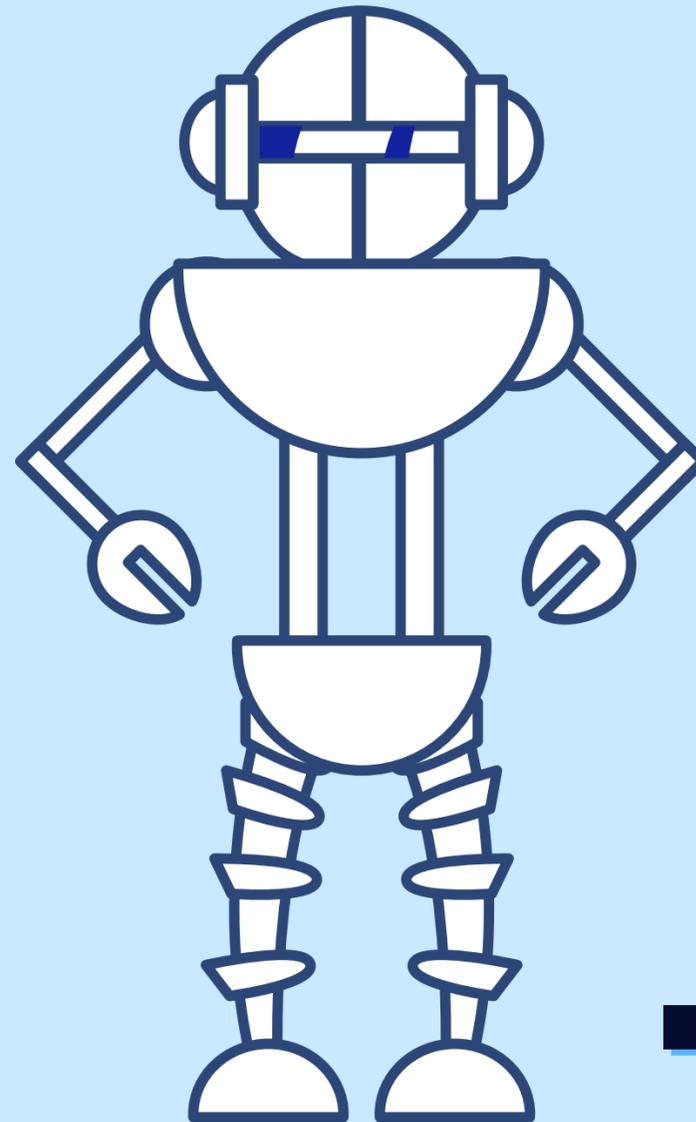


How to  
Leverage  
**Social Media**

**Dani Tinker**



# About Me



**Social Media for  
over 12 years**



**Have a 6-year-old  
puppy angel**



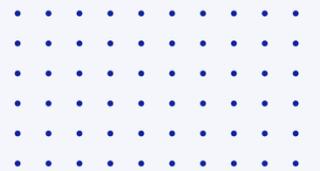
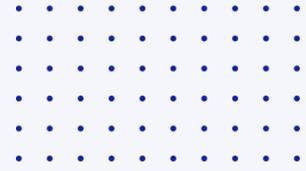
**Live in Portland, OR**



**Favorite place to  
hike: Mt. Hood**

■ Currently the Senior Director of Digital Communications  
at Meals on Wheels America!

# Why Bother





**AMERICANS SPEND AN AVERAGE OF**

**6 HRS AND 31 MIN**

**ONLINE EACH DAY**



# IMPORTANCE OF SHOWING UP

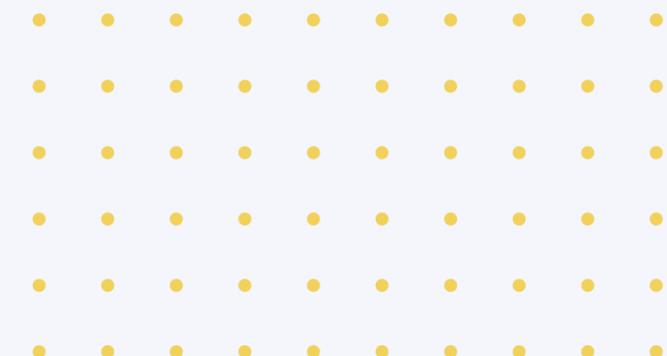
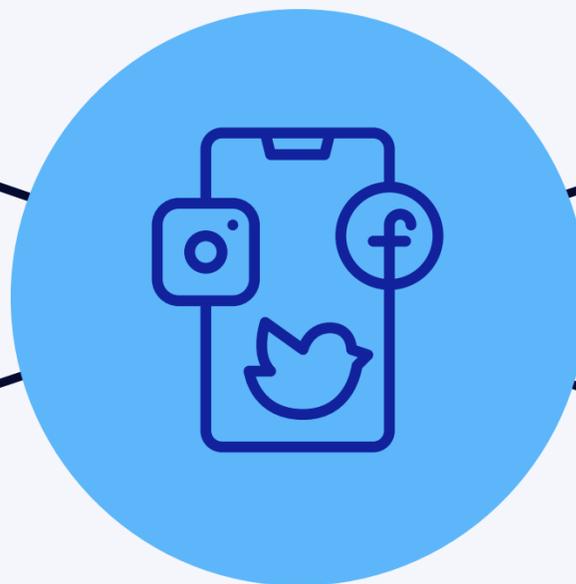


**3 in 10** 'almost constantly'

**48%** several times per day

**8 in 10** at least once per day

**72%** use some type of social media

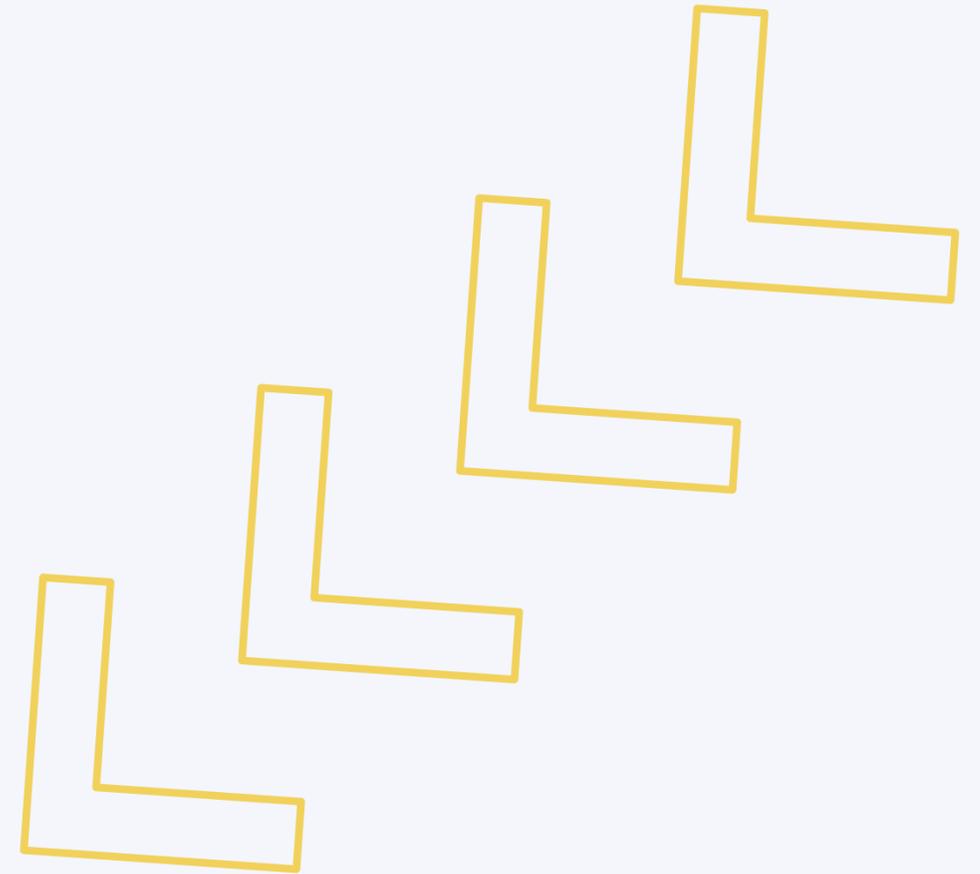




## WHY USE SOCIAL?

The ways you decide to use social are up to you and your goals. Here are just a few examples of what that might include:

- 01** Customer service
- 02** Listen and gather feedback
- 03** Build loyal relationships
- 04** Provide real-time updates
- 05** Allow people to get to know you
- 06** Educate and share information





## Dry Creek Falls via PCT

easy ★★★★★ (3109)  
Columbia River Gorge National Scenic Area

[Photos \(2,726\)](#) [Directions](#) [Print/PDF Map](#)

Discover this 4.4-mile out-and-back trail near Cascade Locks, Oregon. Generally considered an easy route, it takes an average of 2 h 11 min to complete. This is a very popular area for hiking.

- 
**regina tipps** PRO  
 October 1, 2022 • Hiking  
 ★★★★★  
 Great hike... but showing as 4.9 miles total just FYI. Easy hike with a steady incline and not hard on the body. Falls at the end was wonderful!
- 
**Claire Weihs**  
 September 30, 2022 • Hiking  
 ★★★★★  
 \*REQUIRES NORTHWEST FOREST PASS\* I have this and carpooled with someone else and didn't know so I had to pay. Hike wise it was such a good shorter gorge hike option! Really only takes 2 hours & 45 min from Portland. Great option for newer hikers or someone who wants low time commitment :)
- 
**Abbie A** PRO  
 September 30, 2022 • Hiking  
 ★★★★★  
 Very easy trail, waterfall is ok. Lots of snakes on the trail.
- 
**mary melink** PRO  
 September 29, 2022 • Hiking

dry creek falls

Restaurants Hikes

### Dry Creek Falls Trail

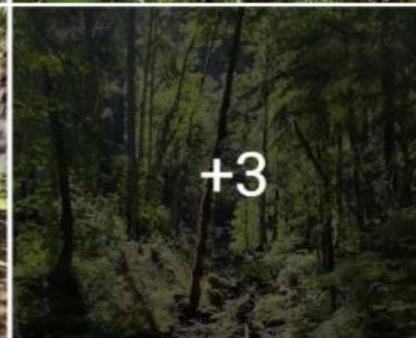
2.3 ★★★★★ 9 reviews

[Directions](#) [Save](#) [Nearby](#) [Send to phone](#)

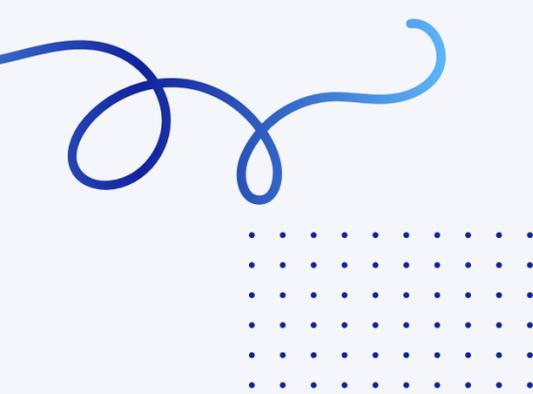
 **Markus "markobear1"**  
Local Guide · 715 reviews  
★★★★★ 2 months ago  
Uphill easy. Mostly shaded

[Oregon 97014](#)  
[Report a problem on Dry Creek Falls](#)  
[Add a missing place](#)  
[Add your business](#)  
[Add a label](#)



[Like](#) [Share](#)



# FIND YOUR AUDIENCE

**Decide who you want to reach (and why!) and begin making a plan to start building.**

- You don't have to be on all channels! Find where your people are already.
- Start slow - choose one channel or an amount of time you can dedicate to do it right.
- Invest only what you can - your time, and yes, money if you can.

**A loyal group of 200 engaged followers could be more valuable than 1 million disengaged followers.**



# YOUTUBE



**81% of U.S. adults say they use it**

In total, the site gets 14.3 billion visits per month: that's more than Facebook, Wikipedia, Amazon, and Instagram.

**Videos!!!**

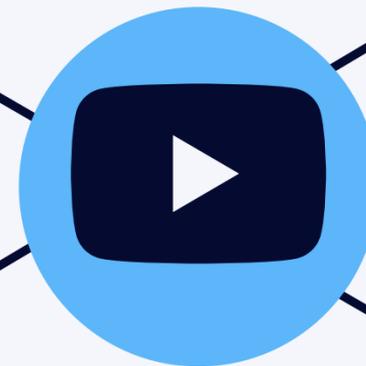
What can you tell the world about? YouTube is filled with tips, tricks, hacks, and more that you may be able to add to based on your expertise. Could be a person, or your landscape.

**2nd most visited site**

YouTube is the second most visited site on the internet right after its parent company, Google. "YouTube" is also the third most popular search term on Google.

**bonus: 2 billion potential ad viewers**

If you're interested in pursuing a paid marketing strategy, YouTube has access to an incredible amount of viewers.



# FIND YOUR VOICE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Fentanyl Addict interview-Nate 50K views • 12 hours ago

Love Story-Melissa 88K views • 1 day ago

Train Hopper interview-Crazy 170K views • 2 days ago

Transgender Woman interview-Sophia 43K views • 3 days ago

SWU Subscription Channel-Escort interview -Lyric 41K views • 3 days ago

Bank Robber interview-John 75K views • 4 days ago

Fentanyl Addict interview-Shay Lynn 156K views • 5 days ago

Fentanyl Addict interview-Joshua 69K views • 6 days ago

Homeless Woman with Children-Marissa (follow up) 111K views • 7 days ago

Lil' Mama and Master J (update-Summer 2022) 237K views • 7 days ago

Search

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Imp Shelter Renovation on the Appalachian Trail 316 views • 6 months ago

Restoring the Atlantic Salmon Habitat in Maine 420 views • 1 year ago

How to Read a Topographic Map 439 views • 1 year ago

A Beginner's Guide to Hiking in the White Mountains 1.7K views • 1 year ago

How To Poop in the Woods 6.7K views • 1 year ago

Common Beginner Hiking Mistakes 401 views • 1 year ago

Introducing the AMC Maine Woods Dark Sky Park 1.4K views • 1 year ago

How to Use Trekking Poles 866 views • 2 years ago

Warming the Winter Hours 173 views • 2 years ago

Ongoing: Action Heals a Wound 67 views • 2 years ago

Encounters on Mount Willard AMC Author Reading 6:37

Preserving the Dark Skies in AMC Author Reading 2:19

The Land and Water AMC Author Reading 1:39

Valley of the Bulls AMC Author Reading 17:51

AT Redemption AMC Author Reading 25:45

YouTube john

7 TIPS FOR THE JOHN MUIR TRAIL 12K views • 1 year ago Jon Allen Outside

In this video I share my experience from the John Muir ...

Acclimatize!... 8 moments

John Muir Trail | NOBO 118K views • 1 year ago Amy Darling

John Muir Trail: Cottonwood Pass to Happy Isles, Yose... 17 chapters

The John Muir Trail: Adventure Brothers Hiking Documentary... 9.6K views • 5 months ago Hank Leukart

# FACEBOOK



**69% of U.S. adults say they use it**

This is still one of the largest platforms in terms of people actively using it daily. This is where a lot of people will come to find you and ask questions. (consider chat bot!)

**Video, photos, articles**

This is where you'll want to post any written content. Doesn't have to be yours! Third party news about your park, the weather, your area.

**Focus on groups**

Zuckerberg shifted the focus to groups in 2016, and people are using the site that way. It's not uncommon for people to be in more than one group and many find it a meaningful way to use FB.

**bonus: easy to boost even a small amount**

Try \$100 and see how far it goes to increase the reach of important content.



 **Student Conservation Association**   
Published by Sprout Social [?] · August 1 · 

Before and after! Our DC crew has been hard at work replacing old boardwalks in Greenbelt National Park this summer. #findyourpark



2,749 People Reached      220 Engagements      [Boost Post](#)

 Luis Talens, Christine Baugh and 65 others      5 Shares

 Like    Comment    Share    Buffer   

Write a comment...



**Dave Burns** I hope your week has been anything but a fire breathing dragon-beaver



Like · Reply · Message ·  9 · 20 hrs

 **U.S. Fish and Wildlife Service**  You mean a fire breathing dragon-marmot? 😊

Like · Reply ·  5 · Commented on by Dani Tinker [?] · Just now · Edited

 **Dave Burns** Hahaha yes I do!  
Unlike · Reply · Message ·  1 · 12 hrs

 Write a reply...  

# INSTAGRAM

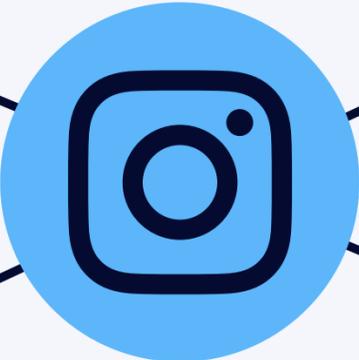


**40% of U.S. adults say they use it**

It's not as big as Facebook or YouTube, but it's a fantastic visual place to tell your story and follow who's talking about you. People are active, not passively consuming content like some channels.

**Video, photos, live stories, feature stories**

Allll the visual content! You'll also see stories and can feature those on your profile. You can also make it easy for people to contact you and find you.



**71% of U.S. adults ages 18 to 29**

If your goal is to reach and connect with this age group, consider Instagram!

**bonus: location tags, hashtags and more**

When people visit your trail or park, they'll likely tag you, use a hashtag, or tag the location. You can find a lot of visitors by searching your location and engaging!

Instagram

#wichitamountains



meals on 🚗

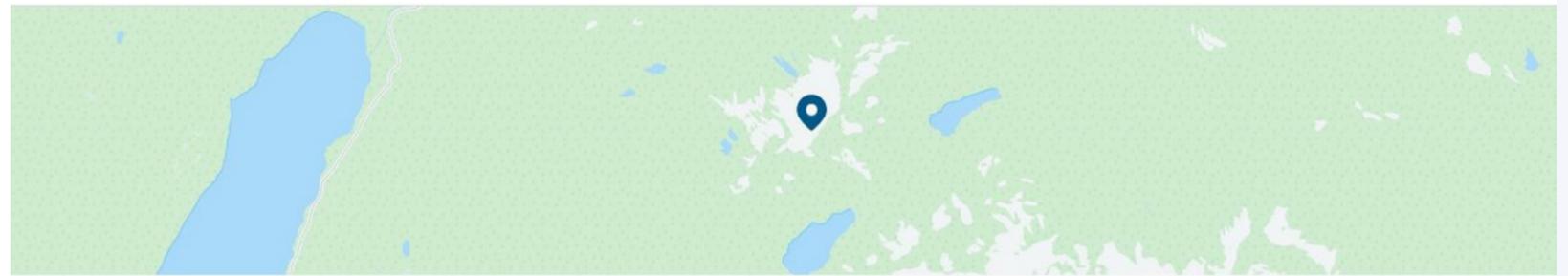


- #wichitamountains  
41,880 posts
- #wichitamountainwildliferefuge  
17,669 posts
- #wichitamountainnationalwildliferefuge  
787 posts
- #wichitamountainsoklahoma  
204 posts
- #wichitamountainwilderness  
273 posts
- #wichitamountainmetalworks  
206 posts
- #wichitamountainphotographer  
113 posts

my dogs on hikes these days. 🐕

Instagram

Search



Glacier National Park

Top posts



**FIND YOUR COMMUNITY**

*Know any veterans  
interested in a career  
**#outdoors?***



#VETERANS



*They might be a good fit  
for our Veterans  
**Fire Corps!***



*Swipe up  
to learn more and  
**apply.*** 🔥

See More >

# LINKEDIN



**28% of U.S. adults say they use it**

Not as active as FB, but you can often repurpose that content here without much additional effort.

**Video, photos, articles**

Similar to Facebook - in addition to news releases and updates about partnerships or from your CEO.

**Hiring ?**

If you're often looking for new volunteers or to fill positions, this might be a place to look. You can also have groups here, although not as active as FB groups. Also, this could be a place to post and tag your corporate supporters.

**bonus: activate your executive team**

If you have an active CEO - this could be a place to leverage that to get financial support.



# HIGH-FIVE PARTNERS



Meals on Wheels America

8,522 followers

3w • 🌐

[PetSmart Charities](#) and [#MealsOnWheels](#) grants lend a helping hand to senior pet owners who need support from their veterinarians. <https://bit.ly/3QakDXf>



PetSmart Charities and Meals on Wheels grant over \$500,000 to over 60 Meals on Wheels programs

dvm360.com • 2 min read



Colleen Clark (she/her) and 53 others

6 reposts



Appalachian Mountain Club

10,273 followers

1w • 🌐

Today, we celebrated AMC's purchase of the Pleasant River Headwaters Forest in Maine! Our total land holdings under permanent protection in the 100-Mile Wilderness are now over 100,000 acres, or about 7 times the size of Manhattan.

Thank you to [The Conservation Fund](#), [Richard King Mellon Foundation](#), and many other generous individuals and partner organizations for your support of this project.



👍❤️🌱 192

6 comments • 5 reposts

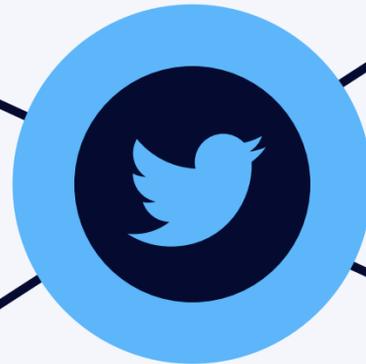
# TWITTER

**23% of U.S. adults say they use it**

Smaller group of users, but if your followers are there - consider it.

**Video, chats, stats, articles, real-time info**

You can join Twitter chats, share news and information, articles, and of course photos and videos. This is also a great place for real-time updates about weather, closures, etc.



**Easy access to media and elected officials**

The barrier to communicate and reach journalists in your area and elected officials is unparalleled. If these are goals you have, consider a presence.

**bonus: jump on trends**

You can find new followers and attract interest by keeping an eye out for relevant trends to jump on creatively.

# HAVE FUN, BE RESPONSIVE

 **US Fish and Wildlife**   
@USFWS  **Following**

Are we at the wrong #cubparade? 🐻



RETWEETS 4,031  
LIKES 8,047



7:43 AM - 4 Nov 2016

📍 Kodiak, AK

🔄 4K ❤️ 8K ⋮

 **Sara Jerde** @SaraJerde · Oct 7  
Update: no

 **US Fish and Wildlife** @USFWS  
This black-footed ferret might deliver a bit of happiness! #WorldSmileDay

🔄 📌 ❤️ ⋮

 **US Fish and Wildlife** @USFWS · 16h  
@SaraJerde maybe this red fox kit is more your style?



🔄 3 📌 6 ⋮

 **Sara Jerde**  @SaraJerde  **Following**

@USFWS YOU KNOW ME

LIKE 1 

9:18 PM - 7 Oct 2016

🔄 📌 ❤️ 1 ⋮

 **US Fish and Wildlife** @USFWS · 31m  
It's Take a Hike Day! Enter your zip code & find a nearby wildlife refuge for a stroll: [1.usa.gov/1Joy7U](https://1.usa.gov/1Joy7U)



🔄 27 📌 44 ⋮

 **Tom Murro** @celebritymagnet · 3m  
@USFWS this picture makes me feel like staying indoors

🔄 📌 ❤️ ⋮

 **US Fish and Wildlife** @USFWS · 1m  
@celebritymagnet Oh, no! Does this help?



🔄 📌 ❤️ ⋮

 **Tom Murro** @celebritymagnet  **Follow**

@USFWS Thats what I'm talking about!

LIKE 1 

9:51 AM - 17 Nov 2015

🔄 📌 ❤️ ⋮

# TIKTOK

**21% of U.S. adults say they use it**

It may not be the top app, but it's essential to reach younger audiences. TikTok has now surpassed Instagram for popularity among Gen Z users (born between 1997 and 2012) in the United States.

**Fastest growing app in the U.S.**

In 2020 and 2021, TikTok was the fastest growing social media app in the U.S. If staying up with the newest platforms is important to your goals, consider this in your option of platforms.

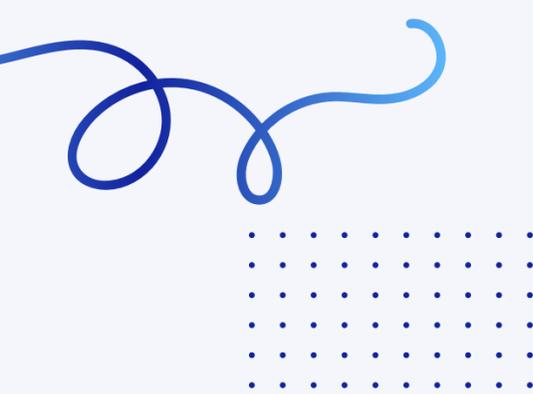
**Engaging video**

It's not all dances! Although a trail dance might just be compelling content. You can post videos of landscapes to music, share facts, your brand story, how-to content, or get staff to share fun facts or tell a story.

**bonus: partner with creators**

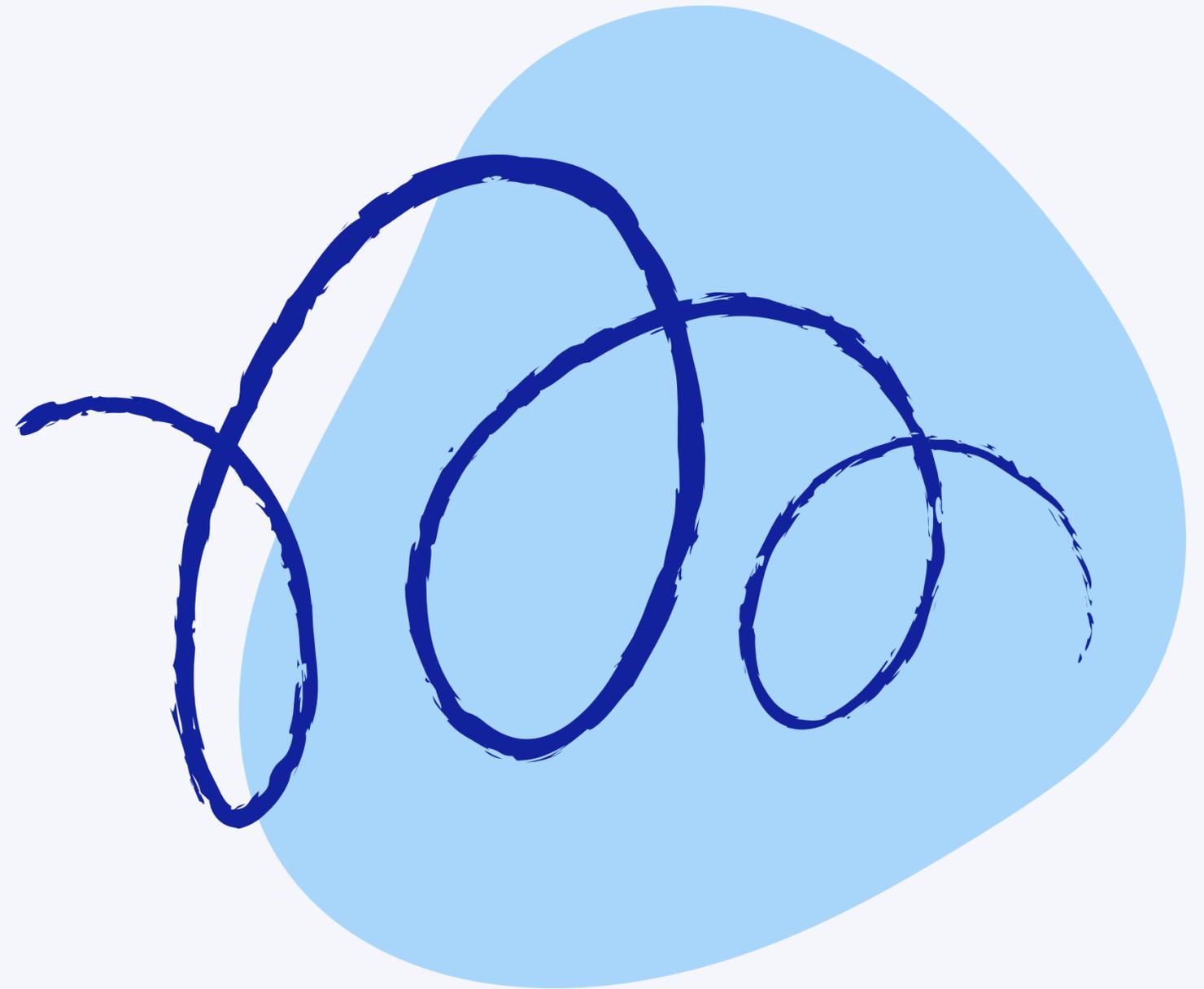
Not sure what to post? This is a place you might want to connect with popular creators who fit your cause and already know how to post compelling content!

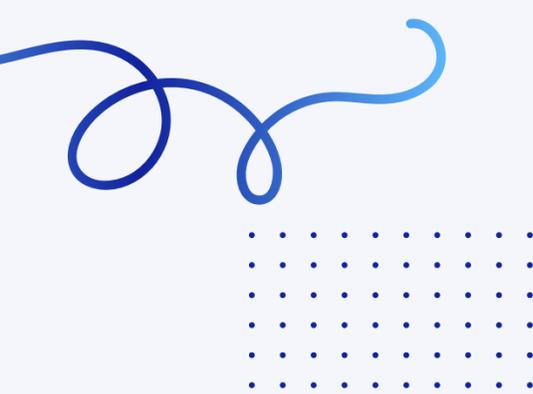




# TIPS FOR SUCCESS

- Authenticity
- Consistency
- Video + visuals
- Listen and have fun!



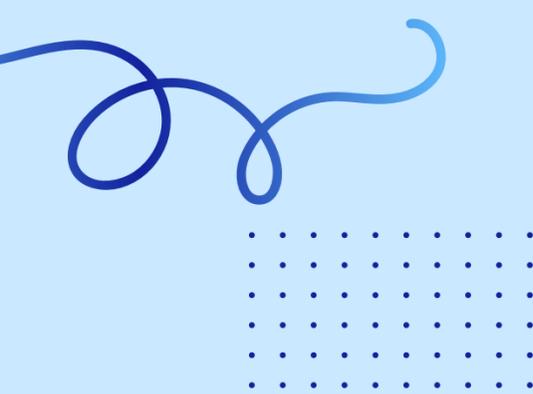


# WHAT'S YOUR STORY?

**You already know why your park, trail, or organization is worth supporting - tell that to the public!**

- What's unique or rare? Special about the area?
- How did everything start? How has it changed?
- Why do you exist? Why do they care?
- Who are your experts, volunteers, superstars?





# FREE TOOLS AND RESOURCES



- **Sprout Social Media Trends Report**

- **Hootsuite State of Digital Report**

- **Canva: create graphics**

- **Facebook Groups: Marketing, Sprout, Social Media**

- **Buffer: schedule posts**

- **Pixlr: photo editing**



**Thank You**

Reach out anytime to geek out more!  
[tinker.danielle@gmail.com](mailto:tinker.danielle@gmail.com)

