

COMMUNICATIONS

TIPS AND TRICKS FOR VERY SMALL CONSERVATION ORGANIZATIONS

Presented by Kierra Davis

SPONSOR

NorthWestern[®]
Energy

AGENDA

INTRODUCTION



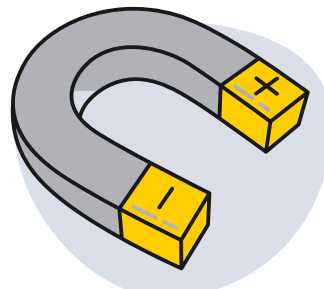
- Who I am
- What I do
- My experience

GENERAL COMMUNICATIONS



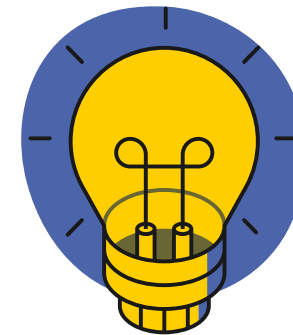
The Basics

SOCIAL MEDIA



- Facebook
- Instagram

RECCOMENDATIONS



Websites and Tools

INTRODUCTION

WHO I AM

- Raised in KY
- Bachelors in Wildlife Management
- 3 terms of service with MCC
- Living in Central KY

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WHAT I DO

- Outreach and Communications Coordinator
 - Social Media
 - Newsletter
 - Website

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WHAT I DO

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MY EXPERIENCE

- On the job
- Tutorials and Tiktok videos
- Minnesota Nonprofit Association Small Shops Training
- Google

THE BASICS

1

YOUR AUDIENCE

Who are you trying to reach?

THE BASICS

1

YOUR AUDIENCE

Who are you trying to reach?

2

WHICH PLATFORMS

Which platforms is your audience already using?

THE BASICS

1

YOUR AUDIENCE

Who are you trying to reach?

2

WHICH PLATFORMS

Which platforms is your audience already using?

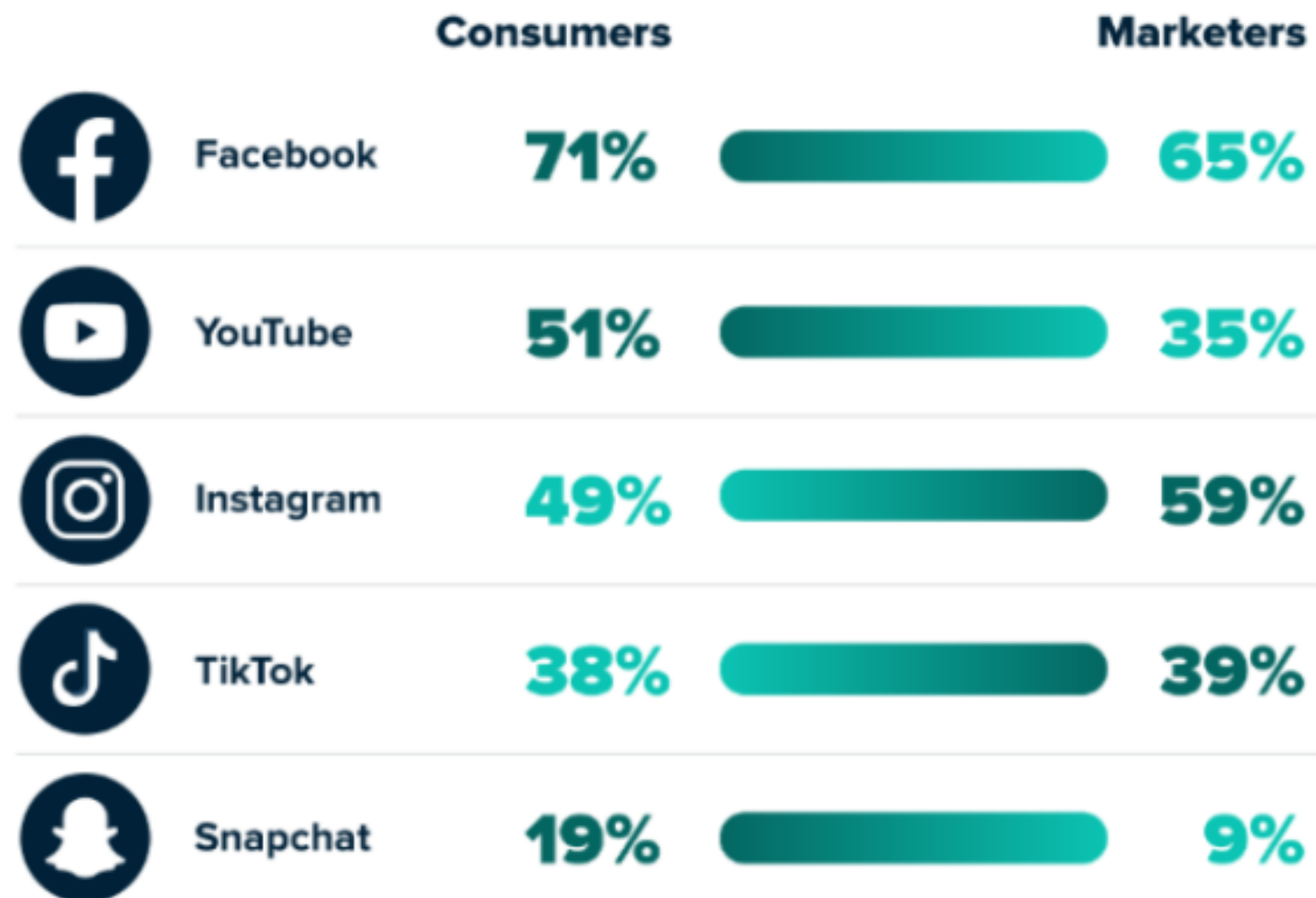
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WHAT DO THEY WANT

- Send out a survey
- Be authentic
- Created vs Organic Content

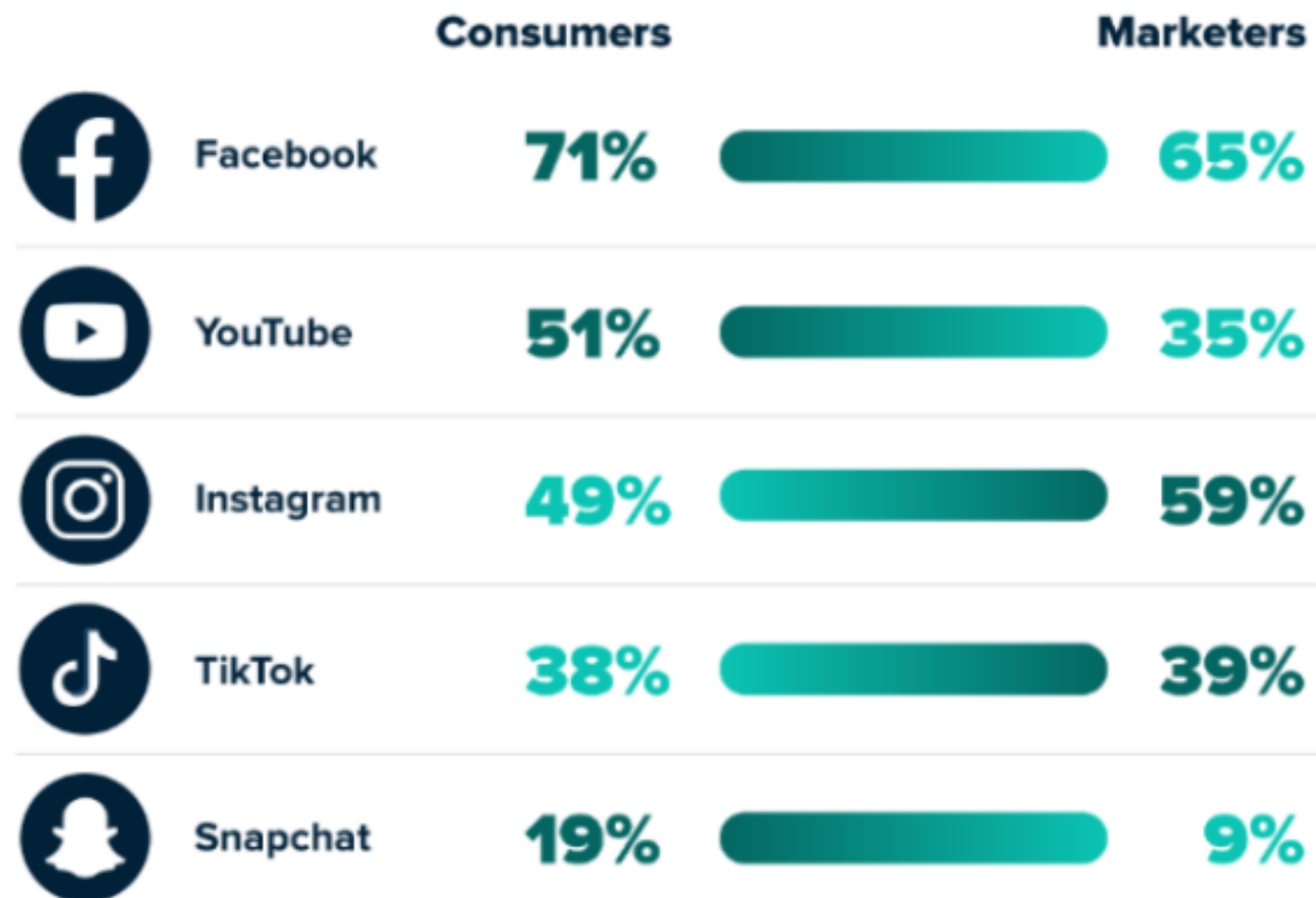
SOCIAL MEDIA

The top platforms consumers and brands anticipate using most in the next 12 months



SOCIAL MEDIA

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What metrics are important to your organization?

SOCIAL MEDIA

4

UP-TO-DATE

SOCIAL MEDIA

4

UP-TO-DATE

5

WORK THE ALGORITHM

SOCIAL MEDIA

4

UP- TO-DATE

5

WORK THE ALGORITHM

6

DONT REINVENT THE WHEEL

SCHEDULING PLATFORMS

METABUISNESS SUITE

- Only for Facebook and Instagram
- Instagram stories and multi-photo photos

SCHEDULING PLATFORMS

METABUISNESS SUITE

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- Allows to schedule for Instagram stories and multi-photo photos

LATER

- Allows up to 6 different social media accounts
- Only 10 posts a month

SCHEDULING PLATFORMS

METABUISNESS SUITE

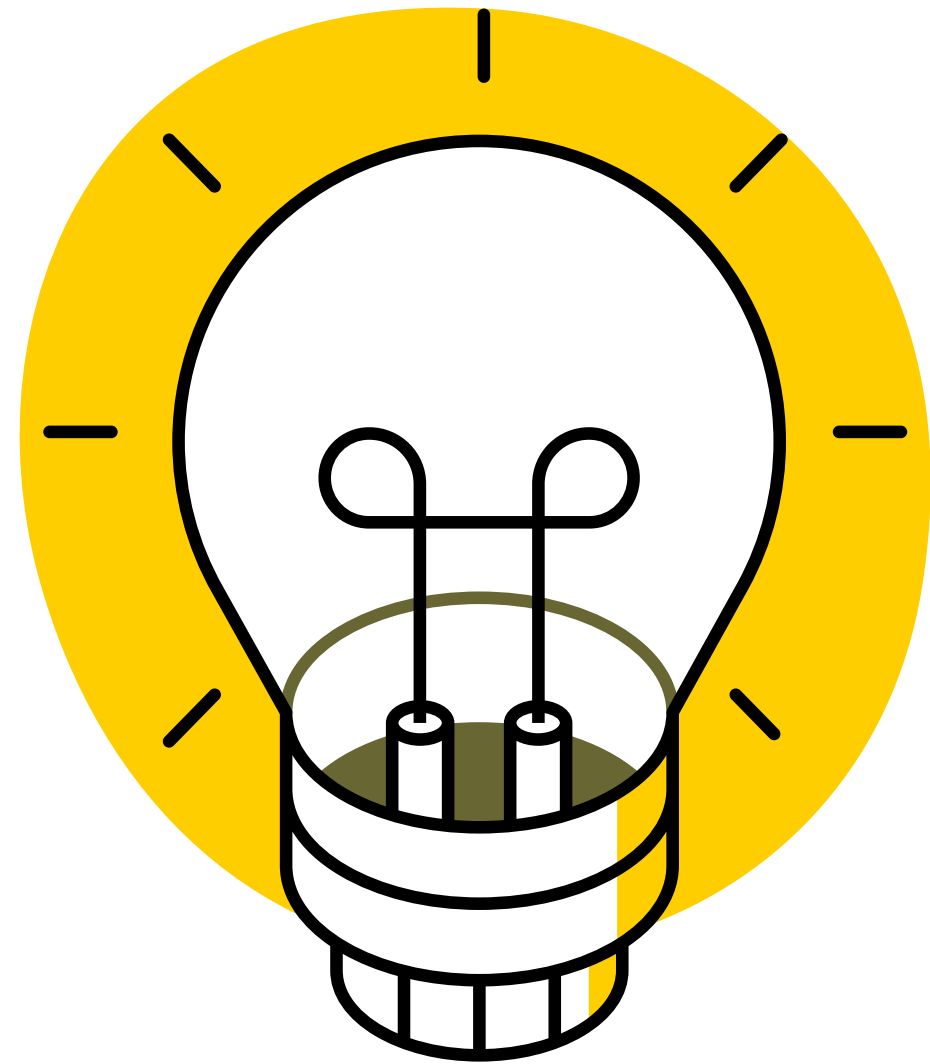
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OTHERS

- Hootsuite
-



RECOMMENDATIONS

- Canva
- SurveyMonkey
- Bitly
- Metabuisness Suite
- Hootsuite
- MailChimp



THANK
YOU

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