Social Media = New Ways to Communicate to a Diverse Audience
Purpose: The purpose of this course is to introduce participants to social media platforms and trends that are engaging, build relationships, and provide information, visibility, and credibility to park users, partners, and stakeholders.
Performance Objectives:

- List common social media platforms that are utilized by California State Parks.
- Identify techniques used to incorporate social media into park digital media and programming.
- Receive instruction on how to manage social media for their park or site.
- Describe California State Parks’ social media guidelines and policies.
- Participate in using hashtags and other things.
Social Media

THE GAME
Social Media Stats and Trends
www.socialmediatoday.com

Sources
- www.facebook.com
- www.expandedramblings.com
- www.mediabistro.com
- www.socialmediaexaminer.com

Digital Insights
Social Media 2013

1.15 Billion+ total users

- 751 Million users access Facebook from mobile with 7,000 different devices
- There are over 10 Million Facebook apps so far
- 23% of Facebook user’s check their account more than 5 times a day
- 74% of marketers believe Facebook is important for their lead generation strategy
- 350 Million photos are uploaded every day
- 75% of possible engagement a post gets in its first 5 hours
There are over 288 million monthly active users,
28% of Retweets are due to inclusion of "please RT!"
Twitter's fastest growing age demographic is 55 to 64 year olds, registering an increase in active users of 79%.
60% of Twitter users access it from mobile.
Approx 20 million user accounts are fake.
On an average, over 400 million tweets being sent per day.
208 is average number of tweets per account.

500 Million+ total users
Over 343 Million active users on Google+.
Platform has over 67% male users.
80% users login at least once a week to Google+ and 60% users login everyday.
The +1 button is served more than 5 billion times per day.
40% of marketers use Google+, 70% desire to learn more and 67% plan to increase Google+ activities.
Animated GIFs are still the most engaging type of post.
Total number of LinkedIn groups are 1.5 million
27% users access LinkedIn thought their mobile
50% of LinkedIn users have their Bachelor’s or Graduate degree
81% of users at least belong to one group
42% update their profile information regularly
Over 3 Million LinkedIn Company Pages
Over 1 Billion LinkedIn endorsements

LinkedIn

238 Million+ total users

More than 16 Billion photos being already uploaded
An average user on Instagram has 40 photos
‘MTV’ is the most followed brand on Instagram with over 1.2 million followers
Every second 8000 users like some or other photo
Instagram gets 1000 comments per second
Over 5 Million videos being shared within 24hrs of launch
More than 5 Million photos uploaded every day

Instagram

130 Million+ total users
Hasselback Garlic Cheesy Bread
from Lauren's Latest | makes 2 loaves

1 cup warm water
1 Tbsp Honey
1 envelope active dry yeast (2 1/4 tsp)
1 teaspoon salt
3 cups bread flour (can substitute all-purpose flour)
oblive oil, for greasing surfaces
½ pounds sharp white cheddar, or any other cheese you prefer
½ cups garlic butter (see recipe below)

In a large bowl, stir water, honey and yeast together. Let yeast proof 5 minutes, until it starts to foam. Once you know the yeast is active, stir in salt.
Who are you connecting with?
Benefits of using Social Media at your park

• Social media can engage, build relationships with, and provide useful information to users, partners, and stakeholders.

• Increase credibility with the public by posting relevant information and offering transparency

• Reach younger audiences- Pew Research Center found that 75% of 18-29 year olds have created a profile on a social net site. (Feb. 2010)

• Reach non-traditional park users (all adults) and expand visibility

• Building affinity; creating a media presence that positively influences perceptions of the park.

• Increasing engagement from the public as visitors, volunteers, and members.
Protected!

Native snails like this one, and nonnative snails like the brown garden snail and milk snail (spiral brown and white shell) are common here.

Please do not collect anything!

Chrome Amber Snail

Protected!

Snakes are part of our natural habitat here at Baldwin Hills Scenic Overlook. They help maintain the rodent population.

Leave them alone.
Please help us protect them!

Gopher Snake

Protected!

Urban wildlife such as raccoons, foxes and skunks live here at Baldwin Hills Scenic Overlook.

Please dispose of all trash in park wastebins.
Please help us protect them!

City Raccoons

Protected!

Lizards and other animals are part of the natural habitat here at Baldwin Hills Scenic Overlook!

Please stay on the trail. Do not make new trails.

Please help us protect them!

Side-Blotched Lizard
Visit a California State Park in Los Angeles!
Baldwin Hills Scenic Overlook in Culver City
www.parks.ca.gov/bhso www.facebook.com/scenicoverlook

Visit a California State Park in Los Angeles!
Baldwin Hills Scenic Overlook in Culver City
www.parks.ca.gov/bhso www.facebook.com/scenicoverlook
California State Parks
A classic fragrance
Since 1864

The scent is in the air.

Sage

Visit a Coastal Sage Scrub Habitat in Los Angeles!
Baldwin Hills Scenic Overlook in Culver City
www.parks.ca.gov/bhsb www.facebook.com/scenicoverlook
Facebook Stats from Insights

2012

Over 3,600 likes

2014
From 163 reviews to 384
Showing data from 01/08/2014 - 01/14/2014

**Page Likes**
- **3,661** Total Page Likes, **0.8%** from last week
- **30** New Page Likes, **25%**

**Post Reach**
- **48,535** Total Reach, **14.7%** from last week
- **143** Post Reach, **87.4%**

**Engagement**
- **4,541** People Engaged, **5.7%** from last week
- **0** Likes
- **2** Shares
- **6,132** Post Clicks
<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/06/2014</td>
<td>IMPORTANT NOTICE to all of our patrons: Thursday, January 9 at 6:30pm at the Baldwin Hills Scenic</td>
<td></td>
<td></td>
<td>1.1K</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>12/31/2013</td>
<td>Have a safe and Happy New Year's Eve everyone! Hope to see an amazing community turnout for the</td>
<td></td>
<td></td>
<td>498</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>12/20/2013</td>
<td>Looks like @BaldwinHillsSO BaldwinHillsScenicOverlook is the GOLD YOU OWN</td>
<td></td>
<td></td>
<td>593</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>12/06/2013</td>
<td>#losangeLES #baldwinhillsenicoverlook The commemoration of the 150th Anniversary of</td>
<td></td>
<td></td>
<td>1.7K</td>
<td>117</td>
<td></td>
</tr>
<tr>
<td>12/03/2013</td>
<td>Many of you ask about the Baldwin Hills Dam Break and many of you were here. Join us and at the site on</td>
<td></td>
<td></td>
<td>655</td>
<td>52</td>
<td></td>
</tr>
</tbody>
</table>
Baldwin Hills Scenic Overlook
#LosangeLEGS #baldwinhillsescenicoverlook The commemoration of the 150th Anniversary of California State Parks begins JANUARY 1st, 2014 with a FIRST DAY HIKE. We hope you join the movement, all year long with us!
If you have a group of people who want to reserve a spot with us, please contact Kristen at bhso@parks.ca.gov. Or, just come on New Year's Day and show your love for your parks!

www.americasstateparks.org

Community Climbs
Connecting people to their parks. Join the Movement.

Baldwin Hills Scenic Overlook 1st Day Hike
January 1, 2014 at 10am

About a month ago
Community Climbs
Connecting people to their parks. Join the Movement. #losangeLEGS
Community Climbs
Connecting people to their parks. Join the *Movement*. #losangeLEGS
Community Climbs
Connecting people to their parks. Join the Movement. #losangeLEGS
Techniques for Using Social Media
Social Media Tips

• Use one **RELEVANT** picture or a collage
• Curate **ACCURATE** Content
• Be **PROVACOTIVE** with comments
• Consider **PROGRAMATIC ACCESIBILITY**
• Be **ORGANIZED** by having a plan & Staff
• Share similar posts on different media not the same for **RETENTION**
• Sure, create **THEMES**
Facebook for so many things…

Facebook Tips…

To provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality

More Information

13,733 likes
Facebook Albums for sharing Events

Spine of the Earth 2012 BHSO
By Mike Murase (Albums) · Updated about a month ago
Baldwin Hills Scenic Overlook
Thank you everyone for coming out for the Volunteer Day today held by Generation Water and Mujeres de la Tierra! With your help, the park is returning to its natural state. Special thanks also to California State Parks Foundation, the Park Champions Program, and the Children’s Nature Institute. For more one day volunteer opportunities, please check back with us, and for upcoming Park Champions volunteer programs, please go to www.calparks.org and look at Volunteer in Parks. Thank you!

California State Parks Foundation - Your Voice for Parks
calparks.org

334 People Reached · 13 People Talking About This
Like · Comment · Share · February 18 at 1:46pm

Daviden 'Supa Davie' Watkins and 11 others like this.

Sara Feldman Thank you, Irma, for all you do!
February 18 at 2:44am · Like
Facebook Engagement

**Baldwin Hills Scenic Overlook**
What does this park mean to you? What questions about the park can we answer for you? Please ask and share your voice!
331 People Reached · 25 People Talking About This
Like · Comment · Share · February 16 at 1:12pm

👍 Sui Yeung and 9 others like this.

View all 27 comments

Iann Williams
I want to mention the people who work, patrol and maintain BHSO, thank you. The thousands of people in the city from all zip codes who come together to enjoy this oasis. People converge on this one spot from all ethnic groups peacefully to regain a sense of community, connection, health, balance, wellness, and peace of mind in a city that's full of hustle, bustle, honking, traffic, consumption, congestion and pollution. It's natural escapism.
February 17 at 10:45am · Unlike · 🔗 1

Baldwin Hills Scenic Overlook
Thank you all for posting your thoughts, experiences, and questions! It really shows how much you care and enjoy this special place. It shows your endurance if you use it as a challenging landscape to keep you active, and it shows you how nature can endure and even thrive in a city! This park will always be here through every season, every year, because you help protect it. Thank you!
Saturday at 8:42am · Like

**California State Parks**
Friday at 12:08 PM

Happy Friday! Any outdoor plans for the weekend? Please share with us!

Like Comment Share

9 people like this.

Frank Carson
Hopefully fishing at Torrey Pines State Beach.
Friday at 12:42 PM · Like · 1

Michael Knighten
Ocotillo Wells
Friday at 1:37 PM · Like · 1

California State Parks
Share a photo your catch with us!
Friday at 1:44 PM · Like
Baldwin Hills Scenic Overlook asked: Did anyone see the full moon or lunar eclipse last Saturday? We saw the full moon on the guided hik...

- Yes, I saw the eclipse!
- Yes, I saw the full moon!
- What? There was an eclipse and a full moon?

286 People Reached · 2 People Talking About This

☑️ 3 · December 13, 2011 at 2:41pm
Baldwin Hills Scenic Overlook
We stitched together this panorama for you to enjoy!

Photo Tour of Baldwin Hills Scenic Overlook

653 People Reached · 26 People Talking About This

Like · Comment · Share · December 13, 2011 at 2:34pm

Sandra Jimenez and 23 others like this.

View all 6 comments

Cheryl Schoessler O'Donnell You live in Baldwin Hills? I have a friend in the "don" neighborhood :)  
December 13, 2011 at 7:29pm · Like

Sui Yeung me encanta, sobretodo correr ahí, lo malo es que cuando salgo de trabajar, ya esta la cuesta del sol y no tiene caso pararme ahí, mejor voy a la playa o a la cienega y con este frio mejor, no hay nadie.
Facebook Special Occasions

Baldwin Hills Scenic Overlook
Happy Holidays Everyone from YOUR State Parks in Culver City and Los Angeles!
The Toyon shown in this picture is also called Christmas Berry.

538 People Reached · 18 People Talking About This
Like · Comment · Share · December 23, 2011 at 3:49pm

Ceci Castanio and 18 others like this.
View all 4 comments

Malibu Creek Docents
Thursday at 10:17 AM

Happy Birthday to California State Parks!

California State Parks Celebrate 150 Years
Yosemite "State Park"? That's right! When Yosemite Valley and the Mariposa Grove were set aside as a public park in 1864, they were given to the State of California making them the first State Park in history. This year the California State Park system turns 150 along with Yosemite. This shared heritage is shown on these banners which can be found at our visitor centers as well as state parks across California. Where have you spotted these banners? -bw
Sui Yeung

Lo malo de este hermoso lugar es que cierran al atardecer y ya no dejan subir a hacer ejercicio, si casi todas las personas salimos en la tarde de trabajar, cuando menos deberíamos darnos un poco de espacio para nuestro entretenimiento, si tanto les preocupa la seguridad, pongan lamparas y una caseta o una camara a los 360 grados.

Like · Comment · November 26, 2011 at 11:28am

Baldwin Hills Scenic Overlook

Hi Jacome. Many state parks close at sunset for several reasons. Security is one reason, and safety of the visitor. We are a wilderness park with nature in mind, so no lighting. Neighboring communities and streets often have restricted hours to park as well. We hope you enjoy the park, the days will start to get longer again soon!

November 30, 2011 at 9:33am · Like

Sui Yeung :)

November 30, 2011 at 3:59pm · Like
I made it to the top today. This was the first time. I been going for about two months, but today was the day I went all the way.
Facebook Special Days

posted a video. — with Marc Gaspar and 8 others.

**The Proposal - 11/19/11**

Length: 2:22

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Read, Joanna Zavala and 22 others like this.

View all 5 comments

aww i love it..congrats ayo...lol i knew youd marry a filipina! u were always part of the fam!

February 6 at 12:52am · Like · 1

Ayo!!!!!!!!!! Congrats!!

February 6 at 2:47am · Like · 1

Write a comment...
# on Facebook?

California State Parks

Tuesday at 8:25 AM

#TrailTuesday: How many of you use a "wearable fitness device" out on the trails, while training, or just as part of everyday life? Do you use the Fitbit, Nike Fuel Band, Jawbone, or something else? Do you use it to motivate yourself and/or others?

9 Likes 24 Comments

California State Parks

January 16 at 7:53 AM

It's #ThrowbackThursday! Please help us caption this classic shot from the archives!

We'll start with: "Nobody puts Baby in the Redwoods"

#TBT #TT

5 Likes 3 Comments
Hi everyone! We are rolling out our new and improved Pinterest and Instagram accounts and need your feedback! What topics and features would you like to see us profile there? Thanks!

Pinterest: www.pinterest.com/castateparks/

Instagram: http://instagram.com/castateparks
30 likes

ebrpd In honor of @CAstateparks 150th anniversary, here's a picture taken from crownbeach in alameda
#CAstateparks150 #ebrpd80 #ebrpd
Instagram to Follow up

#MARINEBIOD313

19 posts

paloma_vieira, malibuinterp
msburkhart9 Echinoderm student creations

78 likes
Instagram from Visitors Experiences
Instagram Tips

- Use one picture or a collage
- Hashtag a max of 3 tags
- Tags are one word
- Choose Provocative Pics
- Minimal Comments
Official California State Parks Repins, likes & follows are not endorsement.
Contact info@parks.ca.gov

www.parks.ca.gov

97 Pins
32 Likes
407 Followers
37 Following

Our Parks

Inspiration
We don't stop hiking because we grow old — we grow old because we stop hiking.
-Finis Mitchell

Following
Following
Pinterest Tips

- Use one picture or a collage
- Create Relevant & Provocative Pinboards
  - Crafts, Recipes, Books
- Minimal Comments
- Repin Relevant Pins
- Curate Content
Tip: Adding a flicker pool to your website lets visitors share and comment on photos, creating user-generated content.
Tip:
• Tweet as needed
• Retweet for support and interest
• Curate Content

CA State Parks
@castateparks

Tweet as needed
Retweet for support and interest
Curate Content
Sister: LETS GO HIKING. YAY!!!
Me: YAY!!! OKAY!!!

*time lapse*
Me: *hyperventilates*gasps for air* DA FAWK DID I DO TO MAKE YOU HATE ME, SIBLING?!
Sister: Lalalalala...

Carved by Zeus himself did these stairs come into existence with the sole purpose to weed out obese, junk food indulging couch potatoes from elite Olympians with incredibly fiiiine "arses". You will require a solid pair of glutes if you want to make it to the top. I've seen senior citizens, large folks, and little children ascend to the top - so maybe I'm just weak sauce. Climbing these stairs, I feel my inadequate butt pop and slightly deflate. How I wish I did squats before this.

*ices bum*

When you reach the top, there is a certain type of awe. A more beautiful view of LA you will never find. Equip yourself with a camera beforehand and your photo will become an awesome bragging right when you post it onto facebook. Believe me, when your butt pops too, you're going to want a trophy to commemorate your efforts. Suck it bitches! I made it!
Social Media Overload…
Getting Started- How to manage social media @

- Read the Social Media Handbook
- Who? Get written permission from supervisor.
- Establish a generic email with IT
- Register your social media with communications
- Follow the guidelines, policies, know your limits.
- Schedule content managers to post and respond.
Definition – What is Social Media?
Benefits – Could it help the department?
Risks – Could it hurt the department?
Establishing and Maintaining Social Media Communication
- User Requirements for use and content by the State CIO’s Social Media Standard
- User Requirements for use and content by California State Parks

Contacts and Essential Information

✓ Prior written approval from supervisor/superintendent and needs to be filed with Communications Dept. An employee is preferable to be a “user”, but could be volunteer, intern, retired annuitants. Cannot be concessionaires, coops, or other contractors.

✓ Must follow the policies and guidelines, and monitor your site. Only begin it if it can be sustained.

✓ Plan, and prepare to submit an avatar along with your registration with Communications Dept.
A. LEGAL AUTHORITY

IT Policy Letter 10-02 assigns agency responsibility for the monitoring and management of social media sites to comply with State Administrative Manual (SAM) Section 5310 and Social Media Standards set by the State Information Management Manual (SIMM) Section 66B.

D. GENERAL POLICY

It is the Department’s Social Media Policy to:

1. Communicate to current and prospective park visitors a unified and consistent messaging that maintains the Department’s brand image on social media and social networking pages online.

2. Incorporate into park social media communications, the identified messages and conduct outlined in the California State Parks Social Media Handbook.

3. Protect the Department’s messaging and brand image against unauthorized use, whether intentional or unintentional, by individuals or organizations, to the extent practicable.

4. Contractors, including Cooperating Associations and Concessionaires, are not permitted to utilize social media sites as official representatives of California State Parks or any unit within California State Parks.
Contacts and Essential Information
If you are interested in engaging in social media on behalf of the department or your unit, please contact your supervisor and understand the following policies.

Social Media Policies:
California State Parks Social Media Policy - Departmental Notice 2010-03

California State Parks Social Media Handbook

State Parks Internet Policy, DAM Manual, Information Technology - 1603
http://isearch.parks.ca.gov/pages/29/files/DAM1600%20INFORMATION%20TECHNOLOGY.doc

State CIO’s Policy - Information Technology Policy Letter (ITPL) 10-02
http://www.cio.ca.gov/Government/IT_Policy/ITPL.html


Public Relations DAM 0100
http://isearch.parks.ca.gov/pages/29/files/DAM%200100%20Public%20Relations.pdf

Department Brand Image – DAM 2007-02
http://isearch.parks.ca.gov/pages/29/files/DN%202007-02%20Brand%20Image.doc

For questions about registration, approval processes or developing social media content, please contact the Communications Office at (916) 654-7538 or Media@parks.ca.gov