

ESTD  2007

# MUR MUR

CREATIVE



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# Social Media

TAKES AN INVESTMENT OF YOUR TIME OVER A  
SUSTAINED PERIOD IN ORDER TO ACHIEVE RESULTS.

# Why allocate time & resources?

- You can't afford to be left out of the conversation
- 75% of people are likely to share content they like with friends, co-workers or family. 49% of them do this weekly.

WHAT

# social platforms

SHOULD WE BE ON?

BE WHERE YOUR

# supporters

ARE & ENGAGE WITH THEM

WITH THESE

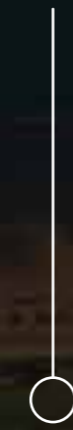
# tips & tricks,

IT ONLY HAS TO TAKE 1-2 HOURS A WEEK

DEVELOP A SOCIAL MEDIA

# strategy with goals

& MEASURABLE OBJECTIVES



EDITORIAL CALENDAR



# What about Hashtags?

HASHTAG	POSTS
#Nature	82.2M
#River	9.2M
#Mountain	8.2M
#OR	3.7M
#InstaNature	2.5M
#Oregon	2.2M
#WA	929K
#COLT	280K
#ECO	615.2K
#WALT	260.5K
#PublicLand	8.4K
#LandTrust	1.2K
#ORLT	11
#ORLandTrust	0



# Facebook

- Facebook is still the most popular social media platform
- 73% of the US adult population
- The most evenly-distributed demographics of any platform
- Best platform to increase awareness



# Facebook Tips

- Facebook Posts with a photo generate 120% more engagement than simple text.
- Posts shorter than 250 characters have 60% more engagement than longer posts
- Thursday and Friday have 18% better engagement than other days of the week
- Question posts have double the engagement of non-question posts
- Schedule posts, tag partners, share posts
- Put tabs of all social platforms on your page (woobox)



# Twitter

- Second-most recognized platform
- 18% of the US adult population
- Users use more frequently, with 46% logging in on a daily basis
- Be the go-to source for developments in your sector
- Schedule tweets via Hootsuite



# Twitter Tips

- 89% increase in Favorites with images over those without, and a 150% increase in Retweets.
- Use Hashtags
- Morning commute & early afternoon highest traffic
- Retweet, reply and favorite tweets



# Instagram

- App that requires smart phone
- 17% of US adults are on site, 43% of mobile owners aged 18-29 are on the site.
- 49% of US Instagram users use it everyday
- Teens leaving Facebook and using Instagram



# Instagram Tips

- User-generated content gets better engagement (photo contests)
- Search for and use Hashtags
- Take good photos, use video feature
- Link with Facebook page- time saver
- Repost app
- Like and comment as page



# Pinterest

- #3 spot as most popular social media platform
- 21% of all US adults using it
- 84% of those users are female - which makes it the second most popular site for this demographic.





# Pinterest Tips

- Deschutes Land Trust has great boards
- Install pin app on desktop to just pin content from your site and others
- Keep pins inspiring
- Optimize for SEO



# YouTube Tips

- Second largest search engine after google
- Update background image
- Pick video as trailer to play
- Repurpose videos on all social channels



# LinkedIn Business Page

- Share Content
- Logos and cover photos
- Establish yourself as industry expert
- Post and view jobs



# Flickr

- Great way to showcase photos
- Greenbelt Land Trust & Deschutes Land trust have great pages



# Additional Relationship Channels

- eNewsletter
- Blog



# Website

- Responsive
- Mobile Friendly- April 21st deadline
- Wallowa Land trust and Columbia Land trust only two who passed Google's mobile-friendly test
- Intuitive
- Clear call to action



# SEO

- Good ROI
- Increase web traffic and improve visibility
- 60% of internet usage is mobile
- Audit provides keyword research



# Thank You

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