

Go Green Illinois meeting notes

November 10, 2020

Communicating during Covid: How to use social media effectively

25 attendees

This is our 46th meeting since GG IL was founded in 2013.

With Covid-19, groups have had to think about how we can "re-invent" ourselves in a digital time.

- Speakers: Philip Rudolph (TNC) and Sarah Eddy (ELPC)
 - Philip Rudolph - 10+ year veteran of digital marketing
 - Sarah Eddy - digital advocacy specialist
- Philip Rudolph - "Spreading Awareness on Social Media"
 - Social media has grown to become one of marketing's most useful awareness, engagement, conversion and purchasing channels
 - 75% of US adults use at least one social media channel
 - FB = 69%, YouTube = 73%, Instagram = 37%
 - Facebook strategy
 - Community building and conversation
 - Good platform to target people in specific areas
 - Bring people in and then direct to website or convert to email
 - Sprout social – a useful tool that shows demographics for users of different social media channels
 - Facebook
 - Organic reach about 5% of audience
 - To improve this organically (i.e. without paying for promotion), people need to interact with posts (like, share, comment)
 - You can alert certain people so they can share posts
 - Give social media manager content and lists of important partners/influencers/organization that you know your organization should follow
 - This is a way to connect with others with similar interests, so tag people and share with other groups
 - Take photos at events so they can be posted
 - Instagram strategy
 - Caters to younger audience
 - Visual, photo-based; content should be visually interesting
 - A place for advocacy
 - Not great for driving web traffic
 - To increase traffic: like, comment, repost
 - Twitter strategy
 - Timely news and information sharing, opportunity to be seen as an expert
 - Good for media relations
 - Not as high use, but focused use
 - Skews younger

- Share, like, make sure social media manager has content
- Thought-leader: expert, good to be a thought-leader for press, speaking engagements, gives exposure to organization and chapter

With any of these,

- Q + A
 - How much is too much? When will you start to lose followers?
 - Depends on the channel. If you post too much, might start to lose followers. Quality over quantity always. Instagram is photo based so you can post more (people like looking at photos). Keep an eye on posts to see if there's an impact.
 - You don't need to be on every platform. If you can't keep it up, it's not worth being on it.
 - Stories versus post on Instagram?
 - Stories can be easier to interact with, don't have to be as perfect. Easy to share things to stories. Try both and see what works.
 - What's a hashtag?
 - Hashtags are like keywords. On Twitter, 2-3 hashtags per post. On Instagram, can have up to 30.
 - You can search for hashtags to join a conversation.
 - Before creating a new hashtag, research it to be sure it's not being used for something you don't want to be associated with. Can create a hashtag for an event. Determine the main point you are trying to convey before creating a hashtag.
 - Sharing versus posting?
 - Don't have to reinvent the wheel - it's okay to share things from other organizations.
 - Social media is a way of interacting. You can retweet if you agree. This helps a partner organization and can be a way of thanking others.
 - How do you build your audience?
 - Post more often to get more people in your audience.
 - It takes time to build it up, but boosting and buying ads can help. You can do this for small amounts of money. Boosting is easier than creating an ad.
 - Top priorities with social media:
 - Ask people to share
 - Create good content
 - Why are you on social media – know your deliverables to create a strategy
 - Pick a designated person to post and be in charge of managing your page

Maria manages the GG Wilmette Instagram page.

They experimented to see what worked.

The quality of followers is more important than the quantity.

You want people who will interact with you. Make connections with people.

Don't give up. Reshare if something isn't doing as well as expected.

Marcus Norman, LF/LB Greenminds

They received a grant from the Garden Club to do a recycling campaign for LF. It was an integrated campaign to reduce recycling contamination and will continue over 2 years. Check it out at <https://www.bartthecart.com/>.

Posts work better if they contain useful info and are visually interesting or striking.

Beth suggested taking photos at all events and keeping track of them so they are available when you need them. Horizontal photos often work better.

Newsletters drive traffic to your website and events. Constant Contact and Mailchimp both work well. Mailchimp is free for up lists of to 2000. Both enable you to see statistics and open rates which help target future communications and allow you to see what issues interest people.

GG Wilmette's You Tube channel has been popular. They had 1,000 views in a month with video yard tours.

- **Community Updates/Accomplishments**

- Cook County - Kate C
 - @cookenviro on Twitter, they will promote events!
 - Katherine.carney@cookcountyil.gov - Kate C's contact information
- Citizens Greener Evanston - Chuck Wasserburg
 - 2700 subscribers on email list, trying to figure out what membership model works for them, and also developing a rebrand
- Faith in Place
 - Offering 10k dollars to any faith community to put solar panels on roof
- Glencoe - Dudley Onderdonk
 - Three big goals: water quality and quantity, expand communications, improve recycling program (going from good to really great)
 - Accomplishments: recycling event on 10/10/20 had two tractor trailers full of recycling! Intervening in waste system so recyclables wouldn't go to Landfill
 - Co-sponsoring webinar on water 11/11 at Library
 - Protected trees and improved storm water management for new development
- Friends of Green Bay Trail - Dorr St. Clair
 - Focusing more on social media - had a photo contest that was a smashing success!
 - Brought in younger people who are helping with Instagram and FB. 300 followers on Instagram!
 - Made a video to share with donors and are working on Mail Chimp program to share more with donors
- Highland Park
 - Accomplishment: have a fiscal sponsor, so can accept donations

- Goals: increase participation, working on city ordinances
 - Recycling seminar - person from Lake Shore Recycling - 30 people, great questions
- Lake Forest - Yuh S and Marcus N
 - For the Lake Forest Recycling campaign, learn more at www.bartthecart.com
 - Earth Day Green River share
 - In middle of no idling campaign
- Lake Bluff - Carol Russ
 - Has done newsletter for about a year!
- Morton Grove - Gia Schultz
 - Very successful campaign – they printed a doorhanger to get people to their website, which increased numbers by 100!
 - Curbside composting started in April
 - Collective Resource available to all residents at a discounted rate
 - Goals: community garden
 - Gia offered to help others get started with newsletters
- New Trier High School
 - Sending someone to AGZA
- Northbrook - John Novinson
 - Working on a sustainability plan
 - Keep an eye out for the spotted lanternfly
- Northbrook - Alanna Gordon
 - Had some success on NextDoor - published brief sustainability tips and had great response, especially at start of Covid
- Riverwoods - Laurie Breitkopf
 - Finished revising 3rd edition of manual for living with native plants and animals
 - Created first community garden in Riverwoods
 - Had interactive workshop about water (50 attendees)
 - Goals: working with Brushwood Center on environmental justice project with programs for kids and adults, advocating protection for Deerfield road trees, sponsoring virtual workshops and programs
- Seventh Generation - Susan Casey
 - 11/18/20 event: Microplastic Madness film screening
- Metropolitan Mayors Caucus - Cheryl Scott
 - Released EV readiness checklist for local governments
 - Accomplishment: working to finish regional climate plan, worked to offer community solar in past
- Winnetka
 - Go Green Winnetka started posting more on social media, using Mail Chimp for newsletters
 - Good success connecting with people through NextDoor
 - Got a sustainability intern
- Wilmette
 - No Going Green Matters this year

- Beach cleanups every two weeks
- Sip Red Go Green - wine tasting for organic and biodynamic wines
- Next year: strengthen tree ordinance, gas powered leaf blower and sidewalk ordinances
- Continuing to promote community solar
- Winthrop Harbor
 - Got Greenest Region Compact resolution signed
 - Working on community garden, tree ordinances, working with SWALCO on reuse/textile program, create checklist for municipal sustainability
- Next meeting will be virtual: January 12th at 1PM

Chat from the meeting (edited):

From Jenny Futterman Highland Park : How much is too much? Is there a point when you start to lose followers from having too many posts?

From Beth Drucker-Go Green Wilmette : How expensive is it to boost events? What about stories versus posts?

From Sarah Sanford (Go Green Northbrook) she/er : I recommend following intersectionalenvironmentalist on Instagram

From Beth Drucker-Go Green Wilmette : Why do you post more on Instagram than Facebook?

Most of our groups do not have a “social media manager.” What sort of person should we recruit to help with this?

From Sarah Sanford (Go Green Northbrook) she/er : Do the tags work for all 3 media?

From Susan Casey : To what degree, for each platform, is it good to post things from other organizations relative to things about your own organization?

From Leslie Shad : As Sarah just mentioned - Some of us might be in the situation that the person running the program is also the person managing social media. Are there 3 things you think we should really prioritize.

From Beth Drucker-Go Green Wilmette : What is a hashtag and how can we use them? How effective is linking a post versus sharing? How do we get more people to “follow” or “like” us? What about boosting posts versus buying ads?

From Dorr St.Clair : If it’s good to share on the big 3, what about sharing other orgs’ info on your own website? Would it be too busy on that platform?

From Susan Casey : How does boosting work?

From Beth Drucker-Go Green Wilmette : Do any other groups have social media tips to add? If, so, let us know in the chat.

From Sarah Eddy-ELPC : Hi all, I also have to run to another meeting. But please feel free to email me at seddy@elpc.org if you have any questions or want to talk about anything social/digital related more in depth. I'm happy to connect!

From Beth Drucker-Go Green Wilmette : Are any groups having trouble keeping track of your best photos?

From yuh schabacker - Green Minds LFLB : can we have someone talk about how to start a newsletter

From Gia Schultz: Vision Morton Grove : We also use Mail Chimp and I would recommend for any organization that doesn’t have an operating budget

From yuh schabacker - Green Minds LFLB : What is a good number for website views?

From María Dabrowski - GGW : Yuh, it'll depend on the size of your community and the type of outreach you do! There is not necessarily a "good" number, but you can create "goal" numbers for yourself based on community size, budget, etc. Hope that helps!

From liz kunkle : Please email gogreenreads@gmail.com if you would like the Zoom login info for our next Go Green Reads book discussion on Mon. Nov. 16 at 6:30pm. We will discuss "A Planet to Win: Why We Need a Green New Deal" by Kate Aronoff et al

From dorothy N-Winthrop Harbor : 2021 Topic: What is really happening with plastic recycling since the recycling market has dried up.

From Beth Drucker-Go Green Wilmette : And we could all watch The Story of Plastic beforehand!

From Kate C - Cook County DES : Cook County Dept of Environment and Sustainability Twitter @CookEnviro

From Marcus Norman - Green Minds and Norman Design Co. : For the Lake Forest Recycling campaign, learn more at www.bartthecart.com. Thanks

From Kate C - Cook County DES : We are happy to support and help promote your events. I can also be reached at Katherine.carney@cookcountyiil.gov for flyers and other information about your events.

From Beth Drucker-Go Green Wilmette : You can visit Go Green Wilmette's You Tube Channel
Great advice to urge people to toot their own horns.

From Laurie Bretkopf : Spotted Lantern Fly - let's have a program soon!

From Beth Drucker-Go Green Wilmette : Evanston, Skokie and Morton Grove have a municipal contract with Collective Resource for discounted food scrap compost pick up!

From Gia Schultz: Vision Morton Grove : gia.schultz@gmail.com for newsletter help

From Kate C - Cook County DES : We launched our Conserve Cook County Pledge in September and would appreciate more help getting the word out to encourage residents to curb their emissions:
<https://bit.ly/32C2Qml>

From Beth Drucker-Go Green Wilmette : Don't forget to send the link to Thursday's Clean Lawn Care program to your Park District, School and Village - and any lawn care companies. Find the link to the invitation on the Gogreenwilmette.org website.

From Susan Casey, Seven Generations Ahead : Microplastic Madness film screening & panel discussion:
<http://www.foxvalleysustainabilitynetwork.com/events/2020/11/19/screening-of-microplastic-madness-and-webinar-discussion>

From Beth Drucker-Go Green Wilmette : Overload was a great film. You can stream it. It is about chemicals in our environment that end up in our bodies.

From María Dabrowski - GGW : Kiss the Ground, the documentary Beth mentioned, can be found on Netflix

From Susan Casey, Seven Generations Ahead : <http://www.cafeteriaculture.org/microplastic-madness.html>

From Cheryl Scott-Metropolitan Mayors Caucus : <https://mayorscaucus.org/caucus-releases-ev-readiness-products-survey/>

From Kim Stone : Public Trust film is available on You Tube if you missed it

From Jenny Futterman : are YouTube channels free?

From liz kunkle : 2021 topic: Circular Economy

From Gia Schultz: Vision Morton Grove : second the suggestion for Circular Economy topic.

From yuh schabacker - Green Minds LFLB : msyuh@aol.com

From Jonathan Nieuwsma-Evanston : Jonathan.Nieuwsma@yahoocom

From yuh schabacker - Green Minds LFLB : Looking for candidates to run for Shields Township