



Social Media Workshop Challenges-Rewards

National Garden Clubs, Inc.
Social Media Committee

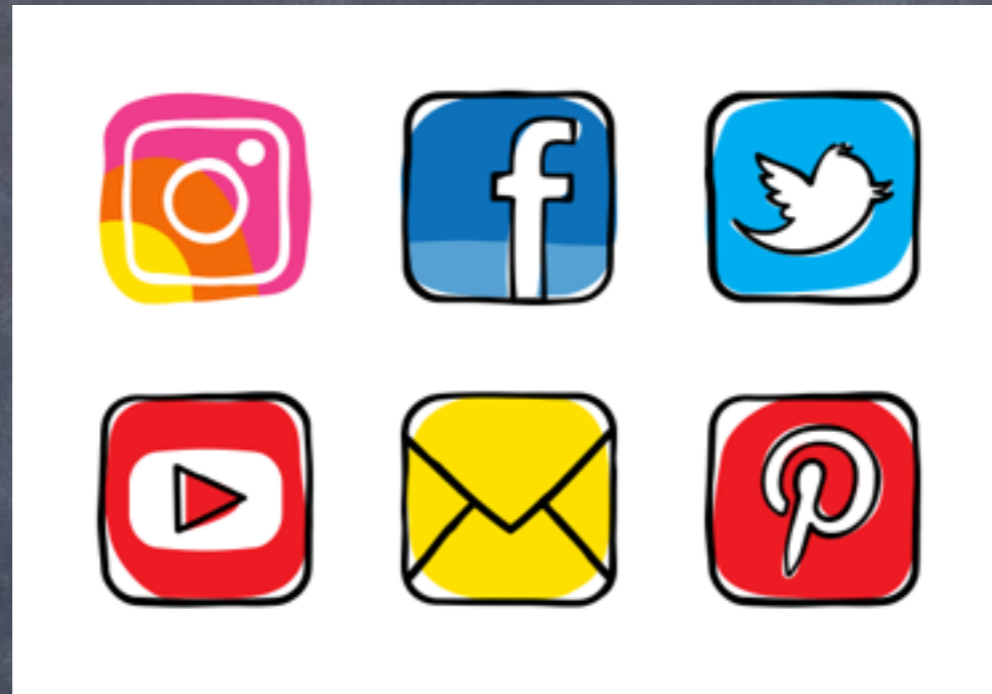
SPARK ACTION-

Building a Strong Social Media INFORMATION Loop

Social Media Engagement

- helps recruit new members
- retain members
- Very Expedient way to quickly inform, interact, and show pride in your Garden Club network. Payoff is long-term benefits for both members and the local community that is serves.

What to do Now?



Recommended:

1. State Facebook page
 2. Group and/or Club, Facebook pages
 3. Instagram (fun, easy, + it tracks to FB)
 4. Refresh your State website—think it as a store window, would you want to shop there?
- *Twitter, OK but low traction within GC's now.

Social Media Platforms

Q. I have/we have-Facebook, do I/WE need Instagram?

Instagram is easier in some ways. Posts are visual-photo driven, but video too.

Advantage is when you post on Instagram you can select to share on Facebook/Twitter.

For a garden group, we have lots of wonderful images at all times, so to get traction from "followers" that is what they are called instead of "friends", it is easy.

Instead of "likes" you click on the heart.

Instagram is popular with younger users too for they are more about images, less words.

Again, it's offering exposure on multiple SM platforms. It also creates an opportunity for many members of a communication team to take turns to post and express themselves.

All Smartphones have "destination" options for photos, including Facebook and Instagram. That means you can do fast uploads to the site keeping you and or your GC network, "fresh".





Challenges

Too much to do
Too few volunteers
Restrictive budgets

Solution

CREATE COMMUNICATIONS TEAM

TASKS:

a) Posting:

1) Variety of Information, including photographs

2) Events:

Club, District, and State calendars, most dates are known in advance, so they can be ready to time-release, on Facebook.

* FB-allows multiple editors/administrators to post or edit.

* Instagram: Create an account with easy to recognize, name.

* Share the Instagram user ID/password for team access.



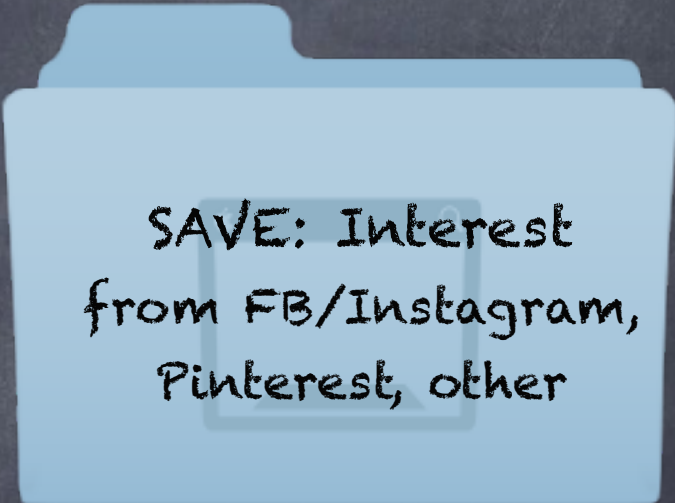
Organize...to stay ahead CREATE FOLDERS



photos+
subfolders for
categories



Events:
new/archive



SAVE: Interest
from FB/Instagram,
Pinterest, other



MISC

CAN YOU GUESS?

KEY ingredient to
POSTING

ON ANY SM platform—
Facebook, Twitter,
Instagram
or Pinterest



Telling a
GOOD Story...



using facts



photos



inspiration

Everyone

has a story to tell
or product to sell

Know Your Audience

Connecting Effectively
on Social Media
think of it as...

A REWARDING VISIT...
that is eye pleasing,
hopefully educational,
always, a fulfilling "landing"



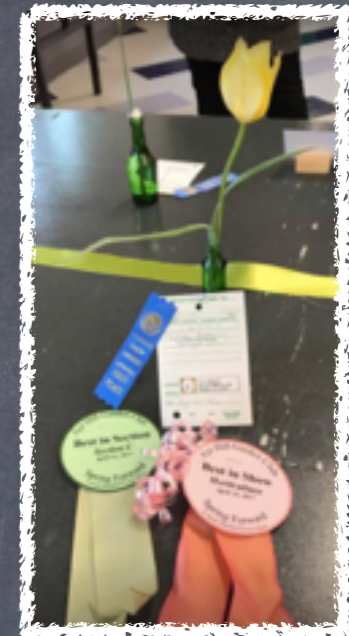
SIMPLICITY

POSTING OVERVIEW

- a) 3 sentences rule, please try
 - b) add a hyperlink if you want visitor to learn more about your post
 - c) material "challenged"?
- Share NGC posts—Fresh daily!
- d) Personalize your posts, a chance to share your State, clubs', uniqueness. These digital connections often lead to in-person friendships!



Sourcing material to post
Many outlets...



Posting Activities/Facts

Go-to's:

Google, Google Images, NEWS Headlines,
Green Nonprofits, Local "Experts", Universities, etc.

Endless Topics:

horticulture, ornithology,
arboriculture, landscape design,
floral design,
conservation
and so much more.





TOP EASY "GO TO'S" Celebrating Your Achievements

Your Community Projects

State, Districts, Clubs,
some examples:

- *community gardens,
- *holiday decorating,
- *youth/community education,
- *garden therapy



"celebrating" achievements...



Ayr Hill Garden Club added 5 new photos.

Published by Cherie Tripp Lejeune [?] · May 20, 2014 ·

WOW, Ayr Hill Garden Club is now 85 years old..yes we are proud...At our installation lunch for new officers and for our anniversary there were several wonderful hats, even a pair of gloves worn, from our outgoing President Sally. It was truly a memorable event.



Meetings,
Special Anniversaries,
Installations, Memorials...

State and club pages..

Share PERSONAL STORIES of your Garden Community's special individuals

for example:
Connie Stuntz,

Ayr Hill GC, member for 67 yrs

shown with her scrapbook that

holds fond memories of

flower shows, programs, and the club's special events



Winner, C.A.R. Perennial Bloom Award 2015

EVENTS-GET Traction

Facebook has an event template. EASY to USE.

Upload your facts: who, what, where, when, and any artwork/photos.

You can also invite your FB friends and, share it on any FB page. You can do it in advance and select when to release it.

Yes FB has a tutorial

Examples:
Plant Sales
Meetings
Flower Shows
Lectures
Trips

Plantation Lakes Garden Club shared their event.
August 16 at 11:20pm · 🌐

Email PlantationLakesGardenClub@gmail.com to place your order and pay for your pre-sale order upon delivery to Plantation Lakes on September 21.

Saturday, September 23, 1-4 P.M.
Plantation Lakes Community Center, 29737 Plantation Lakes Blvd, Millsboro, DE 19966

 CHRYSANTHEMUMS ...are the epitome of autumn! Beautiful mounds of lush color can be the center spotlight of a harvest display or stand on their own. Mums come	 PANSIES ...lend a splash of color well into the cold weather and make an encore appearance in early spring. These beauties come in 6" pots	 TULIPS ...will put a smile on your face when you see their beautiful pink blooms appear through the greens of fading daffodils. These pink beauties dazzle in mass	 DAFFODILS ...announce the arrival of Spring when their smiling yellow faces effortlessly appear in your garden. You can count on daffodils to return year
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SEP 23 **Fall Plant Sale, sponsored by Plantatio...**
Sat 1 PM · Plantation Lakes Blvd, Millsboro, DE ...

THE STAR 
OF EVERY POST...



PHOTOS- DRIVE

"LIKES" and COMMENTS
GUARANTEED!

Your PHOTOS should "TALK"
First glance, it draws one in.

- *You can crop the size of the image,
- *Control the lighting-saturation and contract.

Multiple photos from an event:

- 1) create an album (edit out the ones not so great),
- 2) slide show
- 3) video - FB has some fun software..and it does it for you!

Instagram also lets you combine multiple images for one post.



Most photos today
are taken with our own smartphones,
where editing software is built-in.

No excuse to not "share the shot".

You can upload to Facebook or Instagram in literally seconds.

Easy to learn, many tutorials online;
YOUTUBE is good, or your smartphone user guide.

An important edit tool.
is cropping



Cherie Lejeune, 1st VP of National Capital Area,
enjoyed meeting at NGC's Richmond Convention',
the special Keynote Speaker, P. Allen Smith.

YOUR PHOTO DESCRIPTION

Please remember the 3 sentence rule.

For a posed group picture, identify the individuals.

If people you know are in a casual shot and
you are identifying their activity or location, not critical.

So, How did I do?

PHOTO USE: IMPORTANT Rules

- * "In-house": yours/ GC images, OK.
- * Facebook: PRIVACY STATUS: PUBLIC (look for globe symbol); OK to share.
- * Google Images/other search banks: If watermarked: STOCK, a fee for use, NO.
- * Google Images, "page" link for photo's source. If no "credit line" ask, OK.
- * Educational institutions/nonprofits, if using their "story", courtesy to credit.
- * Children: parental permission required.

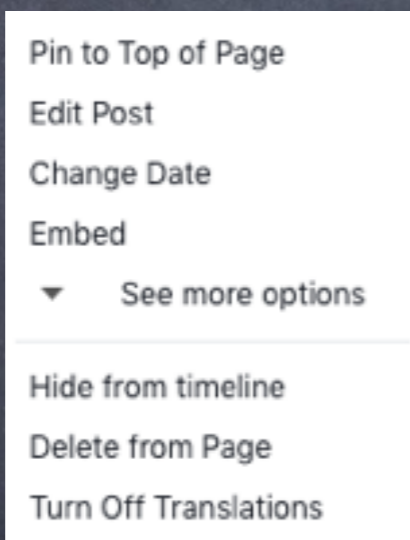
Editing: DO-OVERS

Wish you didn't post so quickly due to grammar or even misidentifying someone or thing?

DON'T WORRY

1) Facebook: next to your post on the upper right, see an inverted V

2) click on it and a drop down menu appears



Choose, EDIT POST

Make your changes and hit SAVE

Change or add photos by hitting the (X), right hand corner of image (deletes it). To add, see camera icon, lower left. Upload. You can edit even after people have "LIKED" or made a comment.

3) Instagram: TO EDIT: see three ... upper right corner—you can only edit your image or words BEFORE HEARTS (their "Like") or comments.

EXTRA'S: Linking Platforms

-MORE-

- You can connect Facebook and Twitter to your Instagram account-every Instagram post has a SHARE feature-select both, just one, or none, your choice.
- Linking your multi-platforms, time saver.
- You can connect Facebook to Twitter-go to Facebook settings, add. It then automatically posts every time.
- If your FB page was created as a nonprofit, you can add a DONATE button to your pages for Projects where you seek \$\$ or materials.
- FB "Call to Action" allows you to post an EVENT (even in advance, time release), and, you can use it to sell products.
- Don't want public "all eyes"? Create a Facebook GROUP instead. Approval required of each member, once members, they can add others. Group admin required.

EXTRAS-DATA

DATA, Do your posts get traction?

Facebook provides administrators, editors stats weekly, here are the top ones:

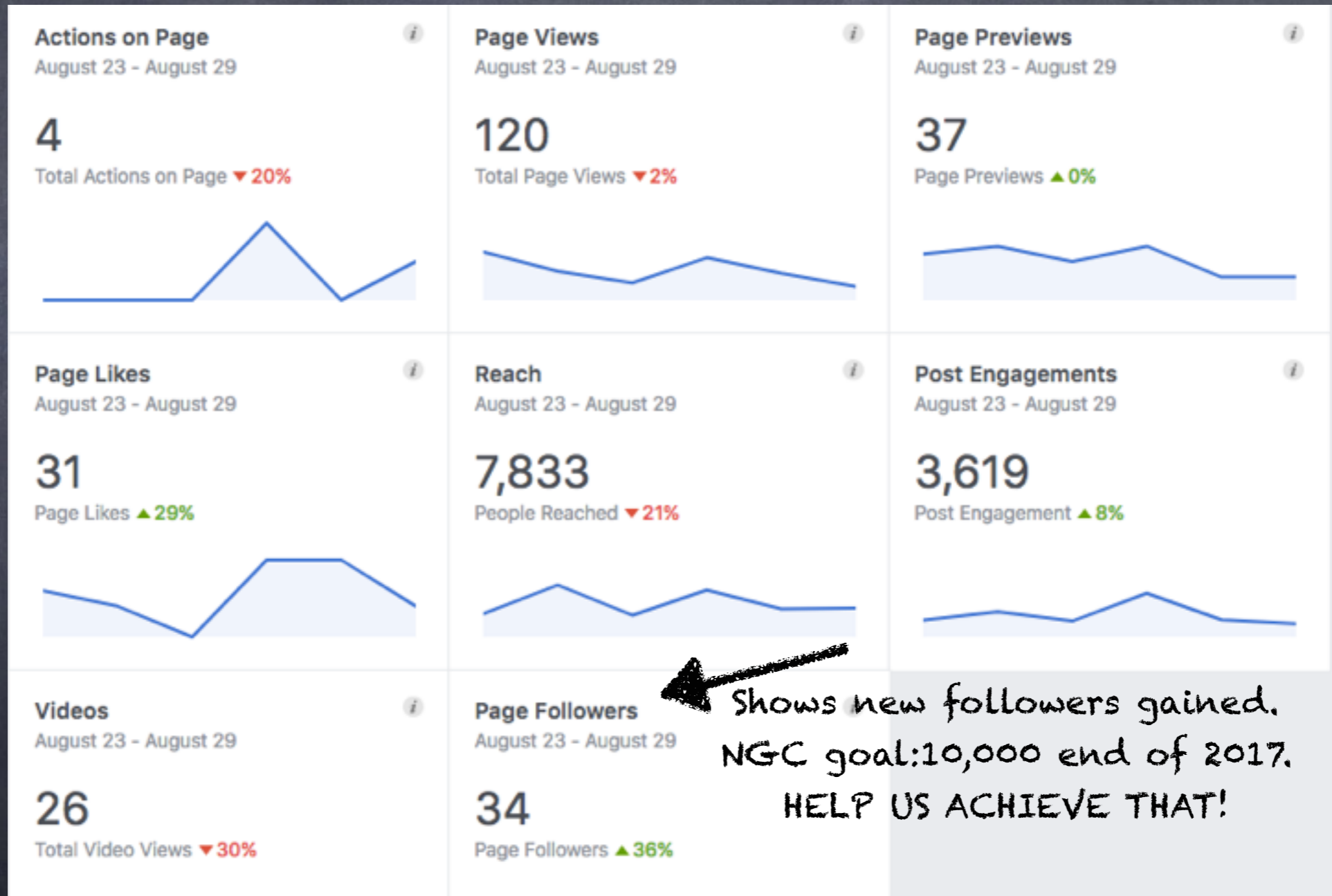
- a) REACH-is the #'s of visitors who "saw" the post
- b) "LIKES" and Comments-this is real visitor time,- every visitor see's this data also.

A good comment usually begets more.

- c) SHARES-Social Media GOLD, your information gets ripple effect... Great tool. If you are an admin/edit for your whole GC network, always try and share to all your pages to increase maximum "eyes on".

- d) Instagram: the more  Instagram promotes

Admin/editor's see this graph
in the INSIGHT TAB
with all of this feedback..





THE BIG EXTRA: Facebook LIVE

With your SMARTPHONE..anywhere, anytime

You can SHARE AN EVENT, destination, activity

The footage is archived on FB - can share it anytime.

Giving back to the Garden Club community by streaming LIVE,
is a smart bonus. Again, the "how to", find easy instructions on FB.

LAST ADVICE



Frequency of posting, depends on your TEAM.
Each STATE, DISTRICT, and CLUB, will find their rhythm.
However, if posts, are 2 months old or 2 months apart...
that's a signal, and not a good one.

Check your website too, is your calendar last years?

Are your "recent" photos now 3 years old?

Set your goals, for social media, an example for STATE, 1x week.
Website, get a webmaster and a backup in place, refresh at least yearly.

SO.



FINDING YOUR "Experts" a.k.a.
Frequent SM Users,
is closer than you think!

A Communications TEAM will provide sustainable progress.
Keeping everyone in the loop for your events and NEWS,
will result in positive connections,
new member potential, and pride.



Facetime

**KEEP
CALM**

Workshops

WE

WILL

SUPPORT YOU

EMAIL, CALLS



Thank You..

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Our SM committee of 11 members, are here to support you.