

Storytelling with Visuals

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U.S. Fish & Wildlife Service

@USFWSHQ and @Starfocus



Getting Started...

- Picking visual elements of your work
- Providing visuals along with resources
- Tracking Pinterest referral traffic to our site
- Have fun and communicate with others!
- Make more content out of “what’s working”

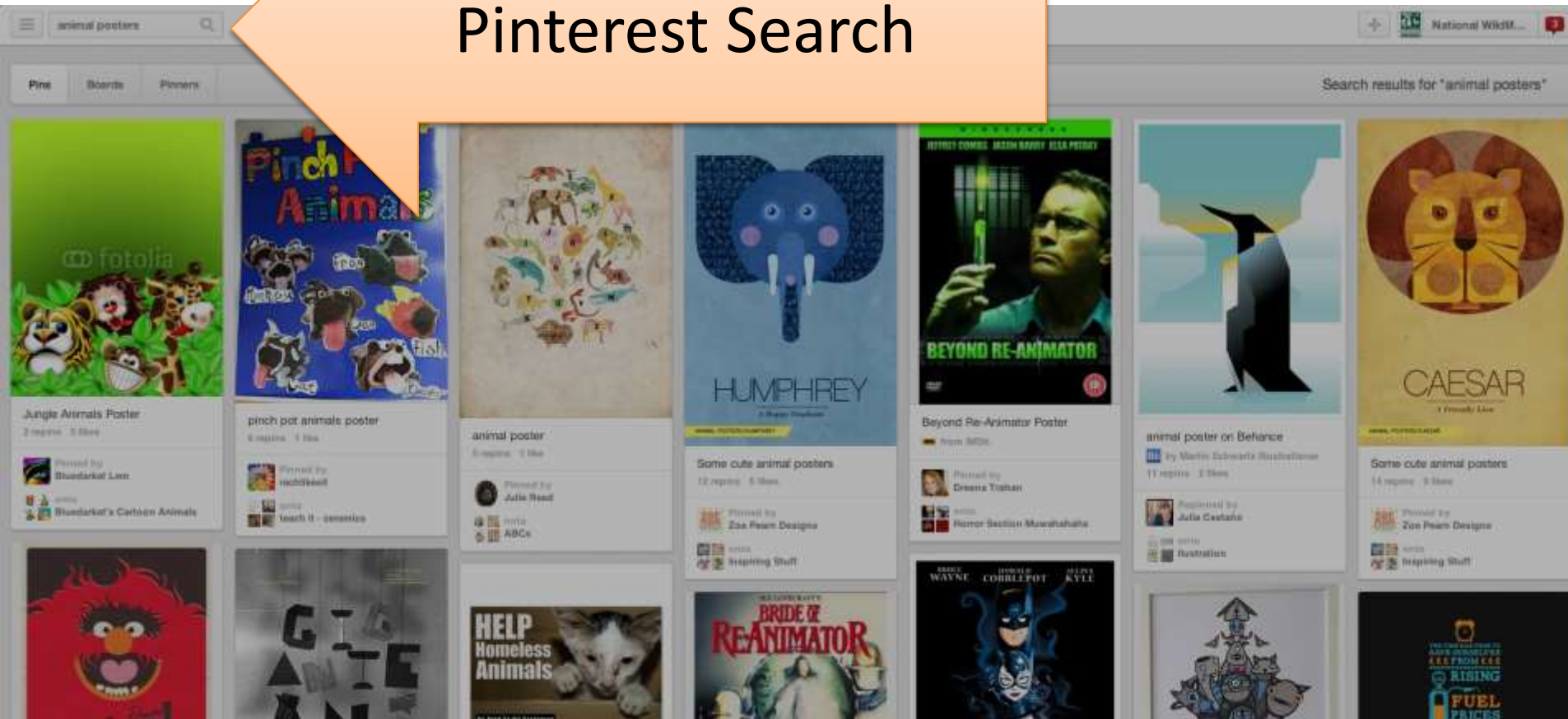


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Use Pinterest Search to Find Inspiration

Pinterest Search



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How Does NWF Use Pinterest?

<http://www.pinterest.com/nwfpins>

The image shows a screenshot of the National Wildlife Federation's Pinterest profile. At the top, the Pinterest logo is visible. The profile header includes the NWF logo, the name "National Wildlife Federation", and a bio: "National Wildlife Federation works to inspire Americans to protect wildlife for our children's future." Below the bio, it lists the location "Washington, DC" and the website "www.nwf.org". To the right, a "Repins from" section lists users: Macaulay Library, Jordan Rutter, and Beth Graham.

The main content area displays a grid of boards. The first row includes:

- Keeping the Wild Alive**: Features a large image of an owl and several smaller thumbnail images.
- Animal Appreciation Days**: Features a large image of a wolf and several smaller thumbnail images.
- Wild Crafts & Recipes**: Features a large image of two children with a paper owl and several smaller thumbnail images.
- Nature Photography**: Features a large image of a sunset over a lake and several smaller thumbnail images.
- Explore and Get Outdoors**: Features a large image with the text "Bundle up and play outside anyway. Not chocolate anyone?" and several smaller thumbnail images.
- Fascinating Wildlife**: Features a large image of a chipmunk and several smaller thumbnail images.

The second row includes:

- Nature How-tos**: Features a large image of a raccoon and several smaller thumbnail images.
- Gardening for Wildlife**: Features a large image of a monarch butterfly and several smaller thumbnail images.
- Fun**: Features a large image with the text "Owl be your friend forever!" and several smaller thumbnail images.
- Great American Backyard Ca...**: Features a large image of people camping and several smaller thumbnail images.
- Shop NWF**: Features a large image of a paper owl and several smaller thumbnail images.
- Science and Technology**: Features a large image of a microscope and several smaller thumbnail images.
- Valentine's Day**: Features a large image with the text "ANIMALS" and a heart, and several smaller thumbnail images.

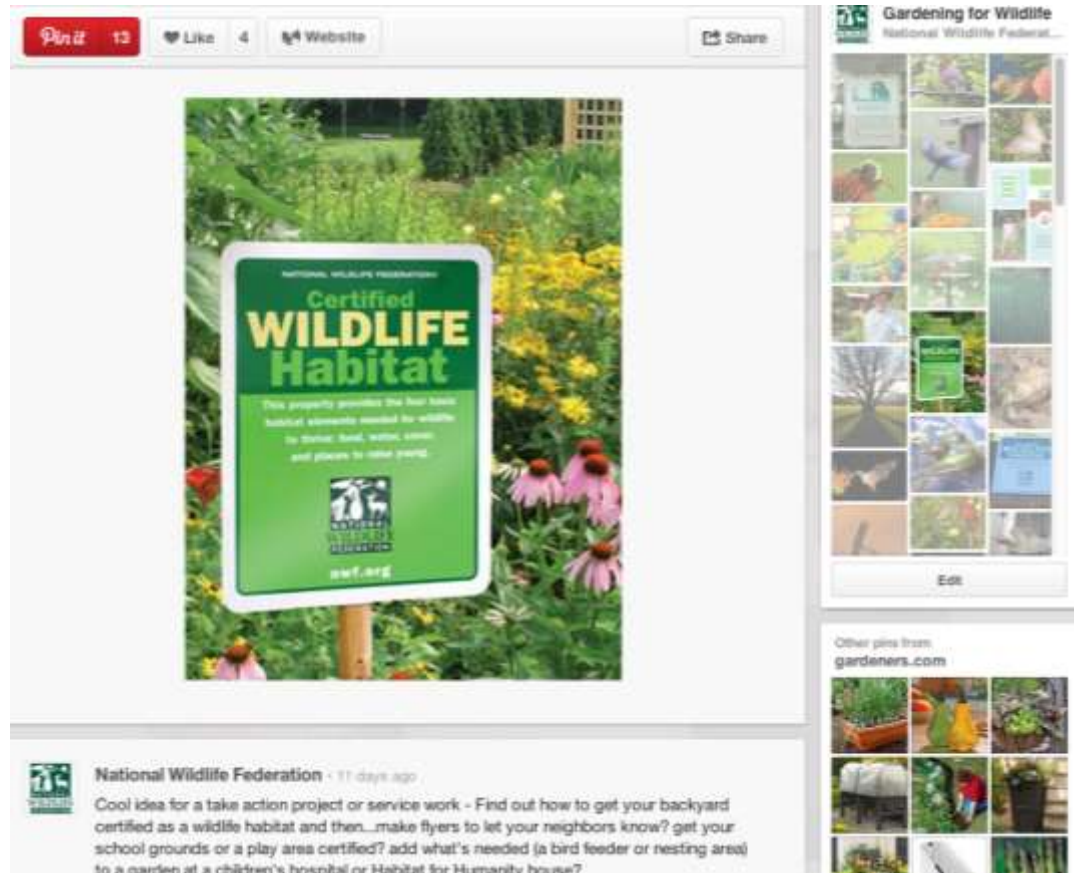
On the left side, there is a "Create a board" button. At the bottom of the profile, statistics are shown: "31 Boards", "1,180 Pins", "56 Likes", "7,864 Followers", and "453 Following".

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Audience Specific Boards

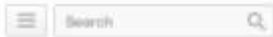
- Activism
- Shopping
- Crafts/Recipes
- Photography
- Gardening
- Fun



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Experimenting with Boards



Draw Ricky Contest

Some of our favorite submissions to our Draw Ricky Contest. Kids can submit their drawing of Ricky Raccoon, the Ranger Rick Jr. mascot, by June 30 for a chance to win a Ranger Rick Jr. hat and have their drawing featured in the October issue of the magazine! www.nwf.org/drawricky

Ranger Rick

Unfollow Board Send Board

33 Pins 1,115 Followers

Ricky Raccoon by Zoe, age 6
www.nwf.org/...

Pinned from rangerick.tumblr.com

Ricky Raccoon by Finley

Pinned from rangerick.tumblr.com

Ricky Raccoon by Mohammed, age 7

Pinned from rangerick.tumblr.com

Ricky Raccoon by Samantha, age 9
Enter the Draw Ricky Contest!
www.nwf.org/...

Pinned from rangerick.tumblr.com

Ricky Raccoon by Gianna, age 6
Enter the Draw Ricky Contest!
www.nwf.org/...

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Donors, Partners & Programs



National Wildlife Federation Apr 24, 2012 - Public

Check out our Pinterest board for #Squirrels4Good! +Craig Newmark has a great one too -> <http://pinterest.com/craignewmark/squirrels/>



 **#Squirrels4Good »**

Pinterest is an online pinboard. Organize and share things you love. #Squirrels4Good. Photo of National Wildlife Federation National Wildlife Federation. 1286 followers, 23 pins. Comment · Repin Like...

+1



+13  4

Equipping Your Website

The image shows a screenshot of the 'family fun' website. The header features the site's name in a large, white, rounded font with a blue outline, followed by the tagline 'Things for kids and parents to do together!' in yellow. Below the header is a navigation bar with six blue buttons: 'Crafts' (with a scissors icon), 'Recipes' (with a spoon icon), 'Outdoor Activities' (with a tree icon), 'Songs' (with a musical note icon), 'Printables' (with a document icon), and 'Contests' (with a ribbon icon). To the right of the navigation bar is a 'JOIN NWF ON:' section with icons for Facebook, Twitter, and Pinterest. Below the navigation bar is a large white box containing a photograph of three strawberry ladybugs on a green leaf. The ladybugs are made of strawberries with blueberries for eyes and black licorice for legs. Below the photo is the text 'Make Ladybugs You Can EAT!' followed by five blue stars and a 'Go' button. To the right of the photo is the author's name 'Mark Godfrey'. Below the photo is a 'DON'T MISS AN ISSUE! RENEW A MAGAZINE!' banner for 'Ranger Rick' magazine, which is described as 'Huggable Hand-Sized!'. Below the banner is an email sign-up box with an envelope icon and the text 'FUN delivered to your inbox! SIGN UP!'. At the bottom right is a 'Kids' Art' section with a drawing of a yellow creature and the text 'See great drawings and funny notes from our readers!' and the URL 'RangerRick.tumblr.com'.

family fun Things for kids and parents to do together!

Crafts Recipes Outdoor Activities Songs Printables Contests

JOIN NWF ON:
f t p

DON'T MISS AN ISSUE!
RENEW A MAGAZINE!

Ranger Rick
Huggable Hand-Sized!

FUN delivered to your inbox!
SIGN UP!

Kids' Art
See great drawings and funny notes from our readers!
RangerRick.tumblr.com

Make Ladybugs You Can EAT! ★★★★★
These strawberry ladybugs are a sweet summer treat. They're easy to make--and fun to eat!

Mark Godfrey

Go

Make Things Pin-able

Crafts

Recipes

Outdoor Activities

Songs

Printables

Contests

JOIN NWF ON:
f t p

Featured Printables

Summer Bucket List >

Ranger Rick's
ULTIMATE SUMMER
Bucket List
30 Ideas for Outdoor Fun

- PICK BERRIES | Hunt for fireflies | Look for bugs
- Go on a hike | Camp in backyard | HAVE A PICNIC
- Go on a scavenger hunt | Visit a farmer's market
- Play games with water and ice | Climb a tree | Go tubing
- Go stargazing | Go geocaching | Make a hummingbird feeder
- Make a fairy house | Make a herbery garden | PUY MUD
- BLOW BUBBLES | Make homemade slime | Build a sand sculpture
- Watch a sunrise | Go cloud watching | Start a rock collection
- LOOK for animal tracks | Play sprinkler games | Explore a pond
- Play flashlight tag | MAKE A NATURE BRACELET
- Make a smitsoth | Say GOODBYE to SUMMER

Octopus >

Ranger Rick Jr.
Octopus

All these coloring pages and activities, and so on and so forth.

Daddy Day Care >

Ranger Rick Jr.
Daddy Day Care
Help Dad watch the pups. Count them to see how many you can find. Then find the two pups that are the same.

Nature Notebook

ANIMAL ANTICS
GARDEN SURVEY
ICICLE INVESTIGATION
ANIMAL SIGNS

DON'T MISS AN ISSUE!
RENEW A MAGAZINE!
Ranger Rick Jr.
Magazine More Great!

FUN delivered to your inbox!
SIGN UP!

Kids' Art

See great drawings and funny notes from our readers!

RangerRick.tumblr.com

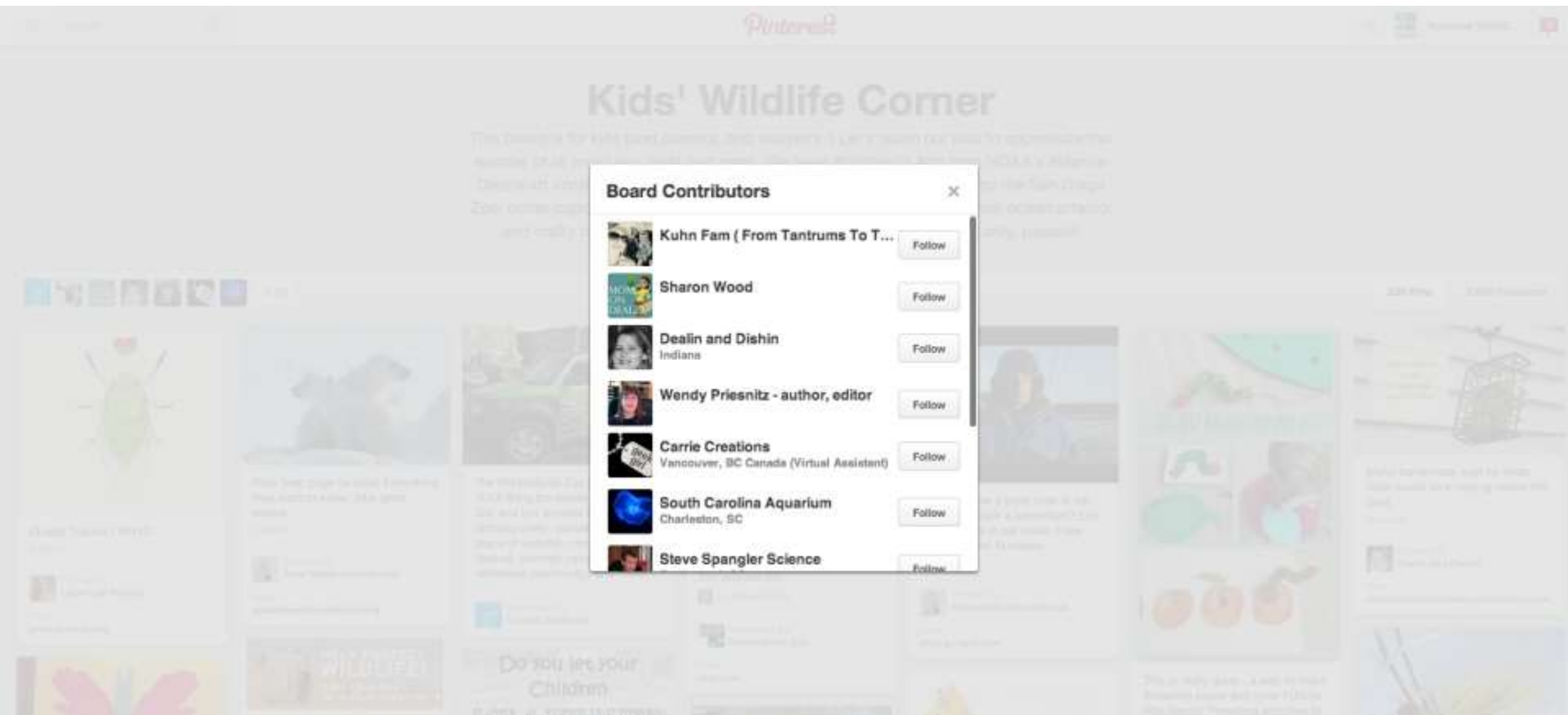
Latest Blogs

Weekly News Roundup: It's Pollinator Week and more! [6/20/14]

Easy Ways To Celebrate June As Great Outdoors Month [5/28/14]

An Exciting Day for Kids

Share Boards and Collaborate



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Keep Things Light and Useful

Pin it 33 **Like** 7 **Visit Site** **Edit** **Send** **Share**

Ranger Rick's
ULTIMATE FALL
Bucket List

20 Ways to Celebrate the Season

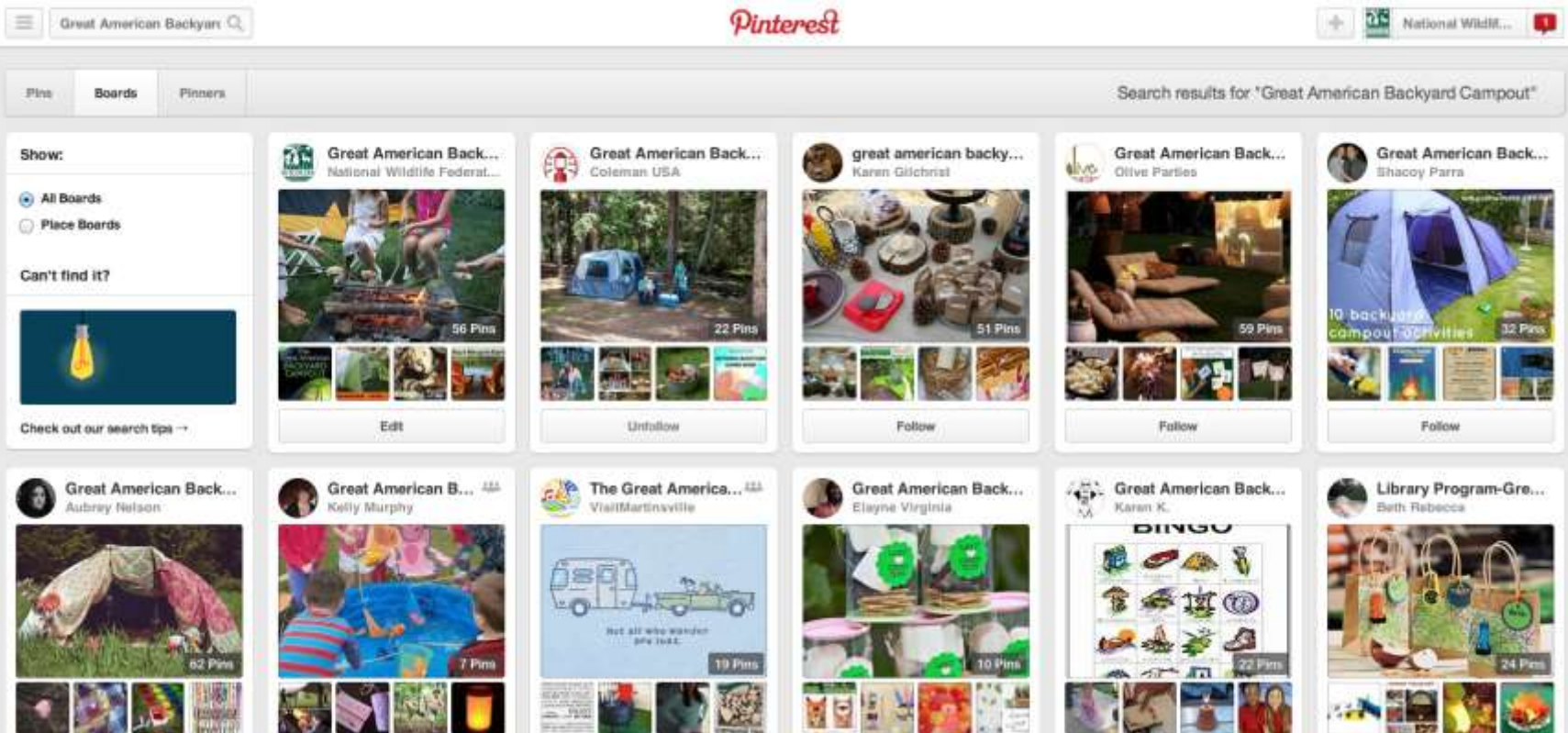
- VISIT A PUMPKIN PATCH Go apple picking
- Fly a kite Carve a pumpkin Play in the leaves
- DECORATE FOR HALLOWEEN Roast s'mores
- Bake pumpkin cookies Throw a harvest party
- Make a pumpkin bird feeder Cook autumn applesauce
- Paint pumpkin prints Make a silly costume
- Make dried apples GO TRICK-OR-TREATING
- Roast pumpkin seeds Create a fall perfume
- Go on leaf hunt Paint watercolor leaves

Fun
National Wildlife Federat...

Edit

More from **nwf.org**

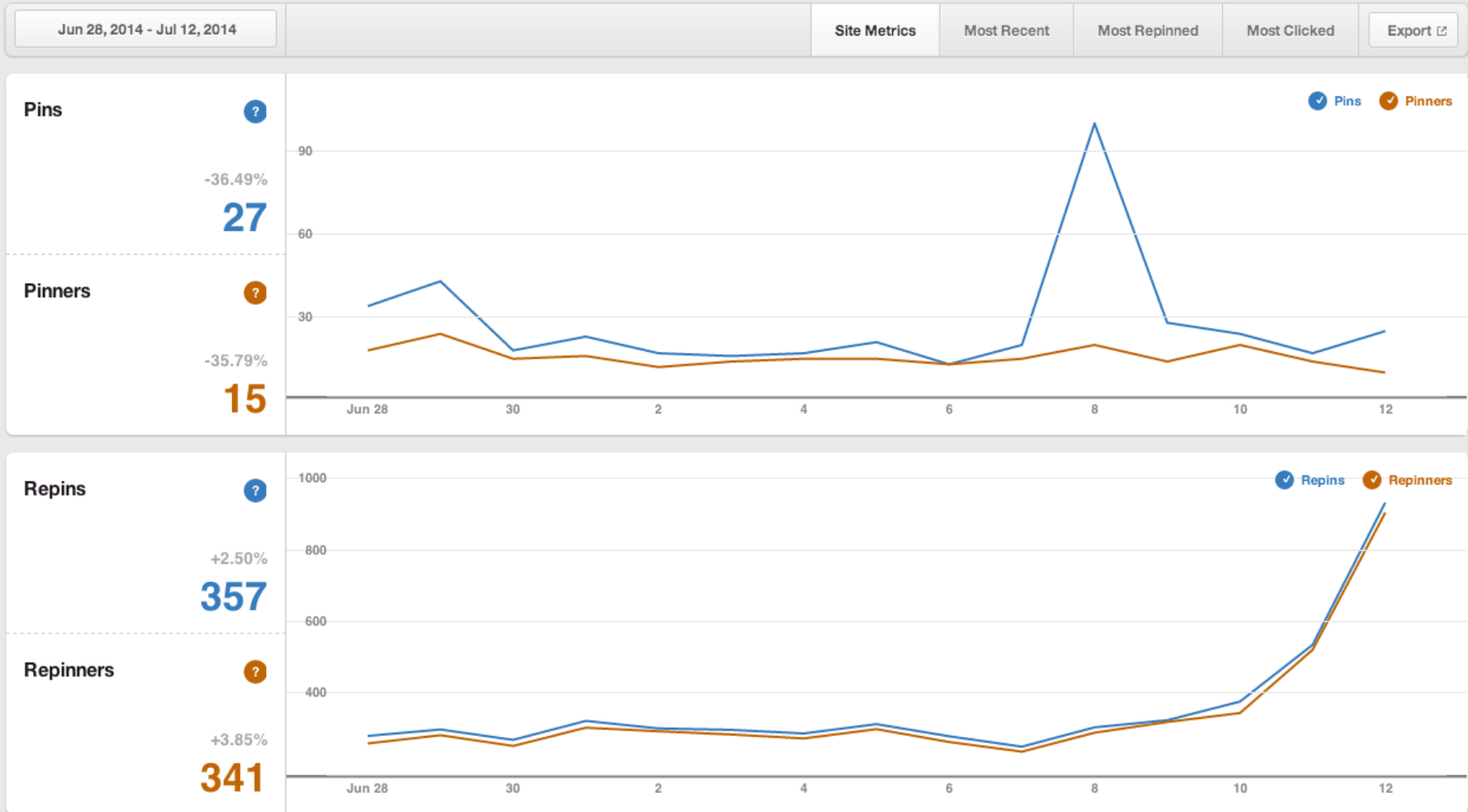
Pinterest Search: Great American Backyard Campout



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Pinterest Analytics



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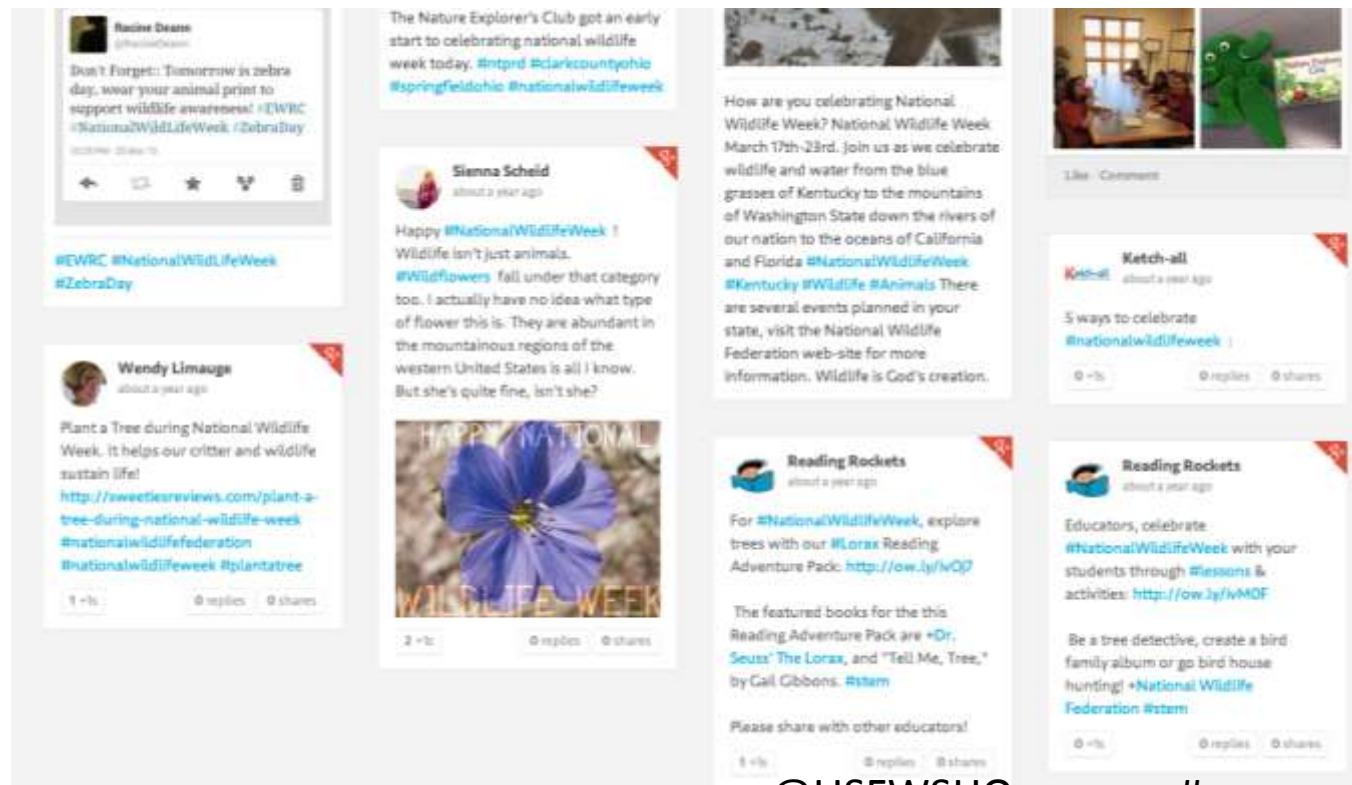
Instagram Tips

- Listen to keywords and hashtags
- Make the most of events and on-the-ground
- We take the fun/beautiful approach
- Make the most of trends
- Create content based on popular content



Using Instagram to Listen

- Iconosquare
- Tagboard
- Hashatit



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Iconosquare: Instagram Tracking

The screenshot shows the Iconosquare dashboard for tracking the Instagram hashtag #backyardcampout. The interface includes a top navigation bar with the Iconosquare logo (Formerly Statigram) and menu items: VIEWER, STATISTICS, SNAPSHOTS, MANAGE (44), PROMOTE, CONTEST (5), and the hashtag #backyardcampout. Below this is a secondary navigation bar with options: Feed, My media, My likes, My followers, My followings, and Populars. The main content area displays a grid of 10 Instagram posts from the #backyardcampout hashtag, each with a user profile picture, a grid icon, and a close button. The posts are as follows:

- dylanmags91**: Photo of a blue and orange tent in a grassy field. 45 likes, 4 comments.
- greghips**: Photo of a person sleeping inside a tent. 68 likes, 6 comments.
- jacklynj**: Photo of a group of people standing in front of a tent. 57 likes, 2 comments.
- geekswife**: Dark photo of a person's face at night. 4 likes, 1 comment.
- jacklynj**: Photo of a group of people, some shirtless, posing in front of a tent. 73 likes, 3 comments.
- hollyguerr**: Dark photo of a tent at night with lights. 5 likes, 0 comments.
- tellmore**: Photo of a tent with people inside. 8 likes, 2 comments.
- kristenmacneil**: Photo of a birthday cake with a tent on top. 27 likes, 1 comment.
- jesycaahailee**: Photo of hands holding a small object. 4 likes, 0 comments.
- taraw420**: Photo of a man grilling food. 1 like, 0 comments.

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All Give Us Next Steps in Outreach



The image shows a screenshot of an Instagram post. The main image is a green plaque mounted on a red brick wall. The plaque features the National Wildlife Federation logo at the top, which includes a stylized landscape with a person, a deer, and a tree. Below the logo, the text reads "NATIONAL WILDLIFE FEDERATION" and "CERTIFIED WILDLIFE HABITAT". At the bottom of the plaque, it states: "THIS PROPERTY PROVIDES THE FOUR BASIC HABITAT ELEMENTS NEEDED FOR WILDLIFE TO THRIVE: FOOD, WATER, COVER AND PLACES TO RAISE YOUNG." The Instagram interface shows the post was made by "redwoodroots" 2 months ago. The caption reads: "Helped my parents make their home a certified wildlife habitat". There are 12 likes from users including "nationalwildlife", "briandal0ve", and "waytoorae". The comment section shows several replies, including one from "redwoodroots" with hashtags like #wildlife, #habitat, #garden, #naturalist, #nationalwildlifefederation, #certified, and #plaque. Other users like "ramhorno" and "c_miller82" also comment, expressing interest and appreciation.

Instagram

nationalwildlife

redwoodroots

2 months ago

Helped my parents make their home a certified wildlife habitat

Following

nationalwildlife, briandal0ve, waytoorae and 12 others like this.

redwoodroots

#wildlife #habitat #garden #naturalist #nationalwildlifefederation #certified #plaque

ramhorno

That is so cool!!

c_miller82

Is this for real? I want to know more about this!

redwoodroots

@c_miller82 yeah it's for real if you go to nwf.org it will walk you through the steps. My dad of course paid extra for the fancy plaque haha

c_miller82

Awesome thank you!

USFWS Instagram



Following

usfws

U.S. Fish and Wildlife Service The #USFWS is dedicated to the #conservation, protection, and enhancement of #fish, #wildlife and plants, and their habitats.
<http://www.fws.gov>

708 posts

46.4k followers

53 following

December 2014



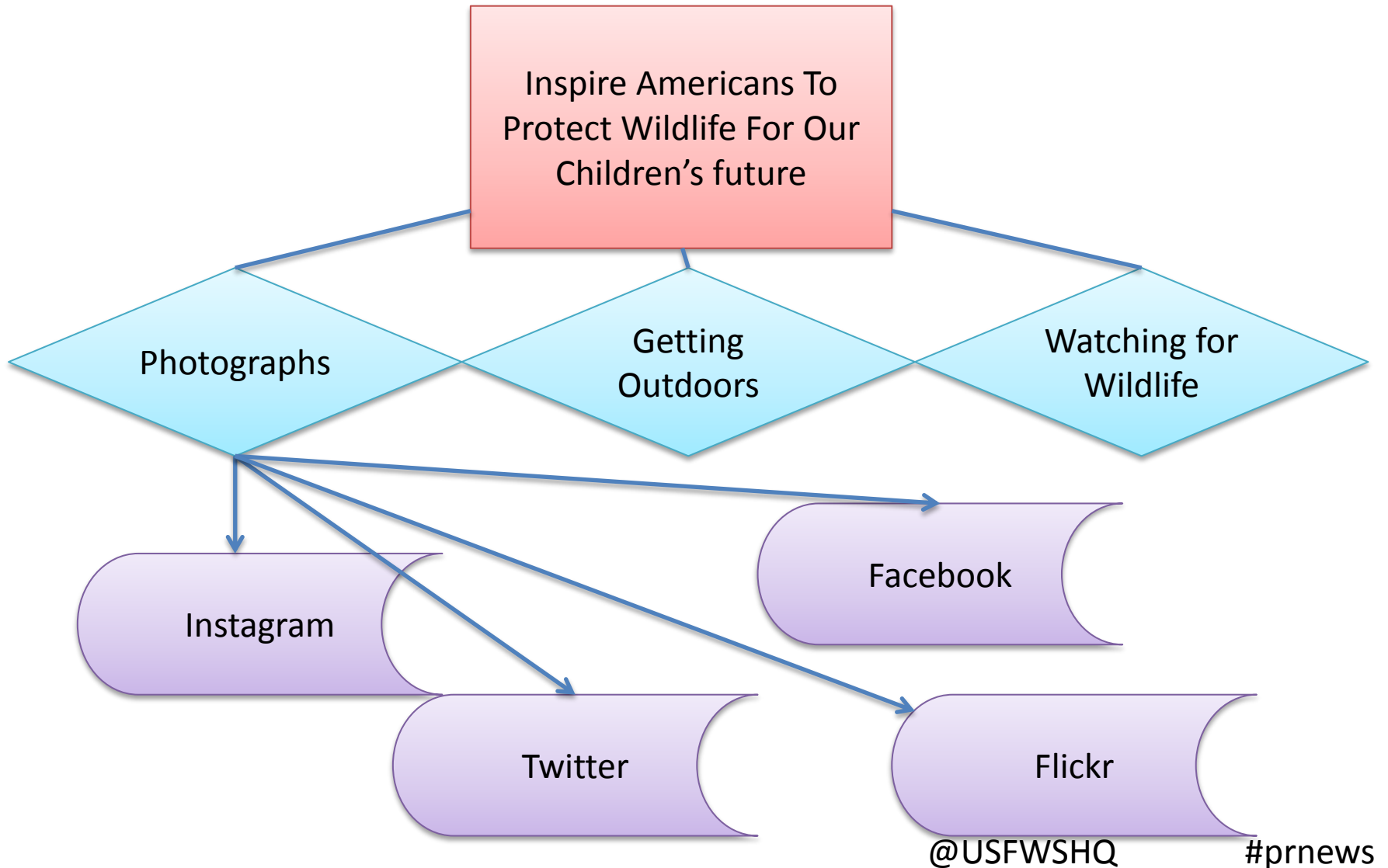
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About Instagram



Find Communities that Align with Goals



National Wildlife Photo Contest



A screenshot of the National Wildlife Photo Contest website. The header features the National Wildlife Federation logo, a 'LOG IN' button, and a 'DONATE' button. The main title is 'NATIONAL WILDLIFE PHOTO CONTEST'. Below the title are three navigation tabs: 'PAST WINNERS', 'CONTEST DETAILS', and 'CONTEST UPDATES'. A central message reads: 'Thank you to all contest entrants! Our Judges are hard at work reviewing the more than 30,000 photos that were submitted! We expect to notify winners by early October 2015.' To the right, there is a section for the '2015 PEOPLE'S CHOICE AWARDS WINNER' with a small image of a squirrel. Below the main text, there are search filters for 'Choose Category', 'Search By Keyword', 'Photography Level', and 'View of Category'. A grid of photo thumbnails is visible at the bottom.



Instagram - #WildlifeSelfies



52



nationalwildlife

3d

Looking for acorns! #selfies
#wildlifeselfies #nwphotocontest



nationalwildlife

3d

#squirrel #fuzzy #scruffy #norabies
#mammal #selfie #acorn #instasquirrel
#atyourfeeder #nofilter



farratrompeter

3d

Love this idea @starfocus
@nationalwildlife

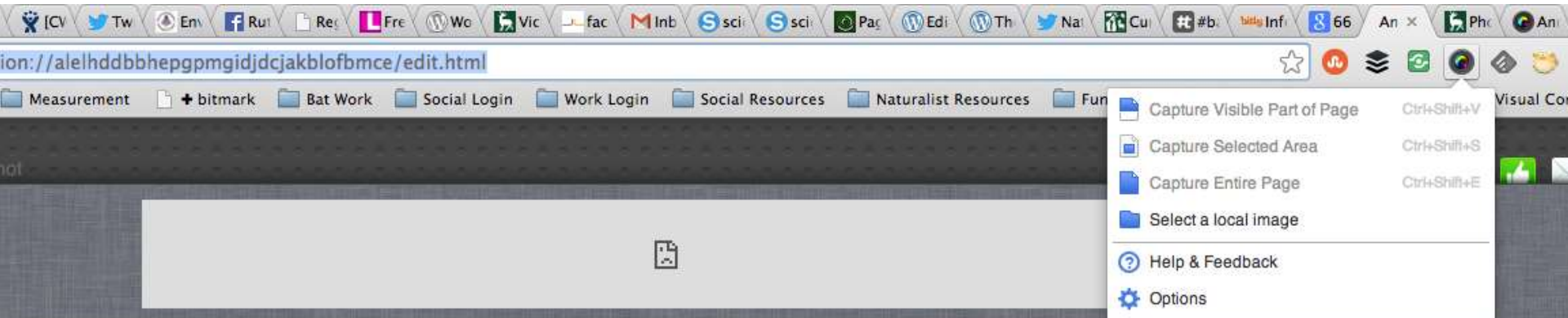


2



Awesome Screenshot:

<https://chrome.google.com/webstore/detail/awesome-screenshot-captur/alelhddbhepgpmgidjdcjakblofbmce?hl=en>



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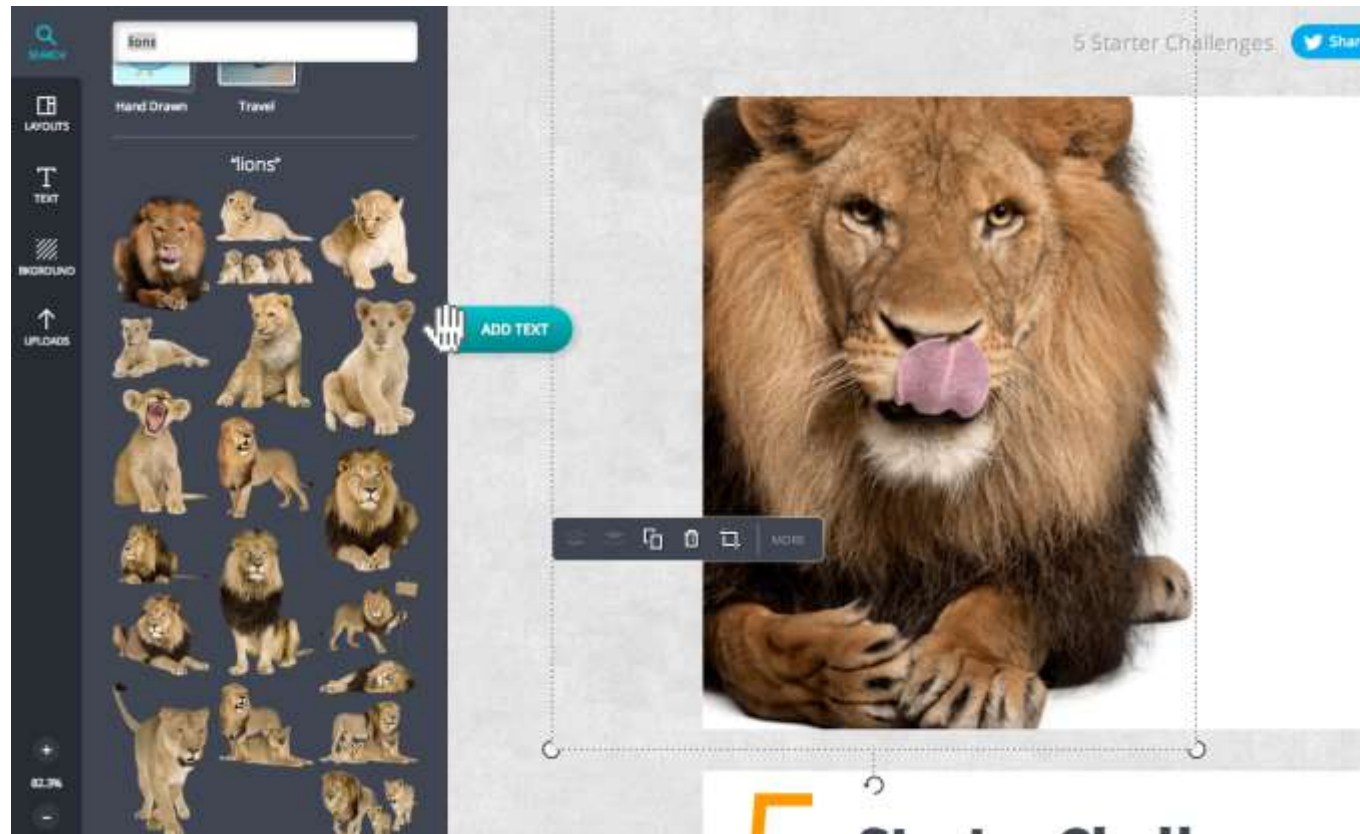


Snapchat – Temporary Social

- Set up your brand so everyone can see your chats
- Geofilters
- Interesting way to interact with an audience
- Play and experiment

Places to Edit Images for Social

- Pixlr
- PicMonkey
- Liveluvcreate
- Canva



Legal Places to Get Images

- Staff and volunteers
- Your community
- <http://list.ly/list/703-free-stock-or-low-cost-image-sites>



Questions?

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