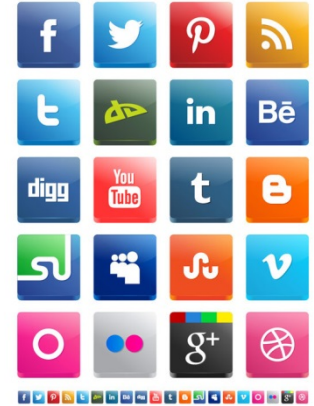


Icons designed by Zee Que | Designbolts.com

The Nature Conservancy



Protecting nature. Preserving life.™



Icons designed by Zee Que | Designbolts.com

Presented by:

Social Marketing Manager

The Nature Conservancy

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Email: trevor_martin@tnc.org





6.5 Million Social Reach

1.2 Million Facebook Fans

682k Twitter Followers

4.2 Million G+ Followers

40k LinkedIn Followers

16k Instagram Fans

219k Tumblr Followers

7.5k Pinterest Followers

37k Flickr Members

@trevorFmartin
#prnews



4 Pillars of Social

1. Community Size

- Growth

2. Engagement

- Reach is significant
- Likes, Shares, Comments, RTs, +1

3. Web traffic

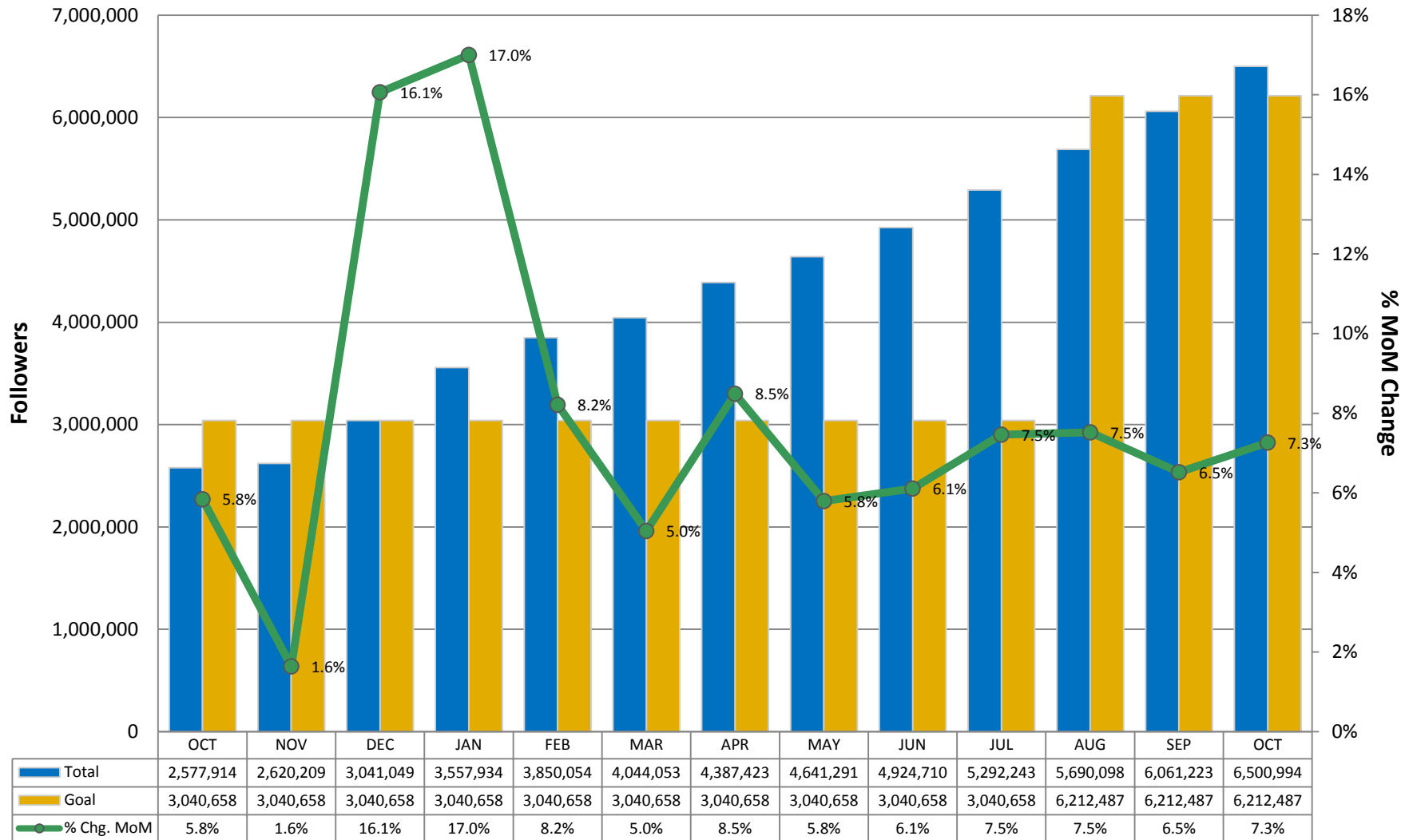
- Clicks on link provided in post to your website

4. Fundraising

- Donations
- Partnerships

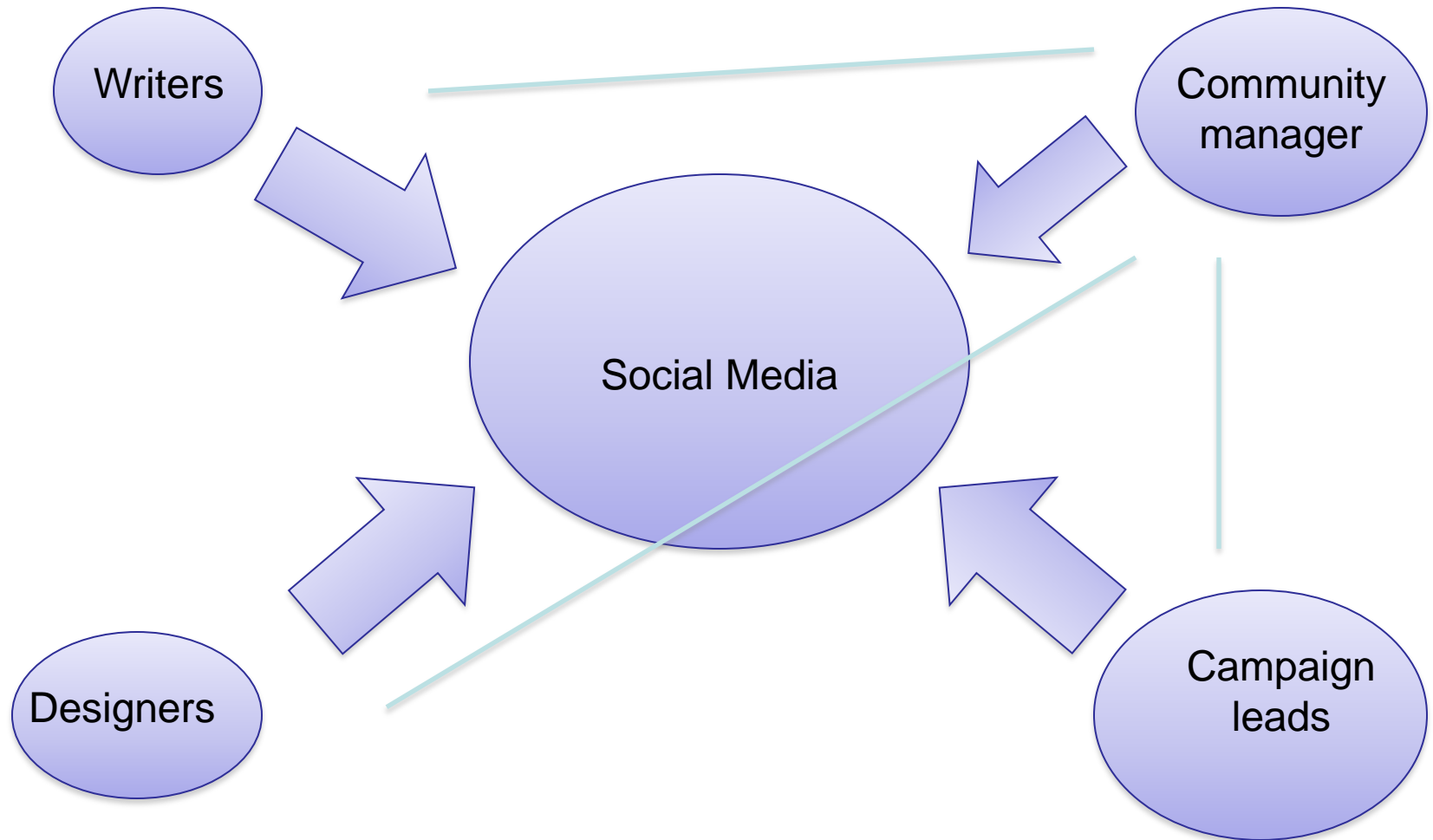
Social: Goal Tracking

October 6.5M, +7% MOM





How to organize your social brand



Tools

Hootsuite

Tweetdeck

Topsy (analytics)

Sprout Social

Content Strategy

Google Calendar

Sprout Social

Excel Calendar

Photo Archive (Vault)

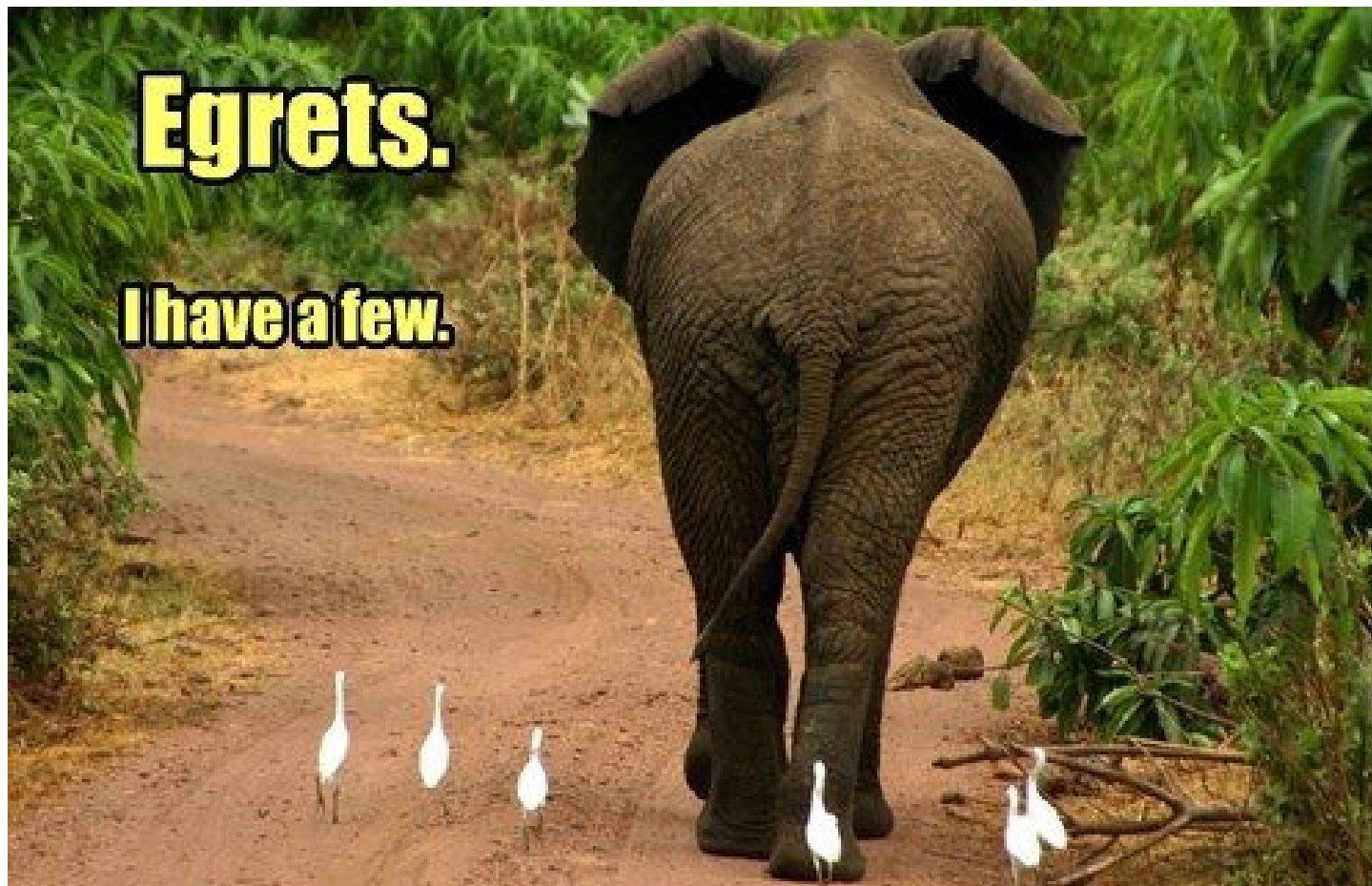
Team Strategy

- Added Staff
- Dedicate an hour to social
- Share best practices
- Reporting



Finding brand through nature

- TNC's brand on social plays a unique role within the organization.
- TNC's interaction through personal experience with nature.
- Personality conveys TNC brand to our audience.
- Real time marketing opportunities can define and elevate brand.



The Nature Conservancy's brand voice on social media:

LSTERN!
(Learn + Listen)

- Light-hearted
- Situational gravitas on worldly events
- Timely response
- Engaging community
- Relevant content
- Negative response & Crisis Communications

- [Social Media Examiner](#)
- [Mashable](#)
- [Social Media Today](#)
- [100 Ideas For Your social media content](#)
- [Free photo resizer](#)
- [Thunderclap](#)
- [Sprout Social](#)
- [Google Docs](#)