





National Public Lands Day Social Media Training Webinar

Presented by:

Robb Hampton, Director, National Public Lands Day

Amber Taylor, President, Taylored Communications

www.publiclandsday.org



National Public Lands Day

A National Environmental Education Foundation Program

“Increase capacity of public lands stewards to engage local communities to help care for our public lands.”

www.publiclandsday.org

NPLD Social Media Training



facebook

flickr™

twitter

You Tube

Gowalla



Why use social media?

- Encourage NPLD participation
- Spread the word via social networks about NPLD events
- Engage audience before/after event
- Raise awareness of local public lands and issues



Facebook.com - Fan Page

<http://www.facebook.com/pages/create.php>

A screenshot of the Facebook 'Create a Page' interface. At the top is a dark blue navigation bar with the Facebook logo, a search bar, and links for 'Home', 'Profile', and 'Account'. Below the navigation bar, the text 'Create a Page' is displayed with a small icon, followed by the subtitle 'Connect with your fans on Facebook.' The main content area consists of six light gray rectangular boxes arranged in a 2x3 grid, each containing an icon and a label for a different page type: 1. 'Local Business or Place' with a storefront icon. 2. 'Company, Organization, or Institution' with a classical building icon. 3. 'Brand or Product' with an icon of a high-heeled shoe, a bottle, and a tablet. 4. 'Artist, Band or Public Figure' with a silhouette of a person and stars. 5. 'Entertainment' with an icon of a TV screen, a CD/DVD, and a book. 6. 'Cause or Community' with an icon of a heart on a sign and a document.



Facebook Fan Page

<http://www.facebook.com/pages/create.php>



Local Business or Place

Company, Organization, or Institution

Join your supporters on Facebook.

Choose a category

Company Name

I agree to Facebook Pages Terms

Get Started



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

Facebook Fan Page



facebook Search Home Profile Account

National Public Lands Day

Non-Profit Organization · [Edit Info](#)

[Edit Page](#)

Admins (7) [See All](#)



Wall National Public Lands Day · **Top Posts** ▾

Share: [Post](#) [Photo](#) [Link](#)

Write something...

National Public Lands Day
Check out the NPLD website. There are new articles on the President's Active Lifestyles Awards, NPLD in Austin and our Social Media Marketing webinar.



NATIONAL PUBLIC LANDS DAY
www.publiclandsday.org
Register a site for NPLD, September 24th



22 hours ago · Like · Comment · Share

2 people like this.

Write a comment...

National Public Lands Day
Three classic National Park Service sites, from a different angle!
<http://travel.nytimes.com/2011/07/03/travel/yellowstone-grand-teton-acadia.html?partner=rss&emc=rss>

Mark Your Calendars Now for Sept. 24, 2011!

Wall
Hidden Posts

- Info
- Photos
- Video
- Notes
- Discussions
- Events
- Edit

About [Edit](#)

Turn everyday into National Public Lands Day by volunteering at your local...
[More](#)

1,870

Admins (7) [See All](#)

- Use Facebook as National Public Lands Day
- Notifications 2 ▾
- Promote with an Ad
- View Insights
- Invite Friends

You and National Public Lands Day



40 friends like this.

Healthy Parks Healthy People US – N..., 4-H, Trout Unlimited

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: National Public...



The text of your ad will go here.



Facebook Fan Page



Mark Your
Calendars Now for
Sept. 24, 2011!

- Wall
- Info**
- Photos
- Video
- Notes
- Discussions
- Events
- Edit

About [Edit](#)
Turn everyday into National Public Lands Day by volunteering at your local...
[More](#)

1,870
people like this

National Public Lands Day

Non-Profit Organization · [Edit Info](#)



Basic Information

Founded 1994
About Turn everyday into National Public Lands Day by volunteering at your local public lands throughout the year. The next NPLD is September 24, 2011. Be on the lookout for news and updates.
Company Overview National Public Lands Day is the nation's largest hands-on volunteer effort to improve and enhance the public lands Americans enjoy. In 2010, volunteers attended events at over 2,060 sites across the United States and its territories making this year's event the largest National Public Lands Day in history.

Volunteers...

– planted trees and native plants
[...See More](#)

Mission National Public Lands Day keeps the promise of the Civilian Conservation Corps, the "tree army" that worked from 1933-42 to preserve and protect America's natural heritage.

Products This annual event:

- * Educates Americans about critical environmental and natural resources issues and the need for shared stewardship of these valued, irreplaceable lands;
- * Builds partnerships between the public sector and the local community based upon mutual interests in the enhancement and restoration of America's public lands;
- * Improves public lands for outdoor recreation, with volunteers

[Edit Page](#)

Admins (7) [\[?\]](#) [See All](#)



- [Use Facebook as National Public Lands Day](#)
- [Notifications](#) 2 [▼](#)
- [Promote with an Ad](#)
- [View Insights](#)
- [Invite Friends](#)

You and National Public Lands Day



[36 friends like this.](#)
[America's Great Outdoors, U.S. Department of Agriculture, The Wilderness Society](#)

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: National Public...

Your ad text here.



Facebook Event



facebook

Search

Home Profile Account ▾

National Public Lands Day ▸ Events + Create an Event

Non-Profit Organization · [Edit Info](#)

September

 **National Public Lands Day 2011**
Saturday, September 24 at 12:00am
1 guest Attending

[Past Events](#) · [Birthdays](#) · [Export](#) ◀ ▶

Admins (7) [?] [See All](#)



 Use Facebook as National Public Lands Day

 Notifications **2** ▾

 Promote with an Ad

 View Insights

 Invite Friends

You and National Public Lands Day



 38 friends like this.

 Alliance for Community Trees, National Parks Conservation Associa..., Serve.gov

Quick Tips

Mark Your Calendars Now for Sept. 24, 2011!

-  Wall
-  Info
-  Photos
-  Video
-  Notes
-  Discussions
-  **Events**
 - [Past Events](#)
 - [Edit](#)

Facebook Event



facebook

Search

 **National Public Lands Day 2011** [Edit Event](#)
You are **Attending** · [Share](#) · Public Event

Time Saturday, September 24 · 12:00am – 11:00pm

Location Locations across the U.S.

Created By National Public Lands Day

Share: [Post](#) [Link](#) [Photo](#) [Video](#)

[+ Select Guests to Invite](#)

1 Attending [See All](#)

 [Amber Taylor](#)



Facebook Groups

<https://www.facebook.com/groups>



Groups

Share with the important groups in your life.

Create Group

Create a private space

Have things you only want to share with a small group of people? Just create a group, add friends, and start sharing. Once you have your group, you can post updates, poll the group, chat with everyone at once, and more.

Share different things with different people

Groups let you share things with the people who will care about them most. By creating a group for each of the important parts of your life — family, teammates, coworkers — you decide who sees what you share.



Control who sees your group

Secret: Only members can see the group and what members post.

Closed: Everyone can see the group. Only members see posts.

Open (public): Everyone can see the group and what members posts.

Share with the group

- Post updates, questions, photos, and more
- Chat with the group
- Create shared docs
- Schedule group events

Stay in the know

- Get notified about new posts so you never miss an update
- Connect off Facebook using the group's shared email address.



Facebook Groups

<https://www.facebook.com/groups>

Gro
Share

ite spa
only wa
up, add
can pos
, and m

it things with different people
hare things with the people who will care about
...tion a group for each of the important parts of

The screenshot shows the 'Create Group' dialog box with the following fields and options:

- Group Name:** A text input field with a dropdown menu icon.
- Members:** A text input field with the placeholder text "Which friends do you want to add to the group?".
- Privacy:** A dropdown menu with the following options: "Open", "Closed" (selected with a checkmark), and "Secret".
- Privacy Description:** "Anyone can see the group and who's in it. Only members see posts."
- Buttons:** "Create" and "Cancel".

A small illustration at the bottom right of the slide showing silhouettes of people gathered around a campfire with a bright orange flame.



Network with Facebook

- Invite friends to “like” your new page and the NPLD page
- Ask your “fans” to invite their friends
- Invite friends & fans to RSVP for your event(s)
- Share news stories, blog posts, program updates
- Use “tags” when referencing another person or group (@) in your wall posts
- Share photos
- Be sure your Info tab is up-to-date
- Be creative with the “About” box



Network with Facebook

- Post some call-to-action messages on your wall:
 - Three more weeks until National Public Lands Day on Sept. 24! Learn more and find a volunteer site near you at publiclandsday.org
 - Join us in supporting our nation's public lands on Sept 24! Get outside and volunteer for National Public Lands Day!
 - Check out Philippe Cousteau for @National Public Lands Day! Then sign up to volunteer! (add the link: <http://youtu.be/N3zNN42VTsQ>)



Twitter.com

twitter 

Username Password **Sign in**

Remember me [Forgot it?](#)

Follow your interests

Instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.

Search Twitter

New to Twitter? Join today!

Full name

Email

Password

Sign up

HUMAN RIGHTS WATCH |  |  |  |  |  |  | 

Languages · [English](#) · [Français](#) · [Deutsch](#) · [Italiano](#) · [日本語](#) · [한국어](#) · [Português](#) · [Русский](#) · [Español](#) · [Türkçe](#)

[About](#) · [Help](#) · [Blog](#) · [Mobile](#) · [Status](#) · [Jobs](#) · [Terms](#) · [Privacy](#) · [Advertisers](#) · [Businesses](#) · [Media](#) · [Developers](#) · [Resources](#) · © 2011 Twitter

www.publiclandsday.org

Twitter



twitter Search Home Profile Messages Who To Follow sambern

publiclandsday
@publiclandsday UT: 38.945989,-77.064702
National Public Lands Day 2011 is September 24th! Join us for the largest single day volunteer event for our nation's public lands.
<http://www.publiclandsday.org/>

Following

Tweets Favorites Following Followers Lists

publiclandsday publiclandsday
Come to "National Public Lands Day 2011" Saturday, September 24 from 12:00 am to 11:00 pm. <http://fb.me/zBQK9LBX>
12 minutes ago

publiclandsday publiclandsday
Free webinar on Social Media Marketing next Wednesday at 3pm EST. Learn more at bit.ly/qNbUlq
22 hours ago

EPAgov U.S. EPA retweeted by publiclandsday
Don't forget about EPA's Apps for the Environment Challenge! Use EPA data to deliver env. data in new smartphone app!
1.usa.gov/kU7bh0
8 Jul

publiclandsday publiclandsday
www.publiclandsday.org has new articles & resources. Download a scout certificate, a Spanish NPLD poster & learn about Austin's NPLD event.

National Public Lands Day
www.publiclandsday.org

National Public Lands Day is the nation's largest hands-on volunteer effort to improve and engage the public lands Americans enjoy.

Each year volunteers build trails and bridges, remove trash and invasive plants and plant over 1.6 million trees.

Also follow
@neefusa
@earthgauge
@planet_connect
@classroomearth

About @publiclandsday
1,305 Tweets 1,116 Following 1,274 Followers 92 Listed

Following · view all

About Help Blog Mobile Status Jobs Terms Privacy Shortcuts Advertisers Businesses Media Developers Resources © 2011 Twitter



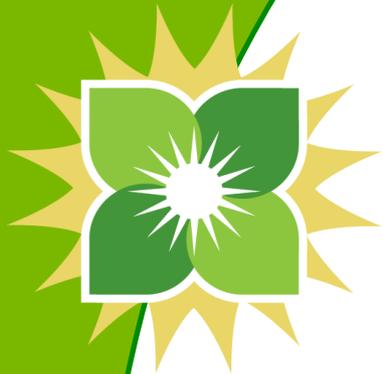
Twitter for #NPLD

- 140 characters
- Hashtags
- URL shorteners
- RTs and MTs
- Search and follow
- It's a conversation



Twitter for #NPLD

- Find & follow influencers
- Include short URL: <http://bit.ly/NPLDay>
- Use the #NPLD hashtag
- Use other hashtags like #green
#letsmove #parks
- Include @publiclandsday
- RT messages from @publiclandsday



Twitter for #NPLD

- **Tweet and Retweet** about NPLD! For example:
 - Get outdoors and volunteer on National Public Lands Day, Sept 24th! Find local #parks & events near you: <http://bit.ly/publiclands> #NPLD
 - Where will you be on Sept 24? We'll be volunteering at XXXXX for National Public Lands Day. Join us! #NPLD



Twitter for #NPLD

- **Assign** at least one person to “live tweet:

- Just got to XXXXX for #NPLD! Volunteers are up bright & early, ready to make a difference on our public lands!
- Just finished XXXX (weeding, hauling, planting, etc) at XXXXX for #NPLD. Looking forward to XXXXX (picnicking, biking, etc.)
- Check out this before pic at XXXXX for #NPLD. Will tweet after pics this afternoon!
- What a difference a day – and a dozen/hundred volunteers – make! Check out our after pic from #NPLD at XXXXX!



Flickr.com

yahoo.com https://login.yahoo.com/config/login?.src=flickrsignin&.pc=8190&.scrumb=0&.pd=

flickr® from YAHOO! Yahoo! | Help

Don't have a Yahoo! ID?
Create New Account

OR

Sign in with:
Facebook Google

Sign in to Yahoo!
Yahoo! ID
(e.g. free2rhyme@yahoo.com)
Password

Keep me signed in
(Uncheck if on a shared computer)

Sign In

[I can't access my account](#) | [Help](#)

Explore Sign In Sign Up Search

Share your life in photos

Sign up now
or login with your ID: Facebook

© by The Girl In The Black Beret

Share

Your photos are everywhere you are.

Upload your photos once to Flickr, then easily and safely share them through Facebook, Twitter, email, blogs and more.

in your world.

nds and share your
& notes. Add rich
ocations & people.

Copyright © 2011 Yahoo! Inc. All rights reserved.
Copyright | IP Policy | Terms of Service | Guide to Online Security | Privacy Policy



Flickr

flickr® from YAHOO!

[Home](#) [The Tour](#) [Sign Up](#) [Explore](#) [Upload](#)

You aren't signed in [Sign In](#) [Help](#)

[Search](#)

☆ Favorite Actions [✉](#) [f](#) [t](#)

← Prev [🔍](#) Next →



Civic Responsibility Starts Young

Matthew Law from Fort Irwin tosses trash while resting in place during National Public Lands Day

Comments and faves

By [publiclandsday1](#)
No real name given [+ Add Contact](#)

This photo was taken on September 25, 2010 using a Nikon D5000.

lull 56 views

This photo belongs to

[publiclandsday1's photostream](#)

This photo also appears in

[NPLD 2010 Photo Contest Entries](#) (set: 73)



Tags

[Barstow](#) • [Bim](#) • [California](#) • [National Public Lands Day Event](#) • [People](#) • [Razor Road, Volunteers](#) • [Trash Clean Up](#) • [baby](#) • [red hair](#) • [United States](#)

License

© All Rights Reserved



Flickr

Search

Photos | Groups | People

Everyone's Uploads

public lands

SEARCH

Full Text | Tags Only
Advanced Search

Sort: **Relevant** | Recent | Interesting

View: **Small** | Medium | Detail | Slideshow



From WAstateDN...



From my_marquee



From my_marquee



From my_marquee



From my_marquee



From my_marquee



From my_marquee



From my_marquee



From my_marquee



From my_marquee



From my_marquee



From my_marquee



From my_marquee



From my_marquee



From my_marquee



From my_marquee



From my_marquee



From Lee Cannon



From Lee Cannon



From WAstateDN...



From WAstateDN...



From WAstateDN...



From WAstateDN...



From WAstateDN...



From The Spouses



From BLM...



From BLM...



From BLMOregon



From BLM...



From BLM...



From BLMOregon



From The...



YouTube.com



Search

[Browse](#)

[Movies](#)

[Upload](#)

[Create Account](#)

[Sign In](#)

Get started with your account

Email Address:

Username:

Your username can only contain letters A-Z or numbers 0-9
[Check Availability](#)

Location:

Postal Code:

Date of Birth:

Gender: Male Female

Let others find my channel on YouTube if they have my email address

I would like to receive occasional product-related email communications that YouTube believes would be of interest to me

Terms of Use: Please review the [Google Terms of Service](#) and [YouTube Terms of Use](#) below:

Terms of Service
1. Your Acceptance

Uploading materials that you do not own is a copyright violation and against the law. If you upload material you do not own, your account will be deleted.

By clicking 'I accept' below you are agreeing to the [YouTube Terms of Use](#), [Google Terms of Service](#) and [Privacy Policy](#).



YouTube

National Public Lands Day publiclandsday's Channel [Subscribe](#) **All** [Uploads](#) [Playlists](#)



0:00 / 1:09 360p  

[Info](#) [Favorite](#) [Share](#) [Playlists](#) [Flag](#)

2010 Grand Prize Winner.mov [Like](#) [Dislike](#)

From: publiclandsday | Jan 31, 2011 | 897 views

[View comments, related videos, and more](#)

Uploads (19)

-  **2011 National Public Lands Day Public**
15 views - 2 weeks ago
-  **2011 National Public Lands Day 30 second**
31 views - 2 weeks ago
-  **2010 Runner-Up.mov**
418 views - 5 months ago

[see all](#)

NPLD 2010 Video Contest Res... (5)

-  **2010 Runner-Up.mov**
publiclan... - 418 views
-  **2010 Grand Prize Winner.mov**
publiclan... - 897 views
-  **2010 Runner-Up.wmv**
publiclan... - 770 views

[see all](#)



YouTube

National Public Lands Day [Subscribe](#) **All** [Uploads](#) [Playlists](#)
publiclandsday's Channel



0:00 / 1:09 360p

[Info](#) [Favorite](#) [Share](#) [Playlists](#) [Flag](#)

Link to this video:
 [show options](#)

[Embed](#) [Email this video](#) [f](#) [t](#) [+1](#) [show more](#)

Uplo...
see a...
NPL...
see a...
NPL...



Social Media Outreach

- Link to your social media networks from your websites
- Share links to your website and social media networks in email signatures

Gowalla.com



- What is Gowalla?
- How are they helping promote NPLD?
- How can you use Gowalla for NPLD?



Gowalla

Gowalla Home Spots Trips Blog Sign In [Join Gowalla](#)

Keep up with your friends, share the places you go, and discover the extraordinary in the world around you.



Keep up with friends on your phone.
Connect with friends from Facebook and Twitter to share where you're going.



Discover new places and hotspots when you go out, then share your photos, recommendations and trips with friends!



Find inspiration to explore the world around you while picking up rewards from local eateries, venues and retail stores.

[Sign Up Now](#) or [Take a Quick Tour](#) to learn more.



Social Media Resources

Add a free, easy-to-use countdown widget to your website:

<http://www.widgetbox.com/widgets>

Resources:

<http://mashable.com/guidebook/> and
www.ehow.com



Connect with NPLD

www.facebook.com/nationalpubliclandsday

www.twitter.com/publiclandsday



discover

imagine

act

Knowledge to live by



National Environmental
Education Foundation

www.neefusa.org