



SOCIAL MEDIA TIPS AND RESOURCES

Hilary Pierce

General Tips

- Set goals
- Be authentic
- Interact with your audience—like or comment on other people's posts and respond to comments on your posts
- Find your people—look for groups or pages to follow and interact with to build your audience
- Quality, not quantity
- Make a note of what posts get the engagement you want and what posts do not



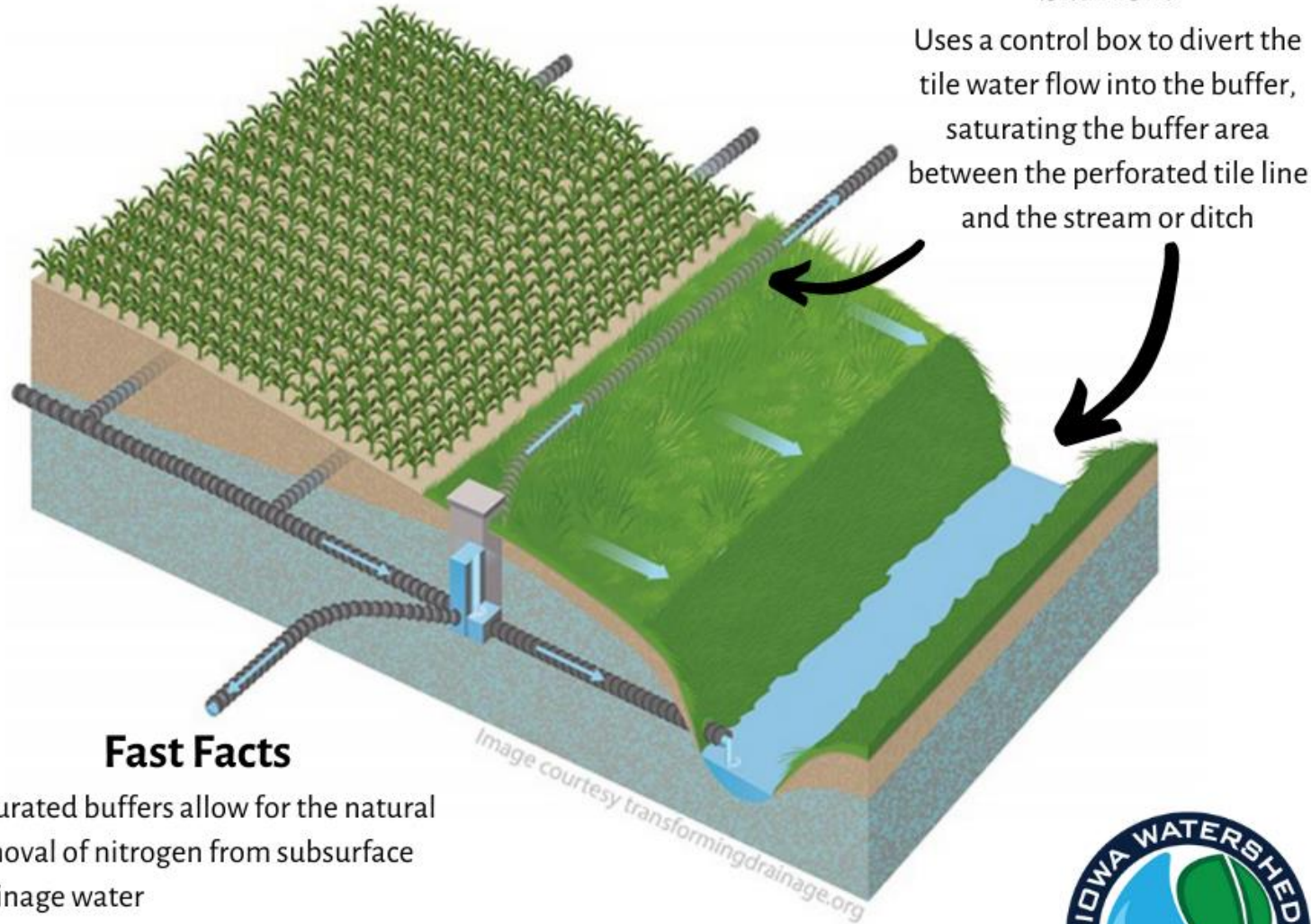
Example Goals

- Increase followers by 20% this year
- Increase awareness of WMA related news, events, etc. by 15% this year
- Share news about practice installation and project updates
- Add “how heard” to event evaluations

Post Ideas

- Share a “coordinator intro” about yourself to introduce yourself to new followers
- Post information about the watershed (boundaries, water quality sampling, news, etc.)
- Keep people up to date about projects in the watershed
 - Post construction photos
 - Share background information about how practices work
 - Explain expected benefits of practices
- Share information about upcoming events
 - Recap events for people who could not attend

Saturated Buffers



What's a saturated buffer?

Uses a control box to divert the tile water flow into the buffer, saturating the buffer area between the perforated tile line and the stream or ditch

Fast Facts

- Saturated buffers allow for the natural removal of nitrogen from subsurface drainage water
- The existing buffer removes sediment, phosphorus, pesticides and provides wildlife habitat

Practice Information

- Example of background information about a practice
- Made using Canva



Native Plantings Field Day



This field day is **FREE**, open to the public and includes refreshments

Thursday, August 21st: 2 - 4 pm

John Smith's Farm
333 Main St, Town, IA

Speakers:

Sally Doe, Iowa State University

John Smith, farmer

Karen Jones, University of Iowa



Event Promotion

- Include information about time, location, speakers, cost, etc.
- Create a Facebook event
- Made using Canva



Iowa Learning Farms @ialearningfarms · Sep 19, 2019

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It's a great night for a saturated buffer field day near Walcott! Kicking things off is Kay Stefanik from Iowa Nutrient Research Center. [@ISUExtension](#)
[@ISUANR](#) [@ISUAgWaterMgmt](#)



Event Recaps

- Share during the event or after
- Highlight important information or great quotes from the event
- Thank attendees and partners/sponsors

Ideas to Increase Post Engagement and Followers

- Create polls to ask people for feedback and foster interaction
- Ask questions in your posts that would inspire responses in the comments
- Post photos and encourage your audience to share relevant photos from the local area
- Create a giveaway or contest
- Share news about what's happening in the watershed and local area

2021 Earth Week Chalk Challenge

APRIL 16 - 25

Earth Week Chalk Challenge rules:

1.  **Like or follow**
@WaterRocksISU on Facebook or Twitter
2.  **Create a sidewalk chalk masterpiece**
featuring one of the following themes:
 - A Billions of interesting things underground
 - B Iowa's wetland biodiversity
 - C My/Our favorite natural resource is...
3.  **Photograph your creation**
4.  **Upload the photo**
using the form found at www.waterrocks.org/chalk-challenge
by 11:59 pm on Sunday, April 25!

NEW FOR 2021: Individual and Team Entries!

Open to all ages!
Winners will be announced on April 30 and Water Rocks! prize packs will be mailed out after the contest ends.

ARTWORKS STUDIO
Your artwork is the only one that is recognized
www.artworksstudio.com
2021 Adams Street, Ames, IA 50010-2020

SOIL AND WATER CONSERVATION SOCIETY

WaterRocks!

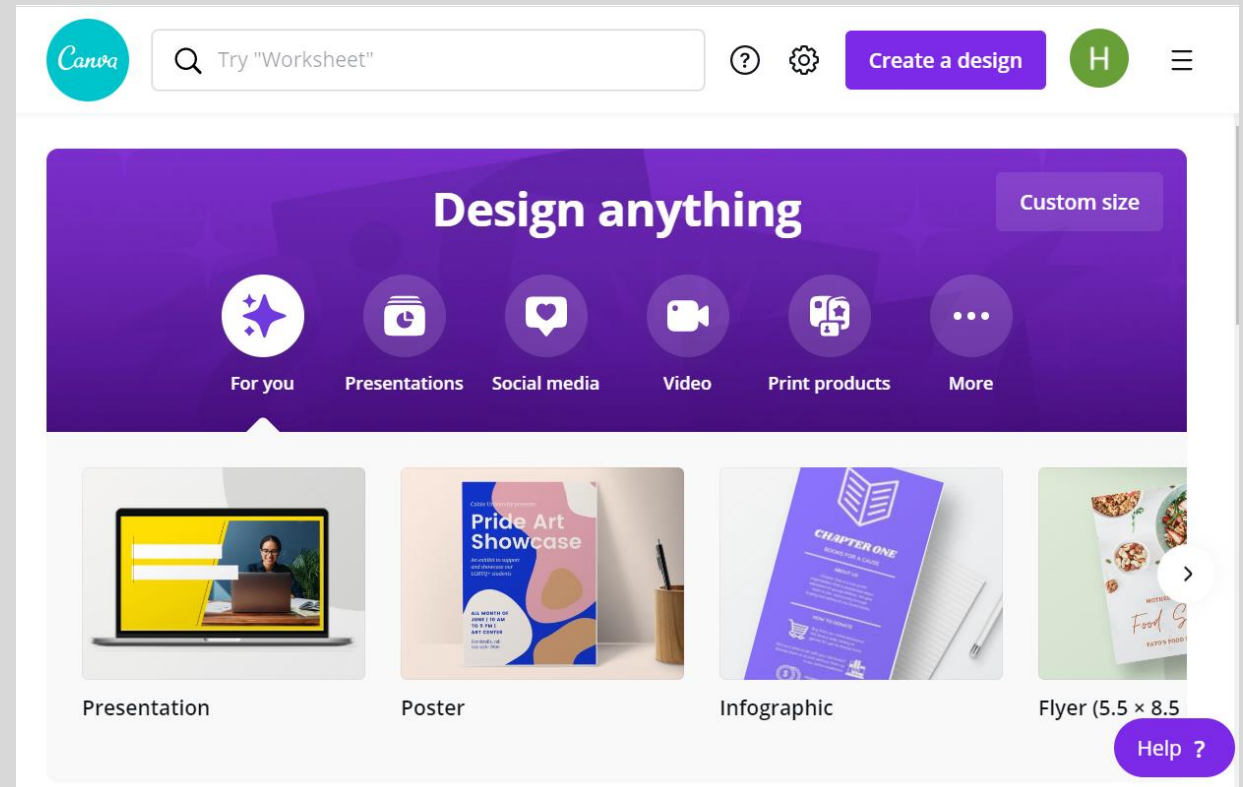
@WaterRocksISU  
www.waterrocks.org

Consider Contests

- Great way to grow social media followers and interaction
- Can help grow the watershed project “brand” especially if you create swag (hats, pens, mugs, t-shirts, etc.) that you give away as prizes

Resources

- Canva.com
 - Free
 - Easy to use (lots of guides and templates)
 - Create social media posts, flyers, postcards, etc.
- Tweetdeck.twitter.com
 - Schedule Tweets
 - Add columns in your dashboard of hashtags/topics of interest





QUESTIONS?

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