



Social Media Basics

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Social Media

Making an Impact Online

Popular Platforms



Goals

Educate the **public** and **decision-makers**

- What is the Keystone Fund?
- What does it do?
- Why is it important?

Social Media Toolkit

Available at

[KeystoneFund.org/25th-anniversary-toolkit](https://www.KeystoneFund.org/25th-anniversary-toolkit)

- Hashtags
- Graphics
- Success stories
- Fact sheets, reports, and surveys
- Sample Posts
- Talking points

5 Keys for Quality Posts

1. Images Are Crucial

- Text-only posts don't attract as much attention as posts with photos/videos
- Photos, infographics, and videos are all effective
- When possible, show the impact of Keystone Fund grants on **people and communities**

Which is better?



2. Concise Text

- Posts with less text tend to perform better
- 280-character limit on Twitter
- No limit on Facebook, but shorter is still better



Natural Lands ✓
February 6 at 11:21am · 🌐

For 25 years, the #KeystoneFund has enhanced communities throughout Pennsylvania. Happy 25th anniversary, Keystone Fund! #KeystoneFund25

ENHANCING COMMUNITIES

Recreation, Park & Conservation Fund **keystone 25**
25 YEARS OF ENHANCING COMMUNITIES

TRAILS  300+ PROJECTS FUNDED	LIBRARIES  215 PROJECTS in 43 COUNTIES	HISTORIC PRESERVATION  570+ BUILDINGS & SITES	GREEN SPACE  161,000 ACRES PRESERVED	PARKS  2400+ IMPROVEMENTS FUNDED
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Learn more at KeystoneFund.org #KEYSTONEFUND25

👍 2 1 Share

👍 Like 💬 Comment ➦ Share 🗨️

3. Hashtags

- **#KeystoneFund**
(use in 2018 and beyond)
- **#KeystoneFund25**
(specifically to be used throughout 2018)



Pennsylvania Land Trust Association @palandtrustassn · Feb 23

.@DCNRnews **#KeystoneFund** grants have made the Ironton Rail-Trail a place where people with disabilities are given the gift of mobility. Here's Rachel's story: bit.ly/2EXVm22 **#KeystoneFund25**



1



1



5



4. @Mentions

- Relevant people and organizations (e.g., *With a #KeystoneFund grant, @TrailGroup was able to complete the final 10 miles of Example Trail.*)
- Elected officials (e.g., *Thank you, @StateRep, for supporting parks and recreation funding. #KeystoneFund grants have made our community an even better place to live.*)
 - DO: educate, compliment
 - DON'T: harass, lobby, criticize, etc.

5. Variety of Content

- Links
- Photos and infographics
- Videos

Links

- Web articles about Keystone Fund or specific project
- Reports, surveys, and fact sheets about benefits of Keystone Fund investments
- Success stories
(KeystoneFund.org/success-story)
- Other relevant and interesting material
- Most links auto-generate an image; if not, upload image and use Bitly.com to shorten link

Pennsylvania Land Trust Association @palandtrustassn · Mar 23

Thanks in part to @DCNRnews funding, a park project in Northampton Co making progress. #KeystoneFund



160-acre farm in Northampton County could be

The 160-acre Gall Farm in Northampton County could be developed into a passive park with hiking and nature trails, according to a master plan proposal developed by the Pennsylvania Land Trust Association. mcall.com





PA Land Trust Assn @palandtrust · 36m



.@DCNRnews #KeystoneFund grants have made the Ironton Rail-Trail a place where people with disabilities are given the gift of mobility. Here's Rachel's story: bit.ly/2EXVm22 #KeystoneFund25



Photos and Infographics

- Photos of parks, trails, preserved land, historic buildings, libraries, etc.
- Infographics about environmental and economic benefits (available in toolkit)



Videos

- Link to YouTube or Vimeo video
- Upload video file from computer



PA Land Trust Assn @palandtrust · Feb 22



#ThursdayThoughts about how outdoor play improves well-being and decision-making abilities for children and adults alike. #optoutside



How Playing Outside Impacts Your Well-Being | Cra...

Does getting away from human artifacts affect our brains? In this surprising talk, Craig Childs connects our decision-making abilities and sense of well-bein...

youtube.com



Other Actions

- Sharing (Facebook) or retweeting (Twitter)
 - Not too often; original posts are better
- Follow relevant accounts to stay informed (see “Organizations to Follow” in toolkit)
- Engaging with other posts about the Keystone Fund
 - Liking
 - Commenting/replying

KeystoneFund.org

- Ambassador Page
- Lists of Projects
- Enabling Act
- Toolkit
 - Success Stories
 - Talking Points
 - Fact Sheets
 - Studies & Reports
 - Social Media Guidance
 - Social Media Infographics
 - Logos

The screenshot shows the homepage of KeystoneFund.org. At the top left is the logo for the Keystone Recreation, Park & Conservation Fund. To the right is a navigation menu with links for Home, Legacy of Success, Find Keystone Projects, Success Stories, How It Works, and Resources. Below the navigation is a large image of a wooden observation deck in a forest. To the left of the image is a text box stating: "The Keystone Fund helps communities help themselves — a great deal for state government. Each dollar of Keystone Fund investment typically leverages \$3.13 in direct local investments in our parks, trails, community green spaces, and libraries." Below the image is a horizontal menu with five categories: CONSERVATION, RECREATION, STATE PARKS & FORESTS, LIBRARIES, and HISTORIC PRESERVATION. Below this menu is a section titled "Success Stories" with two columns. The first column is titled "AN EPIC CONSERVATION VICTORY" and includes a small image of a landscape and text about Blue Mountain. The second column is titled "CRITICAL HABITAT IN CENTRE COUNTY" and includes a small image of a forest and text about ClearWater Conservancy.

The Keystone Fund helps communities help themselves — a great deal for state government. Each dollar of Keystone Fund investment typically leverages \$3.13 in direct local investments in our parks, trails, community green spaces, and libraries.

CONSERVATION RECREATION STATE PARKS & FORESTS LIBRARIES HISTORIC PRESERVATION

Success Stories

AN EPIC CONSERVATION VICTORY

Blue Mountain stretches from northern New Jersey down through 11 Pennsylvania counties to the Maryland state line. Rain and snow on the mountain drain into 1,597 sources of public drinking water and the mountain's forests provide some of the best wildlife habitat in the state and are home to 160 miles of the Appalachian Trail. An alliance of sportsmen, conservation groups, businesses, landowners, and government and tourism agencies are working to conserve it, piece by piece. But most of it remains unprotected.

CRITICAL HABITAT IN CENTRE COUNTY

Fortunately, ClearWater Conservancy worked with numerous partners and received a Keystone Fund grant to fund the acquisition of the land. In preserving Musser Gap, ClearWater not only protected an important habitat for golden eagles and other wildlife, but also helped to safeguard the drinking water for more than 40,000 residents in the State College region.