

CONSERVATION LANDS FOUNDATION



DIGITAL ADVOCACY

FGN Social Media Strategies for COVID-19 & Beyond



Webinar Overview

DIGITAL ADVOCACY

COVID-19 Response

Issue Advocacy

Distance Learning

Engaging Volunteers

Fundraising Appeals

Technology Tools

FGN Toolkit & Next Steps

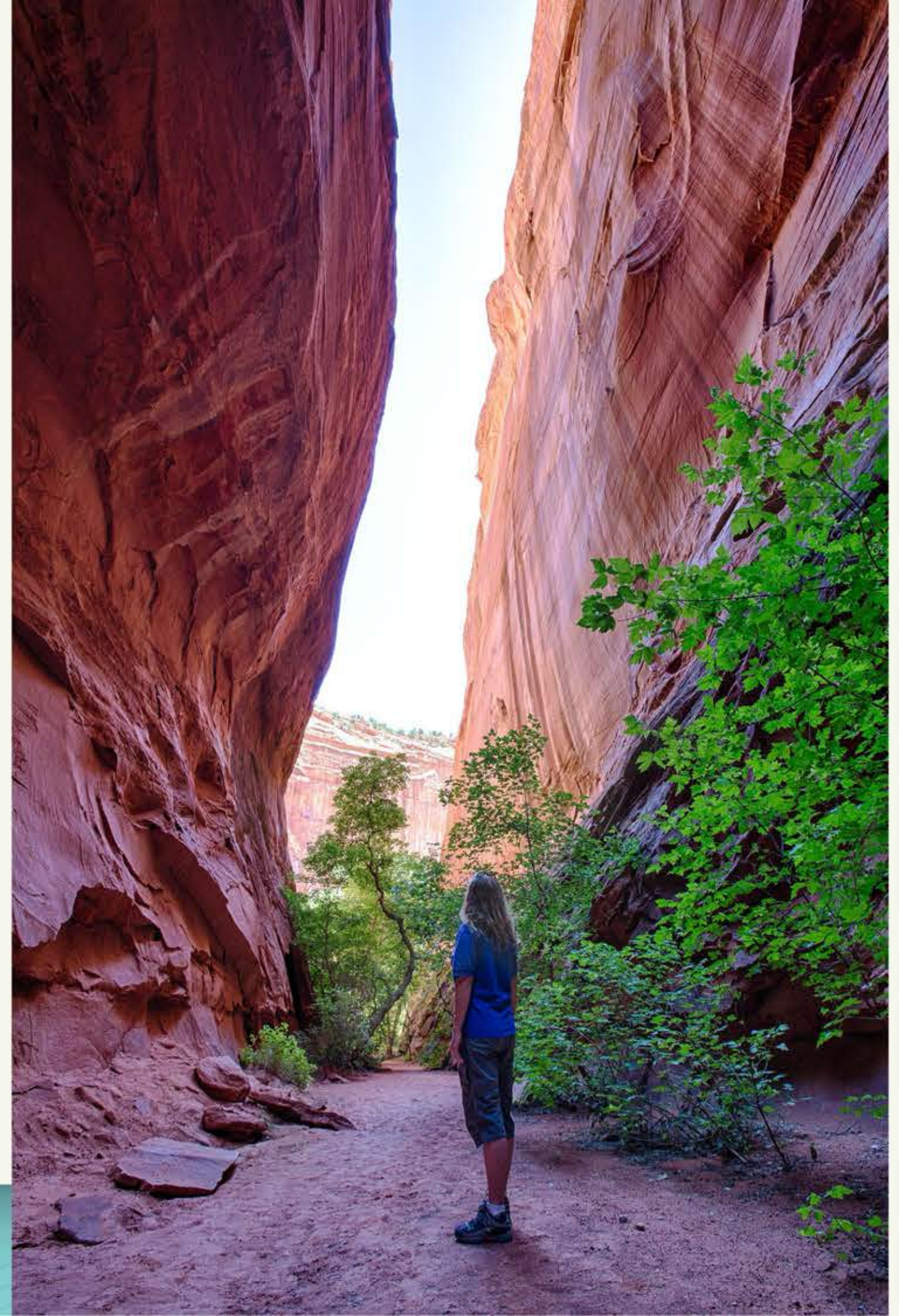
Digital Transformation

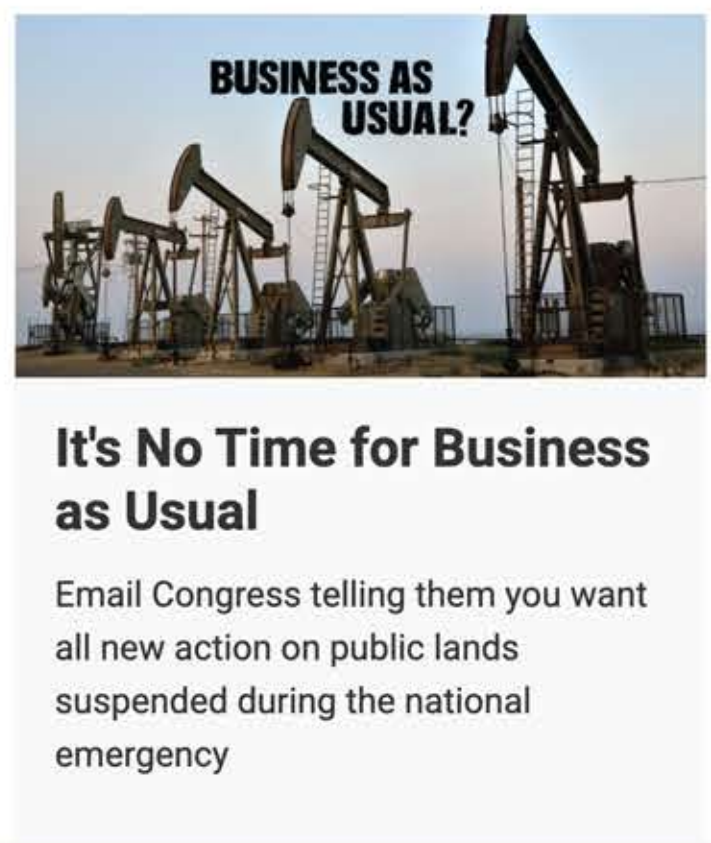
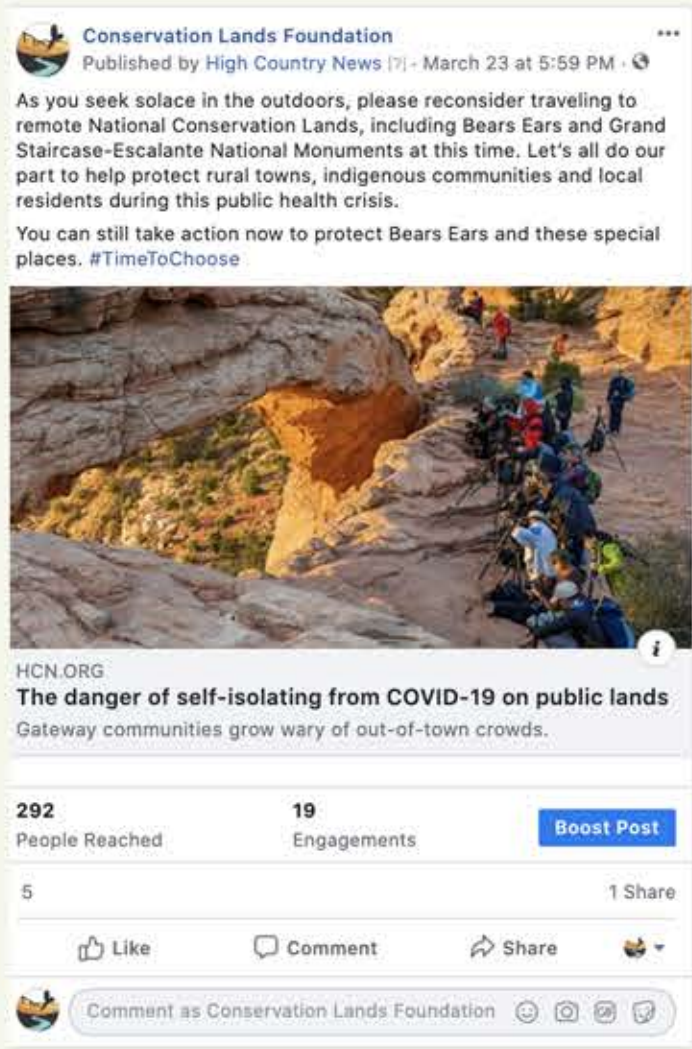
Now more than ever, it's important to add digital engagement strategies to maintain relationships and promote your work.



COVID-19 CLF Response

- **Evaluate** existing campaigns
- **Adjust** plan, timing and ads
- **Communicate** response and plan to staff, board, FGN, and supporters
- **Create** website and social content
- **Launch** new action - DOI appeals
- **Promote** across all channels





[Home](#) > [The Latest](#)

It's No Time for Business as Usual

Email Congress telling them you want all new action on public lands suspended during the national emergency



by Anne Shields on March 27, 2020

🕒 2 min read

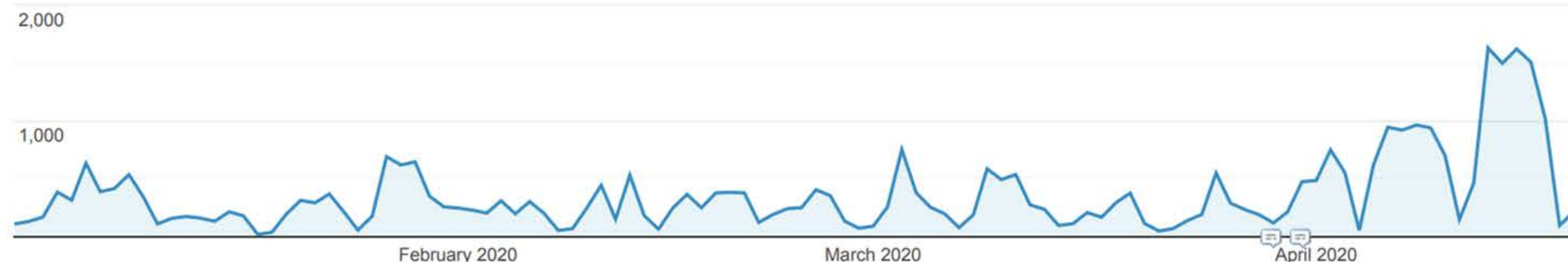
As the nation's attention is focused on keeping its families healthy and safe during the coronavirus pandemic, the administration continues its aggressive push to hand over some of our most iconic public lands to oil and gas drilling, mineral extraction, and development.

The administration's agenda requires major policy changes and these changes require the public's input. ***This is where you come in.***

Email your members of Congress here

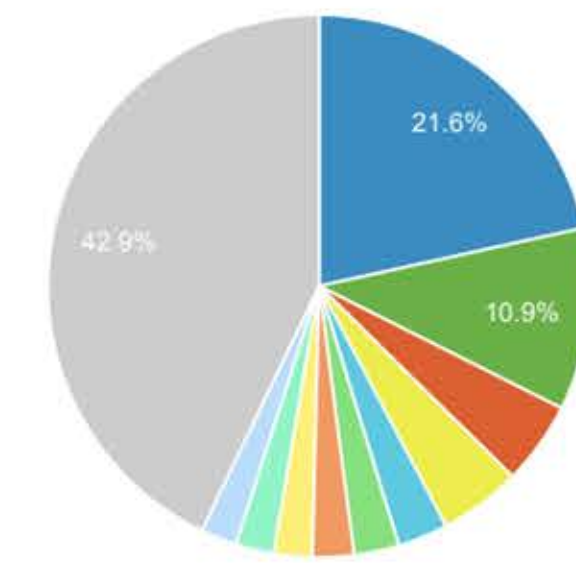
Tell them to call on the Interior Department to suspend all new actions on public lands during the national emergency.

● Pageviews

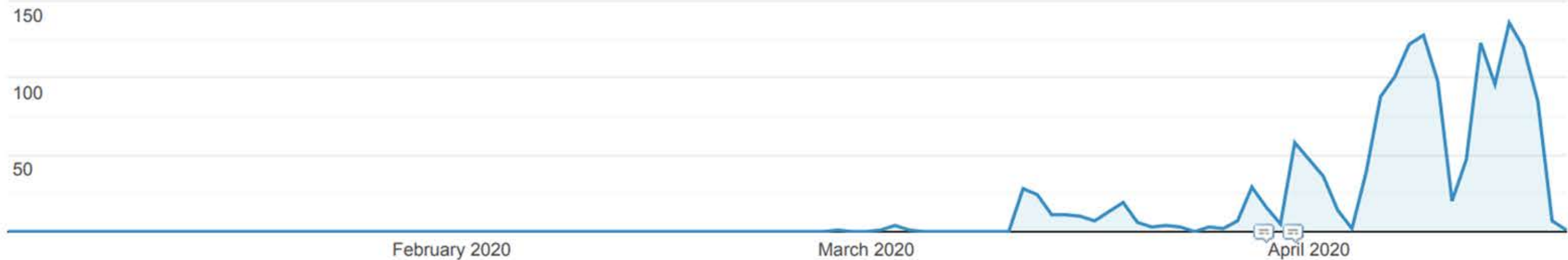


Page	Pageviews	Pageviews
	39,394 % of Total: 100.00% (39,394)	39,394 % of Total: 100.00% (39,394)
1. /suspend_policy_changes_on_public_lands	8,492	21.56%
2. /	4,284	10.87%
3. /time_to_choose	1,950	4.95%
4. /staff	1,922	4.88%
5. /suspend_policy_changes_on_public_lands_thank_you	1,179	2.99%
6. /friends_grassroots_network	1,060	2.69%
7. /national_conservation_lands	964	2.45%
8. /clf_job_posting_associate_program_director	905	2.30%
9. /about_us	892	2.26%
10. /board_of_directors	850	2.16%

Contribution to total: Pageviews



● Goal Completions



Goal Completions

1,576



Goal Value

\$0.00



Goal Conversion Rate

8.09%



Total Abandonment Rate

82.34%



time_to_choose_thank_you
(Goal 1 Completions)

480



Sent letter: It's No Time for
Business as Usual (Goal 3
Completions)

1,079



Made donation online (landed
on donation thank you page)
(Goal 6 Completions)

3



Goal Completion Location

Goal
Completions % Goal Completions

1. /suspend_policy_changes_on_public_lands_thank_you

1,079

68.46%

2. /time_to_choose_thank_you

487

30.90%

3. /sustained_resistance_petition

7

0.44%

4. /thank_you_for_your_donation

3

0.19%

SOUNDCLOUD

Listen on the SoundCloud app

Colonial Distancing - Diné COVID-19 response



protectbears • Following
Bears Ears National Monument

protectbears If you have time, please listen to this podcast about social distancing during this COVID-19 Pandemic with Diné citizens who offer tips and strategies on how to prevent spread in our communities. Please remember to follow all public health orders from @cdcgov, Native Nations, states and county.
#StayHomeStaySafeSaveLives 🇺🇸
Source: <https://m.soundcloud.com/din-situation/colonial-distancing-dine-covid-19-response/s-k9b1fMD0Sx>

3d

Like Comment Share

Liked by blazingshutters55 and 163 others

3 DAYS AGO

Add a comment...

MDLT
**CALIFORNIA
NATIVE PLANT WEEK**
ONLINE Q&A WITH MADENA ASBELL



SATURDAY APRIL 18TH 9-10AM
ASK A QUESTION ON
INSTAGRAM, TWITTER, OR JOIN OUR
FACEBOOK EVENT DISCUSSION

FRIENDS OF SLOAN CANYON

News and Updates



Health and Safety during the COVID-19 threat.
By Jim Stanger / March 17, 2020

To support public health and safety efforts during the COVID-19 threat, we're pausing guided hikes, on-site stewardship activities, and any...

Read More

Archaeology Southwest

Now Online: Why You Should Experience Aztec and Salmon: Exploring Remotely and Looking Ahead
April 14 @ 6:00 pm - 7:00 pm

This event has passed.

Knowledge seekers of every kind are welcome at Archaeology Café—now happening live and online for all to enjoy from the comforts of home. Join us on Tuesday, April 14, 2020, as Paul Reed discusses **Aztec Ruins National Monument** and **Salmon Pueblo** in his talk, "Aztec, Salmon, and the Puebloan Heartland of the Middle San Juan." Explore what makes these places special, discover what they tell us about life long ago, and plan your future outing—all from home.

Space is limited, so register for free today at the link below to participate, and join in at 6:00 p.m. (MST) on April 14, 2020, through **Zoom** on your preferred device. If you're unable to register, you can still enjoy a video recording of the presentation, which will be available on our **YouTube** channel within days of the event.

[REGISTER HERE](#)

9:41

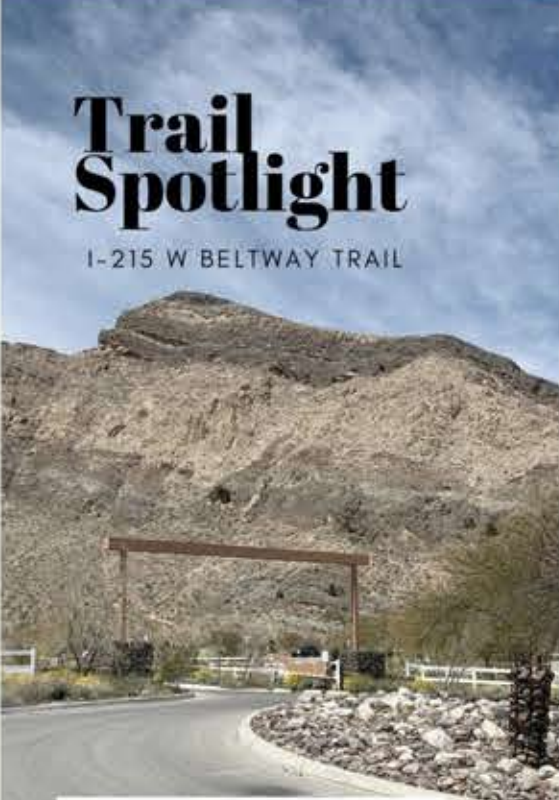
COLONIAL DISTANCING

APRIL 9, 2020

RESPONSIBLE RECREATION IN OUR NCAS DURING COVID-19

Wondering what the "Stay at Home" order means for recreation in our National Conservation Areas (NCAs)? Although getting outside and exercising is as important as ever, we must make responsible decisions while on our public lands. Check out the following

Trail Spotlight
I-215 W BELTWAY TRAIL



Buckskin Cliff Shadows Trailhead
3355 Cliff Shadows Pkwy
Las Vegas, NV 89129

getoutdoorsnv • Following

getoutdoorsnv Trail Spotlight With Get Outdoors Nevada

Sofie is helping us out this week and taking you on a little tour of the I-215 W Beltway Trail from the Buckskin Cliff Shadows Trailhead. This trailhead is located in the Northwest and runs adjacent to the Las Vegas Beltway.

Be like Sofie and avoid crowded trails and only go with people in your household. Plan ahead, park facilities may be closed at this time. Don't forget your drinking water, doggie bags, and comfortable trail shoes. For more trail information on trails close to home, download the free Neon to Nature App. Share your experience with us, take a pic and tag us.

288 views
5 DAYS AGO

Add a comment...

MAR 30



Current Closures in the Greater Bears Ears Region

DIGITAL ADVOCACY

STAY CONNECTED

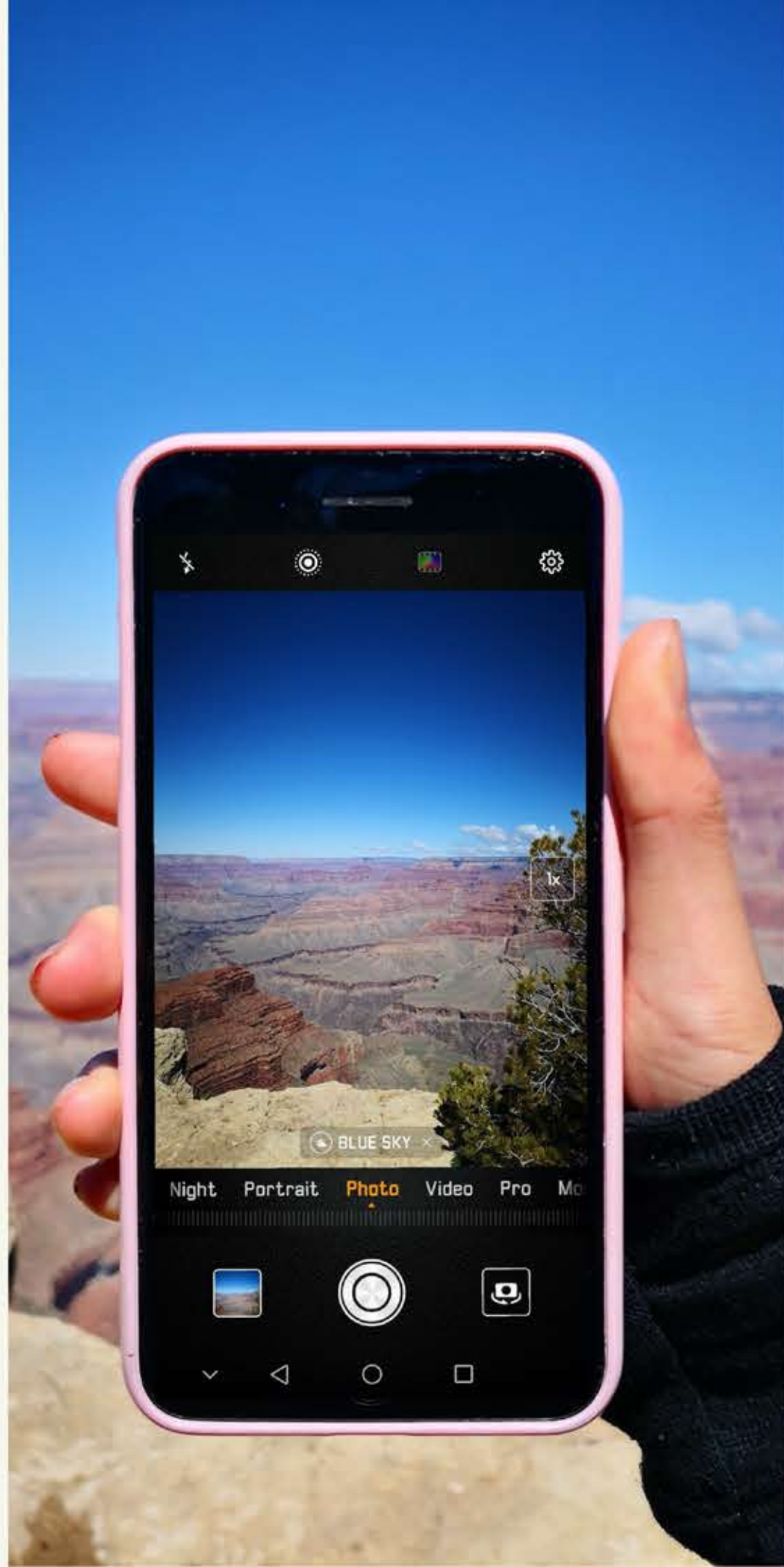
With supporters, staff and volunteers.

ENGAGE ON THE IMPACTS

With the people and places you serve.

EVENT CANCELLATIONS

Transitioning from physical to virtual events.



Maintaining our Public Lands Community during COVID-19

1 message

Brian Sybert <brians@conservationlands.org>
To: Theresa Blake Graven <theresa@treehousepr.com>

Thu, Mar 19, 2020 at 9:00 AM



Theresa --

As all of us adjust to new, and hopefully temporary, realities brought by COVID-19, we want to take a moment to share with you--our community of supporters--how we're continuing to pursue our mission of protecting the public lands you love while caring for each other.

Our first priority continues to be the safety and wellness of our staff and Friends Grassroots Network and their loved ones. We've closed our offices and staff are working from home, suspended all travel and in-person meetings, and continue to monitor and share any new guidance on containment.

While the pace of life will fluctuate under this new reality, the urgency to defend and protect our public lands remains. Our team is fully engaged in the work of protecting National Conservation Lands, supporting our community-based advocates, and vigilantly watching what this administration does and doesn't do during this time.

On this front, we recently launched an online campaign to build the public record against actions the administration is taking to manipulate the planning process and open iconic lands to drilling and extraction. We've seen no let-up from the administration so far during this national emergency and, as always, we want to provide our community with the opportunity to take meaningful action and have your voices heard. Because we know the will of the public eventually will prevail. If you want to take action now, you can do it here at [#TimeToChoose](#).

Next, we want to remind you that getting outdoors is still considered a safe activity (when social distancing is practiced)!

We don't recommend planning trips to the more remote National Conservation Lands due to the risk it could pose to limited health care services in small communities. We do encourage you to get outdoors and visit local parks or nature areas. Even a walk in your neighborhood can give you the physical and mental health benefits that spending time outdoors offers.

Since we can't be outdoors all of the time, here are some ways to "visit and explore" your public lands from wherever you are: [take a tour of your National Conservation Lands from our website](#) and see all of [the amazing people that make up our Friends Grassroots Network](#); and check out [these virtual tours of beloved public lands and parks](#) throughout the country.

When you get outdoors we ask two things: that you practice "social distancing" and follow other [guidelines](#) from the Center for Disease Control (CDC) and your state on what's safe for you and your family; and follow the golden rule of "Leave No Trace" especially with fewer maintenance staff on hand to keep places clean.

Finally, we want to thank you for your ongoing support. In times of crisis such as this, it's important that we don't lose contact with one another. All of us at the Conservation Lands Foundation are committed to maintaining the connections among the public lands community.

We wish you and your family wellness, safety, and comfort.

Brian Sybert
Executive Director | he/his
www.conservationlands.org





Friends of Cedar Mesa

[About »](#) [Bears Ears »](#) [Visit with Respect »](#) [Events »](#) [Volunteer »](#) [Shop](#) [Contact »](#) [Donate »](#)



COVID-19 Update: Developed BLM Campgrounds Temporarily Closed in Bears Ears Area

Posted on Mar 26, 2020

As the COVID-19 pandemic continues, changes to services in the region continue to mount.

The Bureau of Land Management [has announced the closure of developed campgrounds](#) managed under the Monticello Field Office including Sand Island near Bluff, Utah, and Superbowl, Hamburger Rock and Creek Pasture campgrounds in Indian Creek. These campgrounds will not accept new arrivals, but campers currently in the campground are allowed to complete their current stay.



HOME

COVID-19 RESOURCES

ABOUT >

WORKSHOPS

PROGRAMS >

WHAT'S NEW WITH
UDB >

UDB EVENT
CALENDAR >

WHAT YOU CAN DO >

DONATE

CONTACT

HELP US FLATTEN THE CURVE!

See links for testing information, medical assistance and local resources to help our native communities flatten the curve! >

COVID-19 INFORMATION

#earthday
from home



DISTANCE LEARNING

PRESENT VIRTUAL WORKSHOPS / Q&As

Broadcast using social video tools [Facebook Live](#) & IGTV.

SHARE IDEAS VIRTUALLY

Conduct panel discussions using video conferencing tools.

CONDUCT ONLINE OUTREACH

Use owned and social media channels to raise awareness of impacts affecting your region and public lands.





MDLT's Earth Week



Tortoise Talk with biologist Kelly Herbinson Wednesday, April 22

Join us for a special virtual Tortoise Talk led by biologist Kelly Herbinson. Kelly will share her work in preserving the charismatic desert tortoise. Get to know one of our desert's most iconic species as you hear from one of the leading experts on the subject.

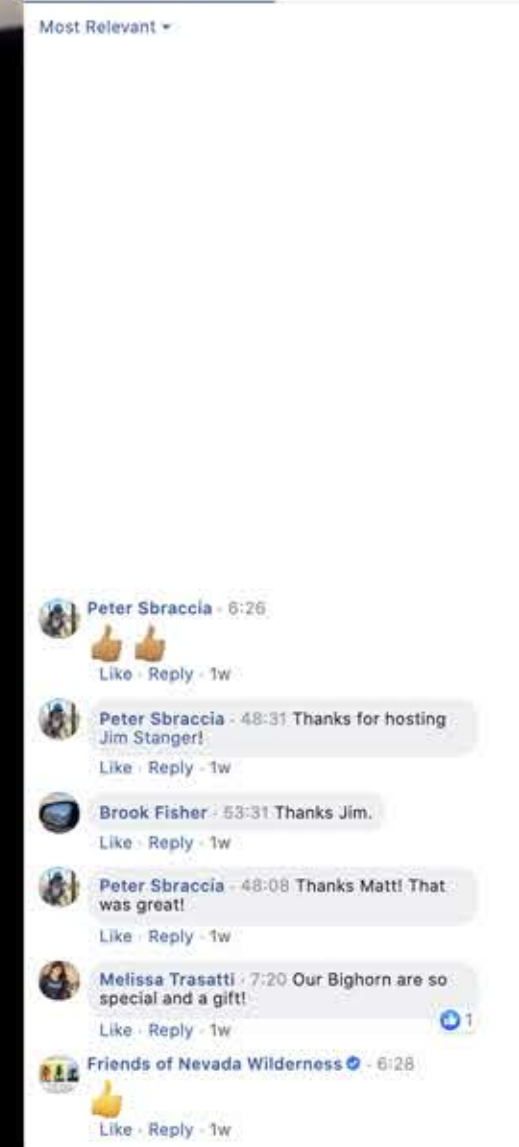


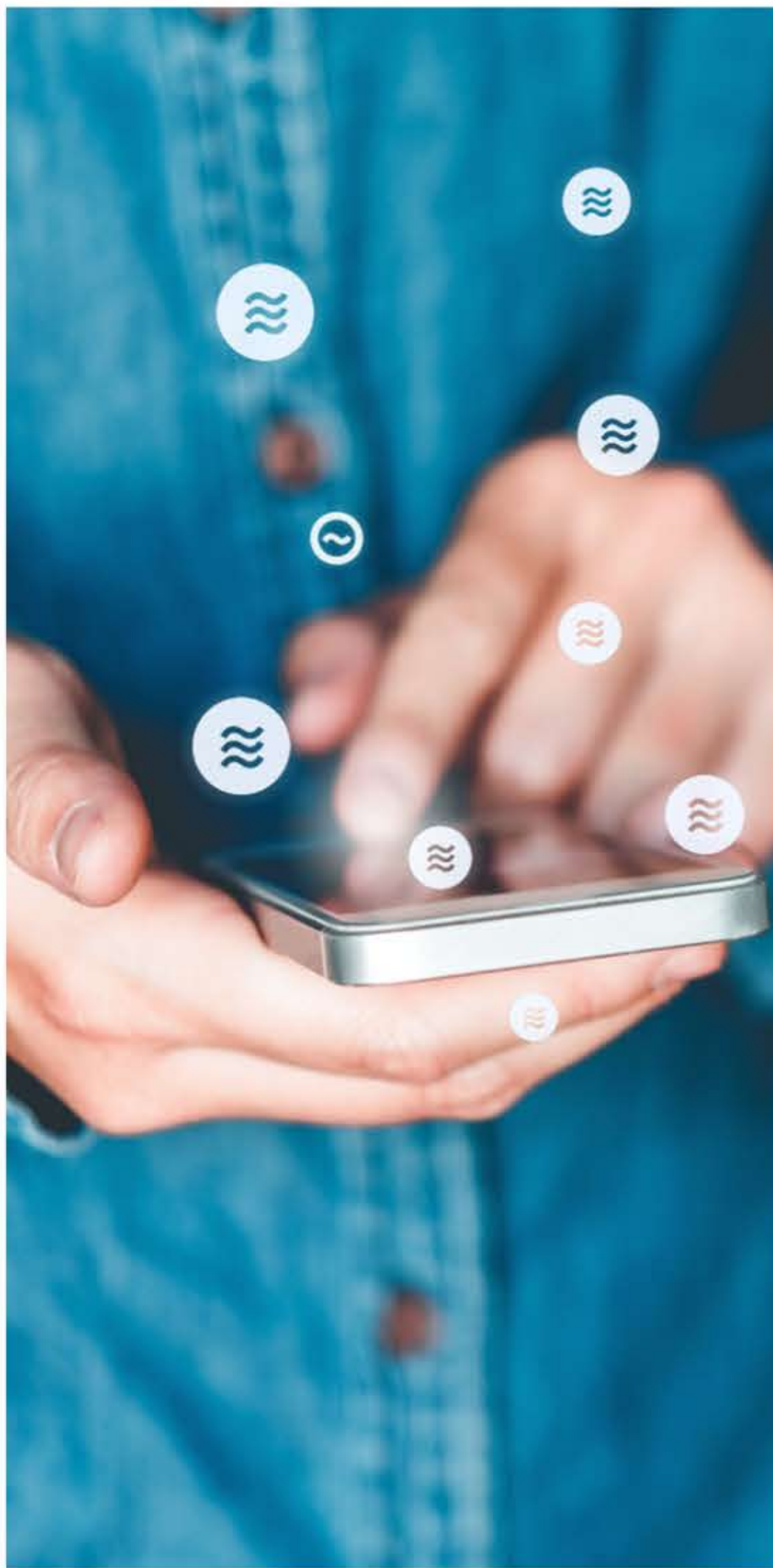
Lambs are born February – Early March. They are fully mobile within 24 hours.

Lambs nurse for ~5 months before they switch to solid food.

Lambs will follow their mother in groups of ewes. Ewes will stay in this group usually led by an old ewe. Young rams usually stay in this group for a few years before leaving.

zoom





Engage Volunteers

COMMUNICATIONS

Call, email and organize virtual meetings.

SOCIAL CURRENCY

Encourage online interactions.

ADMINISTRATIVE TASKS

Research, data entry or website audit.

NEW PROJECTS

Identify new virtual volunteer projects.

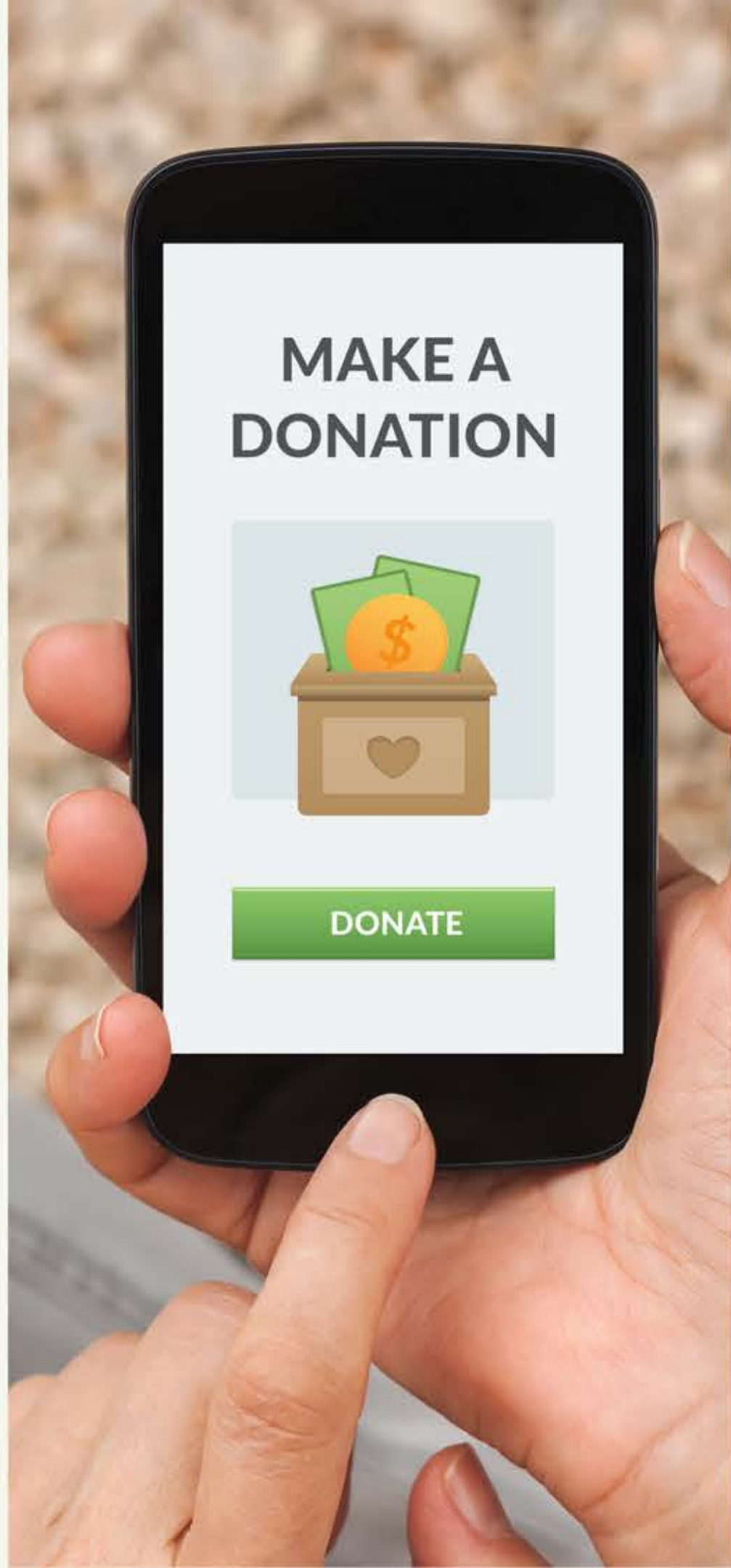
LET'S CELEBRATE EARTH DAY

and Volunteer Week!



CONSERVATION
LANDS
FOUNDATION





Fundraising Appeals

REACH OUT TO DONORS

Personalized outreach to major supporters.

ENGAGE LEADERSHIP

Share perspectives and ask for input.

HIGHLIGHT IMPACT OF YOUR WORK

Share how gifts support your mission.

EMBRACE VIRTUAL EVENTS

Stay visible and communicate regularly.

THE CARES ACT

Charitable giving incentives for 2020.

Join us virtually, from the comfort and safety of your home, for a special evening with WBUR family and friends

A NIGHT IN TOGETHER The 2020 WBUR Gathering

May 11, 2020
6 p.m Online Auction
7 p.m. Livestreamed Program

Program featuring:
Michael Barbaro and Lisa Tobin, *The Daily*, The New York Times;
Conan O'Brien, Brookline native and late night host;
Scott Simon, NPR host

[Become a Sponsor or Purchase Tickets](#)



We're making
Gateway history
this Saturday...
and we need
your support!



Dear Friends,

Every spring we hold the Great Gateway Gathering, our signature family fundraising event of the year and a beloved tradition for parents and staff alike. This year's event was scheduled for Saturday, March 14 with a 70s disco theme; it was going to be a groovy get-down!

Unfortunately, our event is impacted by the City's directive to cancel all "nonessential" community events, jeopardizing over \$70,000 in funds for the mission-critical supports and programs that allow us to serve every unique learner in our charge. This would be a tremendous blow to our teachers and students.

But at Gateway we dream big and we know disco never dies!

We are adapting the annual party to a live-streamed "telethon" event families and friends can view and participate in from home. **We need YOUR support to ensure our students' education is affected as little as possible by emerging public health concerns.**

Please tune in to our YouTube LIVE casting on Saturday, March 14, 3-8pm for Gateway's first-ever, totally groovy, throwback "telethon" event!



TECHNOLOGY TOOLS

GOOGLE HANGOUTS PREMIUM

Google is offering free of charge through July 1, 2020.

MICROSOFT TEAMS

Available for free for 6 months.

GoToMeeting

Free video conferencing, webinars & virtual events (3 mos.)

CONTINUING EDUCATION

Free Facebook online courses for nonprofits.

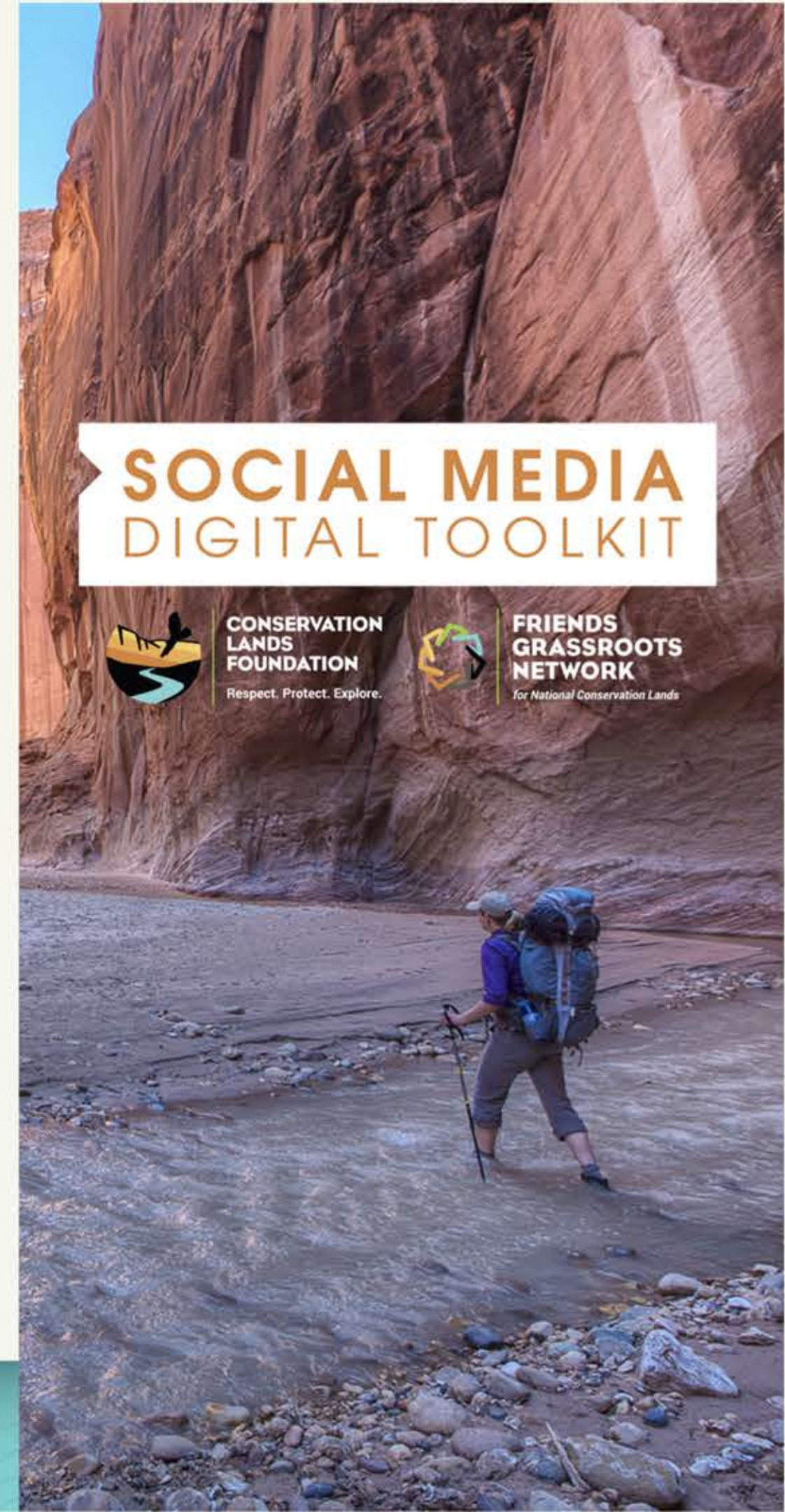
YOUTUBE DIGITAL EVENTS PLAYBOOK

A guide to planning digital events.

FGN Toolkit

Next Steps

- **Use downtime** to implement a strategy & plan
- **Audience Insights** tutorial
- **Google Analytics** intro
- **Content** planning and creation
- **Promote** across all channels
- **Instagram** best practices



Strategic Goals Worksheet

Answer the following:

What are the outcomes you want to accomplish?

What actions should your social media strategy help drive or influence?

Describe how social media supports your organization's mission or purpose.

Can you distill your social media mission down to one sentence?

AUDIENCE TARGETING WORKSHEET

Sample Target Audience Worksheet

Your target audience is a specific group of people at which your social media marketing is aimed. Answer a few questions to create target audience segments, then use to develop relevant content that meets their specific needs.

What is the typical age range of your audience? (Keep the age range between 10 - 20 years)

Existing:

Reach:

What is their gender? If your profile includes both men and women, consider breaking into two segments.

Where do they live? Pinpoint a specific city or neighborhood. Look beyond your local community, for example visitors. Where are they coming from?

What is their race or origin? Be sensitive to cultural nuances and use appropriate messages.



Thank you!