

eeWEBINAR

# MORE THAN A LIKE

## BUILDING YOUR SOCIAL MEDIA STRATEGY

MARCH 22 3:00-4:00 PM ET

ee360+



JIMENA CUENCA



CARRIE ALBRIGHT



# POLL:

First time in social media. Help!

1

Know enough to try!

3

Ready to make an impact!

5

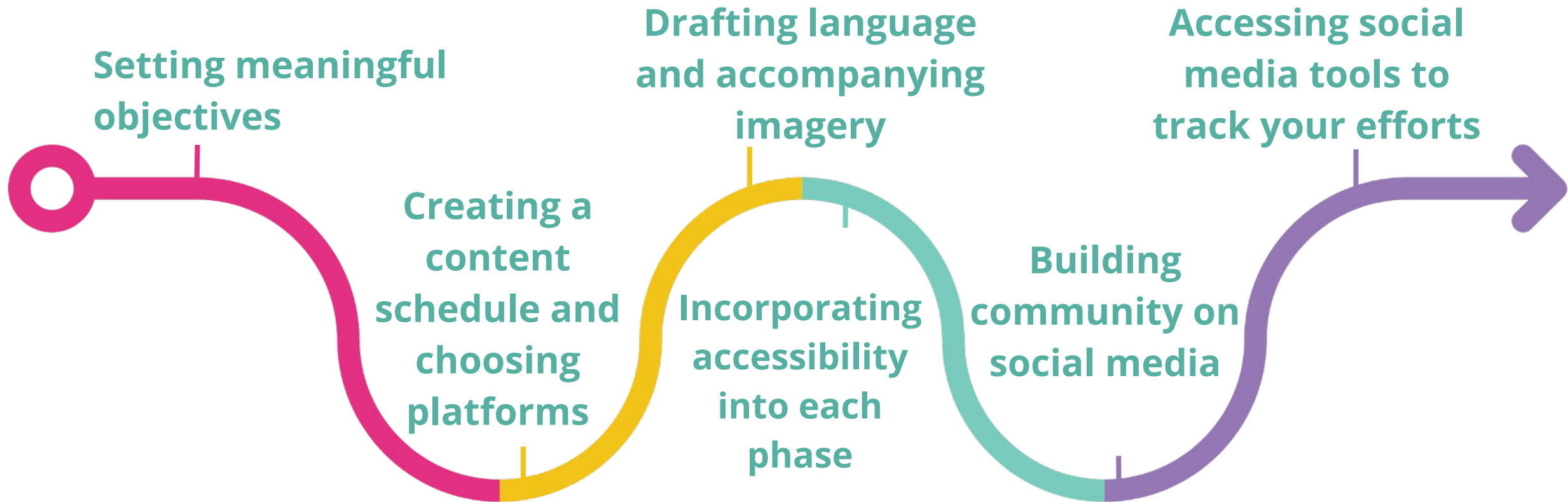
7

Looking for the next level of strategy

Can't wait to share my own tips & resources!

10

# Roadmap



# Quick Definitions

Goal: high-level **points of progress**, usually aligned to your organization's mission

Objectives: **measurable, concrete actions** working to help you achieve your goal

Tactics: **high-impact activities** to reach objectives



[bit.ly/3JUfKwG](https://bit.ly/3JUfKwG)

# Quick Definitions

A **communications strategy** maps your outcomes and helps you identify multiple communication channels for achieving your goals.

**Social strategy** helps you develop objectives and tactics relevant to social media spaces. This strategy is one part of your overall communications strategy.

Definitions created from notes after attending an [18 Million Rising](#) webinar

Are your objectives connected to your organization goals or tied to the issues you're addressing?

Are your objectives supported by what you have tried in the past?

Do your objectives take into account your audience?

Are your objectives achievable within a set timeframe?

# Setting meaningful objectives

## Goals for your social media strategy

What's the purpose of social media for our organization?

What does social media do for our organization?

What value does our social media deliver to our audience?

## Examples

- Growing your audiences,
- Reaching specific audiences
- Increasing engagement
- Building your brand, your visibility, your tone
- Cultivating trust with and in your community

# Setting meaningful objectives



EE 30 Under 30  
Call for  
Nominations is  
now open!

Submit by  
March 29

naaee ee30  
North American Association  
for Environmental Education under thirty  
Sparkling leadership for a sustainable future

naaee.org/ee30under30

The graphic features a central blue background with white text. It is framed by a vertical strip of 14 small portrait photos of diverse individuals. At the bottom, there is a white rounded rectangle containing the website URL. The 'ee30' logo includes a stylized '30' with a checkmark-like shape.

**Goal** is to recognize environmental education leadership

**Objective:** Motivate people to promote the 2023 EE 30 Under 30 Call for Nominations by March 29

**Audience:** People linked to broader inclusion-forward networks involved in the field of EE and with connections to our target nomination demographic

**Tactics:** Newsletters, email, social media, videos featuring alumni

# Setting meaningful objectives

How do we define community on social media? Three categories:

- Already connected to you (followers)
- Ambassadors
- Issue-adjacent accounts who aren't familiar with you yet (potential followers)





# Setting meaningful objectives



Physiograph infographic from [Mindful Messaging](#)

“The more clearly you define your audience, the more strategic you can be about engaging that audience.”

# Setting meaningful objectives

Roll out lead and team:

Action you want audience to take:

- 

Audiences:

- 

Key Messages: (consider barriers and motivations)

- 

Outreach Objectives to be Measured: (examples)

- # pledge signups (Objective: **2000** number of educators sign up for the pledge)
- Press pickups/ mentions (Objective: At least 2 journalists share the campaign nationally.)
- Outreach efforts to help analyze efforts: newsletter click throughs, page views, social, etc

Goals

Objectives

Audiences

Start your outreach plan



naaee

North American Association  
for Environmental Education

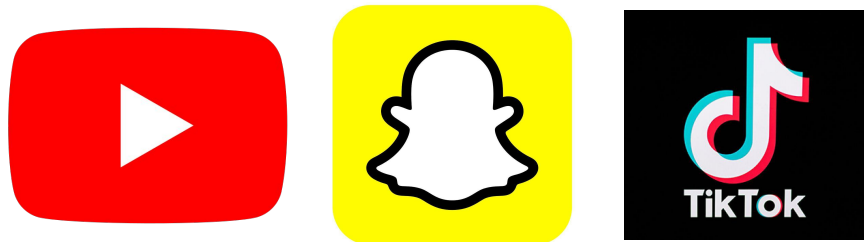
# Content, Placement, and Timing

2023 Month	March				COMMS IN MARCH
<b>Goal:</b>					
Week of (Mon. Start)	Mar 6	Mar 13	Mar 20	Mar 27	
<b>Key Dates &amp; Events</b>	Developmental Disability Awareness Month, Women's History Month				
<b>Program/Project</b>					
<b>Newsletter</b>	March 8 newsletter		March 22 newsletter		eeNEWS (CA)
<b>Conference</b>		Call for Presentations Launch			Updating website (all), building graphics (Sylvia & CA), outreach initiatives (SP & CA)
<b>Webinars</b>	PLT Webinar		eeWEBINAR March 22		Social Media webinar (JC & CA)
<b>Project</b>	Launch	Applicant Webinar		Call for Nominations closes	March 1 (SP) Send Press Release March 3 (CA) Launch Social Media Campaign
<b>Reports</b>					Sea Change Report (CA); Advocacy email share (CA)
<b>Holidays</b>	3: World Wildlife Day 8: Holi 11: Solar Appreciation Day	13: Daylight Savings Starts	20/21: Bahai New Year 20: Spring (Vernal) Equinox 21: International Day of Forests 22: World Water Day 23 : World Meteorological Day 26: Earth Hour		

# Content, Placement, and Timing

March 5	March 6	March 7	March 8	March 9	March 10	March 11
//Post: EE30U30 //	// Post: eeJOBS post //	// Post: EE 30 Under 30 (Shreya) // Post: EE in the Field //	// Post: EE 30 Under 30 (Jack) // Post: eePRO //	// Post: eePRO // Post: Sea Change report //	//Post: EE in the Field // Post: eeWEBINAR // Share: Guidelines for Excellence Workshop //	
March 12	March 13	March 14	March 15	March 16	March 17	March 18
// Post: Input on CCE Guidelines //	// Post: Ed Week article // Post: CFP Launch // Post: Advocacy Group //	// Post: 12PM eeWEBINAR // Post: EE30U30 (Harrison) //	// Post: CEE-Change Launch // Post: eePRO // Post/Reel: EE30U30 (Hazel)	// Post: 6 AM Pro Picks // Post: 1 PM Conf CFP //	// Post: 8AM // Post: 11 AM //	
March 19	March 20	March 21	March 22	March 23	March 24	March 25
	// Post: Outside for 5 launch // Post: EE in the Field //	// Post: EE in the Field // Post & Story: eeWEBINAR //	// Post: Conf CFP Tips // Post: Pro Picks // Post: eeWEBINAR //	// Post: eePRO // Post: CEE-Change //	// Post: EE in the Field //	
March 26	March 27	March 28	March 29	March 30	March 31	April 1
	// Post: eePRO // Post: Outside for 5 //	// Post: EE in the Field // Post: CEE-Change //	// Post: EE30U30 (Last day) // Post: eePRO //	// Post: Conf CFP // Post: EE in the Field //	// Post: eePRO //	
April 2	April 3	April 4	April 5	April 6	April 7	April 8
	// Post: EE in the Field //	// Post: 11 AM Conf CFP // Post: eePRO //	// Post: 5 PM Conf Reviewers // Post: E-Book Intro & Chapter //	// Post: NOAA Launch // Post: Outside for 5 //	// Post: CEE-Change //	
April 9	April 10	April 11	April 12	April 13	April 14	April 15
// Post: Conf Reviewers //	// Post: eePRO //	// Post: NOAA Launch //	// Post: CEE-Change //	// Post: Outside for 5 //	// Post: eePRO //	
April 16	April 17	April 18	April 19	April 20	April 21	April 22
	// Post: NOAA Launch // Post: Earth Week //	// Post: Outside for 5 // Post: Earth Week //	// Post: ESTEM Launch // Post: Earth Week //	// Post: 9 AM Conf Virtual Presentations //	// Post: Earth Week //	

# Content, Placement, and Timing



- Where do I have the largest community?
- Where do I see the most engagement?
- Where do I know I want to be more present, I just haven't done it yet?

# Content, Placement, and Timing

Platform	Suggests recommended times	Allows scheduling	Editing after Post (text only)
<b>Facebook</b>	Yes	Yes	Yes
<b>Instagram</b>	Yes (in Meta, not in IG)	Yes (in Meta, not in IG)	Yes
<b>LinkedIn</b>	No	<b>YES</b>	Yes
<b>Twitter</b>	No	Yes (Single tweets, not threads)	No

# Content, Placement, and Timing

## When should you post?

### Social Media Posting

Tuesday: 2am, 4am, and 9am EST

Thursday: 10 AM - 2 PM, 6 - 7 PM

Monday through Friday, 9 a.m.-4 p.m.

9:00 AM to 6:00 PM during weekdays

8AM-12PM PST, or else 4-5PM PST

**It. just. depends.**

BEST TIMES TO POST ON

**SOCIAL MEDIA  
FOR 2023**



# Content, Placement, and Timing

## Post at the most popular times

Behaviors tend to average out:



## Post when it makes sense for *you*.

Does your community have patterns?

- Scrolling in the early morning?
- Engaging and following up on content around lunch?
- Prepping for week over the weekend?

**Examine your own data!**

Still want an answer? **11 AM-2 PM** in your timezone of choice.  
Highly competitive but also high activity from the average user.



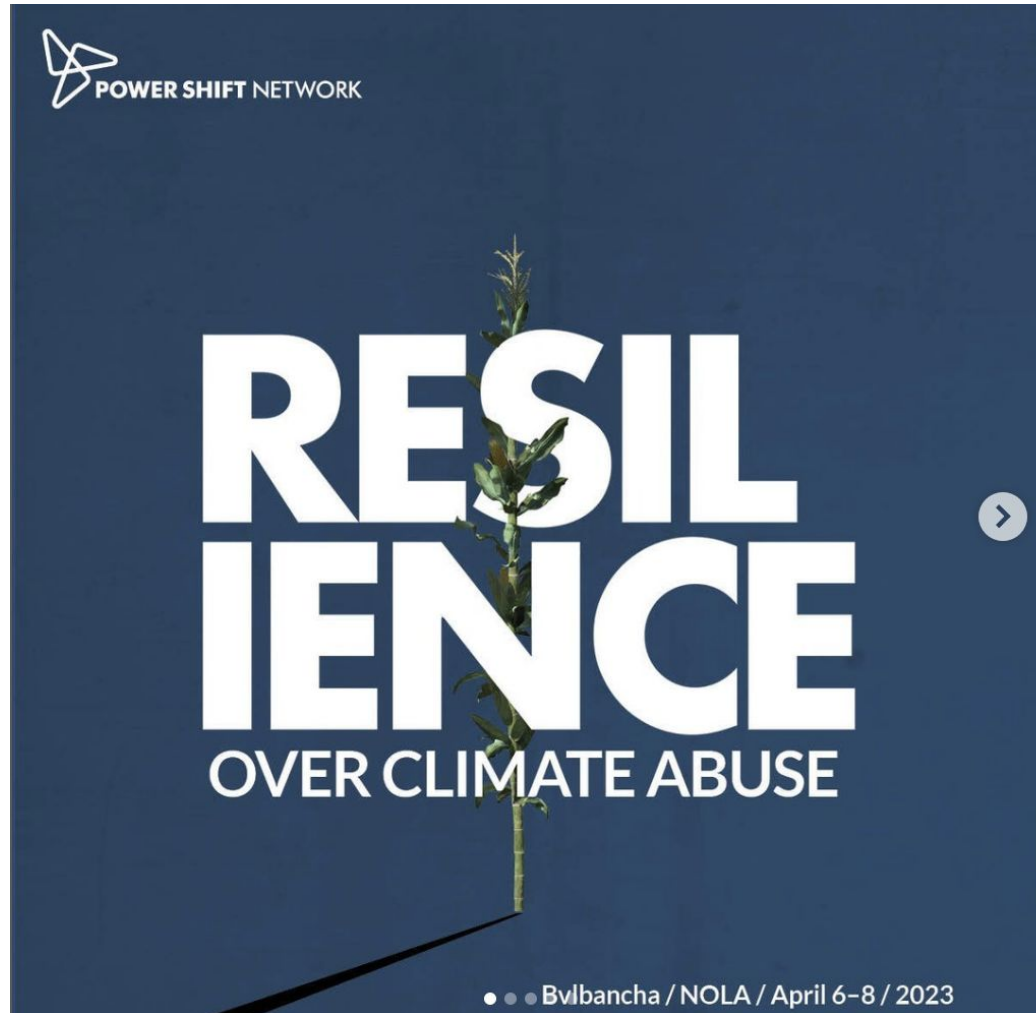
# Drafting language and accompanying imagery

- Get attention & build excitement
- Problem-solving
- Specific tone (curious, whimsical, intense)
- Images vs videos vs link previews

- Storytelling
- Resource, funding, or opportunity
- Change in usual tone
- Sequential posts
- Collaborations or partner tags

- Standout (fun facts, quotes, personality!)
- Last push
- Succinct logistics
- Sequential posts
- Calls to respond, questions, surveys

# Drafting language and accompanying imagery



Get attention &  
build excitement

- \* Big, bold event theme
- \* Simple and easy to remember image
- \* Pinned post, which has consistent exposure
- \* Highest volume of likes and comments in 12 months


# Drafting language and accompanying imagery



Problem solving

\* "Learn to take care of oneself, others and the planet"

# Drafting language and accompanying imagery



Are you ready?

**thenaee and profetiburon** ...  
Original audio

**thenaee** The ocean and its inhabitants shape the features of our planet and @blake\_newzealand shares that with students, no matter how far they may be from the ocean. To explore Principle 2 of Ocean Literacy, check out #theGEEP case study from BLAKE that demonstrates the method and the value of their work.

@profetiburon provides us with some stunning images of where sea meets shore and the incredible features the Earth offers.  
#OceanLiteracy

Boost post

259 likes  
JANUARY 12

Add a comment... Post

Collaborations or partner tags

- \* Co-posted with an EE 30 Under 30 alumnus on IG
- \* Twice the reach
- \* Three times the engagement
- \* Great for both of us!

# Drafting language and accompanying imagery



North American Association for Environmental Education - NAAEE



February 1 · 🌐

"He just wanted to be outside because it made him feel good, even if he didn't understand why." Nelson Holland was immediately at home in nature when he first came to Colorado, yet as a fat, Black man, the sense of belonging took more time. Meet Nelson and learn how he found his joyful place in nature and inspired others while doing it. [#RepresentationMatters](#) [#BlackInNationalParks](#) [#BlackInNature](#) <https://coloradosun.com/.../nelson-holland-outdoors.../>



COLORADOSUN.COM

"Fat, Black and Gettin It": The unexpected influence of Colorado's outdoor TikTok star Nelson Holland

## Storytelling

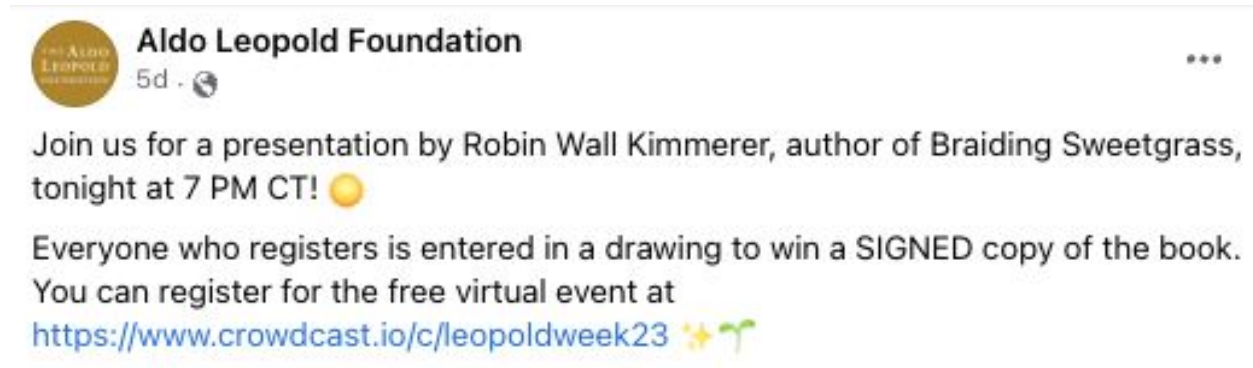
- \* Meet Nelson Holland
- \* Article featuring Nelson's journey and growth
- \* Over 130 reactions on Facebook



**naaee**

North American Association  
for Environmental Education

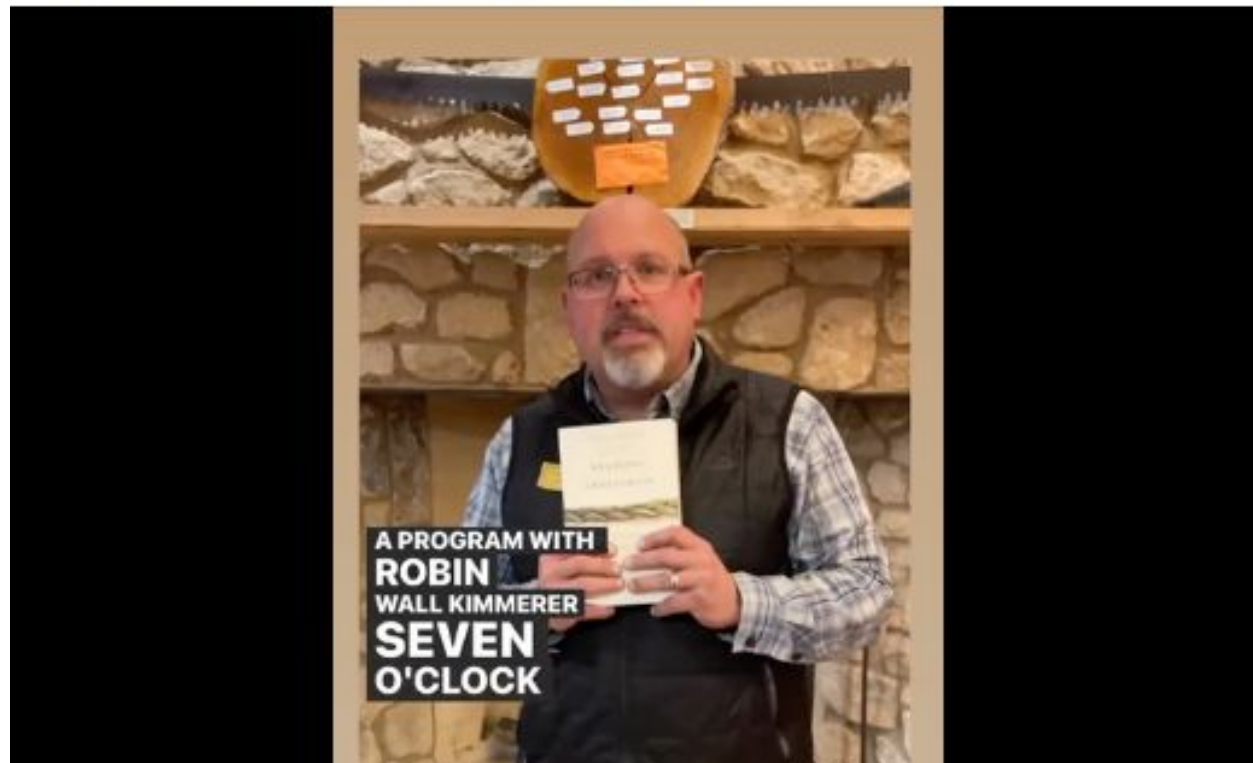
# Drafting language and accompanying imagery



**Aldo Leopold Foundation**  
5d · 🌐

Join us for a presentation by Robin Wall Kimmerer, author of Braiding Sweetgrass, tonight at 7 PM CT! 🌟

Everyone who registers is entered in a drawing to win a SIGNED copy of the book. You can register for the free virtual event at <https://www.crowdcast.io/c/leopoldweek23> 🌱🌿



Last push: Urgency,  
ease

- \* Last minute reminder of event
- \* Video invitation
- \* Incentive to attend
- \* Easy link access

# Drafting language and accompanying imagery

Standout: Quote, stats, fun facts, personality!

\* National Park Service is renowned for its humorous yet educational posts

\* 34% of consumers follow their favorite brands on social to see the brand's personality.

Sprout Social 2023 Trends Report



Liked by loreeser and 331,355 others

# Drafting language and accompanying imagery

## Tip #1: Hashtag capitalization

### “CamelCase”

- Default capitalization for Facebook, Instagram, LinkedIn, and Twitter prompts
- Example: #blackinnpsweek vs. #BlackInNPsWeek



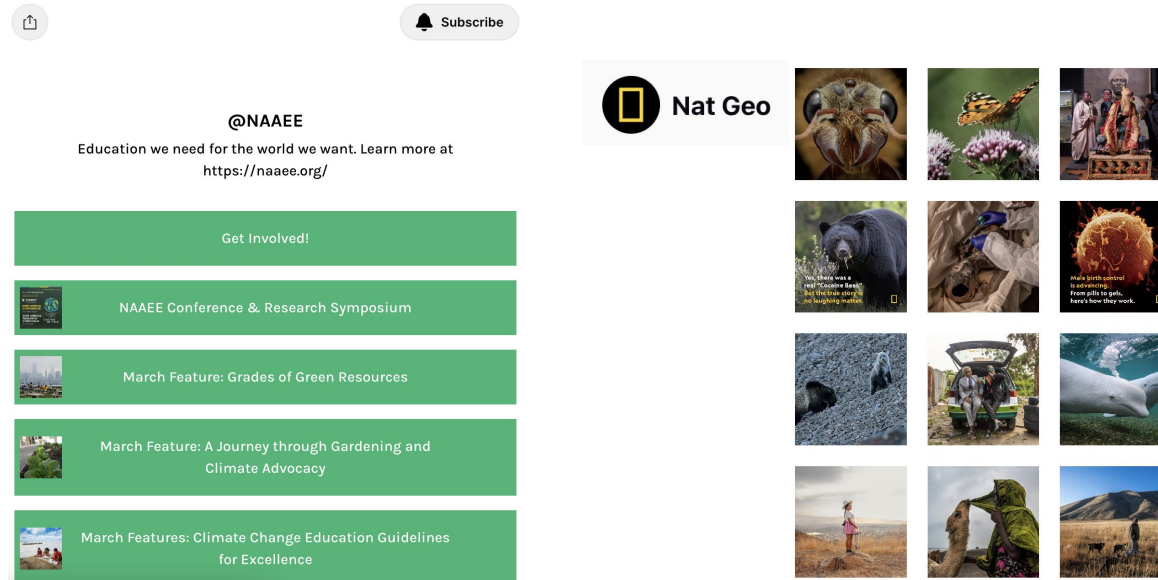
# Drafting language and accompanying imagery

## Tip #2: URLs and bio links

Solution 1: Add content to your website

Solution 2: Easy to find URL such as **bit.ly/MoreThanALike2023**

Solution 3: **Link in Bio** tool



# Incorporating accessibility into each phase

## Copy

- Language choice
  - [Tip #6 Digital DEI Communications](#)
- Plain language
  - [Hemingway App](#)

## Images

- Image descriptions
  - [“How to Write an Image Description” tutorial](#)

## Images (contd)

- Contrast
  - [Web AIM Contrast Checker, High Color Contrast](#)
- Image choice
  - [Tip #4 Digital DEI Communications](#)

## Videos and audio

- Captions
  - [Otter Ai, Kapwing](#)

# Drafting language and accompanying imagery

File Name	Source	Credit	Alt text	Caption	Event date	Event Title	Keywords	Permissions	Release form	Approved Use	Location of photo shared online
forest-sunlight.jpg	Shutterstock	Photo credit: Photographer's name	Sunlight streams through a forest.	N/A	N/A	N/A	forest, outdoors, sunlight	Credit attribution not required for this file	N/A	Social media, websites	Link to main website
group-people-leadership	Staff member	Photo credit: Team	A group of people sitting at a table in the outdoors	Environmental educators collaborating in Leadership Workshop. Photo credit: Team	3/16/2023	Leadership Workshop	leadership, project title, group, people, outdoors, collaboration		Link to folder	Social media and websites specifically related to the Leadership Workshop	Link to Leadership Workshop webpage

## What to consider when creating an image library:

- Adhere to copyright and terms of use
- Respect attribution and include instructions for photo credits
- Keep a running document of photo assets
- Keep documentation of photos requiring release forms

# Building community on social media



# Building community on social media

quote  
retweet  
love  
reaction  
watch  
repost  
share  
reply  
support  
reach  
views  
engagement  
likes  
comment  
time



# Accessing social media tools to track your efforts

**Reach**  
**Impressions**



How many users are being shown your post?

**Engagement**  
**Likes/Loves/Etc.**  
**Replies/Comments**  
**Engagement Rate**



How many ways are users engaging with your post? What is the “quality” of your post?

- Engagement rate =  $\frac{\text{engagements}}{\text{impressions}}$

**Share/Repost**  
**Retweet/Quote**  
**Add to Stories**



How are people expanding your reach by advocating for your post via shares?

- 90% of people trust their friends and family's input over other sources.



# **Engaging community**

**Replying to comments**

**Adding questions to posts**

**Engagement tools by platform: IG Story features, Twitter and LinkedIn polls, etc.**

**Sharing posts from those in your social community**



# POLL:

What tool(s) do you use to track your social media performance?





# Accessing social media tools to track your efforts

- A. Use interface reporting
- B. Create your own analysis
- C. Use a third party tool



# Accessing social media tools to track your efforts



NAAEE 🎓🌍 @TheNAAEE · Feb 7

Today begins the search for @TheNAAEE 2023 #EE30U30! Help us recognize the incredible work of young changemakers. We're seeking nominees under 30 years old from all sectors, roles, and places where #EnviroEd is helping to build a more sustainable future!  
[naaee.org/ee30under30](https://naaee.org/ee30under30)

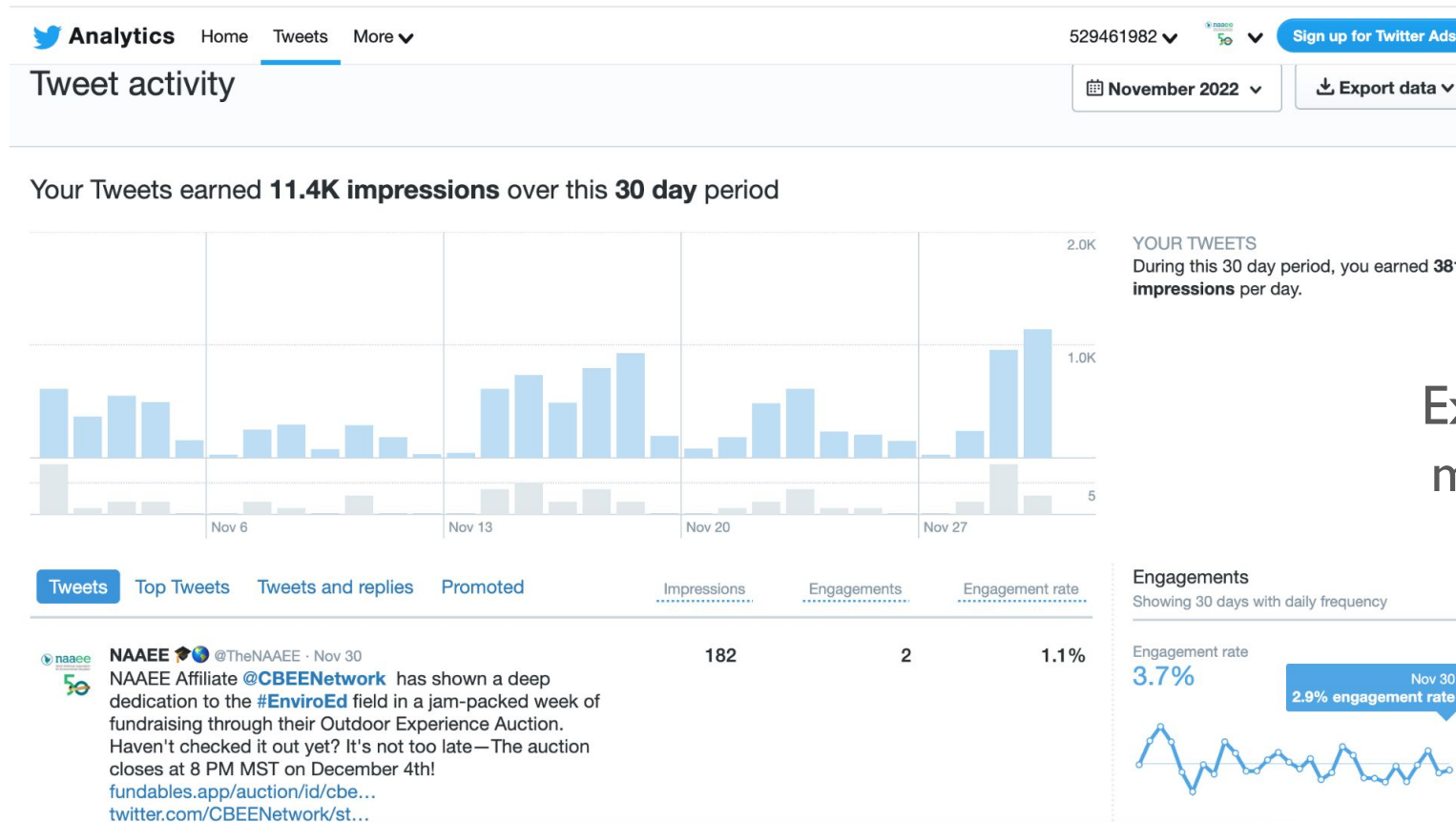


1 9 9

- Copy link to Tweet
- Send via Direct Message
- Bookmark

Option A:  
Use interface reporting

# Accessing social media tools to track your efforts



Option A:  
Use interface  
reporting

Export data to get additional  
metrics like “detail expands”  
and new “follows”



# Accessing social media tools to track your efforts



## Option B: Create your own analysis

<i>Program/ Hashtag</i>	<i>Platform</i>	<i>Date</i>	<i>Time</i>	<i>Message &amp; Copied Link</i>	<i>Reach</i>	<i>Reactions</i>	<i>Comments</i>	<i>Shares</i>	<i>Link Clicks (Manual)</i>	<i>Total Engagements</i>
eePRO	Facebook	Jan 3, 2023	14:02	[Copy ]	398	21	2	4	9	36

# Accessing social media tools to track your efforts

## Day of Week or Time of Day

PLATFORM	DAY	TIME	MESSAGE	REACH	ENG	ENG. RATE
FACEBOOK	Thursday	4:25:00 PM	Extra! Extra! The #NAAE	950	22	2.32%
INSTAGRAM	Thursday	4:25:00 PM	Extra! Extra! The #NAAE	490	149	30.41%
LINKEDIN	Thursday	6:45:00 PM	Extra! Extra! The #NAAE	417	21	5.04%
TWITTER	Thursday	4:25:00 PM	Extra! Extra! The #NAAE	753	49	6.51%
INSTAGRAM	Wednesday	5:01:00 PM	Educating for Change	314	80	25.48%
TWITTER	Thursday	8:00:00 AM	Call for Proposals! Join t	2,042	62	3.04%
FACEBOOK	Thursday	8:00:00 AM	Call for Proposals! Join th	1,358	30	2.21%
LINKEDIN	Thursday	8:00:00 AM	Call for Proposals! Join the	291	15	5.15%
TWITTER	Friday	5:18:00 PM	#NAAEE2022 Proposal Rev	165	6	3.64%
FACEBOOK	Friday	5:18:00 PM	#NAAEE2022 Proposal Rev	107	2	1.87%
LINKEDIN	Friday	5:18:00 PM	#NAAEE2022 Proposal Rev	417	16	3.84%
TWITTER	Tuesday	3:55:00 PM	#NAAEE2022 is seeking all	2,111	47	2.23%
LINKEDIN	Tuesday	3:55:00 PM	NAAEE is seeking all types	352	26	7.39%
FACEBOOK	Tuesday	3:55:00 PM	North American Association	212	25	11.79%
INSTAGRAM	Tuesday	3:55:00 PM	Seeking all types of environ	430	126	29.30%
TWITTER	Tuesday	6:10:00 PM	Scholars and students, we e	130	0	0.00%
FACEBOOK	Tuesday	6:10:00 PM	Scholars and students, we e	486	12	2.47%
FACEBOOK	Thursday	4:01:00 PM	Passionate members of the	471	11	2.34%
INSTAGRAM	Thursday	5:05:00 PM	Passionate members of the	238	35	14.71%
TWITTER	Thursday	4:01:00 PM	Passionate members of the	521	26	4.99%
LINKEDIN	Thursday	4:01:00 PM	Passionate members of the	351	26	7.41%
TWITTER	Tuesday	6:25:00 PM	Do you dream of being know	203	16	7.88%

Option B:  
Create your  
own analysis

# Accessing social media tools to track your efforts

## Follower Growth

DATE	Facebook	Instagram	LinkedIn	Twitter
1/1/2022	15,898	3,195	5,981	6,788
2/1/2022	18,565	3,253	6,130	6,834
3/1/2022	18,612	3,287	6,267	6,868
4/1/2022	18,717	3,345	6,423	6,922
5/1/2022	18,881	3,430	6,611	6,962
6/1/2022	18,965	3,461	6,774	6,998
7/1/2022	19,017	3,527	6,922	7,044
8/1/2022	19,123	3,604	7,114	7,100
9/1/2022	19,446	3,831	7,383	7,206
10/1/2022	19,801	3,904	7,556	7,267
11/1/2022	20,018	4,042	7,791	7,318
12/1/2022	20,053	4,109	7,929	7,201
1/1/2023	20,094	4,129	8,121	7,209
2/1/2023	20,395	4,201	8,304	7,217
3/1/2023	19,486	4,306	8,535	7,235

Option B  
**Bonus:**  
Create your  
own analysis



# Accessing social media tools to track your efforts

Month over Month percentage change

DATE	Facebook	Instagram	LinkedIn	Twitter
1/1/2022	0.37%	1.17%	2.57%	0.85%
2/1/2022	14.36%	1.81%	2.43%	0.68%
3/1/2022	0.25%	1.03%	2.18%	0.49%
4/1/2022	0.56%	1.72%	2.43%	0.78%
5/1/2022	0.87%	2.47%	2.84%	0.57%
6/1/2022	0.44%	0.91%	2.42%	0.52%
7/1/2022	0.27%	1.86%	2.14%	0.66%
8/1/2022	0.56%	2.13%	2.70%	0.78%
9/1/2022	1.66%	5.93%	3.64%	1.47%
10/1/2022	1.79%	1.88%	2.29%	0.84%
11/1/2022	1.08%	3.41%	3.02%	0.69%
12/1/2022	0.17%	1.62%	1.74%	-1.62%
1/1/2023	0.20%	0.49%	2.37%	0.11%
2/1/2023	1.48%	1.72%	2.20%	0.11%
3/1/2023	-4.67%	2.44%	2.70%	0.25%

Option B  
**Bonus:**  
 Follower analysis

# Accessing social media tools to track your efforts

## Benefits:

- One tool for scheduling posts
- Recommendations based on your traffic
- Automated reporting (\*think End of Year reports)
- Quick insights to trend shifts and top performers

## Option C: Third party tools

## Examples:





# Accessing social media tools to track your efforts

## How should your next steps be informed by your data?

- ❑ Are your efforts having the desired impact? (I.e. Objective)
  - Which posts *are* having the intended effect?
    - What did these posts include?
      - ◆ Images vs Videos vs Link Previews
      - ◆ Collaborations or partner tags
      - ◆ Storytelling
      - ◆ Calls to respond, questions, surveys
      - ◆ Resource, opportunity, funding
      - ◆ Sequential posts
      - ◆ or other content variables!



How is your community connected?

How is your community showing its uniqueness?

Reassess and go again!

# RESOURCES

## Communications Strategy

### **Worksheet: Goals and Objectives -**

[https://docs.google.com/document/d/1AMzKkPX7VvKH6-WZAzYEv6L24-XKAw\\_OFACPDyWG8YaA/edit](https://docs.google.com/document/d/1AMzKkPX7VvKH6-WZAzYEv6L24-XKAw_OFACPDyWG8YaA/edit)

### **Mindful Messaging -**

<https://mindfulmessaging.spitfirestrategies.com/#tab4>

## Image sources

### **Image Assets Template -**

[https://docs.google.com/spreadsheets/d/1DMD3uJC1-Wppj\\_B\\_afT5lzn-q1jrlyFT\\_Z8xptcu-3s/edit](https://docs.google.com/spreadsheets/d/1DMD3uJC1-Wppj_B_afT5lzn-q1jrlyFT_Z8xptcu-3s/edit)

### **Children and Nature Network Collection by NappyStock -**

<https://nappy.co/collection/Children-in-Nature>

**EDUImages by All4Ed -** <https://images.all4ed.org/>

**Climate Visuals -** <https://climatevisuals.org/>

## Link in Bio

### **Blog post with options -**

<https://bloggingwizard.com/linktree-alternatives/>

## Data Tracking

### **Data Analysis template -**

<https://docs.google.com/spreadsheets/d/1OBtdRxWURA-z49CdynrWGWraJC2YGDfKkvCpcCOvFjM/edit#gid=889193379>

### **Social Follower template -**

<https://docs.google.com/spreadsheets/d/13fx1WjrRDmntoWJB9gwpB-5fgtt8hquiTJoBwNNbq5w/edit#gid=840601792>

# Q&A from Attendees

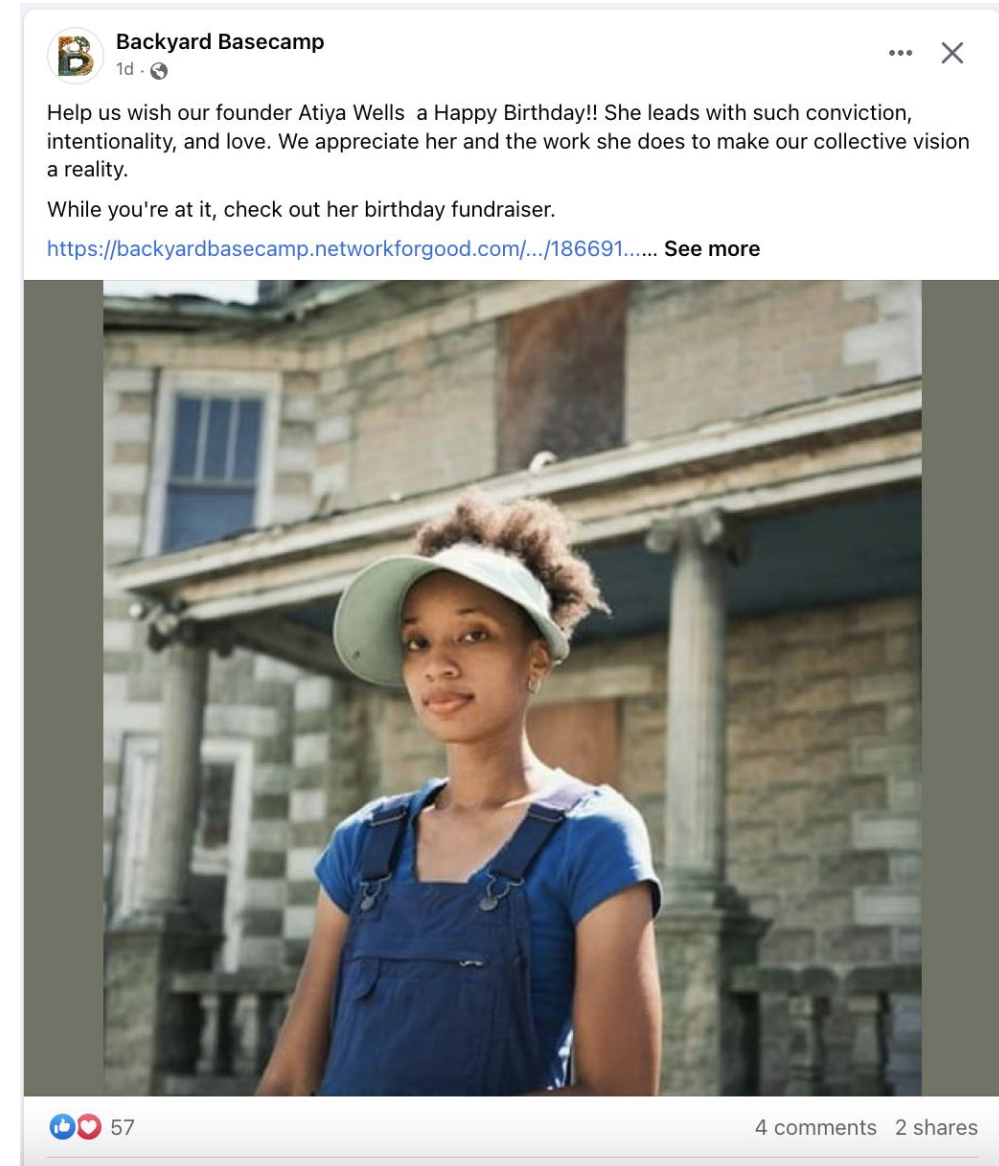


# Drafting language and accompanying imagery

## Extra tip!

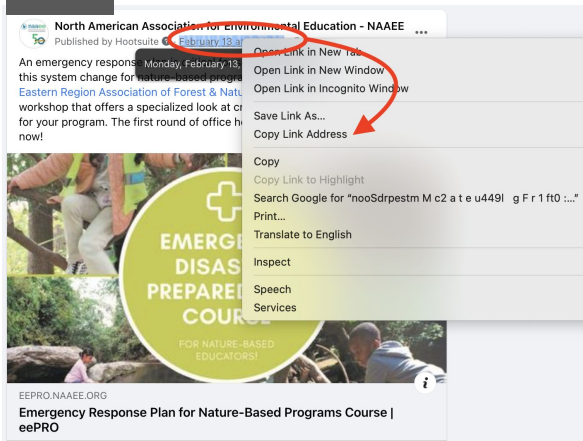
### “Above the fold” content

- How much of your text can be seen before it's cut off?
- If your post is image-based, can users see the link you're referencing or the heart of your message?
- Pay attention to what can be seen from one platform to another and alter your text as needed.

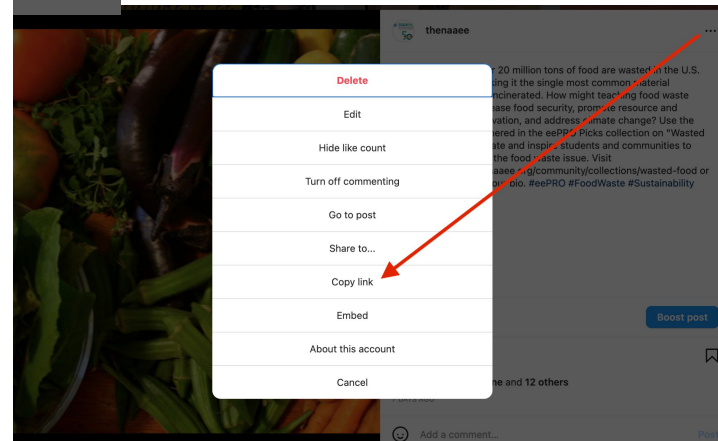


# Accessing social media tools to track your efforts

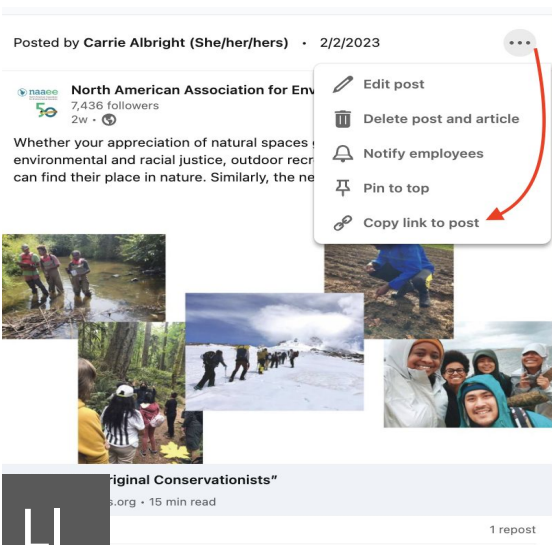
FB



IG



Option A:  
Use interface  
reporting



LI



TW



# Accessing social media tools to track your efforts

FB + IG

Performance results and analytics for Carrie Amella Albright 2384932797665...

Export data Nov 1, 2022 – Nov 30, 2022

All content

Title	Type	Date published	Reach
Hear directly from Kyo, Taribio, Zulhairi... thenaee	Post	Nov 30, 2022	433
Hear directly from Kyo, Taribio, Zulhairi, Syad... North American Association for Environmental E...	Post	Nov 30, 2022	246
Real systemic and institutional change r... North American Association for Environm...	Post	Nov 30, 2022	693
This post has no text thenaee	Story	Nov 30, 2022	--
We're delighted to announce the finalists and ... thenaee	Post	Nov 29, 2022	967
We're delighted to announce the finalists and ... North American Association for Environmental E...	Post	Nov 29, 2022	588
Jump into @mo_environmental_educati... thenaee	Story	Nov 29, 2022	--
We love to see the support and collabo... thenaee	Post	Nov 29, 2022	770

## Data:

- Select **Placement** (Filter) and **Columns** to see performance metrics such as Reach and Likes
- Export data if it's easier!

Option A:  
Use interface reporting

Content engagement Time range: Oct 16, 2022 - Nov 14, 2022

Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reactions	Comments
Keywords and Coffee Fuel In-Depth Studies of Environmental Education in... Posted by Carrie Albright (She/her/hers) 11/14/2022	Article	All followers	324	-	9	2.78%	4	2
Profe Tiburón and Pervez Ali at COP27 Posted by Carrie Albright (She/her/hers) 11/14/2022	Video	All followers	546	219	15	2.75%	8	0
...tudent ...y a community... ...ght (She/her/hers)	Text	All followers	552	-	13	2.36%	3	

Twitter Analytics Home Tweets More

529461982 Sign up for Twitter Ads

Tweet activity

November 2022 Export data

Your Tweets earned 11.4K impressions over this 30 day period

YOUR TWEETS  
During this 30 day period, you earned 381 impressions per day.

Engagements  
Showing 30 days with daily frequency

Engagement rate  
3.7%  
2.9% engagement rate

Engagements: 182, Reactions: 2, Engagement rate: 1.1%

TW

AEE Affiliate @TheNAAEE: Nov 30  
AEE Affiliate @CBENetwork has shown a deep dedication to the #EnviroEd field in a jam-packed week of fundraising through their Outdoor Experience Auction. We haven't checked it out yet! It's not too late--The auction starts at 8 PM MST on December 4th! Register at: [aables.app/auction/cd/cbe-network.com/CBENetwork/st...](#)