



Launch Contests on Facebook, Instagram, Twitter and Pinterest

HELLO
my name is

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#prnbig3



What We Do:

- The Nature Conservancy is the leading conservation organization working around the world to protect ecologically important lands and waters for nature and people.
- We address the most pressing conservation threats at the largest scale. **Thanks to the support of our more than 1 million members, we've built a tremendous record of success since our founding in 1951:**
- We've protected **more than 119 million acres of land** and **thousands of miles of rivers** worldwide — and we operate **more than 100 marine conservation projects** globally.
- We work in all 50 states and more than 35 countries — protecting habitats from grasslands to coral reefs, from Australia to Alaska to Zambia. We address **threats to conservation** involving climate change, fresh water, oceans, and conservation lands.

We help nature at any level.

The Nature Conservancy 
Protecting nature. Preserving life.
nature.org

Anemone Fish, Okinawa, Japan

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Elements Of An Online Contest:

- Goals: What are they?
- Contest type: Goals will help determine type
- Prizes: Internal or External? Monetary or Not?
- Platform: (Goals + Contest type = Platform)
- Legal: Buy legal team pizza
- Marketing: Promotional calendar, assets, channel
- Distribution: Leverage existing accounts + partners + media
- Engagement: Respond to users
- Results/Analysis: Determine ROI



#NatureIDGram Contest:

<http://www.youtube.com/watch?v=XCVJt91kfy8>

Show Us Your ID! How It Worked:



Show us your ID!

We're having an Instagram photo scavenger hunt!

Here's how it works:
Using Instagram, take a picture of one (or more) of these 5 things found in nature:

1. bird
2. colorful flower
3. body of water
4. landscape
5. animals in their natural habitat

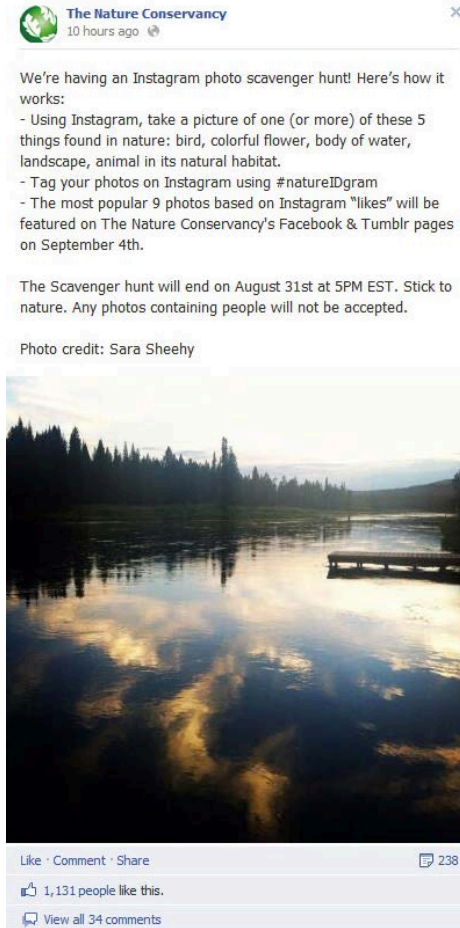
Use the hash tag
#NatureIDgram!

#prnbig3

Activate Across Your Networks:



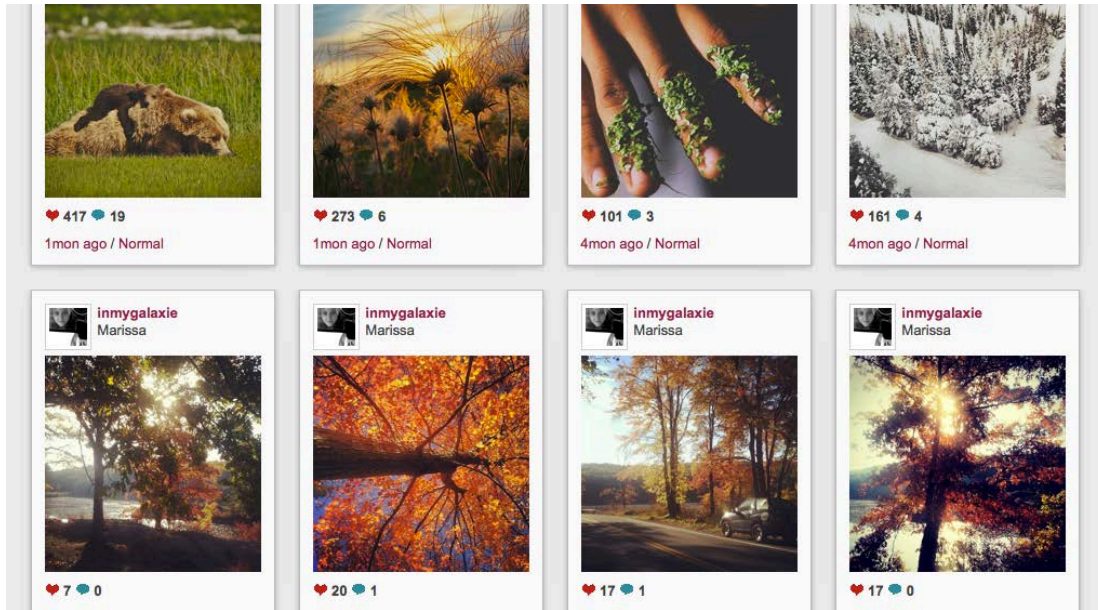
#NatureIDgram
Across TNC
platforms



- Mobile-friendly entry forms
- Facebook ads
- Social media network
- Google ads
- Print materials
- Media
- Partnerships
- E-mail distribution list
- Website



Results:



- Social likes
- % of new emails obtained
- Engagement over time
- Track entries: emails, mobile #s

912 Photos and counting...

Takeaways:

- Go with the platform
- Use #hashtags that can be used across channels
- Provide tangible ROI and goals for management
- Know your contest rules and regulations
- And....



Use Photos!



Conservancy
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Table Coral, Indonesia

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Questions?

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