



# Cultivating and Coordinating

Parks and Recreation Opportunities on Social Media



Saskatchewan  
Parks and Recreation  
Association






# My Goal

Welcome to social media boot camp for beginners.

I'm here to share how to:

- **Grow** a following on social media
- **Coordinate** your social activities
- **Harvest the benefits** of social media, using best practices and current trends to your advantage



A photograph of two men in a field, looking closely at a plant. The man on the left is older, with grey hair, wearing a green baseball cap and a blue long-sleeved shirt with a logo that says "MOM" and "Agriculture". The man on the right is younger, with dark hair and a beard, wearing a blue long-sleeved shirt. They are both holding and examining a small plant with green leaves. The background is a blurred field with green foliage.

# Growing Your Following

Let's talk about how to start growing your following.



# Your Brand of Fun

You need a consistent brand people can identify you with.

- What do your social profiles say about your brand?
- Use the same profile photos on all platforms
- Incorporate your logo into your profile photo and other brand designs





Luis Sanchez  
@LacedILouie



@Wendys Roast me

4:44 PM - 3 Jan 2017

754 752



Wendy's  
@Wendys



@LacedILouie Get one of your 51 followers to roast you.

4:45 PM - 3 Jan 2017

3,439 7,324



Luis Sanchez  
@LacedILouie



@Wendys 🙄🙄🙄 I'm going to @BurgerKing now

4:46 PM - 3 Jan 2017

439 755

# Set the Right Tone

Make sure you're using the right voice for your audience.

- How does your audience see you?
- What does “your voice” sound like?
- Establish the right tone early and be consistent.
- **We can't all be Wendy's. Be yourself.**



# Design it Yourself

Be **bold** and **stand out** from the crowd.

## Four Free Graphic Design Tools:

- Canva
- Pablo
- Piktochart
- Easel.ly



- **Search for existing contacts**, colleagues, program participants, newsletter subscribers, etc.
- **Follow people in your community** who fit your audience profile
- **Send invites** on Facebook
- **Follow back** on Twitter and Instagram
- **Share your social accounts everywhere** (print products, website, newsletter, business cards)



# Reach Out

How to start finding followers.

- People are more likely to engage with your content if they see folks they recognize
- **Build an Image Bank** of photos you can use to produce content that is relevant to your key audiences, community and District
- Photos have more impact when they look real



# Use Real Photos

Highlight the human impact of recreation and parks with your followers.





# Share the Impact

Celebrate the contributions of recreation and parks to people and places in your community.

- **Share success stories**, even if you weren't directly involved
- **Showcase** community engagement and impact
- Self-serving organizations get ignored if they don't **add value**
- **Create great, original content**

# Find Your Champions

Give your staff and volunteers a **platform** for their voice.



- **Engage** staff and volunteers
- **Listen** to your community
- **Encourage** staff and volunteers to share their recreation experiences on social media
- **Stay connected** with your most engaged and influential followers



# Current Trends


Let's talk about 2018 social media trends and how they can affect your communications.

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- 
- **81%** - Stay connected to Friends & Family
  - **51%** - News
  - **31%** - Entertainment & events
  - **26%** - Coordinate parties and shared activities
  - **18%** - Learn about brands and businesses



# What Do People Want?

These are some of the major reasons people in Saskatchewan use social media.





# The Big Five

These are the top five social networks in Saskatchewan.

1. Facebook – 89%
2. YouTube – 52%
3. Instagram – 34%
4. Pinterest – 30%
5. Snapchat – 26%



## Younger social media users are migrating to visual networks

### Teens (14-17)

- Prefer Snapchat (77%) over YouTube (64%) and Instagram (66%)

### Young adults (18-25)

- Prefer Facebook (87%), followed by Snapchat (65%), Instagram (59%) and YouTube (58%)

# Demographic Shift

Younger social media users are going to redefine your social media strategy.



- 
- **Facebook** has had a rough year but it's still #1
  - **Most popular** with Millennials, Generation X and older adults
  - **83% used Facebook every day** in 2017
  - **Facebook is not growing**, but it is evolving



# It's Not Easy Being Number One

Facebook is still the #1 social network.



# Facebook Changes

Here are some recent updates to Facebook you need to know.

- Business Manager
- Facebook Pixel
- Customer Chat
- Messenger Chatbots are here
- **Meaningful Engagement**
  - Conversations, shares and comments, user interactions, user generated content, live video





# YouTube

The 2<sup>nd</sup> most popular social network in Saskatchewan.

- 40% use YouTube once a day
- Popular with users age 14-48
- Advertise with YouTube
  - Bumper Ads, TrueView Discovery Ads, Instream Ads
  - **Average ad spend:** \$10/day

- **Instagram automation** – schedule posts in advance with select apps
- **Shopping** on Instagram
  - Users can now buy tagged products in photos
- Advertising
  - **Grow organic reach** while you can
  - **Over 2 million advertisers** on Instagram and counting
- Algorithm changes



# Gram It!

Instagram is the **3<sup>rd</sup> most popular** network in Saskatchewan.





# Unfriended

What happened to these social networks and should you still use them?

- **Twitter** needs to address abuse and harassment issues
- **LinkedIn** is more of a job search site than a social network
- **Reddit** has limited appeal outside of 18-31 year old males



# Practice Makes Perfect

Let's take a look at some best practices that will help you reach your social potential.





# Plan Ahead

Use a content calendar or a social media dashboard to plan your social activity in advance.

- Hootsuite
- Buffer
- Sprout Social
- Tweetdeck
- [Free Templates to Save Your Work](#)



- **Go where your audience is**
- Get started with Facebook and Instagram
- The right time to post is when your audience is most engaged
- Try posting every day at breakfast, during breaks, and before bed
- Measure and adjust your posting schedule as needed

A group of people are hiking on a trail. In the foreground, a man wearing a cap and sunglasses holds a water bottle. Behind him, a dog is visible. Further back, a woman is smiling at the camera. The trail is surrounded by lush green trees, and a blue lake is visible in the background.

# When and Where

Which network is right for you, and when is the right time to post?



# Mobile Friendly

All your content must be designed for mobile.

- 85% of all social traffic in SK comes from smart phones
- Your content **must be responsive**
- Your mobile content should work with **every device**
- People should be able to register for events using a mobile device





- Small budgets can have a big impact
- Design ads for your key audiences
- Target ads based on your audience's interests, age range, gender, and location
- Make ads responsive
- Boost ticketed events
- Pay to increase video and streaming reach
- Add social media advertising to grant applications when possible



# Give Your Posts a Boost

Here are some best practices for advertising on social media.



- 80% of people in Saskatchewan read online reviews to influence decision-making
- Monitor your online reviews
- More positive reviews = more local search results
- Bad reviews can have serious impacts
- Encourage program participants/volunteers/followers to leave reviews on your social profiles – e.g. Google, Facebook



# Check Your Reviews

Encourage your participants to share their feedback.

- Facebook Insights
- Instagram Insights
- Twitter Analytics
- Followerwonk
- SumAll
- Socialmention
- Hootsuite Reports
- Bit.ly Link Stats
- Google Analytics
- Google Alerts

A photograph of a young man and woman smiling and looking at a smartphone together. The woman has blonde hair and is wearing a dark jacket. The man has dark hair and is wearing a grey jacket. They are outdoors with green foliage in the background.

# Measure Your Growth

Here are some free tools to get you started measuring and monitoring your progress.




- Video is **replacing** written content
- Make videos that fit **Your Brand**
- Ideas:
  - Create “how-to” videos that share knowledge relevant to parks and recreation
  - Take viewers on a tour of your parks, facilities, or programs
  - Tell stories about people and your community impact
- Video length: 2 minutes or less
- Use subtitles



# Video and Streaming

Make video a priority in your social marketing strategy.

- iMovie
  - Free, IOS app
- Videorama
  - Free, IOS app
- Animoto
  - \$13 to \$26 USD/month, browser based, YouTube partner
- Adobe Spark
  - Free to \$9/month, browser-based
- Magisto
  - \$4.99/month, browser-based, edited by AI, YouTube partner
- Promo by Slide.ly
  - \$39/month, footage, music, and editing tools are provided



# Video Apps and Software

Here are some free to low cost video editing tools you can use.



- Work with teens? Get Snapchat and start incorporating it into your marketing strategies
- Encourage volunteers and program participants to snap with friends and followers
- **Take screenshots** of Snapchat content and reuse it on other social networks
- Set your profile to **public**
- **Add your location**
- **Create custom filters** for special events



# Snapchat

The #1 network with teenagers  
in Saskatchewan.

- **Build a Community** around your page and encourage engagement
- Make **2 to 4 new posts** per day
- Connect to Instagram
- **Use your Cover Photo** to promote upcoming events
- **Schedule posts in advance** using Publishing Tools
- Boost popular posts to increase your reach and gain new followers





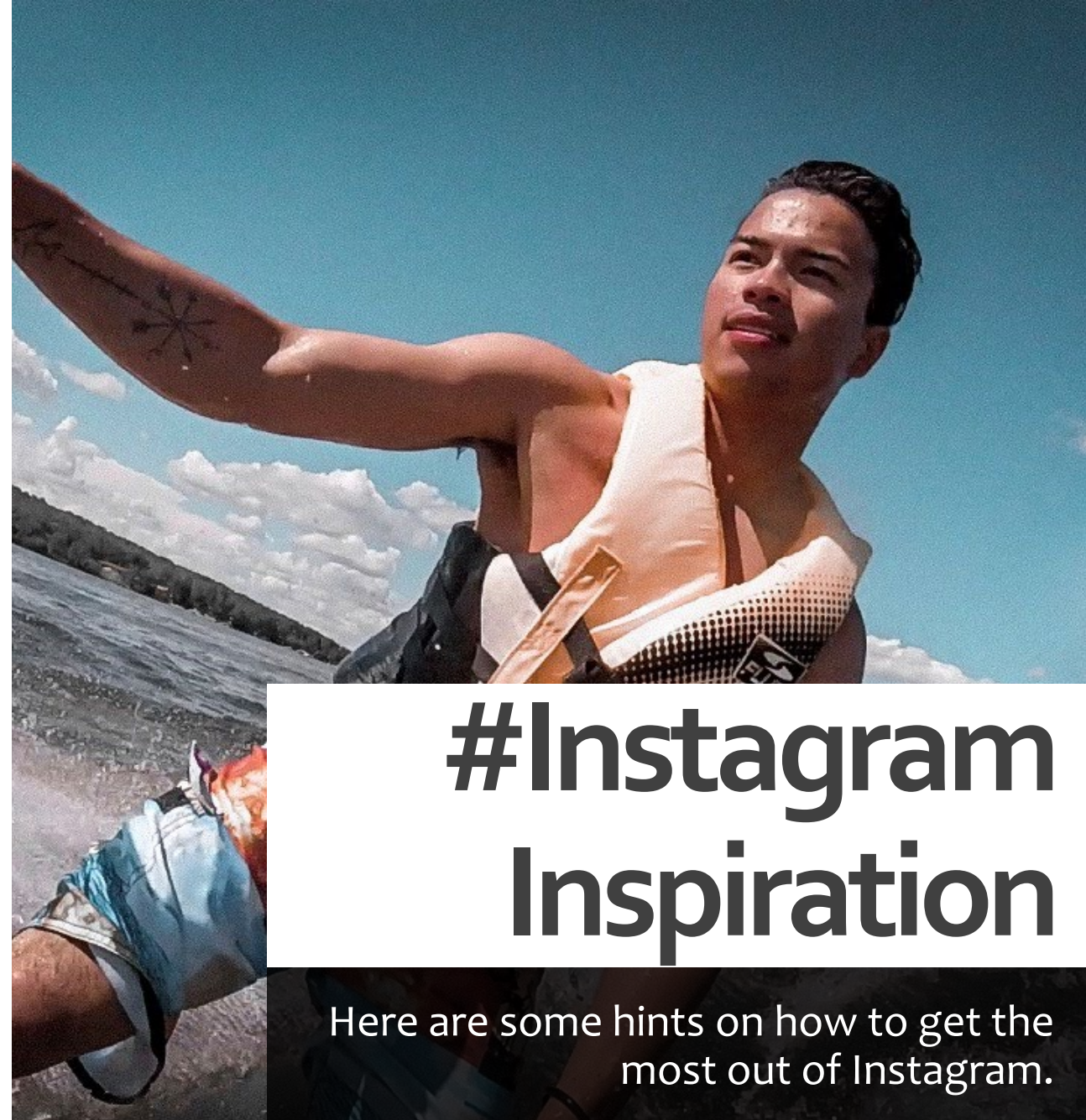
- **Change your Messaging Settings** and set an automated response
- **Respond in-person in 1 hour or less** to maintain a high response rate
- **Use Insights** to monitor popular posts and model future content
- **Use Facebook Live** to get the most organic reach
- **Install Customer Chat** on your website
- **Install Facebook Pixel** and track user data to create custom audiences for your ads



# Facebook

Here are some more advanced tips for getting the most out of Facebook.

- Create a **Business Account**
- Use popular hashtags to increase your reach
- **Add your location** - get 79% more engagement
- Take photos and videos **in the app**
- **Share posts** on FB and Twitter
- Post on **weekdays**
- Be inviting, personal and authentic
- If you're going to advertise: use an engaging photo and **make it look real**



# #Instagram Inspiration

Here are some hints on how to get the most out of Instagram.



- Use **Boomerang** and **Repost From Instagram** apps
- Be inviting, personal and authentic
- Think small, but **bold**
- Use **EYE-CATCHING FONTS** and **creative colour composition**
- Video ads – you have **15 seconds**
- **Regularly update your Story** to stay at the top of the app
- Include **up to 11 hashtags** per post

# #SaskParksandRec

More tips on how to get the most out of Instagram.





Have fun  
and inspire someone!





Saskatchewan  
Parks and Recreation  
Association



# Thank You

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