

Getting started

Before you set up a new social channel for your group, consider whether Naturehood-related content can be added to an existing local platform. For example, some Naturehood groups share their ideas and activities through established local WhatsApp groups. On Facebook, several existing local environment groups and pages make use of content from the central Naturehood page. In particular, sharing our regular 'This week for wildlife...' posts are a helpful way of sharing different ways to support local wildlife in our own spaces. If you are setting up a new channel then there are lots of social media platforms to choose from. It's best to use one you're already familiar with and where you have friends or followers, but don't be put off if you haven't used much social media before. We recommend using Facebook, Twitter or Instagram as these are some of the most commonly used.

Posting

Here are some top tips for managing group social media:

- Aim to post every 1 to 3 days to keep a steady flow of interesting content
- Be sure to ask other people in your group to share content too
- Keep it short, snappy and to the point. Aim for 150 characters or less
- Make it topical and relevant to your audience, such as information or actions that maintain a local focus or something they can do in their gardens. Simple low-cost actions are often the most popular!
- Be visual. Images and video are more likely to catch the eye than text
- Make it interactive by asking simple questions in your posts that are easy and quick to answer, or asking people to vote
- Try to be authentic and honest and share posts that reflect your personal experience and interest.
- Sharing content from other sources can be great, especially practical guides and simple graphic. Just be sure to only share information that you think is of genuine interest to your group, and credit the original source
- Try not to take posting too seriously, have fun with it! Try out different types of posts and see who responds.