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## NORTH TEXAS MASTER NATURALIST

### NATIVE PLANTS & PRAIRIES DAY

### SOCIAL MEDIA CASE STUDY 2016

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# North Texas Master Naturalists Background

- Large urban chapter formed in 1999
- 266 active members
- Communications survey in 2016
- Communications Director responsible for website and social media
- Social Media Committee added to Chapter Operating Handbook in the 2016 spring rewrite
- Native Plants and Prairies Day April 2016 (NPPD)
  - 4<sup>th</sup> annual large public event
  - First use of Social Media for promotion of an event





# Native Plants and Prairies Day (NPPD)

An annual program by the North Texas Master Naturalists to educate the public on the value of native plants, grasses and the animals that depend on them. Started May 2013.





# Native Plants and Prairies Day 2015 Walk



# Chapter Social Media Background

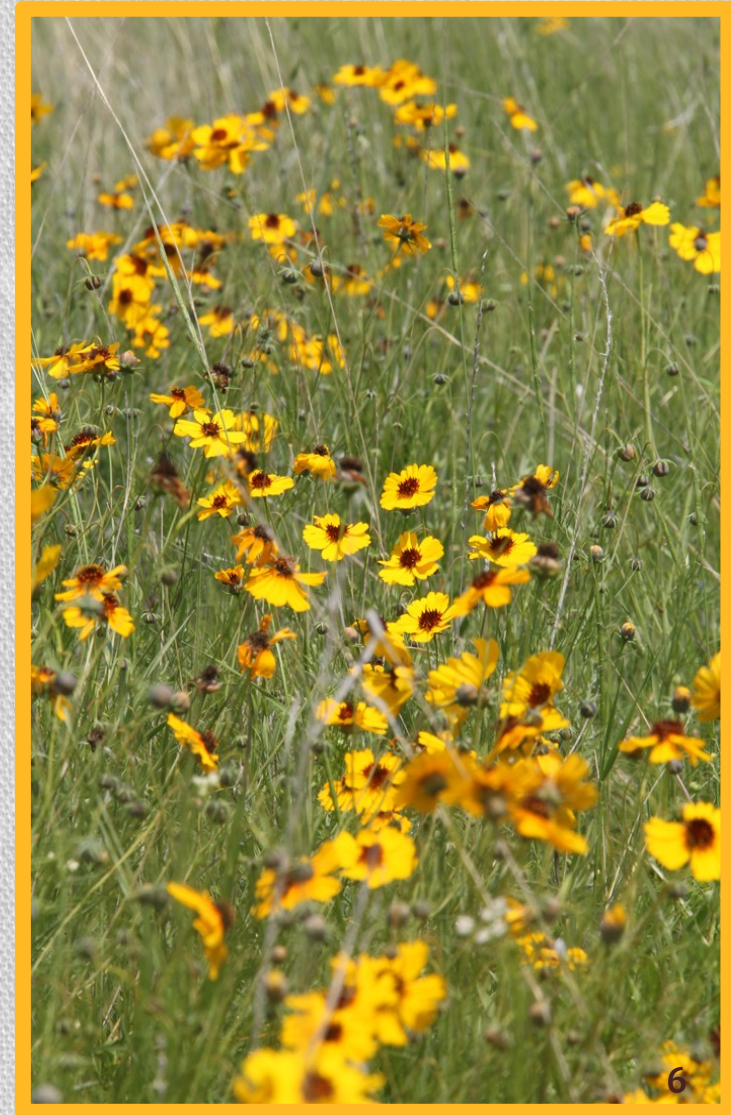
- In January, the Board determined 2016 goal Improving communications – public, members, state
- Minimal social media presence – website and Facebook
- No social media plan, no SM volunteers, no Board experience
- Annual large public event quickly approaching in April





# Challenges: Chapter Demographics & Social Media Inexperience

- Average Age 61 yr. old, 74% females, 50/50 retired/working, no ethnic diversity
- Some use of Facebook
- Social media resistance -prefer nature; not computers
- Believe that people should disconnect from technology
- Little experience with the positive impact of social media
- NPPD had relied on traditional print media for first 3 years



# Native Plants & Prairies Day (NPPD) Goals

## NPPD Committee Goals:

- Adhere to Master Naturalists mission (educate the public...)
- Increase attendance from 1,300 to 2,000

## NPPD Social Media Goals (in addition to above):

- Develop platforms starting in February for chapter to obtain and increase followers by April NPPD!
- Create a social media team
- Educate Board, committee and chapter on value of social media



# Strategy

- Quickly develop the social media plan for the event
- Create the social media presence for NPPD 2016
  - Build a Facebook page for the 4<sup>th</sup> Annual NPPD.
  - Facebook scrapbook for 1<sup>st</sup>-3<sup>rd</sup> years
  - Start engagement
  - Open Twitter, Instagram and Pinterest accounts
- Build followers quickly
- Educate members on engagement and value of social media
- Reach younger audience







# Actions

- Gathered beautiful photographs from past NPPDs
- 24 walk/talk leader's bios and walk/talk descriptions
- Engaged fabulous copywriter
- Implemented a photo editor for imbedded copy
- Implemented Hootsuite
- Gathered interesting facts for Twitter & Instagram
- Defined hashtags: [#blacklandprairie](#)  
[#texasnativeplants](#)

## Example of great copy & short bio on Facebook Post

Explore the sometimes scary looking creatures found in and around the murky depths of White Rock Lake with Perot Museum educator Tim Brys at 1:15. A lifelong educator, Tim is **no stranger to the unusual**, having spent 14 years at the Dallas Zoo and with Texas invertebrates prior to joining the Perot. You won't want to miss this presentation. **Who knows what you'll see come out of the lake!** #blacklandprairie #texasnativeplants



**"The Great Trinity Forest"**

**12:00 by Ben Sandifer**



**Bath House Cultural Center 4/30/16  
Native Plants & Prairies Day  
hosted by North Texas Master Naturalists**

**"Junior Naturalist Program - Perot Museum Partnership"**



**1:00 with Jessie Crowley**  
Bath House Cultural Center 4/30/16  
Native Plants & Prairies Day hosted by North Texas Master Naturalists



**"The Blackland Prairie at George W. Bush Presidential Library" Talk**

1:45 by Lois Diggs  
Bath House Cultural Center 4/30/16  
Native Plants & Prairies Day hosted by North Texas Master Naturalists

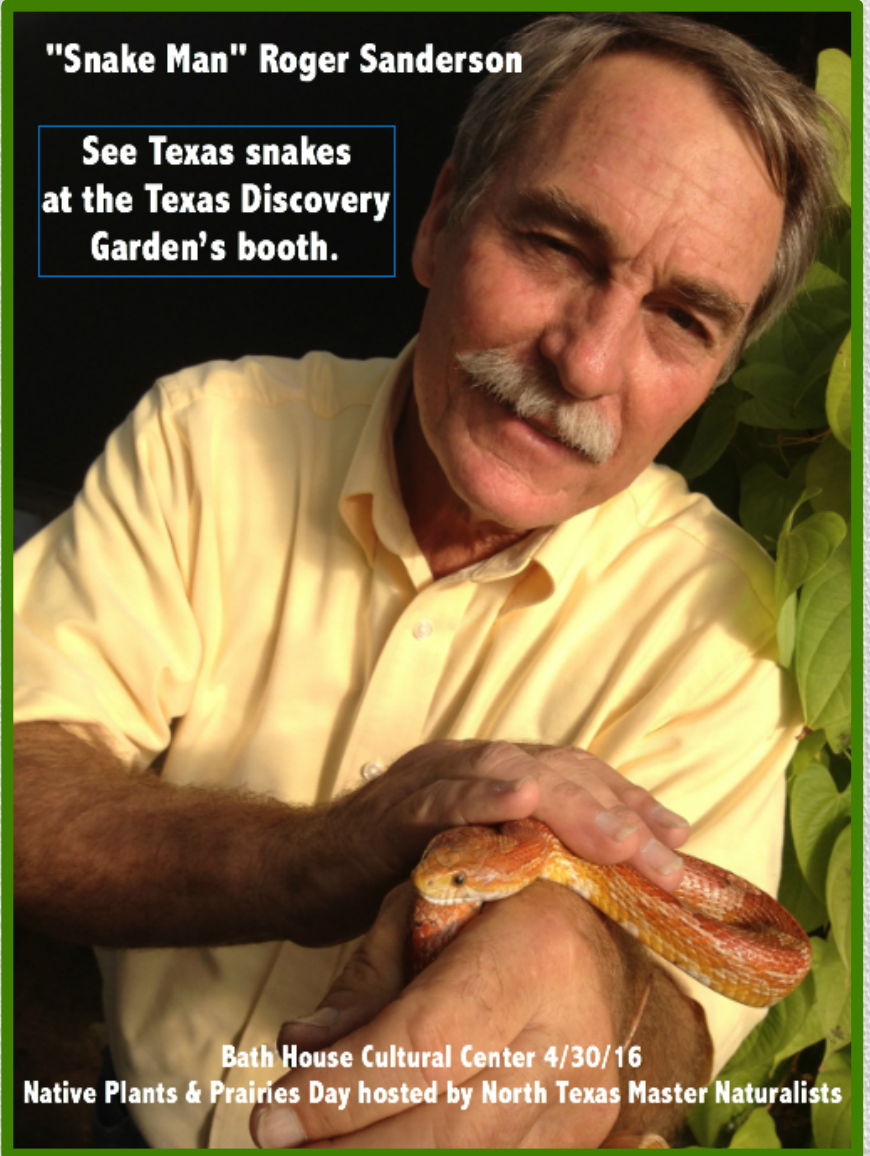
**Native Plants & Prairies Day  
Sat., April 30, 2016**



**Aztec Dancers**

**"Snake Man" Roger Sanderson**

**See Texas snakes  
at the Texas Discovery  
Garden's booth.**



**Bath House Cultural Center 4/30/16  
Native Plants & Prairies Day hosted by North Texas Master Naturalists**

# Hoot Suite – Platform for managing Social Media. Pre-schedule and review in one place.

The screenshot displays the Hoot Suite dashboard in a Firefox browser window. The interface is organized into several columns and rows, each representing a different social media stream or post.

- Scheduled:** A column on the left showing a message: "Your stream has no content yet!".
- My Posts:** A column containing a post from "North Texas Master Naturalist" (@ntmasternaturalist) featuring a photo of a bison and text about a repost by @aggie05amberkay.
- #blacklandprairie:** A column with a post from "Green Fields Farm" (@greenfieldsfarm) about native plants and butterflies, accompanied by a photo of butterflies on a plant.
- #texasnativeplants:** A column with a post from "Travis Ward Horticulture" (@traviswardhorticulture) about growing native plants, with a photo of an agave plant.
- #bathhouseculturalcenter:** A column with a post from "Greg Howe Chicago Architect" (@searilmasterhowe) about an event at the bath house, with a photo of the interior.
- Bottom Row:** Three additional posts from "North Texas Master Naturalist", "Christopher Brown @cbrcaads" about Gulf fritillary butterflies, and "Ashley @inspired\_ashley" about sunset colors at White Rock Lake.

On the right side of the dashboard, there is a "Add a stream" panel with tabs for "Networks", "Apps", and "Shared". Under "Networks", the "ntmasternatural" Twitter account is listed with icons for Home, Mentions, Retweets, Followers, Inbox, Lists, Likes, Outbox, My Tweets, Search, and Scheduled.

# Interesting educational nature facts for Twitter & Instagram

Frogs can't swallow with their eyes open!  
Join us for Native Plants & Prairies Day, 4/30,  
10-3 @ Bath House @ White Rock!  
#blacklandprairie



Butterflies taste with their feet!  
#blacklandprairies



A woodpecker's tongue can wrap around its head twice  
#blacklandprairie



# Actions Continued

- Strategic Facebook boosts
- Website – Posted event schedule, photos, map, exhibitors, vendors
- Identified the speakers & walk leaders with a social media following
- Two minute “Smoke Signals” announcements at chapter meeting and at new class meeting



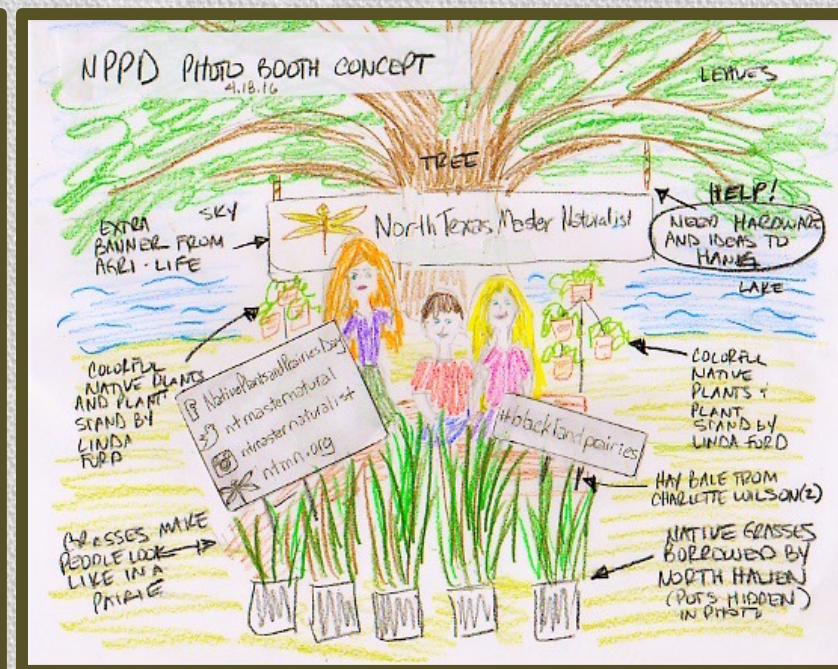
# Let's use our Smoke Signals & Go Viral for Native Plants & Prairies Day!

- Send smoke signals to *your* tribe starting NOW till 5/1, but especially the week prior to event 4/22-4/30/16
- If everyone in NTMN – who is on any form of social media – would share, *comment*, tweet, or post, we estimate 2,000-5,000 of our naturalist tribe would be reached immediately!
- Listed all social media addresses



# Actions

- Cross promoted with affiliated groups on social media
- 2014 video promoted
- Engaged: Tagged, tagged, tagged, commented, commented, commented
- Day of: Assigned volunteers for “live action coverage”
- Day of: Photo booth with social media signs





# Day of Event: Photo Booth and Signs

Great Day on the Prairie! Come on out! Sam Kieschnick, Richard Grayson and Rick Murphy





# Outcomes

- Increased attendance to 1,600

- Facebook:

Steep growth

50 posts

6,511 total reach at end of event campaign (shares, comments etc.)

317 likes – very strong foundation for 5<sup>th</sup> annual event in 2017

Great individual posts and analytic results:

video post skyrocketed reach to 3,776

boosted Posts

# Great Results for Ten Bucks!

A well known talk leader with a great social media following!

3,221 peeps reached  
2,000 organic  
1,221 paid reach

The screenshot shows a Facebook post from the page 'Native Plants and Prairies Day at Bath House Cultural Center'. The post features a photo of a monarch butterfly on a pink flower. The text of the post reads: 'Ever wonder what White Rock Lake was like 92 million years ago? Find out at 2:30 as [Becky Rader](#) and [Brett Johnson](#) present an informative talk on the History and Future of White Rock Lake Prairies. Renowned educator, landscape designer and authority on all things White Rock, Master Naturalist [Becky Rader's](#) Dallas holds a degree in Wildlife Science from West Texas State University and is the Chief naturalist for the Dallas Museum of Natural History. She joins [Brett Johnson](#), Se... [See More](#)'. Below the text is a video thumbnail with the title '"History & Future of White Rock Lake Prairies" 2:30 by Becky Rader & Brett Johnson'. The video description includes 'Bath House Cultural Center 4/30/16' and 'Native Plants & Prairies Day Hosted by North Texas Master Naturalists'. The post shows 3,221 people reached, 66 reactions (likes, loves, comments), and 25 shares. The Facebook interface includes a navigation menu on the left with options like Home, About, Photos, Events, Likes, Videos, Posts, and Manage Tabs. The top navigation bar shows Page, Messages, Notifications, Insights, and Publishing Tools. The bottom right corner of the screenshot shows a speaker icon and a 'View Results' button.

# Ten Bucks and leveraged news outlets

Electronic Calendars

1,242 peeps reached

216 organic reach

1,026 paid reach

The screenshot shows a Facebook page for "Native Plants and Prairies Day at Bath House Cultural Center". The page header includes navigation options: Page, Messages, Notifications, Insights, and Publishing Tools. The main content area features a post from "Native Plants and Prairies Day at Bath House Cultural Center" published by Hootsuite on April 29. The post text reads: "The North Texas Master Naturalist volunteers of the Native Plants & Prairies Day send a big shout out of gratitude to the news outlets who assisted with rolling out the awareness of our event. We appreciate the local media's willingness to spread the gospel of nature as we naturalists strive to uphold our mission to educate and serve our community. #NorthTexasMasterNaturalist <http://ow.ly/4ng4OA> The Dallas Morning News Printed Guide under Family Fun: <http://ow.ly/4ng5rB> The Dallas Morning News Guide Live: <http://ow.ly/4ng5ti> GreenSourceDFW by Amy Martin: <http://ow.ly/4ng5v8> Lakewood Advocate Newsletter: <http://ow.ly/4ng5wW> Lake Highlands Advocate: <http://ow.ly/4ng5yY> White Rock Lake Weekly: <http://ow.ly/4ng5An> Katy Trail Weekly <http://ow.ly/4ng5BL>

 Below the text, a yellow progress bar indicates "1,242 people reached" with a "View Results" button. The post has 34 likes and 12 shares. A comment from Kiara Leonard is visible, stating "Kiara Leonard so cool!" and "Like · Reply · Message · 2 · April 30 at 12:25am". The left sidebar contains navigation links: Home, About, Photos, Events, Likes, Videos, Posts, and Manage Tabs, along with a "Promote" button.

# Outcomes Continued

- Instagram posts - 35
  - (no analytics, but we know Instagram reaches a younger target audience)
- Tweets – 45
  - (reached younger target audience)
- Transitioned board and committee’s belief system away from traditional media (print) to value and relative ease of electronic and social media
- Engaged Perot Museum, Dallas Zoo, news outlets and other affiliated groups (“piggy backed”)
- Social media presence for *future* Native Plants & Prairies Days
- Used what we developed for NPPD to begin to build social media for North Texas Master Naturalist





*Thank you for your attention!*

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