

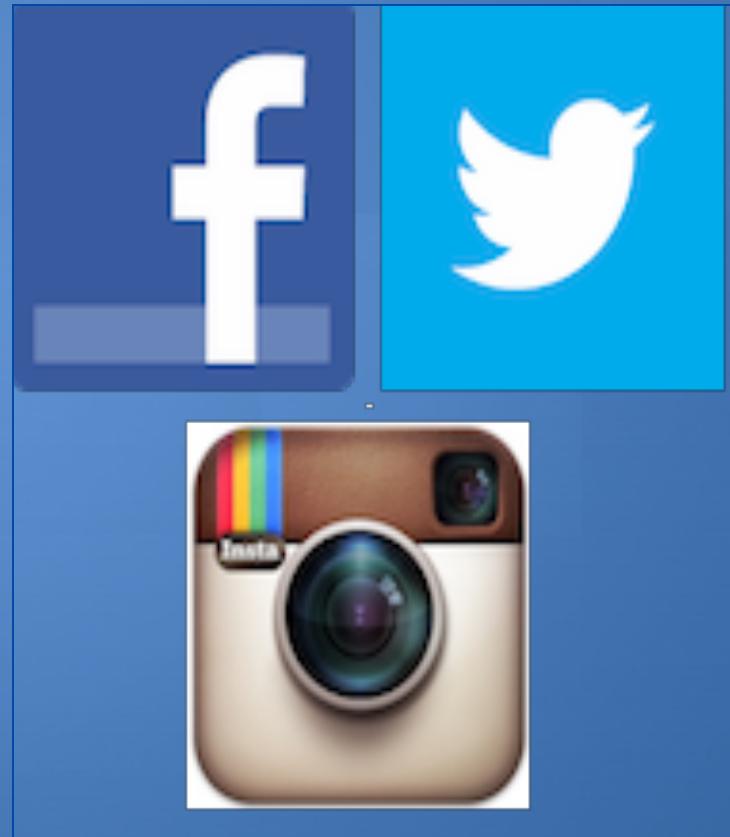
Working with Youth and Technology to Promote our Trails



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Benefits of Increased Social Media Presence

- Gain new followers through the use of twitter, facebook, instagram (to name a few popular platforms)
- Messages are powerful and adults become connected but young adults will follow you more closely and come and volunteer when they see activities that are open and welcome to them.
- Tailor “your story” & “messages” about what young people are doing on your pages and have pictures that look like them (aka have young adults in pictures!)
- When hosting events/conferences use the trifecta (fb, twitter, IG) and post consistently
- Always have a hashtag made up in advance & tell people to use it when posting on social media



Organizational Considerations

- Define goals
- Identify your target audience
- Determine which platforms to use
- Examine organizational capacity
- Be strategic
- Develop a policy
- Social Media is about people and relationships
- Create a plan that starts small but has room to grow
- Don't stretch yourself too thin/ determine which platforms will give you the most bang for your buck based on your target audience(s)
- To get the most impact be strategic and make posts that are actionable, creative, and promote user generated content
- Remember that user generated content engages young people both on and off line

Twitter

- Use hashtags to bring in new users
- Partner with organizations through social media to retweet your messages
- Retweet other groups messages
- Learn about new organizations and start networking with them
- Youth use the internet more then we do and connect multiple times daily
- Most users btwn 18-29



Facebook

- You are able to tell your story and show the faces of the people you work with
- People connect with stories and the faces that you work with
- In this day and age when working to get a more diverse audience, showing the faces and posting stories from your blogs brings in more people because they can relate to what you are saying



Instagram

- Instagram is a great way to expose your trail organization, gain new followers & dig into youth culture
- Hashtags dominate this site. Hashtags link you to many other people with the same tag (if they have that tag)
- Hosting a challenge within your own organization or with another organization is an amazing way to grab the attention of youth



4:00 Sprint 3G 4:57 PM 40% 🔋

Everybody's Environment

Page Activity Insights

Everybody's Environment shared a link.
Posted by Alison Williams
June 9 at 7:45 PM - ↗



Are you or your org guilty of Trickle-Down Community Engagement?
nonprofitwithabls.com

1 Like · 1 Comment

Like Comment Share

67 people reached

Boost Post

Everybody's Environment
Posted by Alison Williams
June 9 at 7:45 PM - ↗

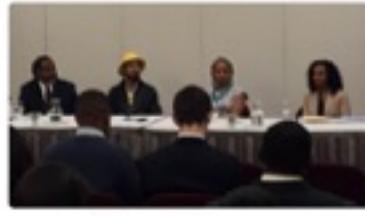
News Feed Requests Messenger Notifications More

4:00 Sprint 3G 4:57 PM 55% 🔋

MobilizeGreen 511 Tweets

Tweets Media Favorites

MobilizeGreen @MobilizeGreen 3/20/15
#GreenCareers #Panel #2ndDay #Mobilizegreen2015 #Conference



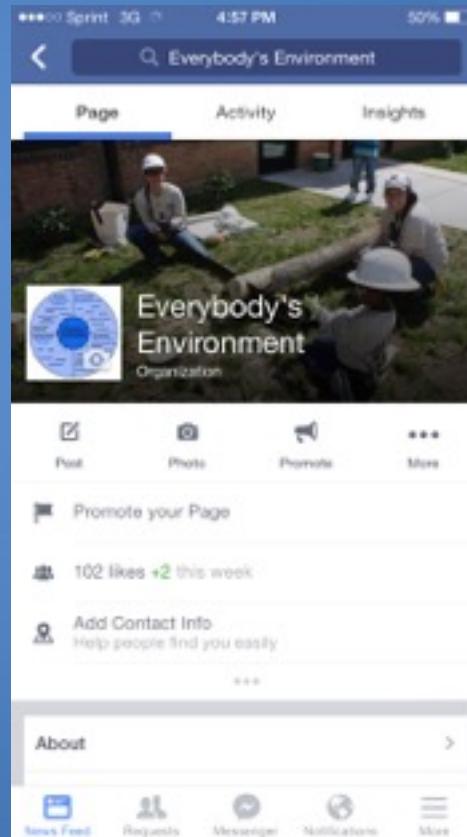
1 Like 1 Comment 2 Retweets 2 Favorites

MobilizeGreen @MobilizeGreen 3/20/15
#FYI there is a Federal Public Service Loan Forgiveness program #Panel #Mobilizegreen2015 #Conference

1 Like 1 Comment 2 Retweets 2 Favorites

MobilizeGreen retweeted
Jocelynnne Samu @JocelynneAnn 3/20/15
Day number 2! Yes!! 🌿☀️ @MobilizeGreen #MobilizeGreen2015

Home Notifications Messages Me



10:37 AM 10:37 AM 99%  

Green 2.0
@DiverseGreen

We are dedicated to increasing diversity across mainstream environmental NGOs, foundations & gov. agencies.

Washington D.C. • diversegreen.org

723 FOLLOWING 486 FOLLOWERS

Tweets Media Favorites

Green 2.0 @DiverseGreen RT @TheRabenGroup For more workplace #diversity, should algorithms make hiring decisions? [tuteW](http://t.co/tuteW) #DiversityGreen

Green 2.0 @DiverseGreen #ICYMI Dr. @SharonneHayes participated in #WhiteHouse #STEM Workforce Forum on #Diversity meyoclinic.org/1LwX9og CC:

Home Notifications Messages Me

10:25 AM 10:25 AM 99%  

GREENINGYOUTH

328 posts 381 followers 147 following ✓ FOLLOWING

Greening Youth Foundation Nurturing enthusiastic & responsible environmental stewardship and healthy lifestyle choices among underserved disconnected youth and young adults. gyfoundation.org

grid list location filter

Blue Bus Green Youth Facebook

Home Search Direct messages Profile



Trail Karma

- Initiative to highlight the good deeds of trail users on the AT.
- Pendants are distributed through different individuals and are the gift that keeps giving
 - Ex. Picking up trash/demonstrated good by person on trail
- Only 500 pendants in circulation
- When giving pendant, you are supposed to take a picture w/ person that pendant is given to and put the picture online w/ hashtag of number on back of pendant
- www.trailkarma.com
- www.tagboard.com

Web links of content used

- http://www.slideshare.net/brittany_smith/engaging-youth-young-adults-in-social-media (3rd slide)
- www.instagram.com/wildernessstewards
- www.facebook.com/everybodysenvironment
- www.twitter.com/mobilizegreen
- www.instagram.com/greeningyouth
- www.twitter.com/diversegreen

