 15, 2017. Register at savebay.org/camps #SummerCamps #BayCamps

Camp - Save The Bay
Save The Bay Camps, Summer Camp, Vacation Camp

SAVEBAY.ORG [Learn More](#)

Organic	Paid
123	1,079

1,202 people reached [\\$53.58 Left](#)

Love Comment Share

Boosted posts for broader audiences

Expand Your Reach

- Define audience and goals
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- Focus on connections
- Use engaging post types
- Boosted posts

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Boost Post

POST BUTTON (Optional)

Add a button to your post

Learn More

Choose a link for this button

www.savebay.org

Choose the website address you'd like to send people to.

AUDIENCE

- People you choose through targeting
- People who like your Page
- People who like your Page and their friends
- Audience for Land & Water Summit presentation [Edit](#)

Location - Living In: United States: Mystic (+10 mi)
Connecticut; Boston (+25 mi) Massachusetts; Rhode Island
[More](#)

- Kent county Test

[See All \(26\)](#) [Create New Audience](#)

Instagram

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel **Boost**

DESKTOP NEWS FEED **MOBILE NEWS FEED** **INSTAGRAM**

SAVE THE BAY **Save The Bay - Narragansett Bay** [Like Page](#)

Sponsored · [Share](#)

We recently had chain dogfish egg purses donated to us from Fisherman Luke and Portsmouth Middle School Science Teacher, Dana. These eggs can take up to a year to hatch, and once they do we will raise them to adult size and release them in the Bay. We are hoping this is the start of a promising raise and release program for these critters! Stop by the Exploration Center & Aquarium - Save The Bay this weekend to say hi! [#Dogfish](#)

A photograph showing several glowing yellow dogfish egg purses hanging from a wooden structure, likely part of a display or release program.

Expand Your Reach

- Define audience and goals
- Choose the right platform
- Brand your pages
- Change banner image
- Post at best times
- Focus on connections
- Use engaging post types
- Boosted posts
- Promote your social pages

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Promote your social media profile

A screenshot of a website's "Connect with Us" section. The title "Connect with Us" is in blue. To its right are icons for Facebook, Twitter, Instagram, and Blogger. Below the title is a paragraph: "Save The Bay is on social media, including Facebook, Twitter, Instagram and Blogger. Follow along, share your stories and pictures, plan a visit and spread the word about the importance of a healthy Narragansett Bay." Below this are four lines of text with links: "Like us on Facebook at: facebook.com/savebaynarragansett", "Follow us on Twitter at: twitter.com/savethebayri", "Follow us on Instagram at: instagram.com/savethebayri", and "Read our blog at: <http://tides-blog.blogspot.com>".

Connect with Us    

Save The Bay is on social media, including Facebook, Twitter, Instagram and Blogger. Follow along, share your stories and pictures, plan a visit and spread the word about the importance of a healthy Narragansett Bay.







Like us on Facebook at: facebook.com/savebaynarragansett

Follow us on Twitter at: twitter.com/savethebayri

Follow us on Instagram at: instagram.com/savethebayri

Read our blog at: <http://tides-blog.blogspot.com>

A screenshot of a website's navigation bar. It has a red background. On the left, there are links for "Press Room" and "Shop". In the center is a white search bar with a magnifying glass icon. To the right of the search bar are icons for Facebook, Twitter, YouTube, Instagram, a speech bubble, and a RSS feed. Further right is a teal "DONATE" button. Below the navigation bar are links for "About Us", "Events", "Family Fun", "Education", "Take Action", and "Bay Issues". The bottom of the screenshot shows a blurred image of a sunset over water.

Press Room | Shop       [DONATE](#)

[About Us](#) [Events](#) [Family Fun](#) [Education](#) [Take Action](#) [Bay Issues](#)

One Hour a Week

- Plan posts for the week
- Schedule posts ahead of time
- Monitor & Engage
- Review & Assess

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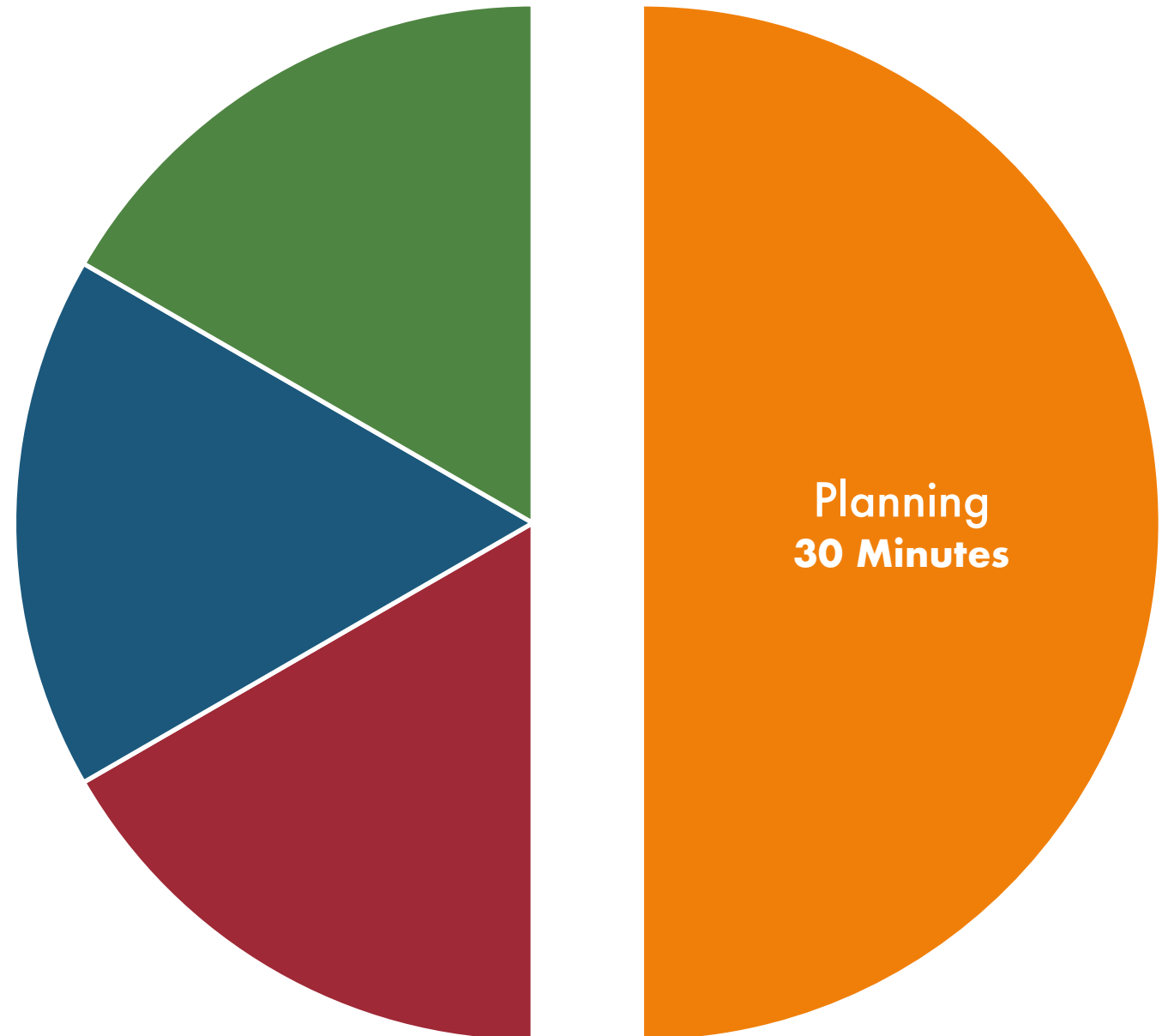
How to do it all in an hour



One Hour a Week

- Plan posts for the week


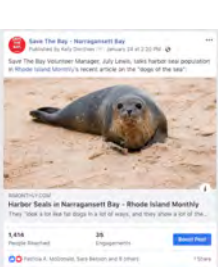



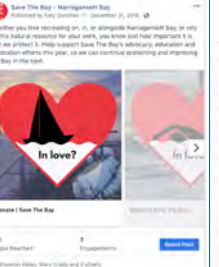

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30 Minutes: Plan Your Posts

One Hour a Week

- 30 minutes: Plan posts for the week

2019 MARCH	<- FEBRUARY	APRIL ->				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
25	26	27	28	1	2	3
4	5	6	7	8	9 Land & Water Summit	10
11	12	13	14	15	16	17
<p>An event coming up. EX:</p> 	<p>An organizational initiative or accomplishment. EX:</p> 	<p>A post with informative or entertaining content related to your mission. EX:</p> 	<p>A partner shout-out post. EX:</p> 	<p>A repeat (and reworded) post from the previous week</p> 	<p>A membership or fundraising post</p> 	<p>A Share/Re-share. EX:</p> 
18 President's Day	19	20	21	22 World Water Day	23	24
25	26	27	28	29	30	31

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One Hour a Week

- Plan posts for the week
- But...What do I post?

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What to Post?

- Events, Programs
 - Posts about the event
 - Posts that link to the event on a webpage
 - A Facebook Event

#2019LWS



Save The Bay - Narragansett Bay shared an event. Published by Katy Dorchies [?] · January 4 · 🌐

Have you sorted out your New Year's resolutions yet? Ever considered swimming across Narragansett Bay? Registration for the Swim opens Monday, Jan. 7.

THE SWIM JULY 27, 2019
NEWPORT/JAMESTOWN, R.I.

REGISTRATION OPENS JANUARY 7, 2019 | SAVEBAY.ORG/SWIM **SAVE THE BAY.**
NARRAGANSETT BAY
est. 1970

SAT, JUL 27 AT 8:55 AM

The Save The Bay Swim

Save The Bay - Narragansett Bay · Providence ★ Interested

Jackie, Leanne and 4 friends going

720 People Reached 27 Engagements Boost Event

Heather Starrett, Carolyn Vanasse and 6 others

What to Post?

- Events, Programs
 - Posts about the event
 - Posts that link to the event
- A Facebook Event

#2019LWS

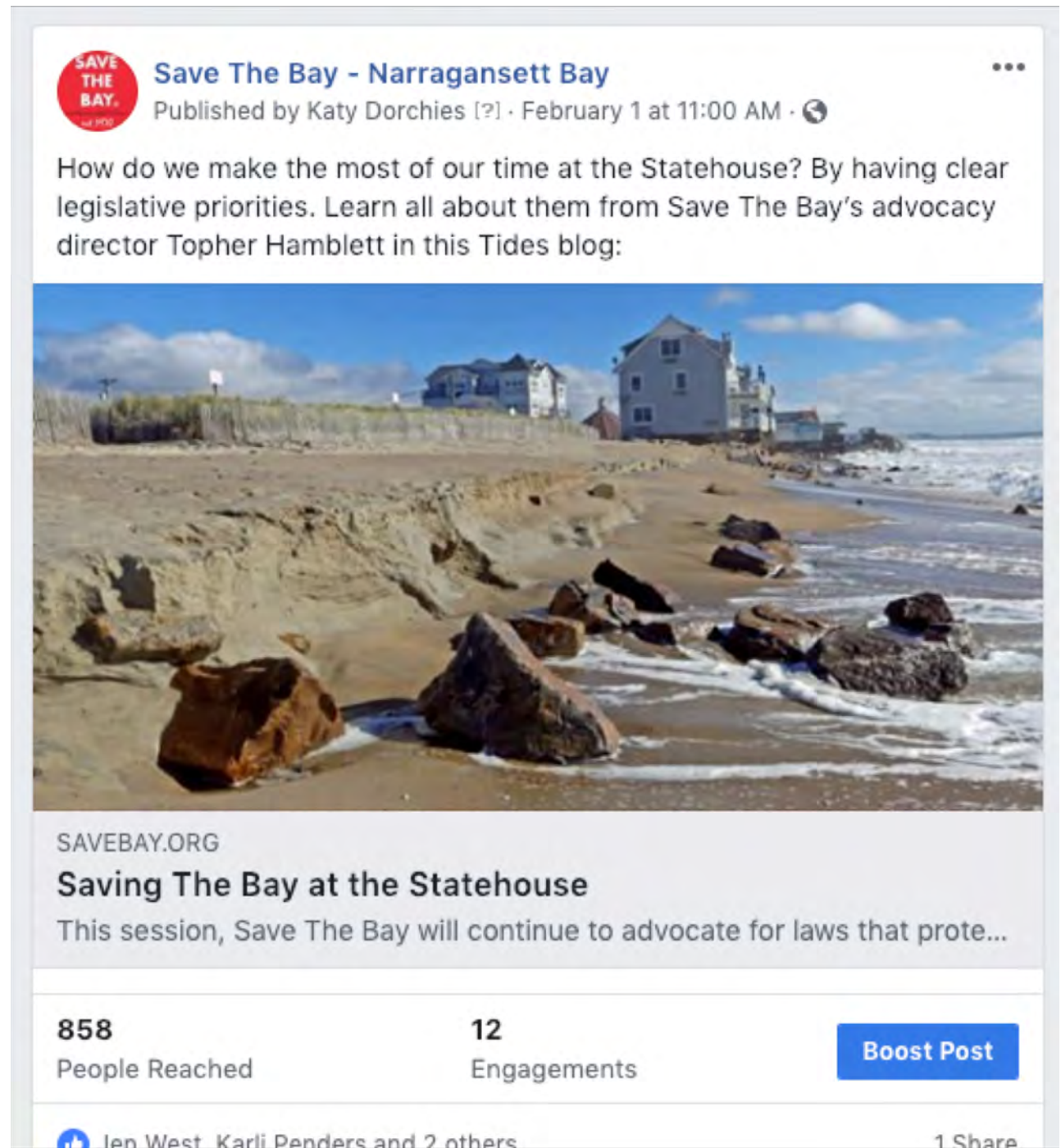


A screenshot of a Facebook event page for "The Save The Bay Swim". The page is set to "Public" and is hosted by "Save The Bay - Narragansett Bay". The event date is "JUL 27" (July 27, 2019) at "8:55 AM - 1 PM". The location is "Save The Bay - Narragansett Bay, 100 Save the Bay Dr, Providence, Rhode Island 02905". The event image shows a large group of swimmers in the water with a bridge in the background. Text on the image includes "THE SWIM", "JULY 27, 2019", "NEWPORT/JAMESTOWN, R.I.", "REGISTRATION OPENS JANUARY 7, 2019 | SAVEBAY.ORG/SWIM", and "SAVE THE BAY. NARRAGANSETT BAY est. 1970". The Facebook interface shows a search bar, a user profile for "Cindy", and navigation tabs for "Event" and "Insights". On the left sidebar, there are options for "Events", "Calendar", "Birthdays", "Discover", "Hosting", and a "Create Event" button. Below the event details, there are buttons for "Interested", "Going", "Share", and a menu icon.

What to Post?


- Events, Programs
- Organization initiatives
 - From website
 - Press releases
 - E-news
 - Blog
- Anything that already exists

#2019LWS



SAVE THE BAY Save The Bay - Narragansett Bay
Published by Katy Dorchies [?] · February 1 at 11:00 AM · 🌐

How do we make the most of our time at the Statehouse? By having clear legislative priorities. Learn all about them from Save The Bay's advocacy director Topher Hamblett in this Tides blog:



SAVEBAY.ORG
Saving The Bay at the Statehouse
This session, Save The Bay will continue to advocate for laws that prote...

858 People Reached **12** Engagements [Boost Post](#)

👍 Jen West, Karli Penders and 2 others 1 Share

What to Post?

- Events, Programs
- Organization initiatives
- Info & Entertainment



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What to Post?

- Events, Programs
- Organization initiatives
- Info & Entertainment

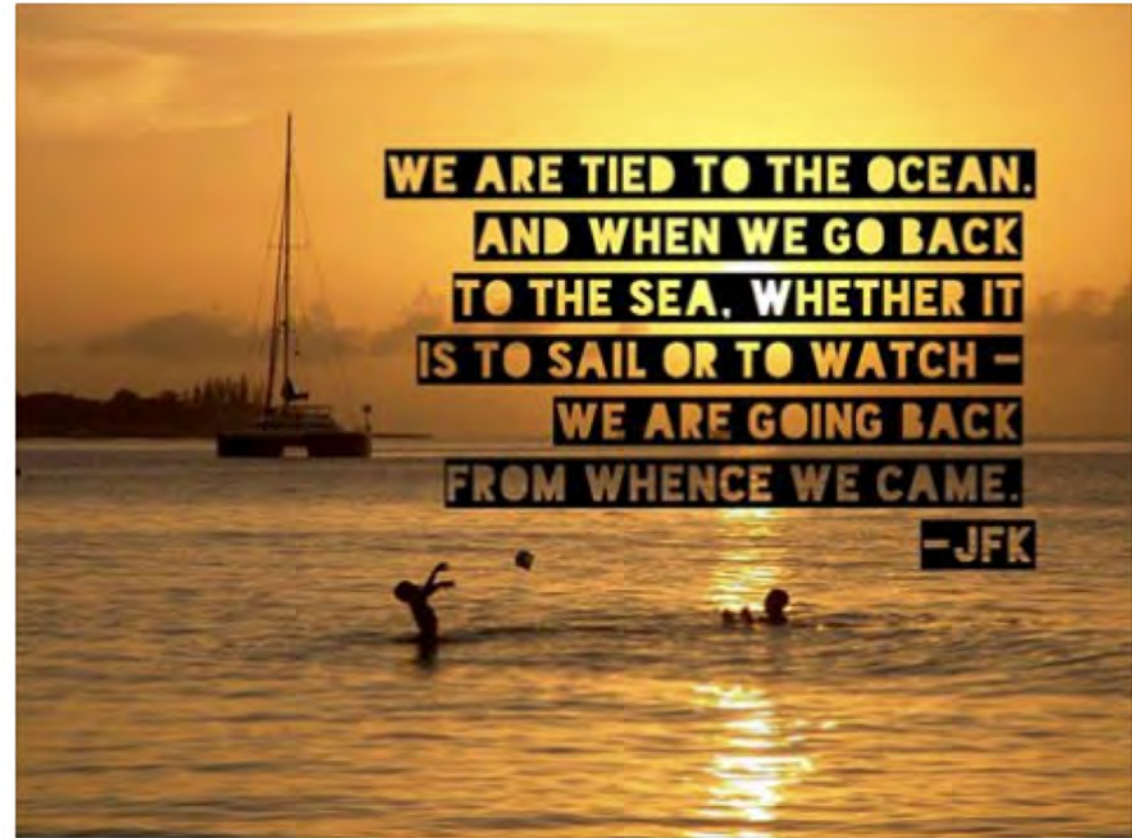
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Save The Bay - Narragansett Bay

Published by Matt Vieira [?] · January 30 · 🌐

#MondayWaterQuote



3,757 people reached

Boost Post

👍 Like

💬 Comment

➦ Share



👍❤️ 44

What to Post?

- Events, Programs
- Organization initiatives
- Info & Entertainment
- Partner shout-outs

#2019LWS



Save The Bay - Narragansett Bay

Published by Cindy Sabato [?] · February 5 at 10:59 AM · 🌐

Proud to be part of the Quonnie marsh adaptation project with Charlestown, Rhode Island, Salt Ponds Coalition, National Oceanic and Atmospheric Administration (NOAA), Town of Westerly, RI DEM, U.S. Fish and Wildlife Service Northeast Region and the Shelter Harbor Conservation Society. Thanks [The Westerly Sun](#) for sharing how these organizations all came together to make it possible.



THEWESTERLYSUN.COM

Last-minute donations ensure completion of full Quonnie restoration project

Get More Likes, Comments and Shares

This post is performing better than 80% of other posts on your Page. Boost it to get more great results.

1,928
People Reached

103
Engagements

Boost Post

What to Post?

- Events, Programs
- Organization initiatives
- Info & Entertainment
- Partner shout-outs
- Fundraising, membership

#2019LWS



A screenshot of a Facebook post from the page 'Save The Bay - Narragansett Bay'. The post is dated December 31, 2018, and was published by Katy Dorchies. The text of the post reads: 'Whether you love recreating on, in, or alongside Narragansett Bay, or rely on this natural resource for your work, you know just how important it is that we protect it. Help support Save The Bay's advocacy, education and restoration efforts this year, so we can continue protecting and improving the Bay in the next.' Below the text are two side-by-side images. The left image shows a sailboat on the water with a large red heart overlay containing the text 'In love?'. The right image shows a person swimming with a large red heart overlay containing the text 'In love' and a right-pointing arrow. Below each image is a 'Donate | Save The Bay' button. At the bottom of the post, it shows '561 People Reached' and '7 Engagements', along with a 'Boost Post' button. A comment from Shannon Kelley, Mary Grady, and 2 others is visible at the very bottom.

What to Post?

- Events, Programs
- Organization initiatives
- Info & Entertainment
- Fundraising, membership
- Partner shout-outs
- Shares

#2019LWS



Save The Bay - Narragansett Bay

Published by Katy Dorchies [?] · January 24 at 2:20 PM · 🌐

Save The Bay Volunteer Manager, July Lewis, talks harbor seal population in Rhode Island Monthly's recent article on the "dogs of the sea":



RIMONTHLY.COM

Harbor Seals in Narragansett Bay - Rhode Island Monthly

They "look a lot like fat dogs in a lot of ways, and they show a lot of the...

1,414

People Reached

35

Engagements

Boost Post



Patricia A. McDonald, Sara Benson and 9 others

1 Share

What to post?

- Events, Programs
- Organization initiatives
- Info & Entertainment
- Fundraising, membership
- Partner shout-outs
- Shares

#2019LWS



SAVE THE BAY. Save The Bay @SaveTheBayRI · Mar 3
Thanks for coming out, @SarahCodyMedia and @FOX61News! Looks like you had quite the time! #TGIF #Newport

Sarah Cody @SarahCodyMedia
A new side of #Newport: visit #seals that spend winters in the 'City by the Sea' via.fox61.com/5E0ex via @FOX61News @SaveTheBayRI #TGIF

Save The Bay Retweeted

Sarah Cody @SarahCodyMedia · Mar 3
Prep for the #weekend with #DayTrippers and #Foodie Friday - on @FOX61News this morning! #TGIF @Pragano #SealSpotting @SaveTheBayRI

SAVE THE BAY. Save The Bay - Narragansett Bay shared Sarah Cody's post.
Published by Matt Vieira [?] · March 3 at 9:34am ·

Summer isn't the only time to enjoy Narragansett Bay! Thanks for coming out, Sarah Cody and FOX 61! #SealTours #Newport #TGIF

Sarah Cody
March 3 at 7:53am · Like Page

"Winter on the water is fantastic. You're seeing things that you never get a chance to see in the summertime." An easy, beautiful weekend excursion. The tour l...




See More

A new side of Newport: visit the harbor seals that spend winters in the 'City by the Sea'
NEWPORT, Rhode Island -- Bet you didn't know the iconic Newport Bridge...
FOX61.COM | BY FOX 61

How A Social Sharing Schedule Will Double Your Traffic

What to post?

- Events, Programs
- Organization initiatives
- Info & Entertainment
- Fundraising, membership
- Partner shout-outs
- Shares
- Reword & Repeat

			
First Message (Same day)	5 clicks	10 clicks	4 clicks
Second Mention (Next day)	4 clicks	8 clicks	3 clicks
Third Mention (Next week)	2 clicks	5 clicks	2 clicks
Total clicks:	11 clicks	23 clicks	9 clicks

First Message Clicks:	19
Additional Clicks From Schedule:	24!
Total Clicks:	43

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30 Minutes: Plan Your Posts

Write Your Posts



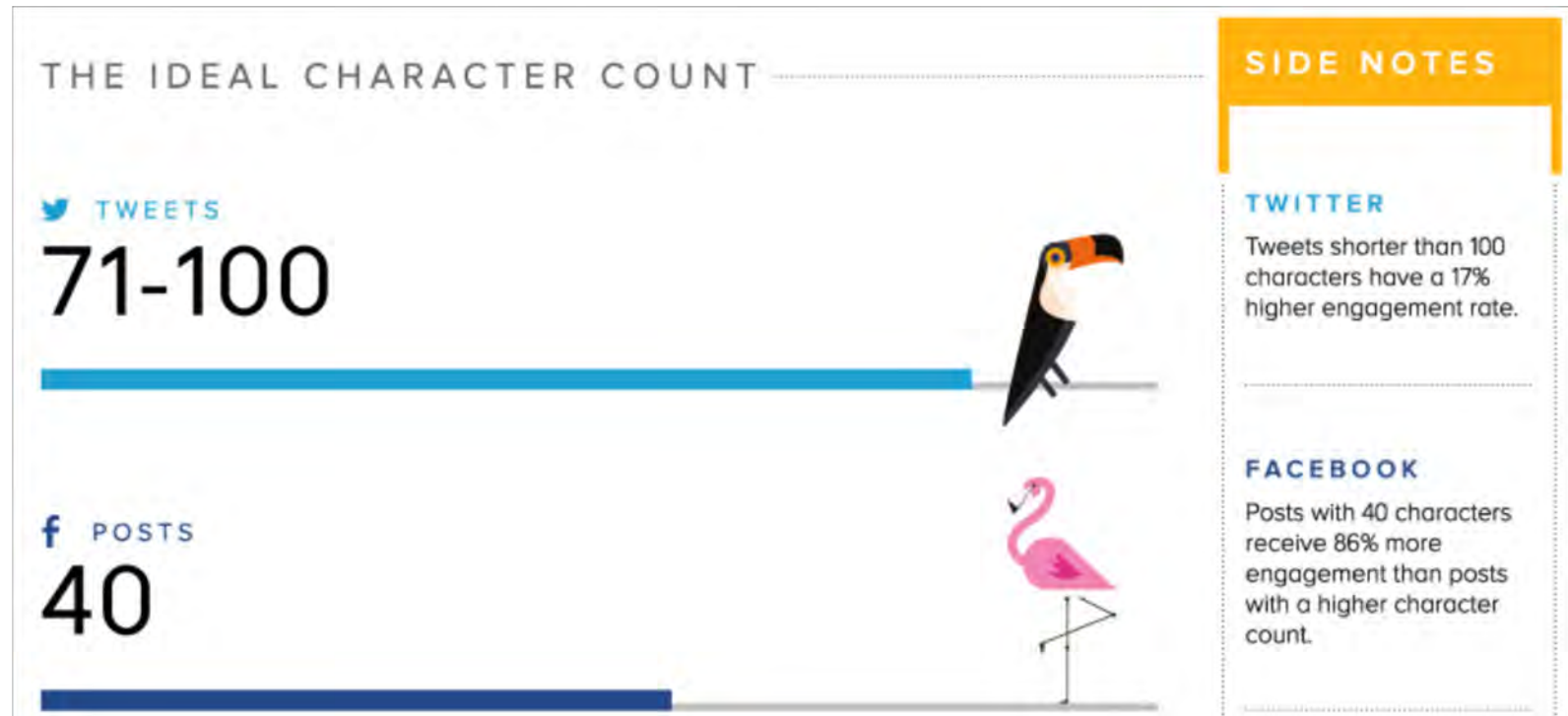
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30 Minutes: Plan Your Posts

Create Your Posts

- Length Guidelines



#2019LWS



30 Minutes: Plan Your Posts

Create Your Posts

- Word Count Guidelines
- Tips for Streamlining



#2019LWS



30 Minutes: Plan Your Posts

Create Your Posts

- Word Count Guidelines
- Tips for Streamlining
- Selecting Media

Shared Image: 1,200 x 630



Shared Link: 1,200 x 628



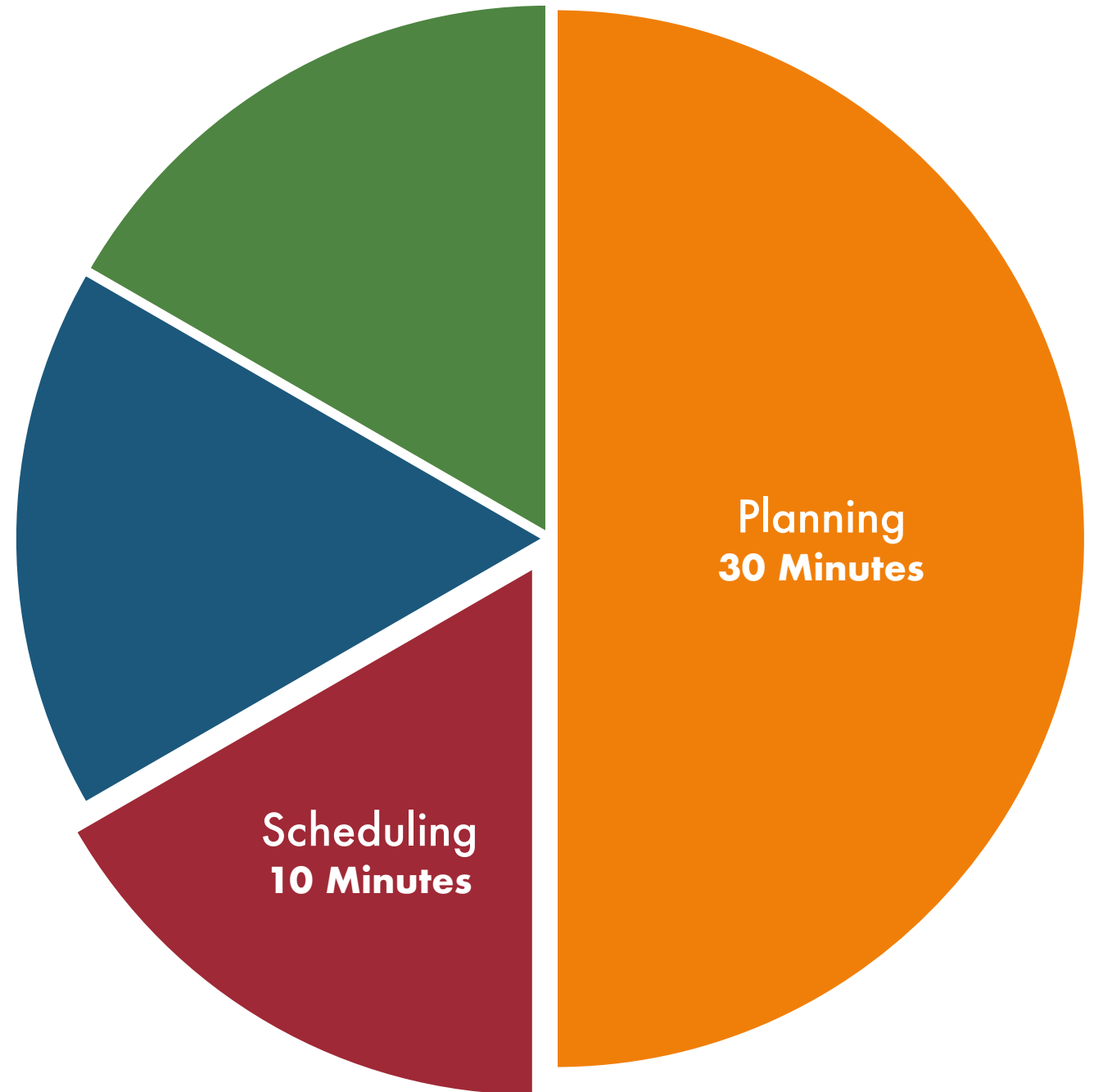
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One Hour a Week

- Plan posts for the week
- Schedule posts ahead of time

#2019LWS



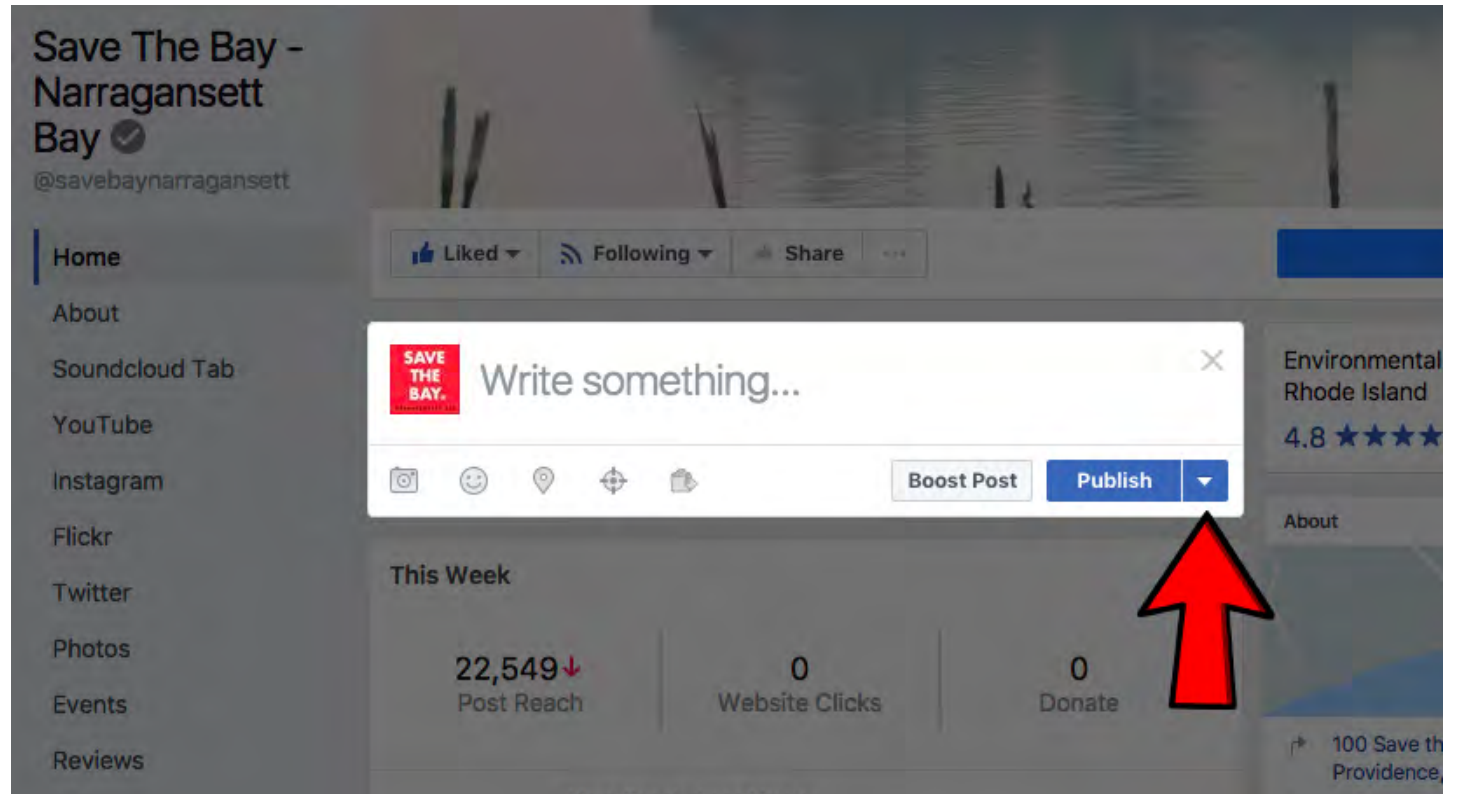
10 Minutes: Schedule Posts Ahead of Time

Write your post.

Click the arrow next to “Publish.”

One Hour a Week

- Plan posts for the week
- Schedule posts ahead of time



#2019LWS

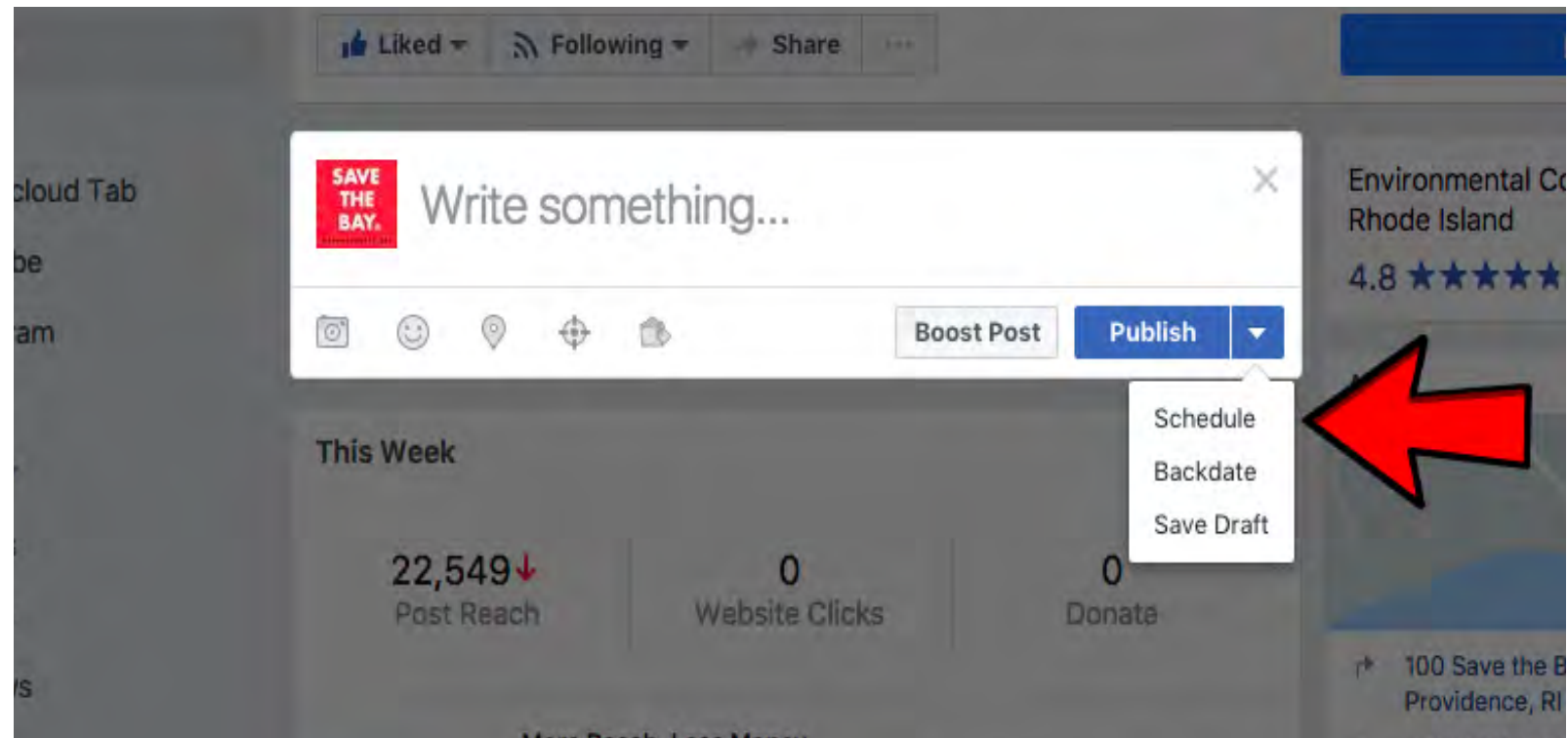


10 Minutes: Schedule Posts Ahead of Time

Choose “Schedule”

One Hour a Week

- Plan posts for the week
- Schedule posts ahead of time



#2019LWS



One Hour a Week

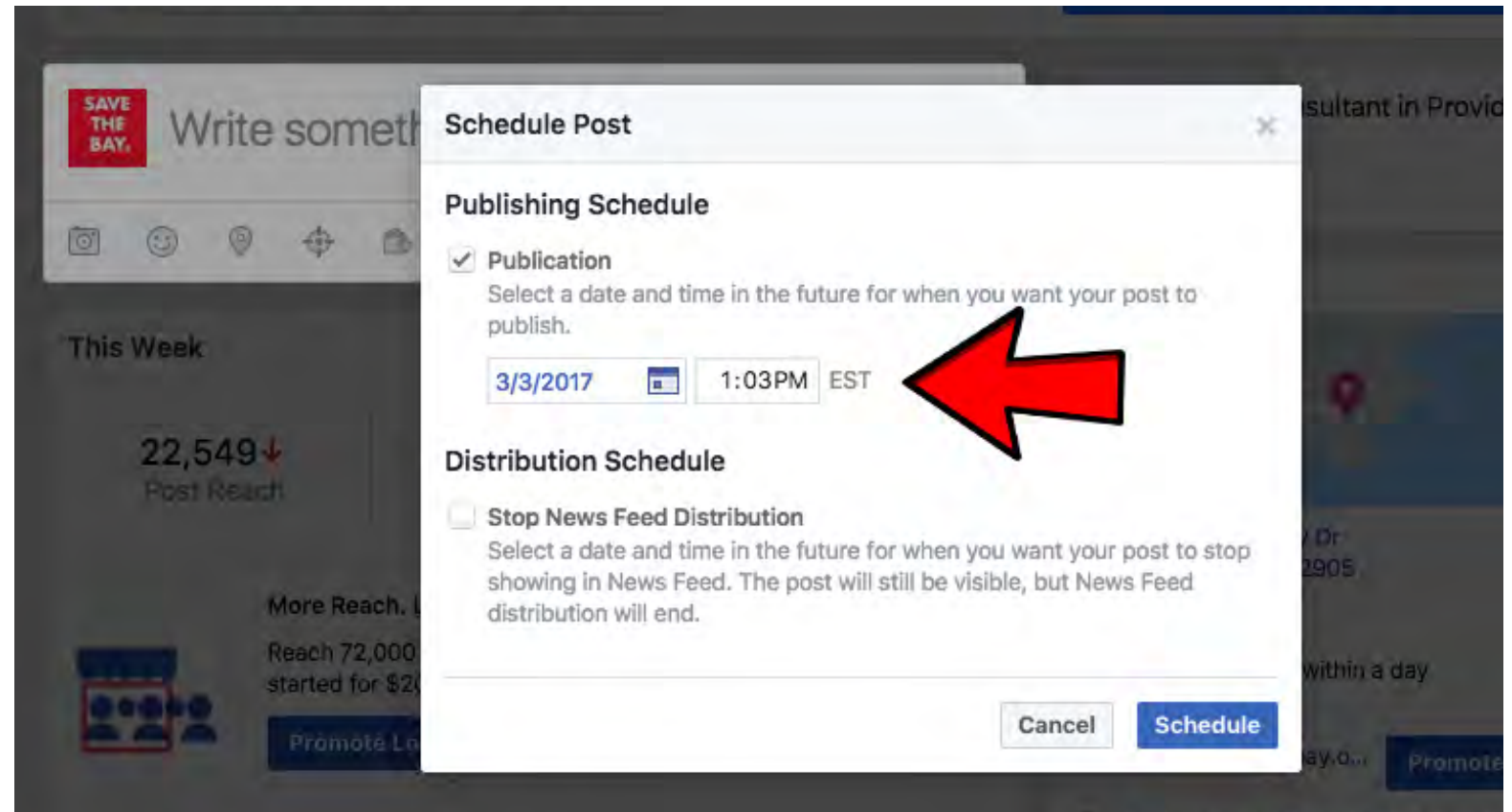
- Plan posts for the week
- Schedule posts ahead of time

#2019LWS



10 Minutes: Schedule Posts Ahead of Time

Set your desired post date and time. Then click “Schedule.”



And what about Twitter and Instagram?

One Hour a Week

- Plan posts for the week
- Schedule posts ahead of time
- Free tools



TweetDeck



Hootsuite®



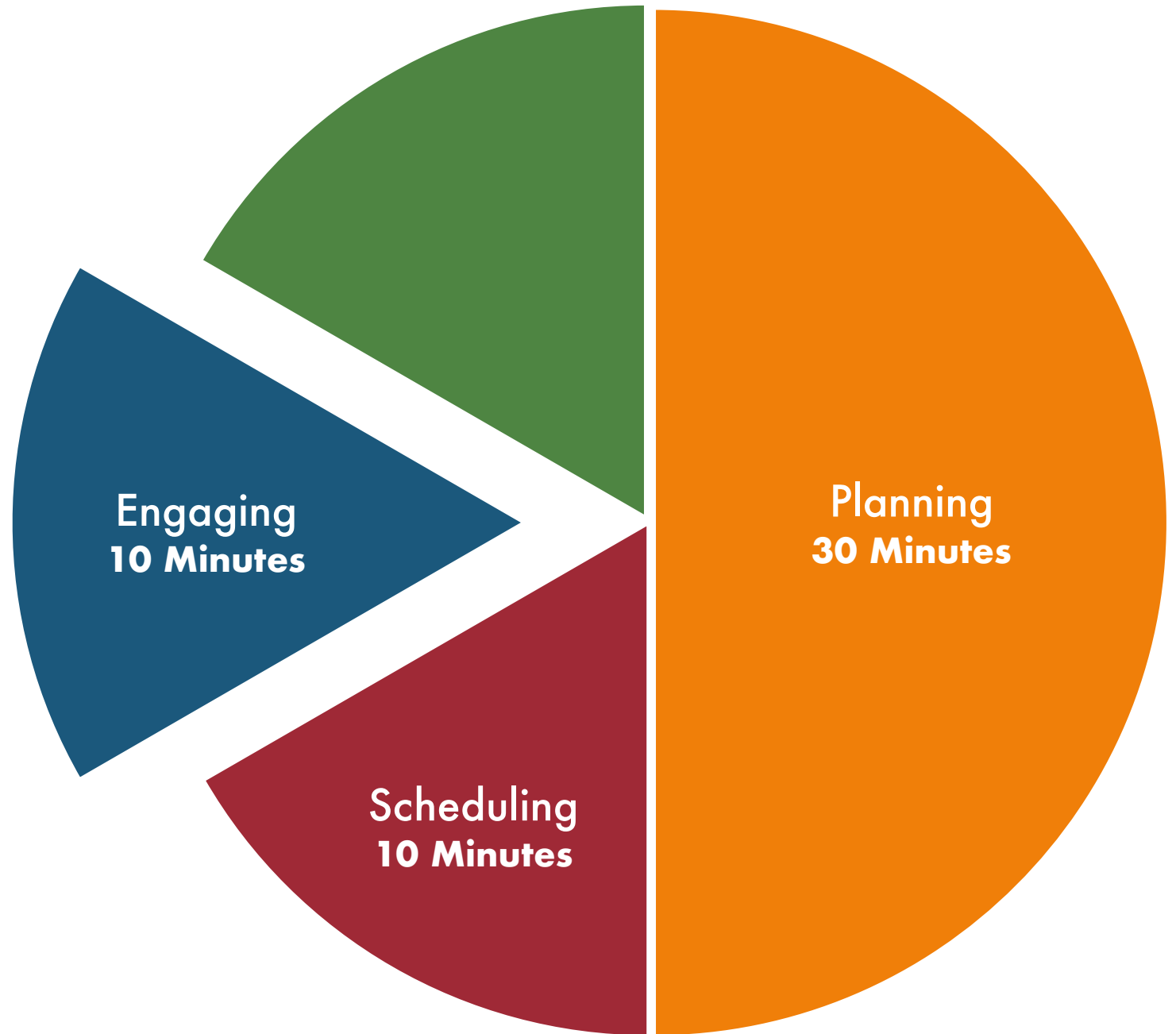
buffer

#2019LWS



One Hour a Week

- Plan posts for the week
- Schedule posts ahead of time
- Monitor & Engage



#2019LWS



One Hour a Week

- Plan posts for the week
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#2019LWS



Monitor & Engage

Page Ad Center 3 Inbox Events Notifications Insights More Settings Help

SAVE THE BAY
NARRAGANSETT BAY
est. 1970

Save The Bay - Narragansett Bay
@savebaynarrag

Home Moments Notifications Messages Search Twitter

SAVE THE BAY
NARRAGANSETT BAY
est. 1970

TICKETS ON SALE NOW!
seal tours
NEWPORT, R.I. • NOW-APRIL 28
WWW.SAVEBAY.ORG/SEALS

Tweets 5,023 Following 684 Followers 4,114 Likes 2,053 Lists 7 Moments 0 Edit profile

Save The Bay Tweets Tweets & replies Media

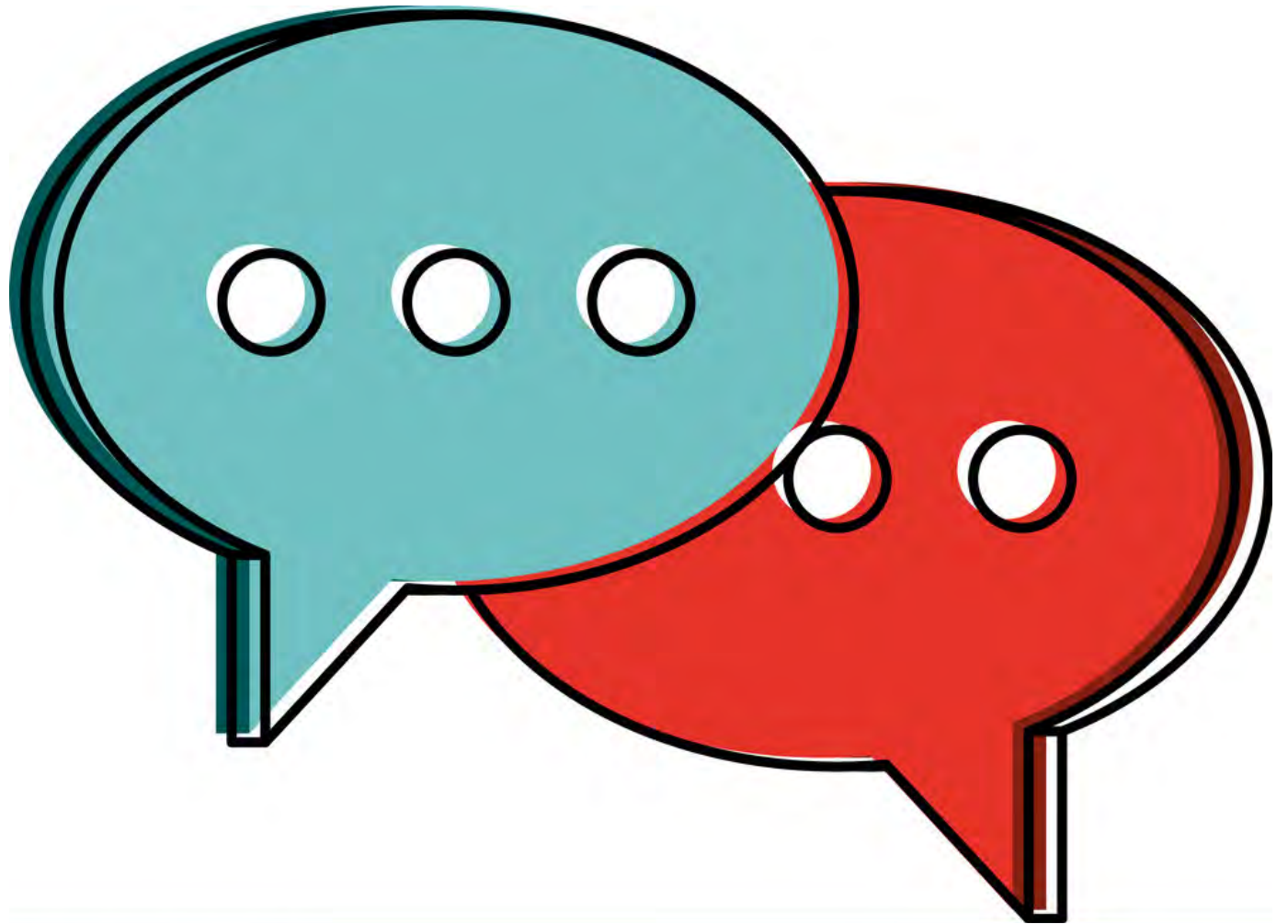
One Hour a Week

- Plan posts for the week
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#2019LWS



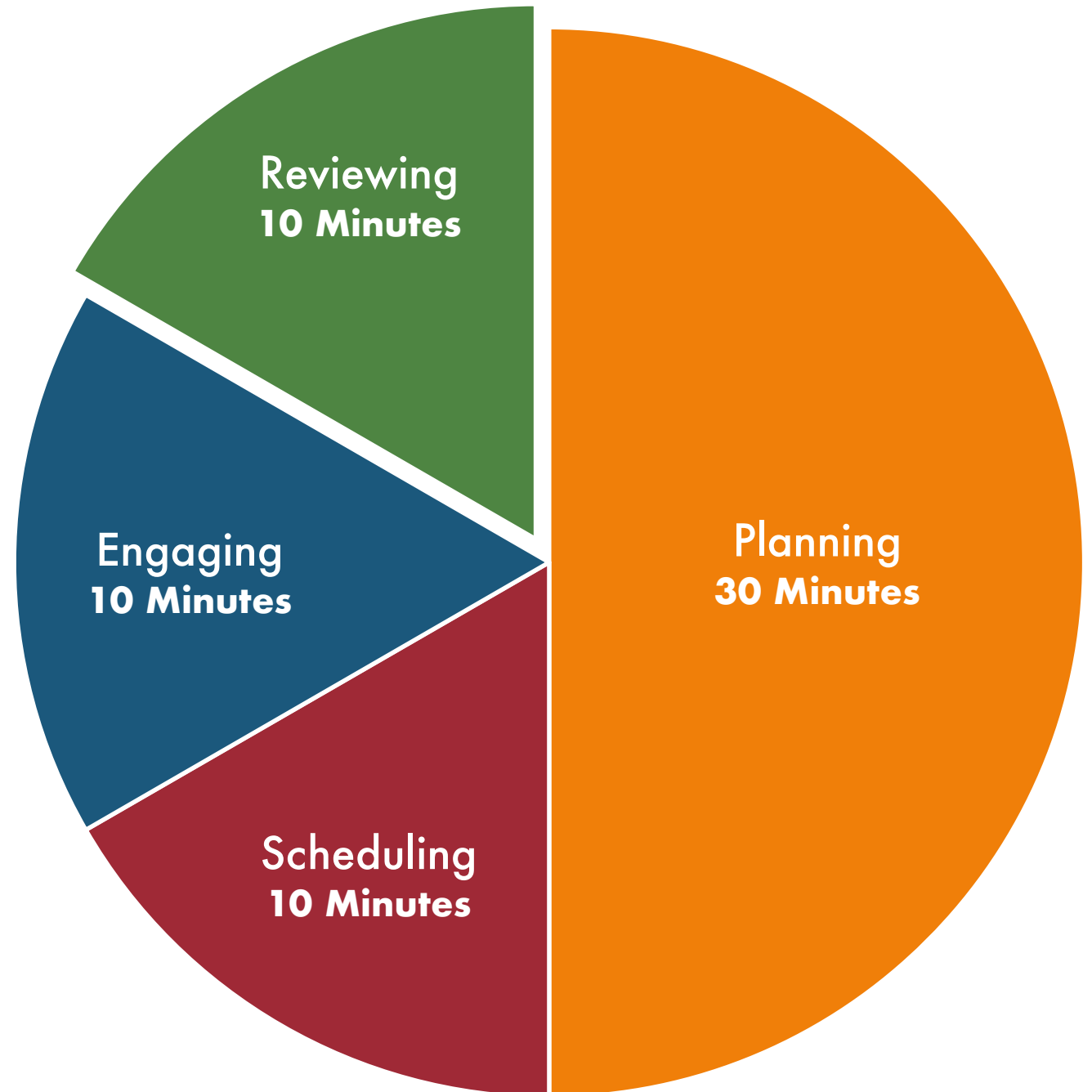
Monitor & Engage



One Hour a Week

- Plan posts for the week
- Schedule posts ahead of time
- Monitor & Engage
- Review & Assess

#2019LWS



Review & Assess

One Hour a Week

- Plan posts for the week
- Schedule posts ahead of time
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- Review & Assess

#2019LWS



One Hour a Week

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#2019LWS



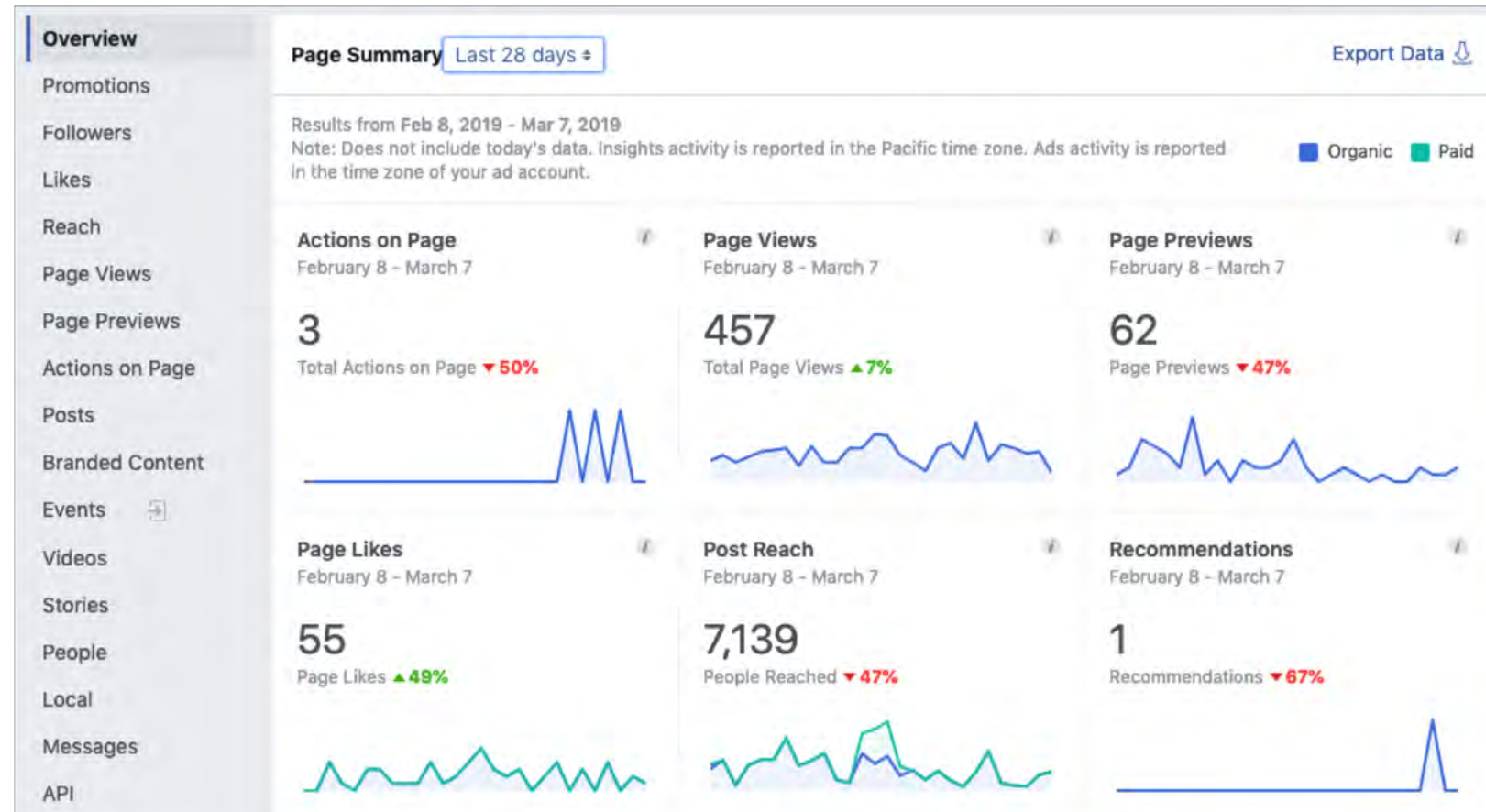
Review & Assess

The image shows two screenshots of social media pages for "Save The Bay - Narragansett Bay". The top screenshot is a Facebook page showing a post about seal tours with a red arrow pointing to the "Insights" tab in the top navigation bar. The bottom screenshot is a Twitter profile page for @SaveTheBayRI, showing a red arrow pointing to the "Analytics" option in the profile menu and another red arrow pointing to the profile picture area. The Twitter profile statistics are: 5,023 Tweets, 684 Following, 4,114 Followers, 2,053 Likes, 7 Lists, and 0 Moments. A tweet from March 5 is partially visible at the bottom.

Review & Assess

One Hour a Week

- Plan posts for the week
- Schedule posts ahead of time
- Monitor & Engage
- Review & Assess



#2019LWS



Best Practices

Best Practices

- Consistency
- Timely response
- Work smarter, not harder
- Tag/mention people and partners
- Follow & engage with influencers
- Grammar, spelling, accuracy, etc.

#2019LWS





Questions?

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