

Cheryl Contee's work:

- Fission Strategy: www.fissionstrategy.com
- Attentive.ly (social media listening): www.attentive.ly
- Crowdtangle (social media mentions, trends) (free): www.crowdtangle.com

Sites referenced during the webcast:

- Research on media coverage during the 2016 election cycle: www.shorensteincenter.org
- Fact-checking before you share possible fake news: www.snopes.com
- Google Analytics Academy: <https://analytics.google.com/analytics/academy/>

SOCIAL MEDIA MANAGEMENT

- Hootsuite: www.hootsuite.com
- Sprout: <https://sproutsocial.com/>
- Buffer: <https://buffer.com>
 - Social Media 101 email course: <https://buffer.com/email-courses/social-media-101>

Facebook ads: <https://www.facebook.com/business/learn/facebook-ads-basics>

SOCIAL MEDIA TIPS

- If you can only do the BARE minimum: Create accounts for your organization to use: Facebook, Twitter, Instagram (all free until you are ready to use ads/promote posts)

Budgeting:

- Assess where you're spending your communications budget.
- Try to reallocate funds from traditional media (print, or other costly avenues) to social media.
- Even \$500 a year could bring a large return on investment for your organization, and if you have more, you could do a LOT with \$2,500/year if you're a small organization.

ADDITIONAL SOCIAL MEDIA TIPS from Sai Muddasani, NAAEE's Communications Specialist:

- Tag/mention partners supporting your activity, or to make certain accounts aware of what you're sharing
- Share the same content on multiple platforms, multiple times
- Use photos & videos for increased engagement vs simple text content
- Voice: Be authentic, positive, informative, genuine! People (not bots) will respond to that real voice
- Hashtags are your friends:
 - Hashtag your organization to help people find you! (#NAAEE)
 - Other useful #: enviroed, environmental, profdev, education
 - Join the conversation by using trending hashtags - ONLY if they fit with your org's work - to reach new audiences
- Want more info or advice? Reach out to Sai at sai@naaee.org. We're here to help!