

FACEBOOK CONTENT: WHAT WORKS, WHEN TO PAY, AND WHEN TO GO ORGANIC

VEDA BANERJEE, DIRECTOR,
COMMUNICATIONS & DIGITAL MARKETING
GOLDEN GATE NATIONAL PARKS
CONSERVANCY



@vedabanerjee; #social16; @parks4all

The Parks Conservancy preserves the Golden Gate National Parks with the bold vision of Parks For All Forever



@vedabanerjee; #social16; @parks4all

SOCIAL MEDIA METRICS FOR NONPROFITS

- **YouTube reaches more 18-34 year olds than cable (Fast Company)**
- **Social media is growing 3x faster than email for nonprofits**
- **Big two channels: Facebook and Twitter.**
- **Followed by 62% on Instagram and 48% on YouTube**
- **Environmental sector saw the largest growth in FB fans (83%) from 2013 to 2014**
 - Data from M+R Benchmarks 2015 Study



OVERALL CONSERVANCY SOCIAL MEDIA GOALS

- **Build our online community of support for the parks and programs**
- **Increase newsletter subscriptions**
- **Drive traffic to our website: Between Jan 1, 2016 to March 24, 2016 social media drove 238,059 website visits**
- **Reach younger audiences and under-served communities**
- **Produce more shareable content to amplify our reach**
- **Increase both online and offline traffic to our stores: Welcome Center, Lands End Lookout, Warming Hut**
- **Create shorter videos for social. Syndacast predicts 74% of all internet traffic in 2017 will be video.**



FACEBOOK STATISTICS

- There are nearly 1.4 billion Facebook users
- 47% of all Internet users are on Facebook
- 4.5 billion likes are generated daily!
- Nearly 75% of Facebook's revenue comes from mobile advertising
- Direct uploads of user videos to Facebook now exceed YouTube
- ***What does this mean for the Conservancy:*** 59% of millennials use social media to find information— compared to only 29% of the 35+ crowd. –IDG Research Group. This means younger generations are probably learning about the Parks Conservancy first on Facebook.



STATS & QUOTES ON GRAPHICS



@vedabanerjee; #social16; @parks4all

**“My religion is nature. That’s what
arouses those feelings of wonder
and mysticism and gratitude in me.”**

- Oliver Sacks, Neurologist and Author



Photo by Kirke Wrench



Nature can be healing in many ways--mentally, physically, and spiritually. #OliverSacks

Like · Comment · Share

Denise Collishaw McKinney and 248 others like this. Most Recent

107 shares

Lynn R. Farless Very true. Like · Reply · September 1 at 9:14pm · Edited

Janet Bettencourt Amen Like · Reply · 2 · September 1 at 9:14pm

Laetima Pasquawa 😊 Like · Reply · September 1 at 9:50pm

Andrea Fowler Irland RIP Oliver Sacks. Like · Reply · September 2 at 1:21am

Chris Broeker this man must be a Druid. Like · Reply · September 2 at 11:54am

Christin Hinderaker Coy Amen 🇺🇦 Like · Reply · September 2 at 9:18pm

Write a comment...

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Always get 20-50% OFF your favorite organic coffee and food - delivered to your door!



May the forest be with you.

Photo by Timothy Jordan



Since Muir Woods National Monument served as the setting for the forest moon of Endor in Return Of The Jedi, we think this is fitting. #Maythe4thBeWithYou

Like · Comment · Share

Sue Gardner, Alexandra Guier Picavet, Maria Durana and 302 others like this.

79 shares

Jessica Gibbs So beautiful. Like · Reply · May 4 at 7:05pm

Warren White Muir Woods as inspiration, but not filming. We - me as Site Manager & with Lucas folks -- did a walk-thru with the production designers, but most of the actual filming was in a private forest. Like · Reply · May 4 at 8:22pm

2 Replies

Kitty Fulton The most beautiful place ever. You expect elves and fairies to jump out. I wanna live in a thatched cottage in the center. Great hiking forest. Like · Reply · May 4 at 9:14pm

Jonathan Negrete How times have you said this line? Like · Reply · May 4 at 9:40pm

Write a comment...

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Why doesn't Karl the Fog like seeing cities other than SF?

Because he's a monogaMIST!

#ParkPuns



Photo by Mason Cummings



Golden Gate National Parks Conservancy
Page Liked · July 1 ·

Wild Things Wednesday: Today is #InternationalJokeDay! To celebrate, we compiled groan-worthy jokes to give you a good, old-fashioned dose of the giggles: <http://bit.ly/1Ncoqgm>.

Feeling punny? Comment below with your own #ParkPuns!

Like · Comment · Share

Wendy Marinaccio Husman and 43 others like this.

Connie Little Groan...
Like · Reply · July 1 at 10:52pm

Golden Gate National Parks Conservancy We couldn't help ourselves... 😊
Like · Reply · July 2 at 1:40pm

Write a comment...

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PARKS FOR ALL!



Golden Gate National Parks Conservancy

Page Liked · June 28 ·

Happy #Pride! It's our continued mission to preserve the parks for the enjoyment of everyone! #Parks4All #ImOUTdoors

Like · Comment · Share

👍 Sue Gardner, Wendy Marinaccio Husman, Kim Cooper and 81 others like this.



Write a comment...



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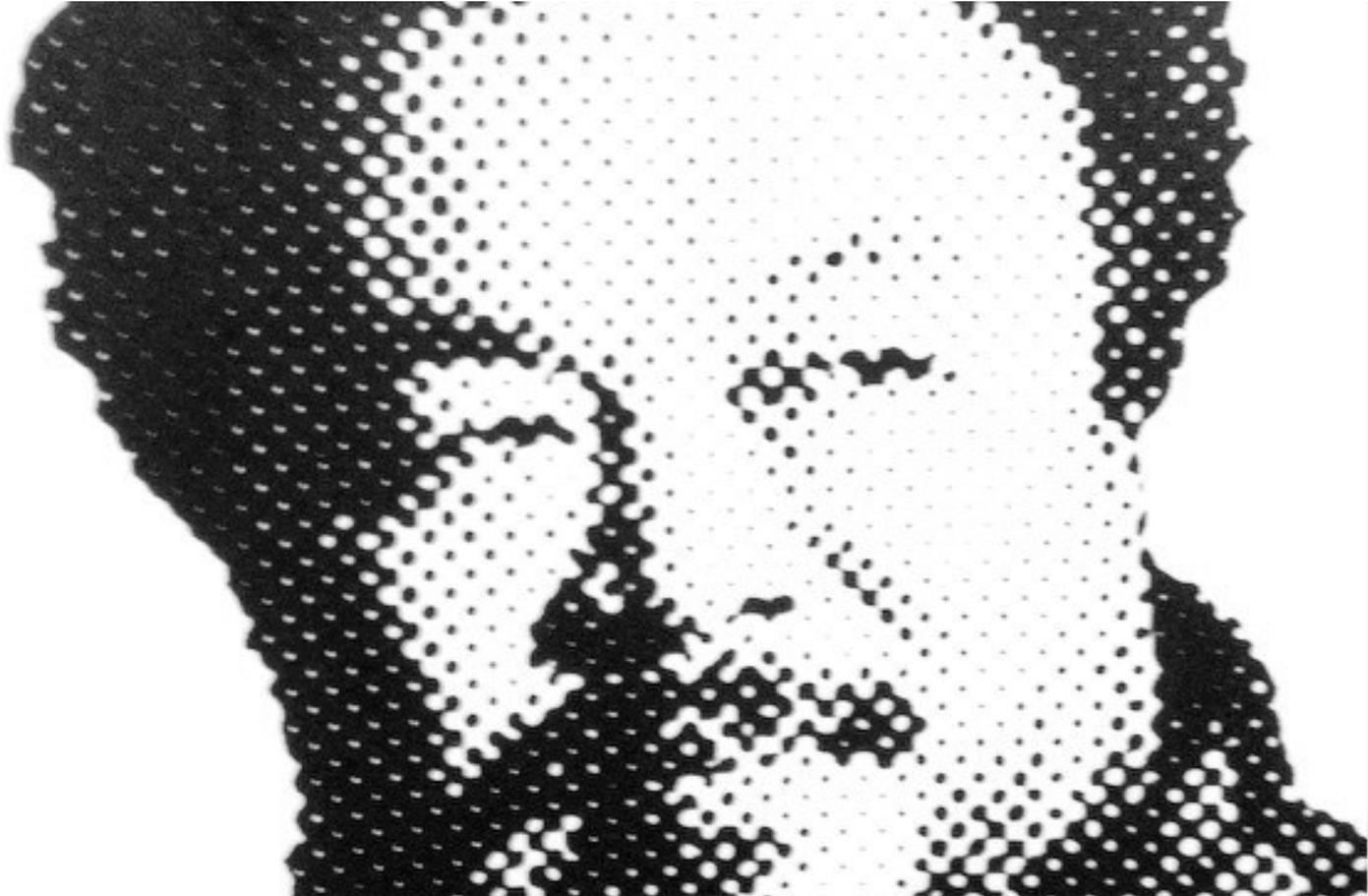


FACEBOOK CAMPAIGNS: ORGANIC VS PAID

- @Large: Ai Weiwei on Alcatraz—informational campaign
 - Organic posts
 - Boosted posts
- Junior Ranger Jamboree
 - Live streaming, ads, boosted posts
- Trail Mixer—ticket sales; Sponsored ads
- Packing the Parks—awareness campaign
 - Organic posts; #FindYourPark; #PackTheParks
- Partners in Preservation: Alcatraz; #VoteYourPark
- FOGG Fest
 - Custom audience ads
 - Sponsored ads



@LARGE: AIWEIWEI ON ALCATRAZ



“Liberty is about our right to question everything.”

— AI WEIWEI, CHINESE CONTEMPORARY ARTIST

#AiWeiweiAlcatraz

PHOTO: ALISSON TAGGART-SARONE



Golden Gate National Parks Conservancy

Page Liked · July 22 ·

After more than four years, Ai Weiwei, the artist and activist behind the recent "@Large" exhibit on Alcatraz, has his passport back. Read the full story on BBC News: <http://bbc.in/1HS4s7j>. #AiWeiweiAlcatraz

Like · Comment · Share

Sarah Stapleton-Gray and 28 others like this.

14 shares



Write a comment...

Suggested Groups



Litquake All-Stars
390 members

+ Join

See All

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Dream Deals.
worldmarket.com

Save up to 50% on all Bedroom Furniture.

@LARGE: AIWEIWEI ON ALCATRAZ





mzdiimples

Alcatraz Federal Penitentiary

+ Follow



♥ chesofoats, fax_mulah

🕒 3w

🗨️ mzdiimples Sending a postcard to a "prisoner of conscience" in Cuba. I learned so many new things at Alcatraz today! #Aiweiweialcatraz





GuardianUS
@GuardianUS



Follow

Ai Weiwei takes over Alcatraz with Lego carpets and a hippie dragon (Photo: @maeryan) trib.al/1qRR1Hx



JUNIOR RANGER JAMBOREE

- Posted our very first Facebook Live video--the swearing-in ceremony
- Launched first multi-lingual ads (Spanish and Chinese)
- Spanish ads reached fewer people than English ads (7,757 versus 13,321 people reached) but garnered more website clicks (305 versus 246 website clicks)
- Created a toolkit complete with graphics, pre-written posts, and photos for partners to use to promote event
- Added event to several family-focused calendar websites (Red Tricycle, Bay Area Parent, etc.)





Golden Gate National Parks Conservancy

May 2 · 🌐

Este es un llamado a todos los estudiantes y a sus familiares para que el sábado, 7 de mayo, se conviertan en funcionarios del "Crissy Field" como un Guardabosques Subalterno (Junior Ranger)! Todos los jóvenes presentes serán juramentados y recibirán una insignia conmemorativa.

[See Translation](#)



Celebremos el centenario del "National Park Service"

Calling all 4th graders and families: Become an official Junior Ranger and celebrate the National Park Service's 100th birthday at Crissy Field! Enjoy entertainment, refreshments, and hands-on activities and games, while learning a Junior Ranger's...

WWW.EVENTBRITE.COM

[Learn More](#)

👍 Like 💬 Comment ➦ Share



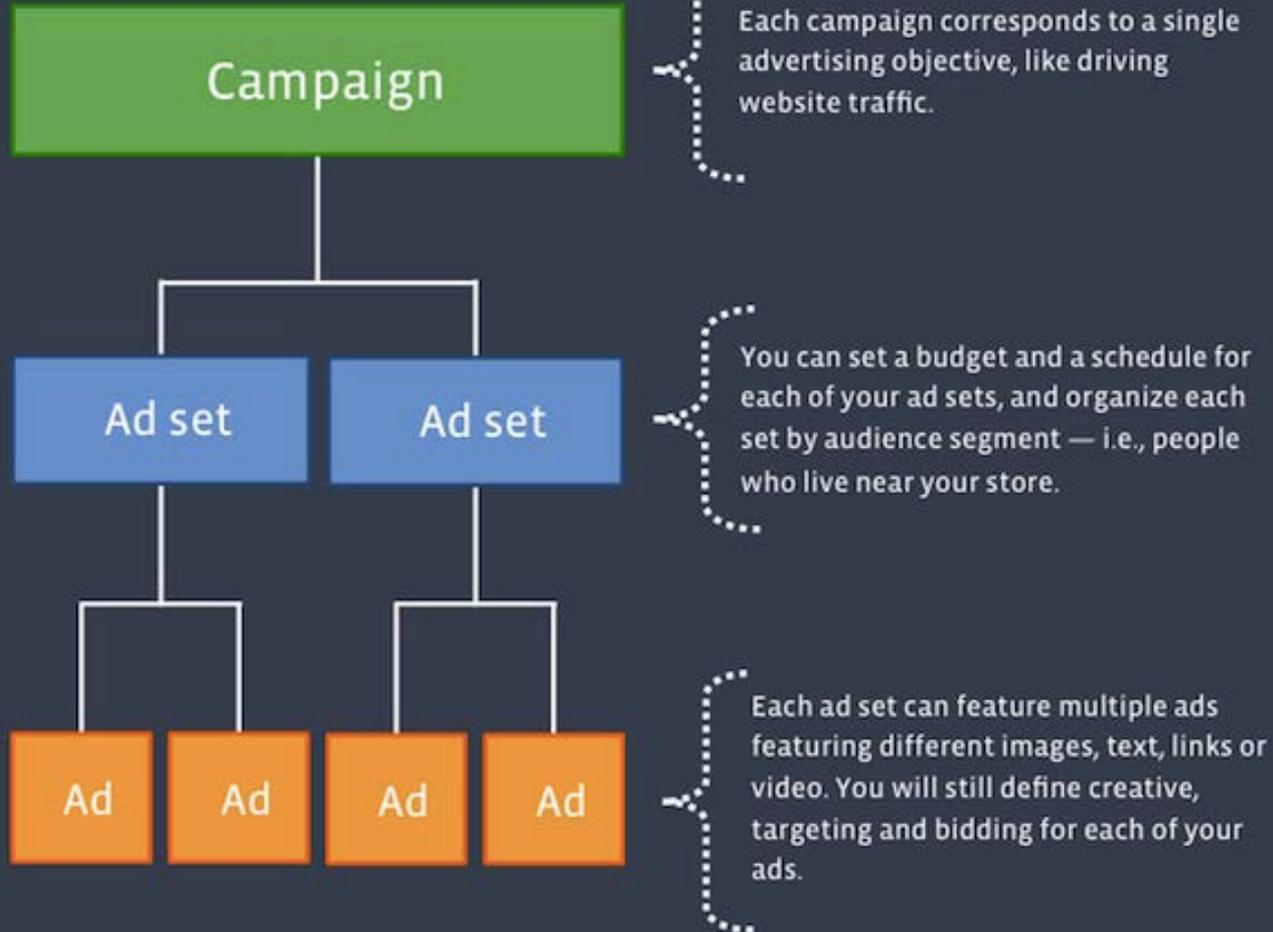
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TRAIL MIXER

- Launched ads on Facebook and Instagram
- Sold more than 40 tickets through promotions on Facebook, Reddit, and the website
- Posted regularly on Facebook, Twitter, Instagram, and Reddit
- Added event to several calendars (SF Funcheap, SF Weekly, SF Station, etc.)



The new campaign structure





Golden Gate National Parks Conservancy

Written by Ryan White (?) · May 24 · 🌐

Join us on Thursday, June 2 from 6 - 8 pm, for s'mores, lawn games, '90s jams, and delicious brews from Fort Point Beer Company. #FOGGSF



Kick Back at Crissy Field

WWW.EVENTBRITE.COM

[Learn More](#)



@vedabanerjee; #social16; @parks4all

PACKING THE PARKS

- Only organic posts, no ad budget spent boosting or promoting event
- Reported lived from the field using blog posts, photos, videos, and live streaming
- Organized our very first “youth takeover” of our Instagram and Twitter channels
- Partners (REI, Merrill, Whole Foods) re-shared content on Facebook, Twitter, and Instagram
- Posts on Facebook and Twitter drove more than 1,000 sessions to our website
- Created four videos to tease event
- Compiled an editorial calendar for partners to review



JULY 21-24, 2016



#PACKTHEPARKS



Golden Gate National Parks Conservancy added 4 new photos.

Published by Veda Banerjee [?] · July 23 at 1:26pm · 🌐

Day 3 for the North Team has been phenomenal! Continuous views of the amazing California coastline. The iconic bridge, the fog, Alcatraz, Angel Island. All incredible. #PackTheParks



3,934 people reached

Boost Post

👍 Like

💬 Comment

➦ Share



👍❤️👹 Silvia Chiesa, Katharine Chaney and 149 others

Chronological ▾

15 shares



Golden Gate National Parks Conservancy

5 hrs · 🌐

In case you missed it: Just last week, more than 35 youth hiked from Stinson Beach to Crissy Field in celebration of the National Park Service's 100th birthday. #PacktheParks



Marin students trek 29 miles as part of National Park Service centennial

A 29-mile trek from Stinson Beach to San Francisco by Marin high school students as part of the centennial celebration of the National Park Service is getting the...

MARINIJ.COM



ALCATRAZ NEEDS YOU



#VOTEYOURPARK

FACEBOOK ANALYTICS & OTHER TOOLS

- **Use UTM tracking for your ads and content so you can start tracking what is working and what is not**
- **Use personas to really target your FB ads using demographic data**
- **List your social advertising objectives: new followers? Website visits? Email list growth?**
- **News feed ads do better than right rail ads. We choose desktop news feed and mobile news feed**
- **Optimize your landing pages when running conversion-based FB ad campaigns (or Google AdWords). You can also add a conversion pixel on your site and then add to an FB ad**
- **Rotate your ads every 3-5 days to avoid ad fatigue; if your CTR starts to drop, FB penalizes you and then drives up your CPC**
- **Retargeting audiences and Lookalike audiences**



THANK YOU!



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