



SMOKEY BEAR

SOCIAL MEDIA

BEST PRACTICES

Thanks for helping to leverage your local and state forester's social media accounts to spread Smokey's wildfire prevention message. Here are some tips and tricks Smokey's learned along the way!



STRATEGY

- **SET GOALS:** Try to set strategic goals for your channels, whether it's likes, follows, comments, retweets, etc. It's good to rally your social channels to help reach those goals.
- **CHOOSE A CONSISTENT VOICE:** Being human and having a sense of humor work best on social media. Be sensitive to current events and know that your tone may need to change during times of crisis or on reflective holidays.
- **STAFFING:** Be realistic in terms of who will manage your channel(s). If you can only manage one channel, choose either Facebook or Twitter and have posts automatically syndicate to the other channel.
- **SET A POLICY:** Determine a crisis policy and how you will handle inappropriate speech ahead of time. State it publicly in your channel – see Smokey's Facebook page for ideas.
- **OUTREACH REGULARLY:** Call other partners and see if you can coordinate a social media post exchange. Work with volunteers and partners to tag your account when they are mentioning you. Ask them for shout-outs to your account.
- **TRACK YOUR PROGRESS:** Measure once a month how active your channels are. How often did you post? How did the channel respond to the posts? How did your followers react? Don't focus on any one specific month but instead track the trends and try to determine what factors contributed to engagement.



CONTENT

- **POST OFTEN:** Here's general recommended posting cadence by channel:
 - Facebook: 1-2/day unless it's a special event
 - Twitter: 2-3/day, including retweets
 - Instagram: 2-3/week
- **SCHEDULE YOUR POSTS:** Try to schedule your posts so your followers come to expect when to hear from you. It is best to target your audience first thing in the morning before work or during lunch. Don't forget that weekends can get the greatest interaction, especially when highlighting fun posts and events.
- **ROTATE CONTENT TYPES:** Mix it up with text, quotes, photos, illustrations, infographics, articles, polls, quizzes, open-ended questions and true or false questions. It's good to offer your channel a variety of content.
- **ENGAGE IN CONVERSATION:** Reply to questions. Like and retweet positive messages. Thank people for contributions.
- **IMAGES AND SMOKEY USAGE:** Remember, when using images of Smokey on social (or elsewhere), make sure you are doing so appropriately, with permission, tied to messages of wildfire prevention and not in connection to the sale of products.



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