

SOCIAL MEDIA FOR LANDCARE GROUPS: 101



Social media is a fantastic tool for engaging with members, encouraging new volunteers to join, and sharing your success stories with the wider community.

We've pulled together some handy tips to make social media content and campaigns that work for your landcare group, without taking your time away from important tasks (like your on-ground landcare activities!) Read on to find out more.

1. Work out where to spend your time:

Each social media platform is different, so work out where your audience (your volunteers and people you want to get in touch with) spend the most time. You can do this by either looking at your engagement on each platform, or via a quick volunteer survey.

Keep your activity focussed on one or two platforms. Doing one platform really well is better than doing four or five poorly. Most commonly you've got a choice of the below:

Facebook	Instagram	LinkedIn	TikTok	Twitter/X
<ul style="list-style-type: none"> ✓ Good for events, building your community and posts with writing. ✗ Not great for sharing news items, building partnerships. 	<ul style="list-style-type: none"> ✓ Known for photos and videos with strong and engaging visuals. ✗ Not good for long text posts and sharing posts with URLs. 	<ul style="list-style-type: none"> ✓ Great for sharing project/partnership achievements and news articles. ✗ Not good for volunteer engagement/community building. 	<ul style="list-style-type: none"> ✓ Great for sharing 'how-to's', storytelling and slice-of-life with Landcare. ✗ Not good for text posts. 	<ul style="list-style-type: none"> ✓ Good for activism, calls to action, and engaging with journalists. ✗ Not useful for long text posts or visual content.

2. Work out what to post:

The content that works best on social media is that which is most authentic and human. Quick snapshots work really well on social media whether these be videos or photos.

Your photos and videos don't need to be branded or 'professional' either, just put your favourite one up there that keeps people aware of what you're achieving!

There are three primary categories – try to keep a balance of all three:

- **Educate** – These posts telling others who you are and what you're achieving on your local patch (including sharing news articles you've been featured in).
- **Inspire** – These posts typically involve storytelling, making member/volunteer spotlights great for this!
- **Invite** – These posts are used to invite your members/volunteers to participate in landcare events and opportunities.

3. Ask your members/volunteers for support:

Algorithms on social media can be a real pain, but the best way to start making them work for you is to get help from your members/volunteers. They don't need to write the posts, but a couple of ways they can help are:

- Liking and following your social media pages;
- Checking your page for new posts when they log into social media and liking/commenting to show that they've seen it;
- Sharing your posts on their own page or with people they think would be interested by tagging them.

