

THE SOCIAL DRAGONFLY: HOW TO INCREASE YOUR CHAPTER'S ONLINE PRESENCE

Marilyn J McFarland Lindheimer Chapter Communications Director



THE SOCIAL MEDIUM!

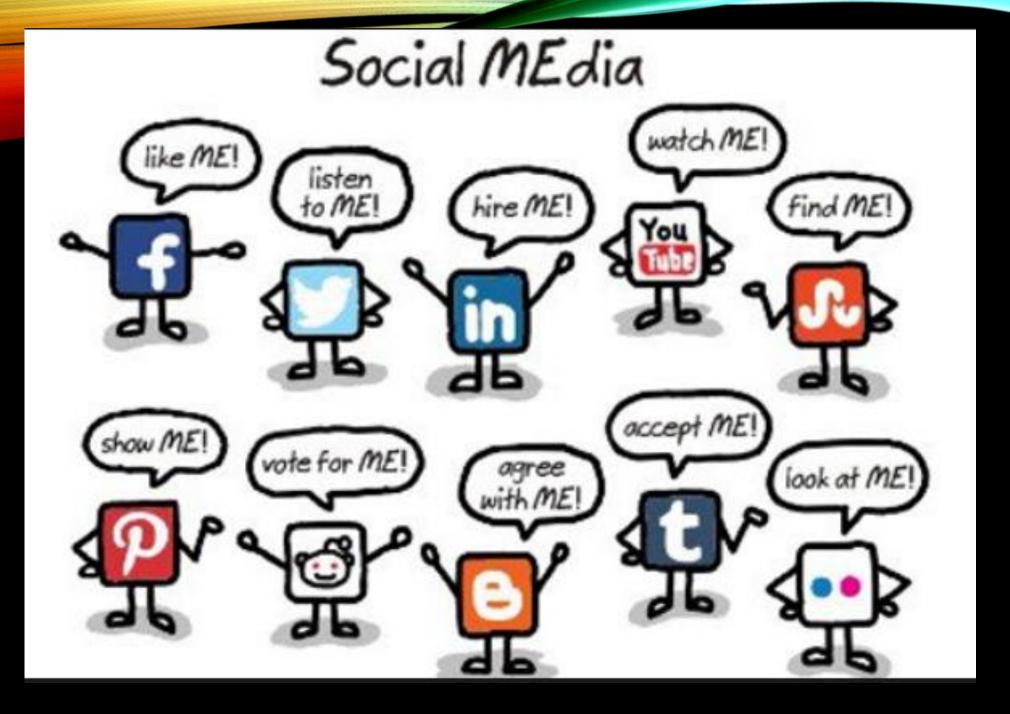
OBJECTIVES

- >Define social media and networking.
- ► Review social media platforms.
- >Determine the best platform(s) for your chapter.
- ► Discuss methods for accomplishing your purpose.
- ► Evaluate your on-line effectiveness.
- Communicate your online efforts.

HOW MANY ARE WEBMASTERS OR SOCIAL MEDIA ADMINS?

WHAT IS SOCIAL MEDIA?

Websites and computer programs that allow people to communicate & share information on the internet using a computer or mobile phone.





Facebook



Twitter















Foursquare



Twitter



LinkedIn

...

Reddit

Google +



My Space



Tumblr



Delicious

Flikr

Digg

Stumbleupon

Technorati

Slashdot

Share this



You Tube













Instagram

Pinterest

Deviant Art

Soundcloud

Vimeo

Twylah



RSS





Skype



WHAT IS SOCIAL "ME"DIA TO YOU?



HOW DO YOU USE SOCIAL MEDIA?



Social media lets me see how my children are raising my grandchildren





FIND THE BEST PLATFORM FOR YOUR CHAPTER

Know your audience!

Identify your goals!

Determine your limitations!

EVERYONE HAS A WEBSITE!

Your website can serve as the foundation for your other media efforts, or as your main media platform.

Texas Master Naturalist Lindheimer Chapter

| Welcome! | Chapter Info ↓ | Out & About | Calendar | Class Application for Fall 2019 | Projects & Opportunities |
|-------------|----------------|----------------------|----------|---------------------------------|--------------------------|
| | Current Class | Members \downarrow | Donate | PAL: Program to Assist Landown | ers |
| Texas Water | s Specialist | | | | |

Welcome!

Our Mission

To develop a corps of well-trained "Master Volunteers" to provide education, outreach and service dedicated toward the beneficial management of natural areas and resources within their communities for the State of Texas.



The elusive Sharp-shinned hawk (Accipiter striatus) or "Sharple" captured in a watchful pase by Darlene Naney Varga. Accipiters such as Sharples and Cooper's Hawk are "bird hawks," meaning ather birds are the main entrée on the menu. With a long tail + short wings, the Sharple can turn on a dime when chasing dinner.

Since founding, Lindheimer Chapter of Texas Master Naturalist[™] have contributed over **165,000 Volunteer Hours** to the Texas Hill Country and its inhabitants! In 2018, chapter members contributed **19,945 volunteer hours** to 29 projects, reaching **23,349 citizens** of Comal County and the Hill Country! Members also earned **2,635 advanced training hours** to gain ever more knowledge to share with our community. We are passionately committed to serving as stewards of our natural world, protecting and preserving it for generations to come.

JOIN US ON FACEBOOK!



Lindheimer Chapter Texas Master Naturalists

Zebra mussels were first identified in Canyon Lake in July 2017. There is no treatment available to kill zebra mussels once they are established in a habitat.



SPECTRUMLOCALNEWS.COM

CHAPTER MEETINGS

Click on Chapter Meeting for information on the monthly meeting & speaken. Click on Board of Directors Meeting for information on our monthly board meeting.



Q Search







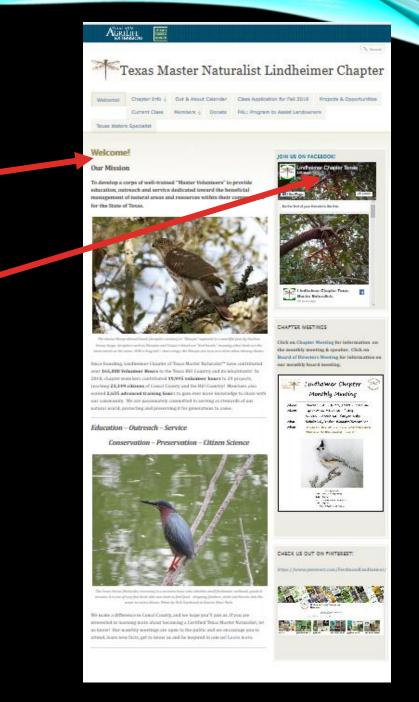
^{SC}Texas Master Naturalist Lindheimer Chapter

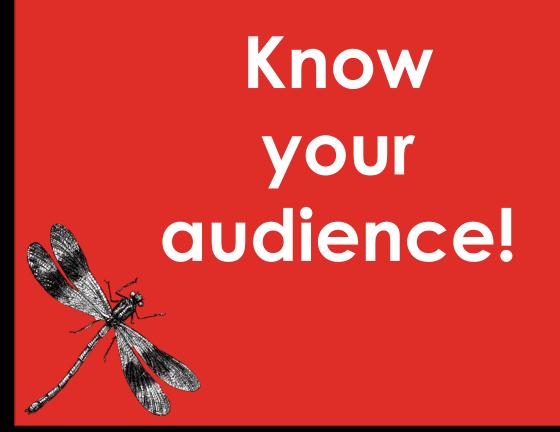
| Welcome! | Chapter Info \downarrow | Out & About | Calendar | Class Application for Fall 2019 | Projects & Opportunities |
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| | Current Class | Members ψ | Donate | PAL: Program to Assist Landown | ers |
| Texas Water | s Specialist | | | | |

TEXAS AGRILIFE WORDPRESS WEBSITE COMPONENTS

PAGE

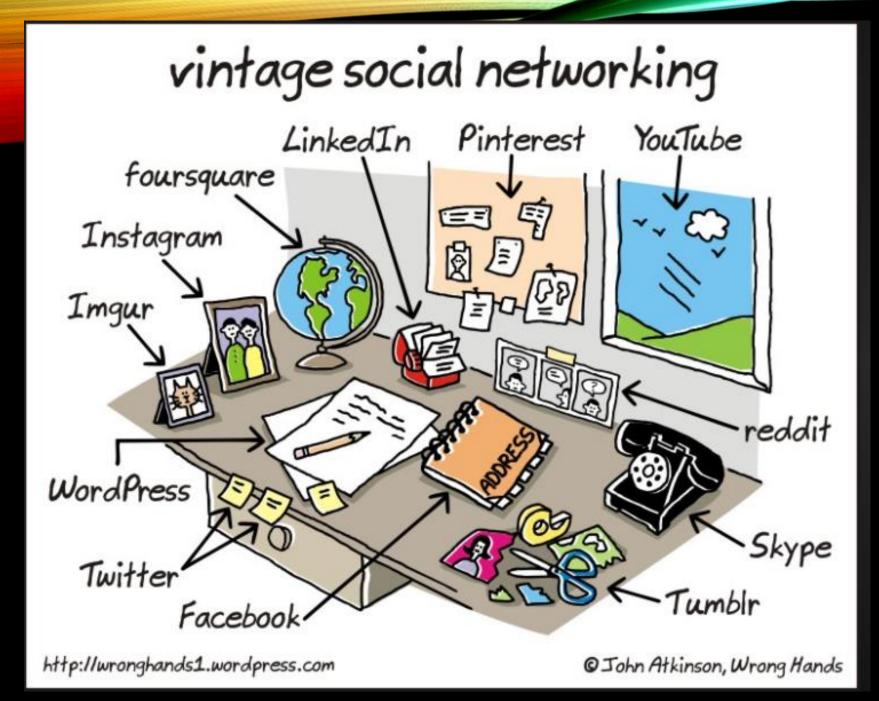
- Left Column Main part of page; usually not changed as much
- Right Column Widgets
 - Top widget is Facebook
 - Middle widget meetings
 - Bottom widget used for numerous items; changes more frequently than other widgets





WHICH PLATFORM IS USED THE MOST IN YOUR CHAPTER?

| TMN Chapters Use of Social Media | Explanation | # Chapters N = 48 | % Chapters | |
|--|--|-------------------------|---------------|-----------|
| Facebook | Connect and share with your family and friends online. | 47 | 98% | |
| WebBlog | Communicate on your website like a newspaper column. | 9 | 19% | Know |
| Instagram 🧿 | Mobile photo and video sharing (use a smart phone) | 8 | 17% | your |
| Twitter | Social networking site that allows users to send and read short messages referred to as "tweets" | 7 | 15% | audience! |
| youtube 🕞 | Post videos on your own channel | 6 | 12.5% | |
| iNaturalist 🦖 | Contribute to citizen science. | 4 | 8% | |
| FliCkr | Online photo management/sharing | 3 | 6% | |



Know your audience! Who is your target audience? Chapter Members Local Community Local Groups State Groups

Know your audience!

Nation, World, Universe!

| Lindheimer Chapter | Description | Current Platform(s) | Comments |
|-----------------------------------|--|---|--|
| Chapter Members (Primary) | Over 50 (90%) Retired Physically active "Dirt" work projects: trails, bird binds, native plant gardens, butterfly gardens Bats, birds, youth education, GRSP | Facebook LMN Website Email: Weekly "Ops & Info" plus email as needed Pinterest | Not all members use FB; but all have email & all access the i-net for VMS Some prefer mobile phones over laptop/desktop computers |
| Local Community (Secondary) | 45 y/o white, female Second fastest growing county in the nation w/mega housing development + pollution, waste dumping, landscape destruction, invasives Extreme weather: floods, drought Vacation area (Canyon Lake) | Facebook nextdoor.com (neighborhood networking) youtube | |
| Local Groups (Tertiary) | Other MN Chapters Master Gardeners NPSOT Environmental/conservation alliances | Facebook Organization Websites Email | Know your audience! |



What do you want to accomplish?

Inform Inspire Identify your goals! Educate Donate Collaborate

WHAT ARE SOME OTHER GOALS YOU MIGHT HAVE FOR YOUR CHAPTER?

| | Inform | Inspire | Educate | Donate | Collaborate | |
|---------------------------------|--------|---------|---------|--------|-------------|--|
| Chapter Members | | | | | | |
| Local Communi t y | | | | | Identify | |
| Local Groups | | | | | your goo | |
| State Groups | | | | | | |
| Nation World Universe! | | | | | | |

| | | CONTRACTOR OF THE CONTRACT OF THE OWNER | | | |
|--------------------------------|---|--|--|--|---|
| | Inform | Inspire | Educate | Donate | Collaborate |
| Chapter Members | "Here's what we're doing at the!" | "Here's a new opportunity" "One of our members" | "Did you know?" | "Bring a Cake or \$5.00 to the meeting." | "I saw on FB you need a ∳I have one." |
| Local Community | "Our Mission is" "Public welcome at our meetings" | "Come join us!" Become a Master Naturalist!" | "How to Conserve Water." Also Shorty lessions such as "How to Remove Snakes from Your Toilet" | "Give us money for the bird blind." | "We can help you with…" "Will you publicize our next meeting?" |
| Local Groups | Flyer for next meeting | "Look what they accomplished!" | "This knowledge will help your group achieve" | "Our helping hands" | "How Can we help each other with?" |
| State Groups | Share flyers for next meeting or seminar | "This is what we're doing." | "How did you guys do this? | "Our helping hands" | "We're happy to help get the word out." |
| Nation, World, Universe! | Share articles from NatGeo to FB page | | A herpetologist from Louisiana gave us a shorty lesson on lizards on FB. | Identify your goals! | Naturalist |



Lindheimer Chapter Texas Master Naturalists November 25, 2018 at 9:38 AM · 🕄

PUSS CATERPILLARS - Part 1. The larvae of the Southern Flannel Moth have extremely painful stings, and are potentially dangerous to humans and curious pets. Part 1 provides a general description, and Part 2 follows tomorrow with information on... See More



6

2 Comments 3 Shares

Lindheimer Chapter Texas Master Naturalists November 26, 2018 at 11:30 AM · 🕄

PUSS CATERPILLARS – Part 2: STINGS & TREATMENT Article & photos by Marilyn J. McFarland, MS, RN, LMN Member The puss caterpillar (aka "asp"), larvae of the Southern Flannel Moth (Megalopyge opercularis), looks basically like a tiny,... See More



) leanie Springer and 2 others

Identify your goals – educate!



Lindheimer Chapter Texas Master Naturalists

Published by Marilyn Jane McFarland [?] · November 25, 2018 · 🔇

PUSS CATERPILLARS - Part 1. The larvae of the Southern Flannel Moth have extremely painful stings, and are potentially dangerous to humans and curious pets. Part 1 provides a general description, and Part 2 follows tomorrow with information on stings. Part 1:

Common Name: Puss caterpillar or "asp" Scientific Name: Megalopyge opercularis (J. E. Smith) Order: Lepidoptera

Description: The caterpillars grow to about 1 inch long and are furry in appearance, being completely covered by thick tan to grayish-white hairs that taper toward the back end. Among the long body hairs are shorter spines that discharge venom upon contact. The head and legs are not visible from above. The night-active adults known as flannel moths are rarely encountered. Many hairy or spiny caterpillars may produce a similar skin irritation, and care should be taken to avoid skin contact with them. Life Cycle: The winter is spent in the cocoon or pupal stage. Adult moths emerge in late spring or early summer and lay eggs on host plant leaves. Tiny whitish fuzzy larvae hatch from eggs and develop through several stages or instars between molts over a period of several weeks before they pupate.

Habitat and Food Source(s): Caterpillars have chewing mouthparts. Adults have siphoning mouths. Caterpillars feed on leaves of many shrubs and bushes, such as hollies, oak and elm trees. Adults moths can be collected at lights.

Pest Status: The caterpillar is called an "asp" by Texans, although there are other caterpillars that also produce a painful skin rash from contact with venom containing spines. Hypersensitive individuals may experience a generalized systemic reaction requiring medical attention. WARNING: Do not handle caterpillars (larvae) with bare hands!! For additional information, contact your local Texas A&M AgriLife Extension Service agent or search for other state Extension offices. Literature: Hamman 1981.

...

"SHORTY" ARTICLE:

- Informative or educational article
- 250 500 words (the example is 540 words)
- Post on:
 - Website
 - Social Media
 - Newsletter

Identify your goals – educate!

Things that Sting in Texas: The Tarantula Hawk Wasp Photos & Article by Marilyn J. McFarland



As is often with my interactions with Nature, I stumbled unknowingly into a dramatic event by picking up a clay pot sitting in the dirt against some rocks. A very large (2+ inches!) black insect with bright redorange wings flew out, right at my face. I instantly recognized it as a hymenopteran (made up word), one of those stingy venomous things in the family Hymenoptera. I've learned not to swat at bees and wasps (declares war, ensures stings), so I ducked while she circled around me and then landed back on the ground. I watched her prowl around the ground like a bloodhound until she found a tarantula, at which time I noticed the tarantula next to my hand. When the wasp grabbed it by its head & dragged it rapidly five feet into a rock crevice, I realized this must be a tarantula hawk wasp (THW). I googled this formidable beast. The

sting of a THW is one of the most painful insect stings in the world, so painful that a victim just falls to the

ground screaming helplessly (according to victims). It won't kill you (unless you are allergic to the venom), but for about 10 minutes you'd prefer unconsciousness. It's the most painful insect sting in the US, so they say. I hope to never find out.

The THW is of Genus Pspsis – a parasitic wasp that loves big juicy spiders. There are a number of Pspsis species which are difficult to differentiate without minute photo detail (this one may be Pspsis thisbs



according to best guess by iNaturalist experts). Adults are "nectivorous," with reports of them unable to fly after drinking fermented fruit juice - in other words, THW's don't commit FWI's (Flying While Intoxicated). Does the thought of an insect with a Stinger Missile in its rear end

While Intoxicated). Does the thought of an insect with a Stinger Missile in its rear end getting drunk make me stop and think? Yes, yes it does. Back to the victim - the tarantula I thought dead was only paralyzed. Gruesomely, the

Back to the victim - the tarantula I thought dead was only paralyzed. Gruesomely, the venom doesn't kill, just immobilizes to create a living snack for wasp babies. Once Mom

has dragged the spider into the hole, she attaches one egg to it, seals up the chamber of horrors and leaves. When the baby hatches, the larva attaches its head to the body of the spider and starts to eat, saving the internal organs for last in order to keep the spider alive and fresh. It takes about a month – yes, a *month*. Other interesting facts:

- 1. Females find tarantulas by "smell" (hence the "bloodhound" behavior I saw).
- 2. Males are harmless: no stingers, no hunting. They "hill-top" waiting for a female that's their job.
- Roadrunners eat tarantula hawks. That cheered me up don't hate the hawks but prefer the spiders. Of course, the roadrunner also eats tarantulas. But see #5 below – no tarantulas, no tarantula hawk wasps!
- 4. Adult females shelter in ground burrows; one more reason to wear shoes when walking outside.
- 5. Where you find tarantulas, you will also find THWs which win 90% of the encounters with the spider.



Lindheimer Chapter Texas Master Naturalists Published by Marilyn Jane McFarland ¹²¹ June 6 at 2:59 PM · O

Our next class starts in just about 4 months, and applications will open on August 1. For more information, click here https://bcmn.org/lindheimer/chapter-info/join-us/





* ***

Become a Texas Master Naturalist! Join the LINDHEIMER CHAPTER!

Learn from experts about: • Ecological Concepts • Archeology • Botany • Herpetology

And.

Ichthyology • Geology • Omithology • Entomology • Mammalogy
 Native Plants/Xeriscaping • Native Grasses • Weather & Climate
 * Texas Water Resources



Field trips to: Honey Creek State Natural Area, Canyon Lake Gorge, Bracken Bat Cave, Bamberger Ranch and morel

APPLICATIONS AVAILABLE ON-LINE AUGUST 1, 2019 Lindheimer Chapter Website: www.txmn.org/Endheimer/chapter-info/join-us/ NEW CLASS ORIENTATION IN OCTOBER, 2019 CLASS MEETS 1st TUESDAY EVERY MONTH at 6 - 9 PM for 12 MONTHS at the AgriLife Extension Service Classroom, 325 Resource Drive New Braumfels, TX 78132

TUITION \$150.00 INCLUDES ALL CLASS MATERIALS

Email Lindheimer Chapter: Lindheimer/MN Education@gmail.com Call Comal County Texas A&M AgriLife Extension Office: (030) 620-3440

Texas Master Naturalist[™] Mission:

To develop a corps of well-trained "Master Volunteers" to provide education, outreach and service dodicated loward the beneficial management of natural areas and resources within their communities for the State of Texas.





Identify your goals – inspire your local comunity (recruit)!

Results: 39 applicants in 10 days



Lindheimer Chapter Texas Master Naturalists

Published by Marilyn Jane McFarland [?] - June 7 at 6:17 AM - 📀



Tye Breston Memorial Library ▶ Wild Things Zoofari May 13 at 3:56 PM · 🚱 📫 Like Page



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Lindheimer Chapter Texas Master Naturalists

Published by Marilyn Jane McFarland |?] · May 26 at 10:33 AM · 🚷



Who: Grant Ellis Natural Resources Manager, City of San Antonio

What: "Edwards Aquifer Protection Program"

When: June 11, 2019, 6 PM - 8 PM

PM

Where: GVTC Auditorium, 36101 FM 3159, New Braunfels, TX Meeting Everyone's

Community

June

Welcome!



www.comalconservation.org info@comalconservation.org

TUE, JUN 11 AT 6 PM CCCA June Community Meeting Gute - Spring Branch

* Interested



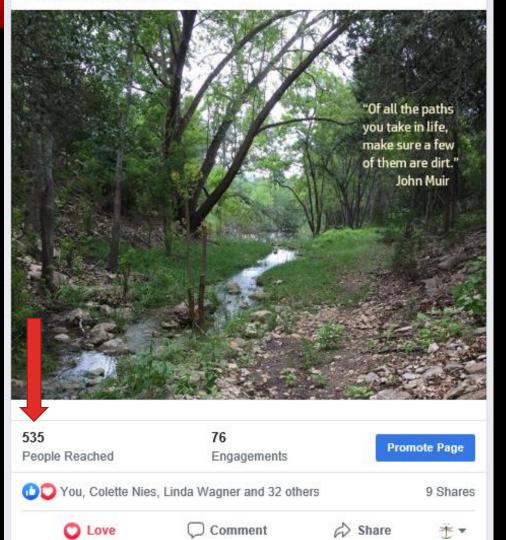
Identify your goals – collaborate!



Lindheimer Chapter Texas Master Naturalists updated their cover photo.

Published by Marilyn Jane McFarland [?] · June 4 at 8:04 AM · 🚱

"Of all the paths you take in life, make sure a few of them are dirt." John Muir. Photo by MJ McFarland



Lindheimer Chapter Texas Master Naturalists updated their cover photo. Published by Marilyn Jane McFarland [?] - June 2 at 7:30 AM - 🕲

...

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

- Margaret' Mead

 1,341
 119
 Promote Page

 People Reached
 Engagements
 Promote Page

 Image: Comment
 Image: Comment
 Image: Comment

 Image: Comment
 Image: Comment
 Image: Comment

Identify your goals – inspire!



Lindheimer Chapter Texas Master Naturalists updated their ••• cover photo.

Published by Marilyn Jane McFarland [?] - May 27 at 7:25 PM - 🕥

Great photo by Erin Harrison showing why Thamnophis marcianus is called the "Checkered Garter Snake."





DON'T FORGET TO PRAISE!

...



Lindheimer Chapter Texas Master Naturalists Published by Marilyn Jane McFarland [?] - May 26 at 10:31 AM - 🔇

Our own Ben Pfieffer is quoted in this story on Fireflies. Good read!



TEXASMONTHLY.COM

The Flight of the Texas Fireflies

Although they're on the rebound in Central Texas, these magical flying...

| 203 | 66 | 1 | Boost Post |
|----------------------|-----------------------------|-------------|------------|
| People Reached | Engagements | - | DOUST POST |
| 🕜 You. Brenda Richar | rdson Wilson, Rick Cook and | d 21 others | 3 Shares |
| × | | | |

Determine your limitations!

WEBMASTER & SOCIAL MEDIA ADMIN

Determine your limitations!

Webmaster

for an established website

- Most people don't have a website so are unfamiliar with the programs
- Challenging learning curve

Facebook/SMP* Admin

- Most people already have a FB account
- Easy to learn

***Social Media Platform**

WEBMASTER

PAID

- Cost
- Capability
- Reliability/Reputation
- Contract
- Chapter Control
- Performance Expectations

VOLUNTEER

- Willingness
- Capability/Literacy
- Reliability
- Training/
- Hardware & software
- Time & schedule
- Performance expectations

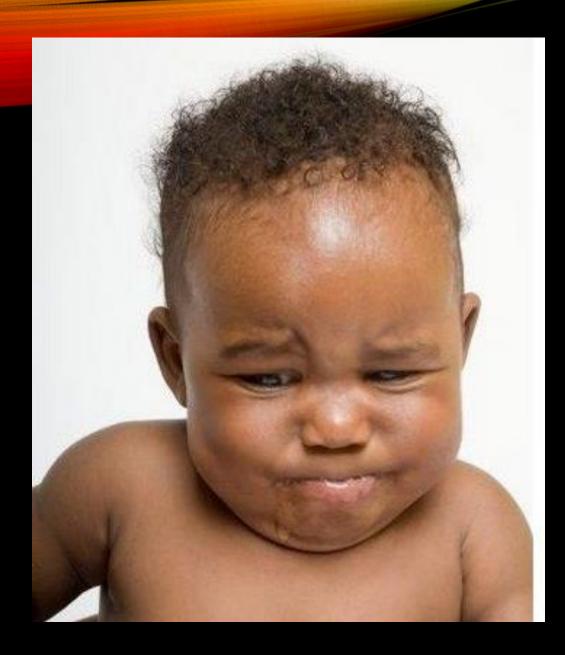
Determine your limitations!

HOW MANY HAVE A PAID WEBMASTER?

HAVE A PLAN

Determine your limitations!

- Need a back-up for all your social media platforms
- At least two members have account access to all social media platforms
- Determine what you will do if you suddenly lose your main method of communication



Determine your limitations!

SUDDENLY – CATASTROPHE STRIKES! NO WEBMASTER OR SOCIAL MEDIA ADMIN! WEBPAGE WENT DOWN!



Determine your limitations!

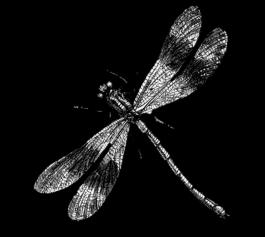
HEY, NO PROBLEM! JUST FOLLOW YOUR PLAN.

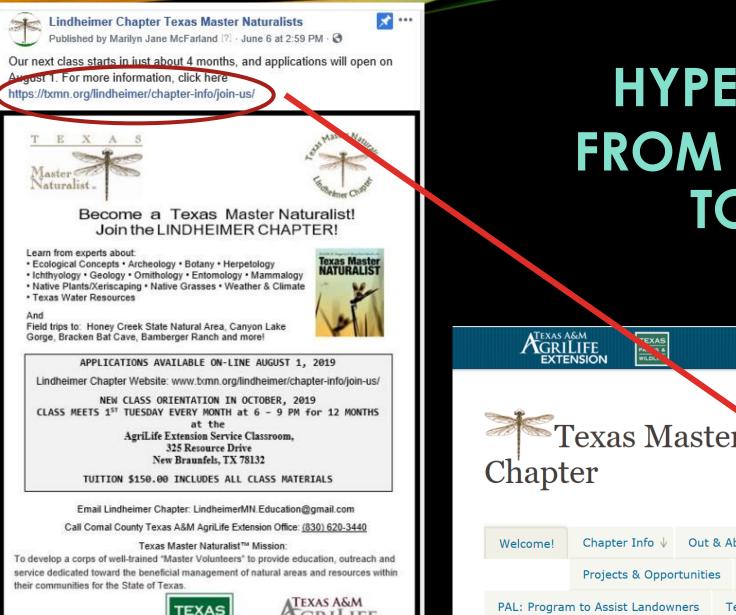
WAIT...WHAT? YOU DON'T HAVE A PLAN?





HOM TO INCREASE YOUR VOUR AUDIENCE





GRILIFF

EXTENSION

Sponsored by:

PARKS &

WILDLIFE

HYPERLINK A PAGE FROM ONE PLATFORM **TO ANOTHER**

Search ^{SC}Texas Master Naturalist Lindheimer Application Info for Fall 2019 Out & About Calendar Current Class Members \downarrow Donate

PAL: Program to Assist Landowners Texas Waters Specialist



Photo of Pearl Milloweed by Erin Harrison

POST ITEMS SIGNIFICANT TO MEMBERS <u>& LET THEM KNOW</u> SO THEY CAN "SHARE"

On Mon, Jun 3, 2019, 6:27 PM Marilyn McFarland <mcfarland1953@sbcglobal.net> wrote:

Hi, Erin, I posted your pearl milkweed on the front page of our website. Texas Master Naturalist Lindheimer Chapter



Texas Master Naturalist Lindheimer Chapter

It's absolutely mesmerizing, I think. The little white centers do glow like pearls. I think this should be your entry into the State Meeting photo contest for plants.

Start thinking about what photos you'd like to enter - the state meeting is in October and there are 4 categories: Plant, scenery, birds, animals.

Best regards, Marilyn



Marilyn McFarland <mcfarland1953@sbcglobal.net> To: Cheryl Walthour

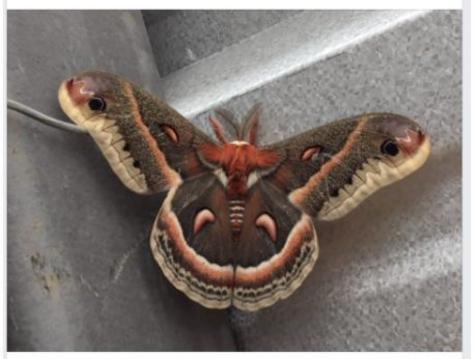
Hi, Cheryl,

I used one of your photos for our Facebook cover photo! Looks beautiful. Marilyn

Lindheimer Chapter Texas Master Naturalists updated their cover photo.

Published by Marilyn Jane McFarland [?] - Yesterday at 9:14 AM - 🏈

Many thanks to Cheryl Walthour for the photo!



170 People Reached 49 Engagements

Boost Unavailable

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On Feb 16, 2018 12:03 PM, "Marilyn McFarland" <mcfarland1953@sbcplobal.net> wrote: Hi, Nancy,

Here's what it looks like. So far, it has been seen by 128 people!

Those of us who live in the Texas Hill Country are greeted each day with the incomparable beauty of our landscape. If we are lucky (and very quiet) we may also be greeted by beautiful & diverse wildlife, including the Grey Fox (Urocyon cinereoargenteus). Although the agile grey fox can climb trees like a cat, it is a member of family Canidae along with coyotes, jackals & wolves. Ornnivorous, the grey fox eats fruits, grains & vegetables as well as insects, voles, field mice & shrews. Grey foxes are monogamous, mating usually between December to March. After a 53 day gestation, 3-6 pups arrive, and stay with their mother for about six months. Note: The grey fox is a crepuscular hunter. If you sit quietly at sunrise or sunset, you may be rewarded with a glimpse of the Hill Country's fascinating grey fox. The amazing photo is courtesy of LMN member @Nancy Hammack.

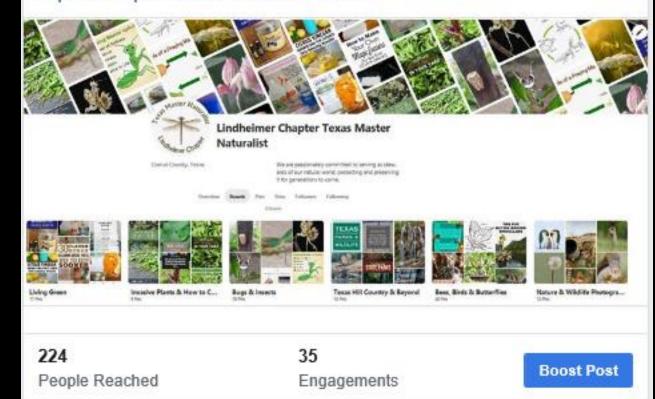




Lindheimer Chapter Texas Master Naturalists Published by Marilyn Jane McFarland [?] · 22 hrs · 🚱

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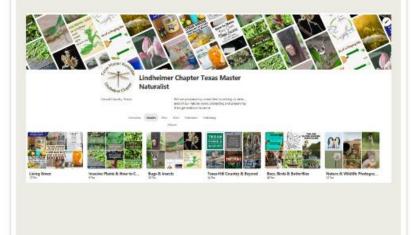
Lindheimer Chapter has a Pinterest page! Our current boards are: Green Living, Invasive Plants & How to Control Them, Bugs & Insects, Texas Hill Country & Beyond, Bees, Birds & Butterflies and Nature Wildlife Photography. Take a look! We're adding new pins everyday! https://www.pinterest.com/mcfarland0312/



REFER OFTEN TO ANOTHER ONE OF YOUR SITES

CHECK US OUT ON PINTEREST!

https://www.pinterest.com/FerdinandLindheimer/





Published by Marilyn Jane McFarland [?] - 2 hrs - 🕄

Take a look at two beautiful butterfly photos by LMN Member Wendy Mathews on our website Welcome Page. Just click here https://txmn.org/lindheimer/



TXMN.ORG

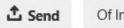
Texas Master Naturalist Lindheimer Chapter

To develop a corps of well-trained "Master Volunteers" to provide...

51 People Reached 16 Engagements



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Texas Master NATURALIST

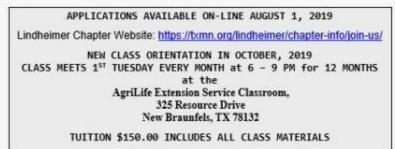
Become a Texas Master Naturalist! Join the LINDHEIMER CHAPTER!

Learn from experts about:

- Ecological Concepts Archeology Botany Herpetology
- Ichthyology Geology Ornithology Entomology Mammalogy Native Plants/Xeriscaping
 Native Grasses
 Weather & Climate Texas Water Resources



Field trips to: Honey Creek State Natural Area, Canyon Lake Gorge, Bracken Bat Cave, Bamberger Ranch and more!



Email Lindheimer Chapter: LindheimerMN.Education@gmail.com

Call Comal County Texas A&M AgriLife Extension Office: (830) 620-3440

Texas Master Naturalist™ Mission:

To develop a corps of well-trained "Master Volunteers" to provide education, outreach and service dedicated toward the beneficial management of natural areas and resources within their communities for the State of Texas.

TEXAS

PARKS 8

WILDLIFE

Sponsored by:



| 27 | *1 | 7 0 |
|-------------|-----------------------------|--------------|
| Impressions | Saves | Link clicks |
| S | ee more stats | |
| Last 30 (| days. Only you can s | ee this |
| Lindheimer | | s Master Nat |

Photos and Comments

Photos Comments

Tried this Pin? Add a photo to show Add how it went photo



-1051

The Lindheimer Chapter will start accepting applications for our next class on August 1, 2019! Go to our website for more information: https://txmn.org/lindheimer/chapter-info/join-us/

SHARE WITH COLLABORATING

GROUPS

Lindheimer Chapter Master Naturalist September Meeting



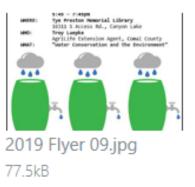
Marilyn McFarland <mcfarland1953@sbcglobal.net> To: Patsy Talbert

Hi, Patsy,

I've attached the flyer with all the details for the TPML calendar. Thank you very much!

Best regards,

Marilyn McFarland





SEND GROUP EMAILS ABOUT STUFF ON THE WEBSITE OR SMP



Out and About <lmnoutandabout@gmail.com> To: Sara Riggs 🔹 Apr 7 at 12:05 PM 対

Check *Out and About* calendar often so that you can sign up for events/classes before they fill up.

Remember!!! More information available from listed contacts on Out and About calendar at http://txmn.org/lindheimer/calendar-of-events/.

Please respond to/request additionally information from contacts listed on *Out and About* calendar or individual entries on *Ops and Info*. You may not get your information on time if you reply to this news email.

Announcements:



Lindheimer Chapter Monthly Meeting

When: Thursday, March 21, 2019 at 5:45 pm
Where: Tye Preston Memorial Library 16311 S Access Rd. Canyon Lake, TX 78133
Who: Patsy Inglet, Ornithologist
What: "Bird Song - Nature's Sweet Tweets"





DEVELOP MEETING FLYERS SAVE AS PHOTOS TO SEND OUT



Lindheimer Chapter

Monthly Meeting

| When: | Thursday, August 15, 2019 – 5:45 pm |
|--------|---|
| Where: | Tye Preston Memorial Library |
| | 16311 S Access Rd., Canyon Lake |
| Who: | Rebekah Rylander, Biologist/Researcher |
| what: | "A Game of Thrones! The Unique Social Structure & |
| | Behavior of the Black Crested Titmouse" |



Meeting Agenda 5:45 Social & Refreshments 6:15 Speaker

- 7:15 Chapter Business & Awards
- 7:35 Adjourn
- Public is Welcome to Attend!



- A

Lindheimer Chapter Monthly Meeting



| when: | Thursday, October 17, 2019 - 5:45 pm |
|--------|--------------------------------------|
| where: | Tye Preston Memorial Library |
| | 16311 S Access Rd., Canyon Lake |
| who: | Rock Stars Class |
| what: | GRADUATION! |



PAY ATTENTION TO YOUR WORD CRAFT

- Wording not just words – makes a big difference
- Captions capture
- "Shorty" articles are smart!

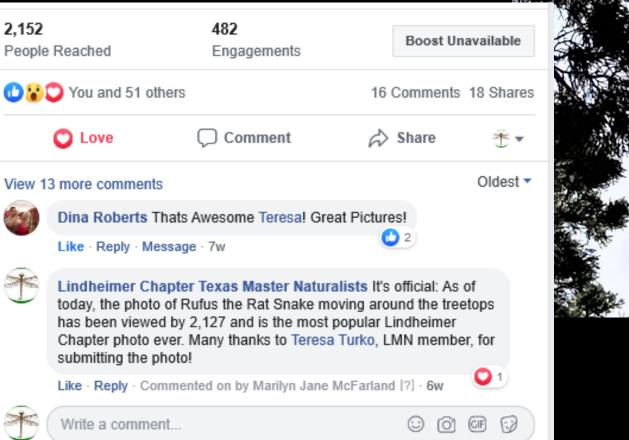
Which makes you more curious & likely to read?

- 'FYI Tarantulas' or 'It's Tarantula Mating Season – Read This Before You Stomp!'
- 'Indigo Snakes' or 'The Coolest Bluest Snake Ever!'
- 'Tarantula Hawks' <u>or</u> 'The Second Most Painful Sting in the World – the Tarantula Hawk – and Where They Live in Comal County!'

BUT OF COURSE – A PICTURE IS WORTH A THOUSAND WORDS!

"RATTLESNAKE FOUND IN TOILET; 23 MORE IN BASEMENT"





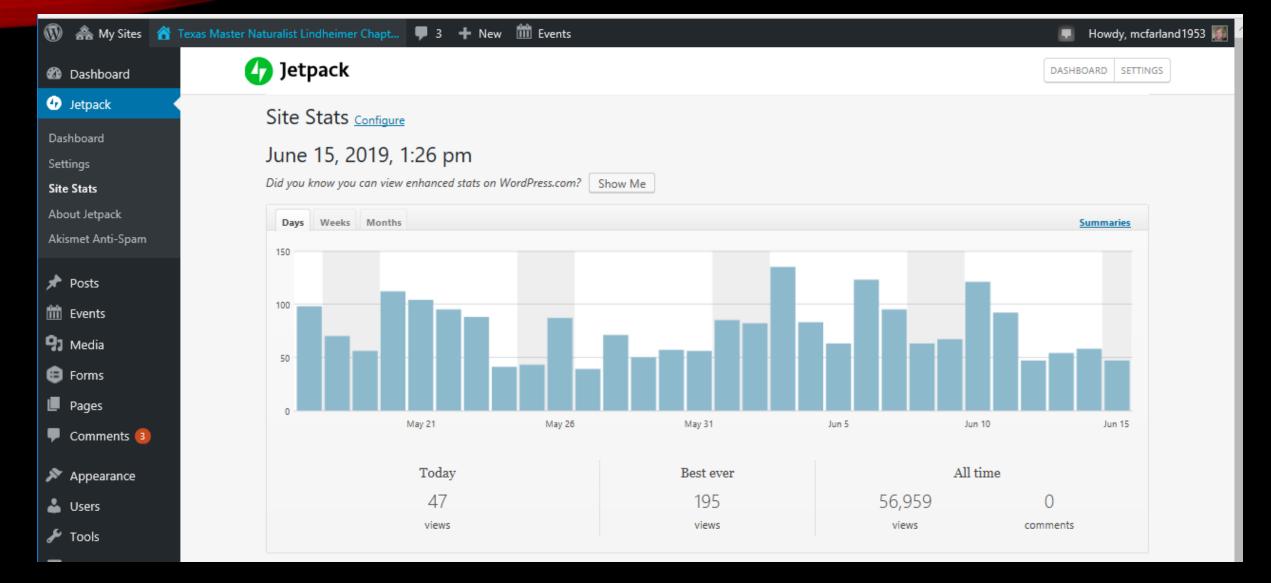


ENGAGE YOUR CHAPTER MEMBERS!

- Publicize the website & social media at chapter meetings
- Solicit photos to be posted
- Beg them to go to the sites and "follow" or "like"
- •Again, post their photos or stories & let them know you did!

EVALUATE THE EFFECTIVENESS OF YOUR SOCIAL MEDIA

WEBSITE STATS





Site Stats Configure

October 16, 2019, 7:02 am

« Return to Stats

Months and Years

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 2016 | | | | 1,315 | 1,192 | 928 | 734 | 967 | 998 | 1,308 | 1,191 | 896 |
| 2017 | 1,500 | 1,308 | 1,210 | 1,393 | 1,015 | 869 | 922 | 1,183 | 1,158 | 1,428 | 1,396 | 1,320 |
| 2018 | 1,676 | 2,177 | 1,834 | 1,692 | 1,402 | 1,116 | 1,556 | 1,463 | 1,017 | 1,503 | 1,403 | 1,465 |
| 2019 | 3,267 | 2,655 | 2,317 | 2,219 | 2,751 | 2,392 | 2,223 | 2,024 | 1,604 | 788 | | |

Average per Day

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|
| 2016 | | | | 53 | 38 | 31 | 24 | 31 | 33 | 42 | 40 | 29 | |
| 2017 | 48 | 47 | 39 | 46 | 33 | 29 | 30 | 38 | 39 | 46 | 47 | 43 | |
| 2018 | 54 | 78 | 59 | 56 | 45 | 37 | 50 | 47 | 34 | 48 | 47 | 47 | |
| 2019 | 105 | 95 | 75 | 74 | 89 | 80 | 72 | 65 | 53 | 52 | | | |

WEBSITE STATS

Top Posts for 90 days ending 2019-06-15 (Summarized)

7 Days | 30 Days | Quarter | Year | All time

March 17, 2019 to Today

| Title | | Views |
|--|------|-------|
| Welcome! | dO | 2,504 |
| Report Your Hours | මේම | 1,039 |
| Out & About Calendar | මේම | 1,009 |
| Members | 68 | 642 |
| Texas Waters Specialist | 010 | 309 |
| Current Class | 010 | 236 |
| Application Info for Fall 2019 | ٥١ | 216 |
| Documents & Forms | 010 | 179 |
| LMN Newsletter | 010 | 129 |
| Next Meeting | ٥١ | 125 |
| Board of Directors and Meeting Minutes | 010 | 117 |
| PAL: Program to Assist Landowners | 8 | 108 |
| Projects & Opportunities | 010 | 99 |
| Planetary Geology and Lunar Rocks | 8 | 97 |
| Chapter Info | 00 | 87 |
| LMN Board Minutes | والو | 84 |
| Donate | 010 | 67 |
| Home page / Archives | olla | 57 |
| About Us | ٥ | 36 |
| Scrapbooks | elle | 30 |
| Educational Resources | 68 | 29 |
| New Class Application | di | 16 |

FACEBOOK STATS



| Page Inbox 20+ Ev | rents Notifications 3 Insights Po | ublishing T More • | Settings Help 🔻 |
|-------------------|---|---|---|
| Overview | Page Summary Last 7 days + | | Export Data 🕹 |
| Ads | Results from Jun 8, 2019 - Jun 14, 2019 | | |
| Followers | | tivity is reported in the Pacific time zone. Ads activity i | s reported in the Organic Paid |
| Likes | | | |
| Reach | Actions on Page (i) June 8 - June 14 | Page Views i | Page Previews (i) June 8 - June 14 |
| Page Views | Julie 0 - Julie 14 | | Julie 0 - Julie 14 |
| Page Previews | 1.1 | 35 | 4 |
| Actions on Page | | Total Page Views ▼27% | Page Previews ▼ 60% |
| Posts | We have insufficient data to show for the | | |
| Events 🕣 | selected time period. | | |
| Videos | Page Likes i | Post Reach | Recommendations () |
| Stories | June 8 - June 14 | June 8 - June 14 | June 8 - June 14 |
| People | 2 | 1,028 | -11- |
| Messages | ► Page Likes ▼71% | People Reached ▼75% | |
| Orders | | | |
| | | | We have insufficient data to show for the selected time period. |

All Posts Published

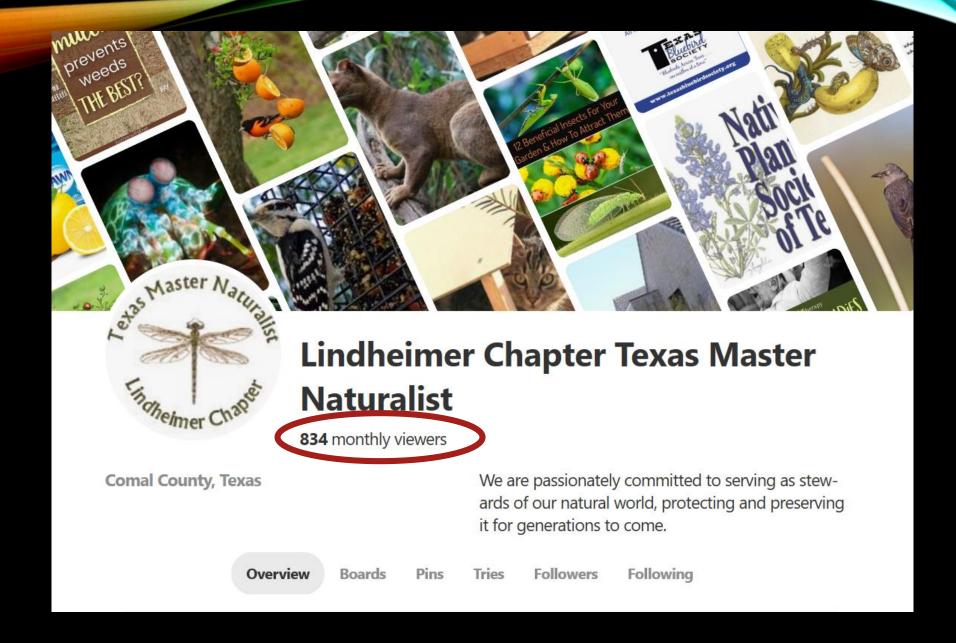
| | Read | :h: Orgar | nic / Paid 💂 | Post Clicks 📕 F | Reactions, Comments & | Shares (i) |
|------------------------|--|-----------|--------------|-----------------|-----------------------|------------|
| Published | Post | Туре | Targeting | Reach (i) | Engagement | Promote |
| 06/15/2019 8:09 AM | Our next meeting on Thursday, June 20! Hope to see you there! | | 0 | 210 | 5 12 | Boost Post |
| 06/13/2019 8:36 AM | Tarantula mating season is coming. Read this before you start stomping! | 8 | 0 | 188 | 28 32 | Boost Post |
| 06/13/2019 8:25 AM | New discoveries! | 8 | 0 | 172 | 5 20 | Boost Post |
| 06/12/2019 10:51 AM | Info on the Prairie Rattlesnake. | 8 | 0 | 195 | 23 27 | Boost Post |
| 06/11/2019 8:29 AM | On June 6, nearly 200 people attended the Texas Snake ID Class | | Ø | 244 | 74 34 | Boost Post |
| 06/10/2019 5:53 AM | June is Trails Month - get involved! | 6 | 0 | 97 | 7 7 | Boost Post |

| | | | | | | | | | | | | | | ľ |
|-----------|------------|----------------|-------------------------|-------------------------|----------------|----------------|---------------|-------------------|-------------------------|-------|----------------------------|-------|-------------------------|-------|
| 2019 | #Posts | Posts Reach | Cover Photo Posts | Cover Photo Reach | Total Posts | Total Reach | Page Likes | Page Followers | Most Popular Post #1 | Reach | Most Popular Post #2 | Reach | Most Popular Post #3 | Reach |
| January | 16 | 5,010 | 24 | 478 | 40 | 5,488 | 332 | 348 | Red Wolf DNA | 1,800 | LMN Feb | 640 | Jan Meeting | 630 |
| | | | | | | | | | | | Meeting | | Summary | |
| February | 19 | 5,285 | 12 | 2,243 | 31 | 7,528 | 336 | 353 | Power Plants | 407 | Brown Tree | 328 | Wink Sinkholes | 312 |
| | | | | | | | | | | | Snake | | | |
| | | | | | | | | | | | Invasion | | | |
| March | 21 | 3,834 | 12 | 1,929 | 42 | 5,763 | 340 | 364 | Rollie Pollies | 696 | Juniper | 448 | Cedar | 401 |
| | | | | | | | | | | | Hairstreak | | Waxwing | |
| | | | | | | | | | | | Cover Photo | | Cover Photo | |
| April | 16 | 4,704 | 12 | 1,528 | 30 | 6,232 | 346 | 370 | Bracken Bats | 1,259 | PEEPS | 966 | NinjaRat! vs | 581 |
| | | | | | | | | | Video | | | | Sidewinder | |
| May | 16 | 4,191 | 16 | 3,350 | 32 | 7,541 | 352 | 378 | Scorpion on | 546 | Rock Stars | 483 | Rock Stars at | 465 |
| | | | | | | | | | Cedar | | PAL Field Trip | | LMN Meeting | |
| June | 26 | 8,140 | 9 | 3,386 | 35 | 11,526 | 369 | 386 | LMN Class | 3,250 | Margaret | 1,357 | John Muir | 544 |
| | | | | | | | | | Application | | Mead quote | | Quote | |
| | | | | | | | | | Info | | | | | |
| July | 21 | 4,784 | 13 | 2,844 | 34 | 7,628 | 375 | 404 | LMN Class | 630 | CCCA | 591 | NPSOT | 535 |
| | | | | | | | | | Application | | | | Landscaping | |
| | | | | | | | | | Info | | | | Class | |
| August | 8 | 2,366 | 11 | 4,120 | 19 | 6,486 | 390 | 418 | Treetop Rat | 2,127 | Applications | 522 | 10,000 Hours | 516 |
| | | | | | | | | | Snake Photo | | Open | | Award | |
| September | 7 | 1,345 | 9 | 2,291 | 16 | 3,636 | 391 | 420 | Two Tailed | 660 | Congrats to | 507 | Monthly | 337 |
| | | | | | | | | | Swallowtail | | the Grads! | | Meeting Flyer | |
| October | | | | | | | | | | | | | | |
| November | | | | | | | | | | | | | | |
| December | | | | | | | | | | | | | | |
| Total YTD | 150 | 39,659 | 118 | 22,169 | 279 | 61,828 | 391 | 420 | | | | | | |
| | | | | | | | | | | | | | | |

2019 Monthly Facebook Statistics

FACEBOOK STATISTICS SUMMARY (FOR BOARD REPORT)

PINTEREST



INFORM YOUR CHAPTER OF YOUR RESULTS – REPORT TO THE BOARD

- To: LMN Chapter Board of Directors
- From: MJ McFarland, Chair, Communications mcfarland1953@sbcglobal.net 210-317-1332
- Date: June 24, 2019
- Re: Communication Committee Report No. 6
- 1. Chair: Records retention policy is tabled.
- 2. Historian/Archivist Overview of Chapter Records
 - a) Review of historical documents continues.
 - b) Electronic "scrapbook" or annual archive for 2018 is completed & posted on the Website.
- 3. Newsletter The 2rd Quarter newsletter (April June) is in progress.
- 4. Out & About
 - a) Sara made 64 entries into the calendar for April, not counting changes.
 - b) Sara sent out 5 Ops & Info emails in April, 7 in March and 5 in February.
- 5. Publicity



a) The June Flyer on Karst was developed & emailed to all contacts on June 15, and sent to members via Ops & Info. It will be posted to HZ/Stammtisch and in the TPML Calendar. It has been posted on the

website and Facebook since May 20th. b) Chapter pamphlet in development.

6. Social Media - Facebook Page Statistics

| | | | | 20 | 19 I | Mon | thly | Face | book St | atist | ics | | | |
|----------|-------|----------------|-------|-------|----------------|----------------|---------------|-------------------|----------------------------|-------|--------------------------------------|-------|---|-------|
| 2019 | #Post | Posts Reach | Photo | | Total Posts | Total Reach | Page Likes | Page Followers | Most Popular Post #1 | Reach | Most Popular Post #2 | Reach | Most Popular Post #3 | Reach |
| January | 16 | 5,010 | 24 | 478 | 40 | 5,488 | 332 | 348 | Red Wolf DNA | 1,800 | Feb Meeting Notice | 640 | Jan Meeting Summary | 630 |
| February | 19 | 5,285 | 12 | 2,243 | 31 | 7,528 | 336 | 353 | Power Plants | 407 | Brown Tree Snake Invasion | 328 | Wink Sinkholes | 312 |
| March | 21 | 3,834 | 12 | 1,929 | 42 | 5,763 | 340 | 364 | Rollie Pollies | 696 | Juniper Hairstreak Cover Photo | 448 | Cedar Waxwing Cover Photo | 401 |
| April | 16 | 4,704 | 12 | 1,528 | 30 | 6,232 | 346 | 370 | Bracken Bats Video | 1,259 | PEEPS | 966 | NinjaRat! vs Sidewinder | 581 |
| Мау | 16 | 4,191 | 16 | 3,350 | 32 | 7,541 | 352 | 378 | Scorpion on Cedar | 546 | Rock Stars PAL Field Trip | 483 | Rock Stars table at chapter meeting | 465 |

7. Webmaster

- a) PayPal Button for Donation Page: Pending.
- b) Website statistics for YTD 2019

| | | | : | 2019 \ | Vebsit | e Stat | istics t | o Date | e | | | | |
|------|-------|-------|-------|--------|--------|--------|----------|--------|-------|-------|-------|-------|---------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| 2016 | | | | 1,315 | 1,192 | 928 | 734 | 967 | 998 | 1,308 | 1,191 | 896 | 9,529 |
| 2017 | 1,500 | 1,308 | 1,210 | 1,393 | 1,015 | 869 | 922 | 1,183 | 1,158 | 1,428 | 1,396 | 1,320 | 14,702 |
| 2018 | 1,676 | 2,177 | 1,834 | 1,692 | 1,402 | 1,116 | 1,556 | 1,463 | 1,017 | 1,503 | 1,403 | 1,465 | 18,304 |
| 2019 | 3,267 | 2,655 | 2,317 | 2,219 | 2,751 | | | | | | | | 14,740 |
| | | | | | | | | | | | | | |
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Overall |
| 2016 | | | | 53 | 38 | 31 | 24 | 31 | 33 | 42 | 40 | 29 | 35 |
| 2017 | 48 | 47 | 39 | 46 | 33 | 29 | 30 | 38 | 39 | 46 | 47 | 43 | 40 |
| 2018 | 54 | 78 | 59 | 56 | 45 | 37 | 50 | 47 | 34 | 48 | 47 | 47 | 50 |
| 2019 | 105 | 95 | 75 | 74 | 89 | | | | | | | | 86 |

c) Page stats below show the number of views by page from 5/1 - 5/31, 2019. Only pages receiving more than 10 views are included.

| Title | | Views |
|--|------|-------|
| Welcomel | -d0 | 858 |
| Out & About Calendar | -d0 | 365 |
| Report Your Hours | alte | 346 |
| Members | -d0 | 200 |
| 2019 Texas Waters Specialist Class | -da | 161 |
| New Class | -d0 | 131 |
| Next Meeting | -da | 73 |
| Projects & Opportunities | alt | 70 |
| Documents & Forms | -da | 61 |
| Join Us | -d0 | 55 |
| Board of Directors and Meeting Minutes | -da | 53 |
| LMN Newsletter | alt | 49 |
| PAL: Program to Assist Landowners | -db | 43 |
| LMN Board Minutes | -db | 37 |
| Donate | -da | 33 |
| Chapter Info | -db | 23 |
| Home page / Archives | -db | 17 |
| Planetary Geology and Lunar Rocks | al0 | 17 |
| Scrapbooks | alt | 11 |
| Educational Resources | 000 | 10 |
| New Class Application | alla | 10 |
| About Us | ी | 10 |

Respectfully submitted,

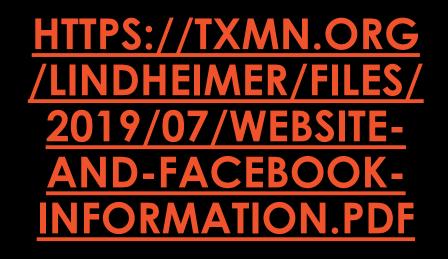
Marifre J Ma Forfred

HELP YOUR MEMBERS BECOME MORE LITERATE!

Website & Social Media Tutorial for Lindheimer Chapter Members

Marilyn McFarland Communications Director LIndheimerMNContact@gmail.com







PRACTICE WHAT I PREACH...

The Social Dragonfly is posted on the <u>Lindheimer Chapter website</u> for you to download. <u>https://txmn.org/lindheimer/chapter-</u> <u>info/educational-resources/</u>

AND ONE LAST THING...

Have some FUN with your media!

Lindheimer Chapter Texas Master Naturalists Published by Marilyn Jane McFarland [?] - April 21 - 🔇

How to attract PEEPS to your yard! Thanks to Joel Dunnington for the laugh!



Get More Likes, Comments and Shares Boost this post for \$3 to reach up to 640 people.

| 972 People Reached | 139 Engagements | | Boost Post |
|-----------------------|---------------------------|---------|------------|
| 32 | | | 9 Shares |
| 😝 Haha | 💭 Comment | 🖒 Share | Ť۲ |

Thank you for your attention! Any questions?

Email me at LindheimerMNContact@gmail.com