



Developing a Social Networking Plan for Your Public Land

Your current online presence:

Your objectives for social networking:



Social Networking for Public Lands, continued

Circle the social networking sites above you want to use...or list below:

Objectives (specific to a social networking site):

Your social networking team:



Social Networking for Public Lands, continued

Profile information and detail:

Performance metrics:

Promotion methods:



Social Networking for Public Lands, continued

Social Networking Tips

- 📌 Research/recognize your opportunities and plan your goals accordingly.
- 📌 Choose the community(ies) that is(are) relevant to your organization.
- 📌 Speak to the audience but maintain a core organizational profile for recognition and awareness. Remember the SEO element of social media marketing and use keywords.
- 📌 Participate in the community – share information, make friends and promote your friends.
- 📌 Remember while the membership or page might be free – time is involved with maintaining this marketing channel.
- 📌 Designate appropriate staff for managing the community and your organization's participation. Use tools/applications available for efficiency.
- 📌 Provide interesting and varied content that engage the community – coupons, history, predictions, exclusive stories, contests, etc...
- 📌 Measure your efforts – increased traffic, members, donors, newsletter registrations, etc...
- 📌 Be aware that the conversation is not one-way – this is a co-driver path for you and your community.
- 📌 Listen to your community and be responsive.

Blog Tips

- 📌 Plan goals for your blog site including audience and message.
- 📌 Choose your blog tools and design a template.
- 📌 Provide useful and unique content in a natural voice.
- 📌 Engage your readers with your content by asking questions.
- 📌 Consider reader attention span when writing your blog.
- 📌 Recognize that the conversation is two-way.
- 📌 Plan your editorial calendar but allow room for topics of the moment which are responsive to your reader interests.