

Social Media Planning

After determining your communication plan, it is time to create your social media plan and start pushing content! During your brainstorming process, you want to keep in mind the different types of content that fit your chosen communication platforms the most.

Our communications worksheet led you through determining your organization's thematic voice and the types of posts you should be creating or sharing. All created social media posts should be made with your guiding document in mind. Planning your social media posts gives you a launchpad for each month. Planning for each post can be as simple or in-depth as you need it to be. Simple planning options include creating a monthly excel sheet with dates, and platform names or assignments and filling in each cell matching its corresponding date and platform with a simple description that works as a signal to let you know what dates to post. More in-depth social media planners like Trello allow you to use a calendar or Kanban-type system to make cards to fully write each post, set due dates, add media and add labels then move each card through a to-do list as you Complete each post. Other planning options include Canva, Notion, Google Calendar, and Planoly.

After scheduling your posts it's time to go from draft to actual post! First, determine the type of post that you are creating. Types of posts include text, text plus media, video, polls, question and answer sessions, and even links to events. While not every post needs a media aspect they can be crucial in content that is likely to catch your audience's eye. Graphic design websites include Canva, Over (iPad and mobile only), Piktochart, Picmonkey, Visme, Infogram, Photoshop, and Adobe Spark. Most of these creation platforms

have picture libraries that are free to use but if you're looking for more specific graphics stock photo websites such as CoverCrops, AgStock, and Unsplash. Using your original photos is even better! After brainstorming your posts, you can then start to create drafts on each media platform. Twitter and Facebook both have detailed post scheduling mechanisms where you can create posts and set a specific date and time for them to become visible to the public. Having your posts prepped and scheduled within the app helps you stick to the plan that you originally set.

To better determine what your audience likes to see you have to listen! Or at least check out the data. Each social media platform has an area where you can look at post insights, audience demographics, post details, and even when the best time of day is to get peak audience interaction. In-app listening is the simplest option and is always free. Powerful listening tools like Hootsuite, Meltwater, and Brandwatch can be used for deeper analytical information and these websites usually require a monthly payment.



Interested in learning more about rangeland management for pollinators and plant diversity? Click the link below to join Xerces Biologists, Sarah Hamilton Buxton, Ray Moranz, and Rae Powers on December 8th at 10AM/PST to learn about the ecological and social value of rangelands, management practices to support pollinators, and critical actions to maintain native plant diversity on rangelands. The webinar will be recorded and posted on youtube for those who cant make it.



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Saving Great Plains Grasslands: Rangeland Management for Pollinators and Plant Diversity | Xerces Society

Grasslands in the Great Plains, and elsewhere, are rapidly disappearing. Grasslands provide critical habitat for a variety of wildlife, including pollinators and other invertebrates. Join Xerces Biologists, Sarah Hamilton...



Social Media Planning *(continued)*

Facebook

- Sharing news, links, photos
- Longer posts
- 1-2 daily posts

Twitter

- Sharing news and links
- Quick short posts
- Sharing related content from other accounts
- Hashtag usage
- 3-4 daily posts

Instagram

- Visuals and graphics
- No links to other posts
- 2-4 weekly posts

Compare the different types of post on each platform. One way to maximize your content is to take each post and slightly tweak it for each platform. Shorten a Facebook post and then use it on Twitter, take the images from your Facebook post and upload directly to Instagram. Each post can and should be cross posted for maximum reach!



NWF Growing Outreach
@nwf_AgOutreach

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Part of our outreach team traveled to Oklahoma's state capital to hold a Grow More workshop w/ @ConserveOK An awesome and engaging group with the future of regenerative ag in mind makes for successful outreach events and acres of change 🤘

