



APPALACHIAN TRAIL
CONSERVANCY®

A Beginner's Guide to Facebook

July 18, 2015

Presented By:

Javier Folgar

Director of Marketing and Communications, ATC



Agenda

- Introduction
- What is Social Media
- Getting Started
- Tips and Best Practices
- Q&A



How many of you are active in...

facebook®



What is Social Media?

- ⤴ Various online technology tools that enable people to communicate easily via the internet to share information and resources.
- ⤴ Social media can include:
 - text
 - audio
 - video
 - images
 - podcasts
 - other multimedia communications





Why Do People Volunteer?





Why Do People Volunteer?

- ⤴ To use their skills for good
- ⤴ Learn new skills
- ⤴ Give back to the Trail
- ⤴ Meet and interact with people
- ⤴ Build relationships
- ⤴ Learn about the club/organization
- ⤴ Have fun!





Social Media and Volunteerism

- ⤴ *To use their skills for good*
- ⤴ *Learn new skills*
- ⤴ *Give back to the Trail*
- ⤴ *Meet and interact with people*
- ⤴ *Build relationships*
- ⤴ *Learn about the club/organization*
- ⤴ *Have fun!*





So how do you take advantage
of this HUGE opportunity?





Getting Started

- Start small
- Partner with social savvy volunteer
- Develop a communications team
- Integrate across all channels (social and website)
- Include volunteer and staff training
- Subscribe to other organizations social media activities; engage and observe



Facebook



Facebook is the world's most popular social networking website. It makes it easy for you to connect and share with your fans online. Facebook has even helped the web become more open and social.





How to Create a Page



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community



How to Create a Page

Company, Organization or Institution

Join your supporters on Facebook.

Non-Profit Organization

My Hiking Group

By clicking Get Started, you agree to the
[Facebook Pages Terms](#).

Get Started



How to Create a Page

Set Up My Hiking Group

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience

Tip: Add a description and website to improve the ranking of your Page in search.

Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is ight search results. You will be able to add more details later from your Page settings.

155

*Tell people what your Page is about...

Website (ex: your website, Twitter or other social media links)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

<http://www.facebook.com/>



Need Help?







Skip

Save Info





Navigating Through Your Page





 Appalachian Trail Conservancy 

 Javier Home 2     


Page Messages 6 Notifications 99 Insights Publishing Tools Settings Help ▾





Appalachian Trail Conservancy ✓
Environmental Conservation ·
Outdoors · Sports & Recreation





   


Timeline About Photos Make a Donation More ▾


 33% response rate, day or more to respond
Respond faster to turn on the icon ▾

 146k likes +1,577 this week
Smyrna Roman and 106 other friends

 3,145 were here +257 this week
Matthew Philip Shultz and 24 others

 Status  Photo / Video  Offer, Event + 

 What have you been up to?

 **Appalachian Trail Conservancy** ▾

Promote ▾

THIS WEEK

144,950
Post Reach

10,334
Post Engagement

37
Sign Up

1 of 3
Response Rate

Recent

2015

2014

2013

2012

2011

2010



Facebook: When Writing Posts



- Be Social!
 - Ask a question
 - Get feedback
 - Solicit a response
 - Encourage people to like and share
 - Tag people/organizations whenever possible
 - Use hash tags
 - Share photos/videos – be visual





Facebook: When Writing Posts

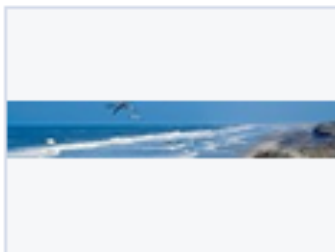


Carolina Mountain Club shared a link.

June 30

Hey, which outdoor historic figure would you like to hike with? See

<http://www.nationalparkstraveler.com/2013/06/reader-participation-day-which-historic-person-would-you-take-hiking-national-parks23475>



Reader Participation Day: Which Historic Person Would You Take Hiking In The National Parks?

|...

www.nationalparkstraveler.com

Would you take John Muir to

Like · Comment · Share



Write a comment...



David Long Reinhold Messner, on a hike in the Cascades. I know this would be a good choice as, we would end up skipping the simple "walk-up" routes, and start climbing for real. Actually, I would like to hike with Robert E. Lee around Gettysburg, whereupon I could ask him his real intentions for the 2nd day of battle at Gettysburg.

Like · Reply · June 30 at 7:22pm



Facebook: When Writing Posts



Paul Bissex This is in my neck of the woods. Looking forward to checking it out.

giveaway!

Like · Denko · July 11




Photo by Dennis Walsh

Appalachian Mountain Club
Like This Page · July 11

Just back from a summer hut trip? Share your best photo with us! >>
www.outdoors.org/huts125

Like · Comment · Share

230 people like this. Top Comments ·

33 shares

Thomas Brex Enough pictures of Lakes already! Don't your photographers go anywhere else, are there no other beautiful places in the Whites?! 😊
Like · Reply · 2 · July 11 at 9:17pm via mobile

George E. Morris Lake of the 'Crowds'...a must in White Mountain 'resorts'
Like · Reply · 1 · July 11 at 8:45pm

Charles Litalien That is why i love lakes of the cloud hut!
Like · Reply · July 13 at 10:25pm via mobile

David C. Philippi Spent a bunch of nights there in all seasons except winter. Great short hike up on Friday to spend Saturday hiking and Sunday going back down and home. Same with Greenleaf Hut. The Ridge trail is a beautiful hike

Write a comment...



MATC | Maine Appalachian Trail Club
April 2

Whether you begin at Katahdin, or end there, the Appalachian Trail and the majestic mountain are forever linked. Now our friends at Gifford's Ice Cream have two new flavors – Appalachian Trail, and Mount Katahdin Crunch. Enjoy them both!



Like · Comment · Share

76 7 32



#appalachiantrail #amstaff #staffy #WeWillFinish #endbsl #pitbu



Update Status Add Photos/Video

Say something about #appalachiantrail...



Whitey Ford

I'm taking a timeout from my brain #AppalachianTrail life

Like · Share · @WhiteyFordakaDC on Twitte · July 14 at 9:15pm via Twitter ·



7 people like this.

View 1 comment



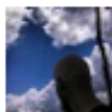
Anthony Murphy

Before I sail the world, I am training now for the long hike I will be taking after I graduate. =] #AppalachianTrail

Like · Share · July 12 at 8:01pm near Klein, TX ·



5 people like this.

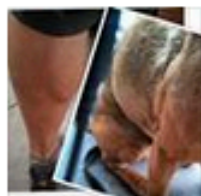


Whitey Ford

"We Workout" Thats what legs should look like :)

#appalachiantrail #wesupportWeWillFinish...

<http://t.co/QtQZ4ewknu>



<http://t.co/QtQZ4ewknu>
instagram.com
wewillfinish's photo on Instagram

Like · Share · @WhiteyFordakaDC on Twitte · July 13 at 11:52am via Twitter ·



Appalachian Trail Conservancy
July 6

Like this post if you are excited about meeting Jeff Alt at his Harpers Ferry book signing tomorrow.



Like · Comment · Share

106

306 people like this.

Top Comments ·



Write a comment...





Appalachian Mountain Cl...

YouTube

Like



Hiking with Dogs

The 10 Essentials



Click to Play

Appalachian Mountain Club
www.outdoors.org

Hiking With Dogs: The 10 Essentials

1454 views

It's one thing to take your dog for an afternoon stroll in the local park; it's another thing when you and your canine companion venture many miles into the backcountry for an overnight trip. Packing first aid supplies, extra gear, and a few other essentials for your dog not only will earn you extra licks on the face but will also open doors to many well-planned and safe adventures in the future.

In this video, AMC's Backcountry Resource Conservation Manager Sally Manikian outlines ten items that every dog owner shouldn't forget before heading out on the trails.

Learn about national, state, and local park rules and regulations for dogs at <http://www.outdoors.org/publications/outdoors/2013/features/trail-dog-ma.cfm>

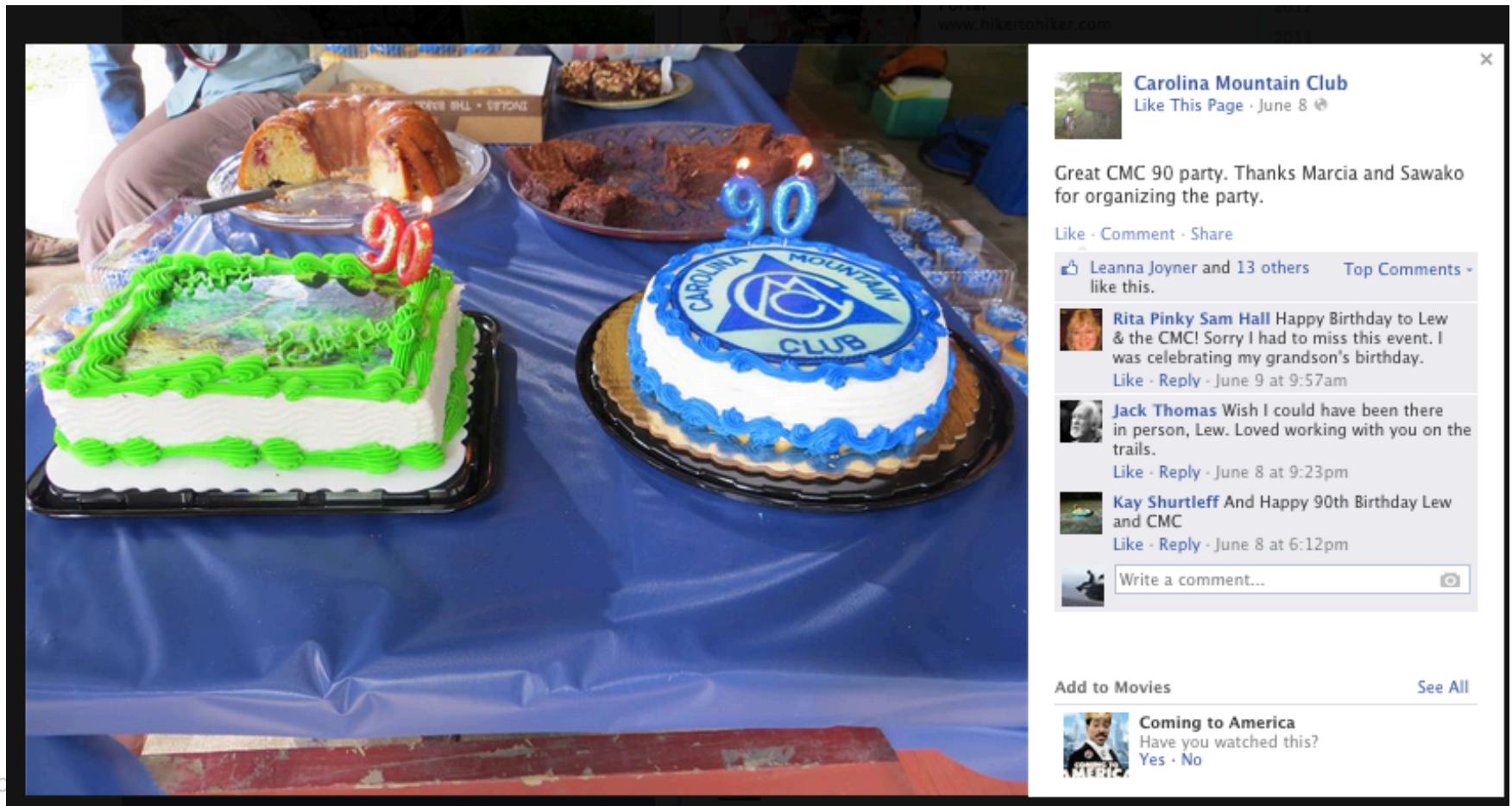
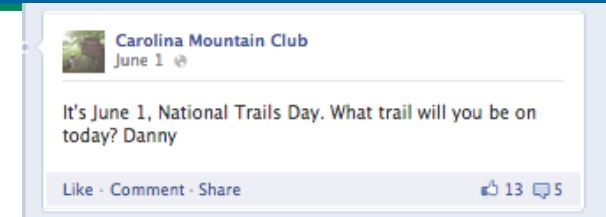
Get the complete guide to hiking with your dog at <http://www.outdoors.org/publications/outdoors/2013/features/a-hikers-best-friend.cfm>



Facebook: When Writing Posts



- Keep it short, brief, and to the point





Facebook: When Writing Posts



- Be Responsive
 - Great way to hear feedback
 - Both good and bad
 - Answer questions
 - Hear 1st hand what the public is saying

 **Susquehanna Appalachian Trail Club** shared a link.
January 10

Check out the new distance measurements of the AT from start to finish. You can also check distances from one spot to another spot along the 2,185.9 mile trek.

 **Appalachian Trail Distance Calculator**
www.atdist.com
This program calculates the approximate walking distance

Like · Comment · Share 8 8 1

 **Randall Orris** Nice! Gets you at least ballpark to certain points. Trying to determine the distance from the Rt. 325 Parking Area to the Yellow Springs old Village Ruins.
January 10 at 7:46pm · Like

 **Susquehanna Appalachian Trail Club** It's 6.7 miles. Did you try the website? I just looked it up in the 2012 Data Book. Data book has all the points.
January 10 at 7:51pm · Like · 1

 **Randall Orris** Thanks for sharing that. That's one of my favorite hikes.
January 10 at 7:52pm · Like

 **Susquehanna Appalachian Trail Club**
<https://www.atctrailstore.org/catalog/itemlist.cfm?atcmem=0&catid=42&pcatid=0&compid=1>

 **Appalachian Trail Conservancy**
www.atctrailstore.org

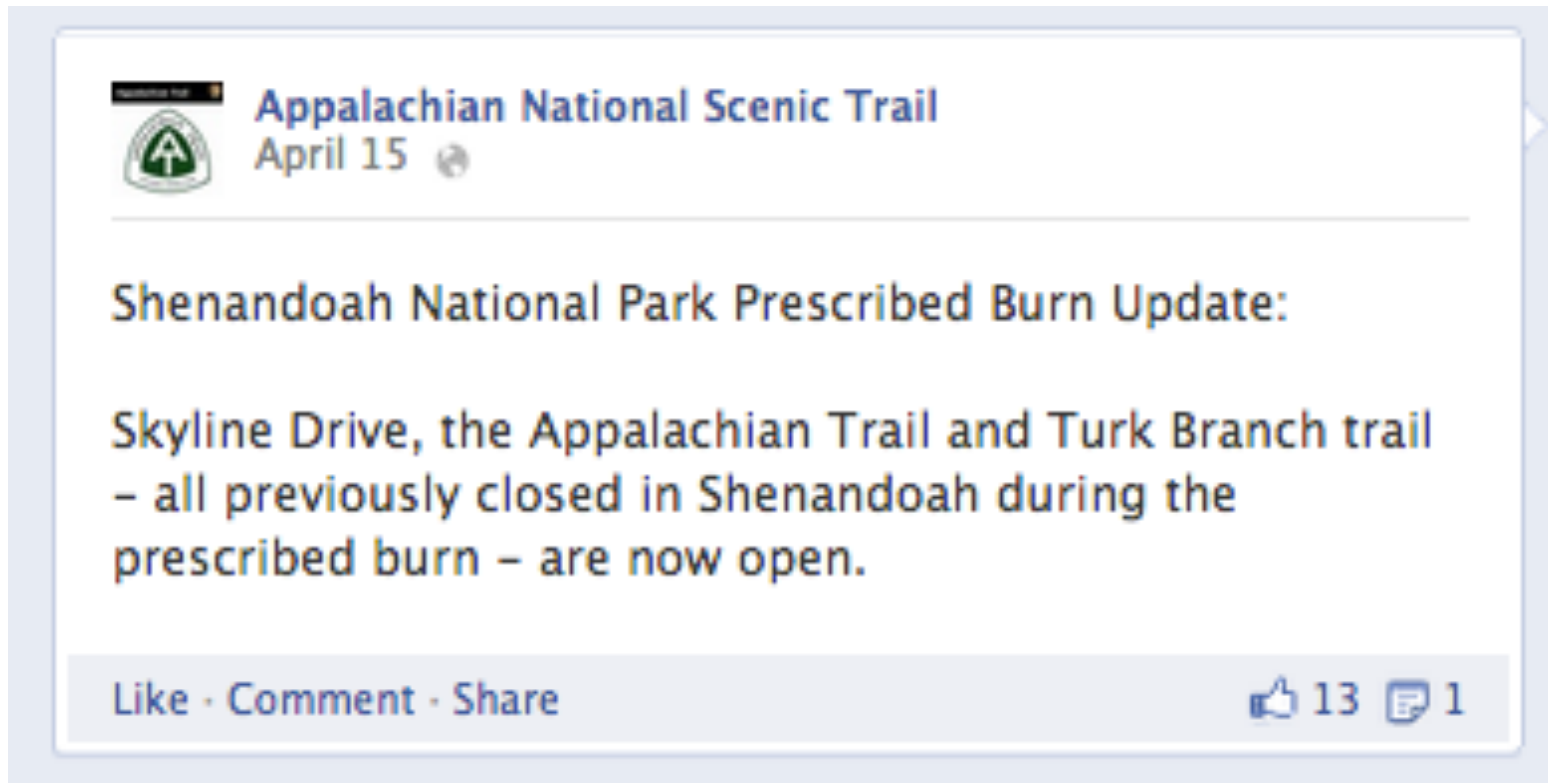
January 10 at 7:52pm · Like · 1



Facebook: When Writing Posts



- Communicate important messages





Facebook: When Writing Posts



- Don't be afraid to ask for help
 - Volunteers
 - Donations
 - Input



Appalachian Mountain Club

June 20

State parks = a great afterwork or weekend adventure!

AMC volunteers maintain trails at nearby locations around our region, and with declining state budgets, volunteer help is more important than ever! Find a work party near you >> <http://goo.gl/jhPe8>.



Like · Comment · Share

5

31 people like this.



Facebook: When Writing Posts



AUGUST 2 DRAWING

A.T. Bandana, ATC Hat, ATC 4gb Flash Drive,
Lip Smakin' Backpackin' - Lightweight Trail-Tested Recipes for Back Country Trips by Christine and Tim Conners

AUGUST 17 DRAWING

ULA Equipment Circuit Backpack

VISIT APPALACHIANTRAIL.ORG/TEXT2WIN FOR MORE INFO

Appalachian Trail Conservancy
Liked · 12 hours ago

Want to win a ULA Equipment backpack? Text 'ATC' to 80100 to make a \$10 donation and be entered for a chance to win!
www.appalachiantrail.org/text2win

[Tag Ph...](#) [Add Locati...](#) [Edit](#)

Unlike · Comment · Share · Edit

You, Amy McCormick, Laurie Potteiger, Jaime Phillips and 57 others like this.

18 shares

Laurie Potteiger Cool!
Like · Reply · 12 hours ago

Sue Stepanek done
Like · Reply · 10 hours ago

Terry Croteau Great fundraising idea. Bravo
Like · Reply · 4 hours ago

Dustin Spicoli Klotz ULA pack! Those are great and have used them before, but I love Osprey =0
Like · Reply · 9 hours ago · Edited

People You May Know [See All](#)

Bob Sickley
6 mutual friends
[Add Friend](#)

Arthur Foley
18 mutual friends
[Add Friend](#)

Mark Saari
7 mutual friends
[Add Friend](#)



Appalachian Trail Conservancy

We are gearing up for our 2013 Membership Drive; bringing the Appalachian Trail to theaters! Which cities do you think we should visit?

Like · Comment · Share · Edit ·



Jennifer Hernandez, Laurie Potteiger, Dianna Wolfe Poling and 135 others like this.

Top Comments ·



1 share



Write a comment...



Angie Sheldon Dayton, OH 😊

Like · Reply · 📍 1 · June 21 at 12:46pm via mobile



Jaime Phillips Harrisburg, PA!

Like · Reply · June 21 at 12:41pm



Christie Carter Nashville! <http://www.belcourt.org/>

Like · Reply · 📍 3 · June 21 at 12:04pm



Lynn McArthur Blalock Ocala, FL!!!!

Like · Reply · 📍 2 · June 21 at 1:15pm



Kenneth Elliott Great Idea

Like · June 21 at 7:41pm



Write a reply...



Sue Schwartz Reading, pa!!!! 20 minutes from Port Clinton!

Like · Reply · 📍 1 · June 21 at 3:14pm via mobile



Heather Marie Frederick, Maryland!!

Like · Reply · 📍 2 · June 21 at 1:14pm



John Bates Asheville

Like · Reply · 📍 2 · June 21 at 1:06pm via mobile





Facebook: When Writing Posts



- Have fun!
 - Don't be afraid to move out of your comfort zone
 - Experiment/Try new things
 - Follow up on the newest trends



Facebook: When Writing Posts



Thru-hiking



How my friends see my experience



How my mom sees my experience



How society sees my experience



How day-hikers see my experience



How I see my experience



My actual experience



Facebook: When Writing Posts



A photograph of an astronaut in a white space suit standing on a rocky peak, holding a wooden trail sign. The sign reads: "KATAHDIN MOUNTAIN NORTHERN TERMINUS OF THE APPALACHIAN TRAIL A MOUNTAIN FOOTPATH EXTENDING OVER 2000 MILES TO SPRINGER MOUNT, GEORGIA". The background shows a starry night sky with the Milky Way galaxy.

Appalachian Trail Conservancy
Liked · April 1

The Appalachian Trail is going where no Trail has gone before. Visit <http://ow.ly/jzCZI> for more info. ***Warning, if you do not have a sense of humor, do not click link*** — with [Dain Wideman](#).

Tag Photo Add Location Edit

Unlike · Comment · Share · Edit

👍 You, Royce Gibson, H Dean CrookedSticks Clark, Laurie Potteiger and 466 others like this.

🔗 143 shares

 **H Dean CrookedSticks Clark** ASTRO-Nomically PERFECT!
Like · Reply · 🔄 5 · April 1 at 7:12am

💬 2 Replies

 **Chris Ault** Yep. When in doubt, the trail goes up.
Like · Reply · 🔄 6 · April 1 at 6:38am

 Write a comment... 



Facebook: When Writing Posts



Stay And Play In The Smokies

Liked · May 23

When is the LAST DAY OF SCHOOL in ur neck o' the woods?
Get those kids outside this summer!
We can help.
www.StayAndPlayInTheSmokies.com

Like · Comment · Share

10 people like this.

Top Comments ·



Rita J. McElroy Tomorrow in Franklin

Like · Reply · 1 · May 23 at 4:38pm via mobile



Tammy Hopkins last day of school, we are headed your way!!

Like · Reply · 1 · May 23 at 4:30pm



Write a comment...



Add to Movies

See All



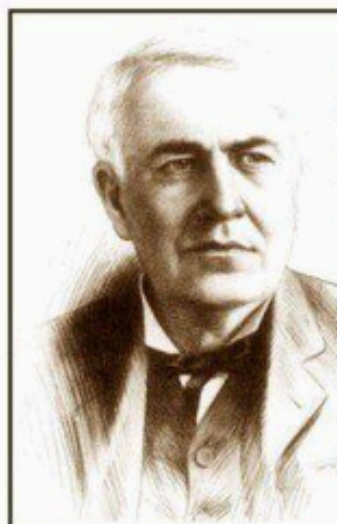
Return Of The Jedi

Have you watched this?

Yes · No



Facebook: When Writing Posts



We are like tenant farmers chopping down the fence around our house for fuel when we should be using Nature's inexhaustible sources of energy — sun, wind and tide. I'd put my money on the sun and solar energy. What a source of power! I hope we don't have to wait until oil and coal run out before we tackle that.

• Thomas Alva Edison, 1931



Appalachian Mountain Club

Like This Page · March 26

Wise words, Mr. Edison.

What do you do to save energy? A few tips >>
<http://goo.gl/TKSnO>.

Like · Comment · Share

104 people like this.

Top Comments ·

103 shares



Deano Robinson Kind of a two-faced statement from a man who did everything he could to discredit Tesla. He called in favors to destroy anyone who's ideas were better than his. He was a business man first, an inventor second, and an environmentalist last. I respect his scientific achievements but I have very little respect for the man himself.

Like · Reply · 2 · March 26 at 12:04pm via mobile



Mike Walling There weren't any profits for your billionaire friends like M.P. Morgan, Andy Carnegie, Henry Ford and John D. Rockefeller in sunlight.

Like · Reply · March 27 at 10:37am



Mel Child nicola tesla had it. why did they

Write a comment...





Facebook: Tips



- Take advantage of your icon and page banner





Facebook: Tips



- Do not post more than once a day



Mountain Club of Maryland

Timeline ▾

Now ▾

Like



Like · Comment · Share

3



Mountain Club of Maryland shared a link via Appalachian Trail Museum.

June 3

LAST DAY to get your tickets to the Banquet!!
Either follow the link below or mail your payment to:



Mountain Club of Maryland shared a link via Appalachian Trail Museum.

June 4

We have to close the eventbrite site at 5 pm today.

Either follow the link below or mail your payment TODAY to:

Appalachian Trail Museum
Hall of Fame Tickets
1120 Pine Grove Road
Gardners, PA 17324



Third Annual Appalachian Trail Hall of Fame Banquet

atmbanquet2013.eventbrite.com

Dear Members and Friends of the Appalachian Trail Museum: It is a pleasure to invite you to the Third

Like · Comment · Share



Facebook: Tips



- Give your page a personality



Stay And Play In The Smokies shared Big Idaho Potato Tour's photo.
11 hours ago

1 potato, 2 potato, 3 potato...
The Big Idaho Potato Tour will be in Bryson City, Swain County, North Carolina in front of The Cottage Craftsman THIS Saturday.
Haha this is awesome!





Facebook: Tips



- Test posting at different times





Facebook: Tips



- Post in the 1st person



American Hiking Society

Tuesday

We're getting all ready for the Expo at [Seek the Peak](#) this weekend, an annual hiking event organized by our friends at [Mount Washington Observatory](#)! Here's our intern Danielle, preparing the AHS canopy for the trip to NH. Are you looking for something to do on Saturday and want to climb Mt Washington? Event details are here: <http://www.seekthepeak.org/>





Facebook: Tips



- Pay Per Click Service

[All Campaigns](#) »

All Ads

Jul 12 — Jul 18

Last 7 Days ▾

All Except Deleted ▾

Select rows to edit

Full Report

<input type="checkbox"/>	Name	Campaign	Status ?	Actions ?	Ad Reach ?	Freq. ?	Clicks ?
<input type="checkbox"/>	McAfee Knob Ad	State By State Campaign	▶ ▾	0	101,038	11.4	282
<input type="checkbox"/>	COMMEMORATIVE A.T. POSTER	ATC	▢ ▾	0	0	0.0	0

Ad Preview

[Edit](#)

Limited Edition AT Poster



Celebrate the 75th Anniversary of the Appalachian Trail with this limited edition poster!

[View on Right Hand Side](#) · [Create a Similar Ad](#)

Targeting

This ad targets 22,000,000 people:

- who live in the United States
- who live in Alabama, District of Columbia, Florida, Georgia, Illinois, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, West Virginia or Connecticut
- age 18 and older
- who like #Outdoors, #Fishing, #Outdoor recreation, #Appalachian Mountain Club, #Walking Hiking Society, #Mountain bike, #Appalachian music, #Green Mountain Club, #Great Smoky Mountains National Park, #Wilderness, #New York - New Jersey Trail Conference, #Camping, #Running, #Cycling, #Appalachian Trail, #Hiking, #Appalachia, #Appalachian Trail Conservancy, #Bicycle or #P

Suggested Bid: \$0.50 - 1.15 USD

Close



Facebook: Tips



- Promote a post



Buick · Suggested Post

Like Page

The 2013 Buick LaCrosse envelops you in luxury with available premium features like leather-appointed seating, ice-blue ambient lighting, and a host of infotainment and navigation options. Learn More: <http://spr.ly/lac13>

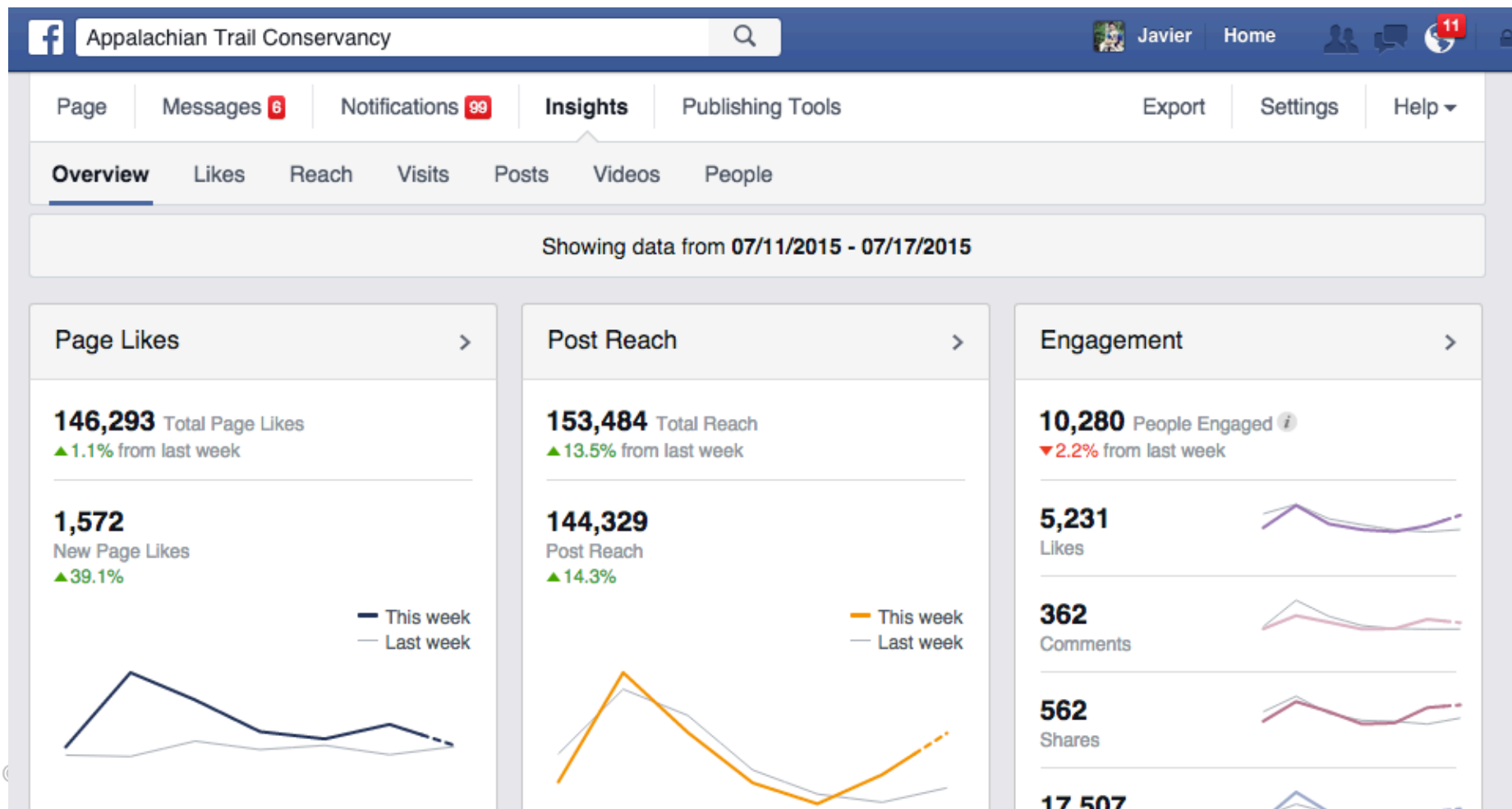




Facebook: Tips



- Use Analytics





Facebook: Tips



- Create events

 ATC 2015 Biennial Conference 

 Javier Home     

 **Javier Folgar**
Edit Profile

MY EVENTS

 Upcoming 5

 Calendar

 Subscribed

 Past

 Create

THIS WEEK

ATC 2015 Biennial Confe...
Today

Mass and a Meal
Sunday at 1:00pm

 **2015 Appalachian Trail Conservancy**
BIENNIAL CONFERENCE
HIKING THROUGH HISTORY

JUL 17 ATC 2015 Biennial Conference

 Public · Hosted by Georgia L Harris

Going  Invite  

 Today
Happening Now · 76°F Scattered Clouds

 Winchester, Virginia [Show Map](#)





Facebook: Tips



- Create an Offer

Create an Offer

OFFER PREVIEW

A preview will also be sent to javi274@gmail.com.



Appalachian Trail Conservancy posted an **offer**

Yesterday

Take 25% off your total purchase!



25% off

Expires 8/16/2015

Get Offer

Create Offer

Title

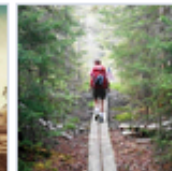
25% off

Description

Take 25% off your total purchase!

Image

Upload or select an image for your offer



Expiration Date

8/16/2015



Claims Limit

☒ No Limit



500,000



Questions?

