

# How to Win Friends and Influence People



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# Introduction



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@NJLCV

@ConservationPA

# Know Your Goal. Know Your Audience.



- Who is this post for?
- What do you want them to do?
- How can I write this post in a way that will encourage people to share it?
- How will you know you've succeeded?

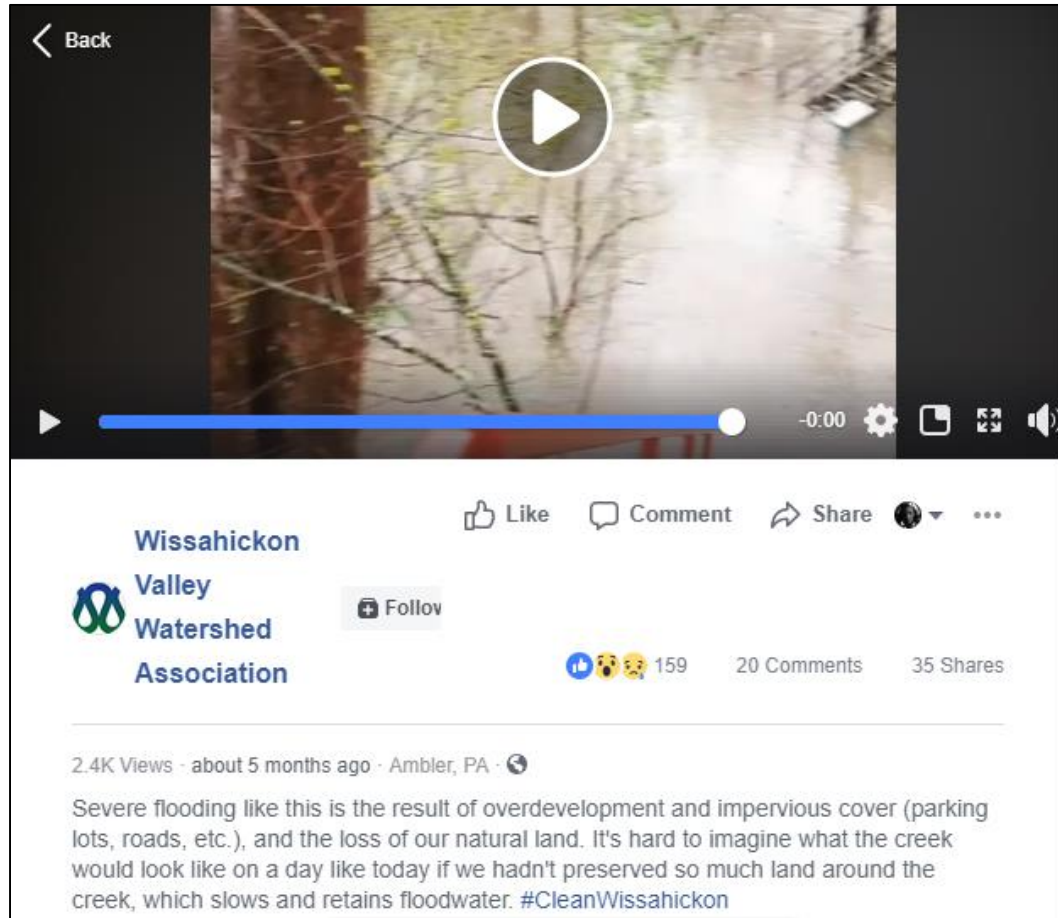


# Facebook: What is it good for?



- Share media
- Share links
- Share partnerships

# Beat the Algorithm with Videos



- Short videos go a long way
- Show, don't tell
- Show AND tell

# Drive Traffic with Links

**Conservation Voters of Pennsylvania**  
Published by Hillary Mohaupt [?] · September 22 at 11:35 AM · 🌐

It's no accident that the demonstration mussel hatchery at Partnership for the Delaware Estuary is in a water-treatment plant. Healthy freshwater mussels in rivers and streams can reduce the cost of water treatment.



THEREVELATOR.ORG  
**Strengthening Mussels for Cleaner Rivers • The Revelator**  
A pioneering new hatchery program puts the benefits of freshwater muss...

✔ **Get More Likes, Comments and Shares**  
Boost this post for \$75 to reach up to 35,000 people.

👤 534 people reached Boost Post

👍 Carolyn Caroline, Benjamin Walton Jr. and 18 others 5 Shares

**Independence Seaport Museum**  
September 2 at 12:00 PM · 🌐

Less than a month until our annual Walnut2Walnut River Challenge on Sunday, September 30. Join us for this fun, outdoor recreational adventure and paddle 15 miles from the Schuylkill Banks to our boat basin. Are you up for the challenge? [phillyseaport.org/walnut2walnut](http://phillyseaport.org/walnut2walnut) #Walnut2Walnut



👍❤️ 17 1 Comment 2 Shares

**American Littoral Society**  
Yesterday at 8:05 AM · 🌐

Birds and other wildlife need unspoiled spaces with access to food, water, shelter, and places to raise their young. Habitat is critical for the wildlife of the Delaware River Basin, which is why Congress must #FundtheDelaware. Take action – <http://bit.ly/njdrbrp>



SECURE.EVERYACTION.COM  
**Tell Congress to fund the Delaware River Basin Restoration Program in 2019!**

👍 Like    💬 Comment    ➦ Share



# Mark Your Calendar



A screenshot of a Facebook event post. At the top left is the profile picture of South Jersey Land & Water Trust. The text reads: "South Jersey Land & Water Trust shared an event. September 24 at 10:00 AM". Below this is the event description: "Reminder: Our Composting Workshop is TODAY at 6:30pm. Composting enriches your soil, reduces your carbon footprint, and can even suppress plant diseases and pests. Attend our workshop so you can learn how to use compost to improve your garden naturally." The main image shows a person's hands planting a seedling in a garden bed with dark soil. Overlaid on the image is the text: "Learn how to garden naturally", "COMPOSTING WORKSHOP", and "September 24, 2018". At the bottom left of the image is the organization's logo and name, and at the bottom right is the website "www.sjlandwater.org". Below the image, the event date is listed as "MON, SEP 24", followed by the event title "Composting Workshop" and the location "South Jersey Land & Water Trust · Auburn". On the right side of the post is a button that says "★ Interested".

South Jersey Land & Water Trust shared an event.  
September 24 at 10:00 AM

Reminder: Our Composting Workshop is TODAY at 6:30pm  
Composting enriches your soil, reduces your carbon footprint, and can even suppress plant diseases and pests. Attend our workshop so you can learn how to use compost to improve your garden naturally.

Learn how to garden naturally  
**COMPOSTING WORKSHOP**  
September 24, 2018

South Jersey Land & Water Trust  
www.sjlandwater.org

MON, SEP 24  
**Composting Workshop**  
South Jersey Land & Water Trust · Auburn

★ Interested

- Keep all the info in one place (for you and your audience)
- Generate buzz
- Promote co-hosts and partnerships




# How do you know it's working?



# Facebook Insights

**Conservation Voters of Pennsylvania**  
Published by Hillary Mohaupt [?] · August 9 · 🌐

Wildlands Conservancy is making mountain-sized strides to preserve and protect land in the Lehigh Valley, and that's great news for outdoor recreation enthusiasts and environmentalists alike. #4states1source



LEHIGHVALLEYLIVE.COM  
**Wildlands Conservancy works to preserve Blue Mountain. We all win | Editorial**

🍃 **Get More Likes, Comments and Shares**  
Boost this post for \$75 to reach up to 36,000 people.

### Performance for Your Post

**1,254** People Reached

**28** Reactions, Comments & Shares ⓘ

<b>19</b> Like	<b>15</b> On Post	<b>4</b> On Shares
<b>4</b> Love	<b>3</b> On Post	<b>1</b> On Shares
<b>1</b> Comments	<b>0</b> On Post	<b>1</b> On Shares
<b>4</b> Shares	<b>4</b> On Post	<b>0</b> On Shares

**15** Post Clicks

<b>0</b> Photo Views	<b>7</b> Link Clicks	<b>8</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

- Know your goals before you go!
- Know which metrics → which goals.
- Know your capacity to measure consistently.

# Twitter: What is it good for?



- Following breaking news
- Participating in conversations
- Cultivating connections



# Write a Tweet Your Friends Will Love



## • 5 Parts of a Good Tweet

- Pithy text
- Image
- Hashtag
- Link
- Mentions

# Use Hashtags to Reach Likely Friends




- Hashtags organize your tweets into groups by topic.
- They help you connect with existing conversations and audiences.
- #SuperBowl/#SuperbOwl

# Use Links In Tweets

You Retweeted

 **WilliamPennFdn** @WilliamPennFdn · Sep 10

As development takes a toll on water quality, we need creative solutions for funding clean water protection into the future. @OpenSpaceInst released a new report on one way to protect & restore the Brandywine. #4states1source [buff.ly/2M22KZB](http://buff.ly/2M22KZB)



1 3 9

 **Littoral Society** @littoralsociety · 13h

"Looking at it now, this lighthouse is a beacon for our park in more ways than one."



**Sandy Hook Lighthouse Reopens, Beaming**  
By Chris Rotolo | SANDY HOOK –After nine months of renovations, the Sandy Hook Lighthouse reopened to the public June 24 for an afternoon's [tworivertimes.com](http://tworivertimes.com)

1 3 9



# Tag Your Friends into Conversations



# Pulling It All Together



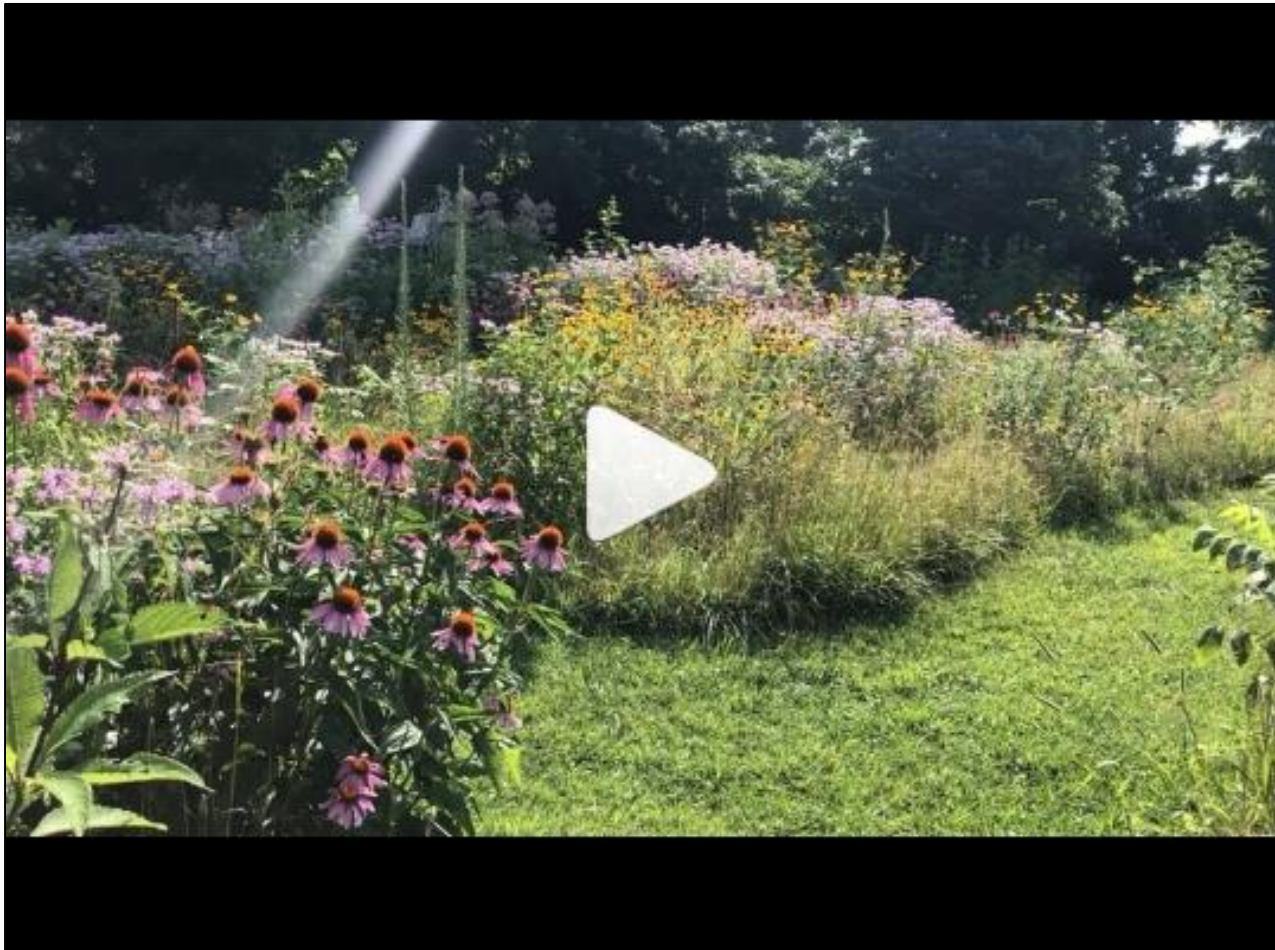


# Instagram: What is it good for?





# Video Won't Kill the Radio Star



wctrust • [Follow](#)

Willistown Conservation Trust

wctrust Daily strolls at the office through the wildflower meadow. The Wildflower Meadow is in FULL bloom at the Trust's office! Join us on our wildflower tour on Thursday, July 19th to experience this beauty. 🌿 🌸 Message for details. #meadow #flowers #wildflowers #wctrust #flowerstagram #localflowers

flawed\_rose 👍 🍌



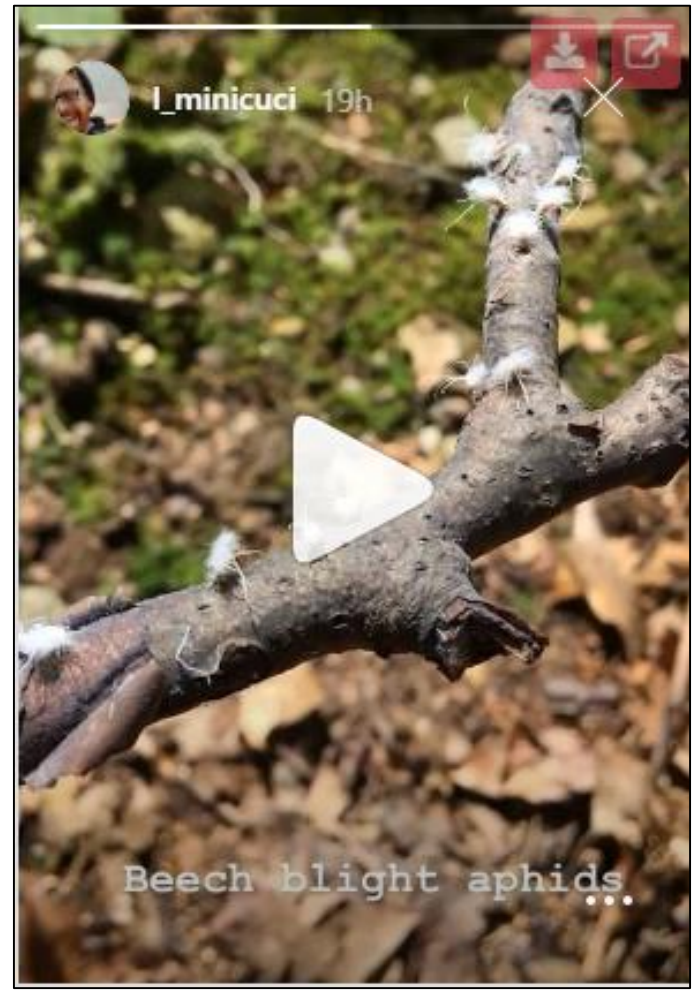
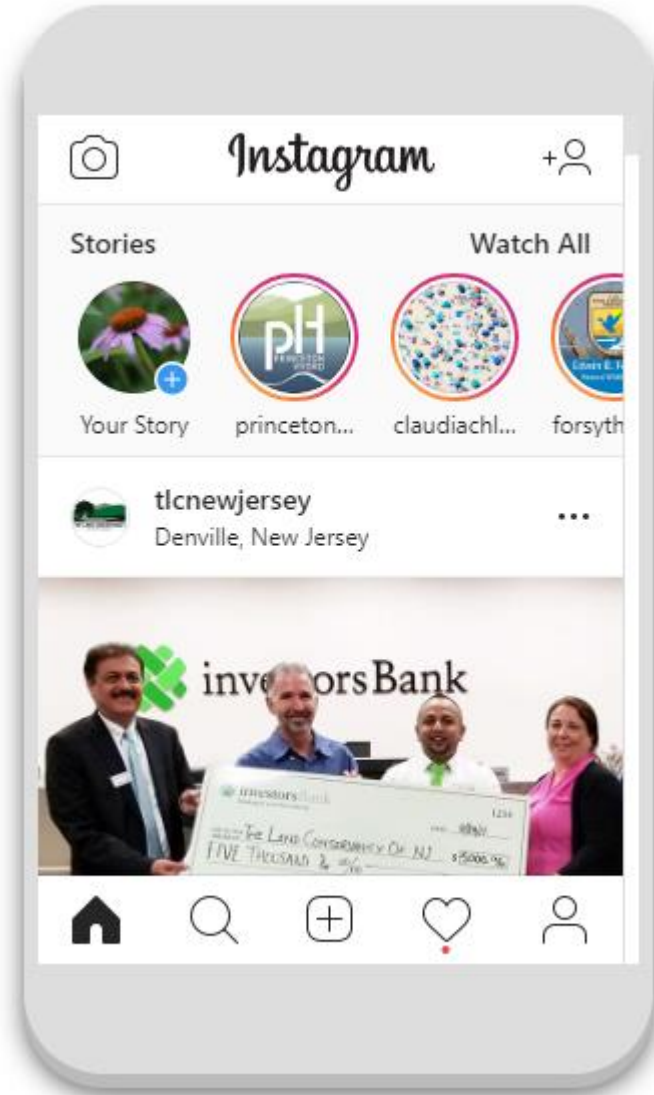
191 views

JULY 16

Add a comment...



# Share Your Story





# Go The Extra Mile





# Cultivate Friends in High Places



**Leonardo DiCaprio**  @LeoDiCaprio · Sep 16

Thank you to my friends @JaneGoodallInst and @MarkRuffalo for coming to @dicapriofdn's 20th anniversary gala. It is leaders like the both of you that help push for positive change for the planet. Photo: Getty.




 291

 1.7K

 16K



# Aim for Shares

 **New Jersey LCV**  
@NJLCV Following


.@GovMurphy has made the environment a priority in his first 100 days in office. We're tracking his progress protecting #cleanenergy, #cleanwater & #cleanair in New Jersey. See how he's doing >> [njlcvef.org/Agenda18](http://njlcvef.org/Agenda18)


### Murphy Is Making the Environment a Top Priority

In Governor Murphy's first 100 days he has:


- Joined the U.S. Climate Alliance
- Joined other states in the Delaware River Basin to call for a ban on fracking
- Affirmed the administration's commitment to Environmental Justice principles and protection of vulnerable communities
- Rejected permits to the PennEast Pipeline
- Signed legislation opposing oil and gas drilling off our coasts
- Committed to the highest wind production in the nation
- Moved to reenter New Jersey into the Regional Greenhouse Gas Initiative (RGGI)
- Used the inaugural and budget addresses to reiterate his commitment to protecting the environment

9:10 AM - 26 Apr 2018

12 Retweets 22 Likes 

 **Conservation Voters of PA**  
@ConservationPA

Drink in this exploration of Philly's water infrastructure. | reported by @jblumgart for @WHYY








**Why does it take so long to upgrade Philly's water infrastru...**

The July 3 rupture raised a lot of questions for Philadelphians. Chief among them: Is the city's water infrastructure too old or too shoddy to prevent such events?


[why.org](http://why.org)

6:30 PM - 17 Jul 2018

2 Retweets 

  2  

# Meet the Press on Facebook




**New Jersey League of Conservation Voters** was live.  
about 4 months ago · 🌐

We are thrilled to watch Governor Murphy take this exciting step forward and put New Jersey on a path to 100 percent clean energy by 2050! He will be signing the Clean Renewable energy bill and an executive order.

<b>8,887</b> People Reached	<b>371</b> Engagements	<b>482</b> Clicks
--------------------------------	---------------------------	----------------------

[View More Insights](#) [Boost Post](#)

👍👎🗨️ 150      38 Shares 3.4K Views

[Like](#) [Comment](#) [Share](#) 

[Comments](#) [Up Next](#)

Most Relevant ▾

[View 1 more comment](#)

Ed De... 0:00

Hello 🤔 😊 🙌 👍 😄 😄 😄 😄 😄 😄



# Meet the Press on Twitter


 **Conservation Voters of PA** @ConservationPA · Sep 22

The Partnership for the @DelawareEstuary is hatching mussels in the #DelRiverWatershed. Freshwater mussels can't clean up every mess, but they can still clean up a lot. #envirosoci | @MadelineBodin in @Revelator\_News



**Strengthening Mussels for Cleaner Rivers • The Revelator**  
A pioneering new hatchery program puts the benefits of freshwater mussels on center stage -- and could lead to new ways to keep rivers clean.  
[therevelator.org](http://therevelator.org)

4 retweets 8 likes

**PA Reporters** 

A private list by Conservation Voters of PA




Individual Reporters from PA

Members **86** Subscribers **0**

[Edit](#) [Delete](#)

Tweets >  
List members >  
List subscribers >

**Recently added members** · [View all](#)

-  **Harry Campbell** @H20Ca... [Following](#)
-  **Christina Tatu** @Christin... [Follow](#)
-  **Ad Crable** @AdCableLNP

**Tweets**

ByJohnLMicek Retweeted

 **GOVERNING** @GOVERNING · 8m  
Clergy sex abuse probes grow: Maryland

**Clergy Sex Abuse**  
Archbishop William...  
the Archdiocese o...  
investigating the a...  
[governing.com](http://governing.com)

1 retweet

ByJohnLMicek Retweeted

 **Mike Schlossberg** @MikeSchlossberg ·  
And HB2060 is called up for debate. A g

2 retweets 3 likes

ByJohnLMicek Retweeted






 **Ed Mahon** @edmahonreporter · 1h  
Dozens of states passed significant gun

That could change with #HB2060

A gun rights group says: "The gun contr

# Speak Truth to Power



Subscribed to	Member of
<b>New Jersey Political Orgs</b> by New Jersey LCV	
7 Members	
<b>National Allies</b> by New Jersey LCV	
44 Members	
<b>Media Contacts</b> by New Jersey LCV	
153 Members	
<b>Allies</b> by New Jersey LCV	
86 Members	
<b>NJ Elected Officials</b> by New Jersey LCV	
73 Members	

# It's Like Yeast



muskywatershed • Following  
Asbury, New Jersey

muskywatershed Getting ready for the next phase of Mill restoration - scaffolding going up to repoint the first of 4 walls this fall. Thanks to our funders for this phase: @njhistorictrust @warren\_county and Franklin Twp



32 likes

SEPTEMBER 5

Add a comment...



# #GIVING TUESDAY



# Use Your Outside Voice

**Tweets**   **Tweets & replies**   **Media**

 **Fozzie Bear** @FozzieBear · 3h  
Where do biologists like to spend their summer vacations? At the gene pool! Ahhhhh! #WockaWocka! Great comedy is just in my DNA.  
5   52   295

 **Fozzie Bear** @FozzieBear · Sep 8  
What do you call a fish who just wants to be alone? Fin-dependent! Ahhhhh! On a scale of 1-10, how splashy is this joke? #WockaWocka!  
13   67   393

 **Fozzie Bear** @FozzieBear · Sep 7  
Why do squirrels and chipmunks love acorns so much? Maybe it's because A-corns are better than B- and C-corns! Ahhhhh! Nutty, right? #WockaWocka!  
8   59   368

 **Fozzie Bear** @FozzieBear · Sep 6  
What's every British golfer's favorite time of day? Tea time! Ahhhhhh! Get it? You may only like part of it, but I think the HOLE thing is funny. #WockaWocka!  
15   75   506

 **Miss Piggy** @MissPiggy · Sep 2  
If you have a diva in your life, remind her that this is a three-day weekend. If she's like moi, she assumes EVERY weekend is at least three days.  
8   107   515

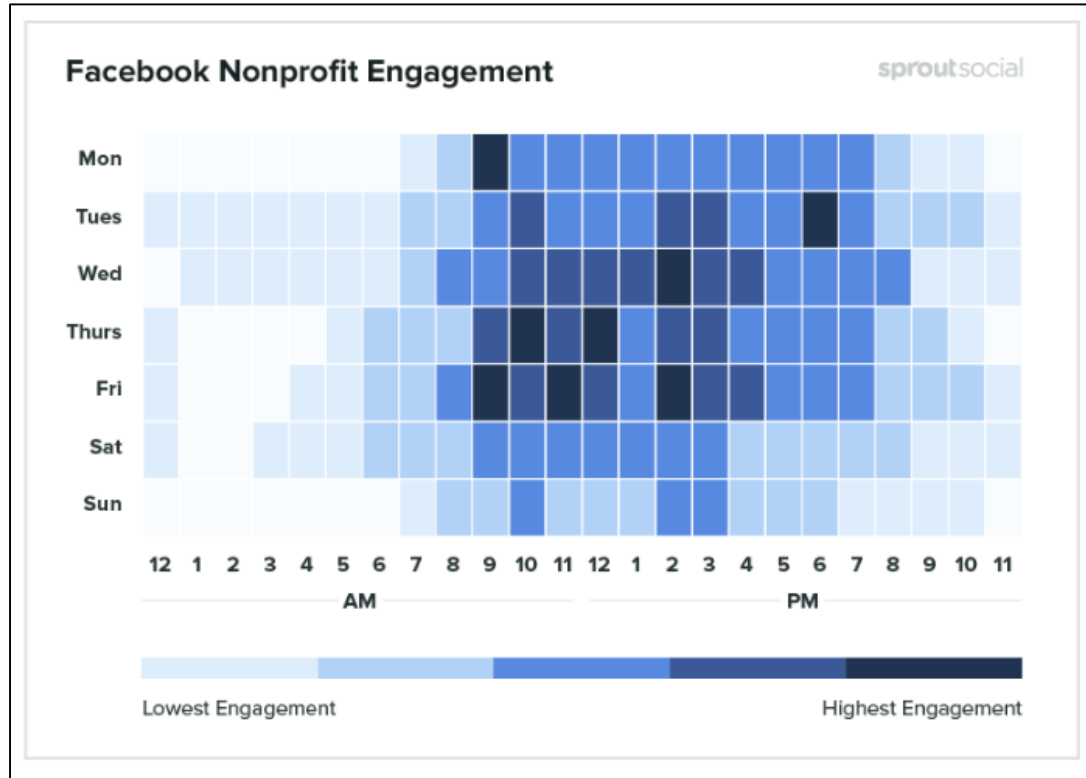
 **Miss Piggy** @MissPiggy · Sep 1  
You can't believe everything you hear. Unless you hear something breathtakingly fabulous about moi, then you know it must be true.  
3   136   608

 **Miss Piggy** @MissPiggy · Aug 31  
Moi is having a lovely tropical vacation over the long weekend! Where? 'Tis a secret, sweetie! (Don't worry, the paparazzi have been informed.)  
6   36   299

 **Miss Piggy** @MissPiggy · Aug 30  
**#DivineDivaWisdom** — When chasing your dreams, make sure you wear your comfiest pair of heels. If you HAVE to run, you may as well look spectacular while doing it!  
4   78   335

 **Miss Piggy** @MissPiggy · Aug 29  
Most divas have the mentality of "If I can't have it, no one can." But not moi! I say, if I can't have it, it clearly shouldn't even exist in the first place.  
13   222   877

# Mastering Best Practices



- [blog.hootsuite.com](http://blog.hootsuite.com)
- [blog.bufferapp.com/10-social-media-goals](http://blog.bufferapp.com/10-social-media-goals)
- [sproutsocial.com/insights/best-times-to-post-on-social-media](http://sproutsocial.com/insights/best-times-to-post-on-social-media)

**Questions?**