

Can you hear me? Hello!? We're  
here! Yoo-hoo! Can you hear me?  
Hello!? We're here! Yoo-hoo!  
Can you hear me? Hello!? We're  
here! Yoo-hoo! Can you hear me?  
Hello!? We're here! Yoo-hoo!

# Communication

Exploring newsletters and Facebook

# Communication

WHO

WHY

HOW

# Communication

## WHO

- Current Member
- Potential Members

**COMMUNICATIONS**

**audience profile**  
use with discretion for bringing awareness, not for excluding.

Our Current Friends	Making New Friends
AGE	AGE
REGION/LOCATION	REGION/LOCATION
EDUCATION	EDUCATION
INCOME	INCOME
RACE/ETHNICITY	RACE/ETHNICITY
POLITICS	POLITICS
LEISURE ACTIVITIES	LEISURE ACTIVITIES
WORK LIFE	WORK LIFE
CHARITABLE MOTIVATIONS	CHARITABLE MOTIVATIONS
COMMUNICATION TOOLS	COMMUNICATION TOOLS

**Personas**

**Mary**

**Diego**

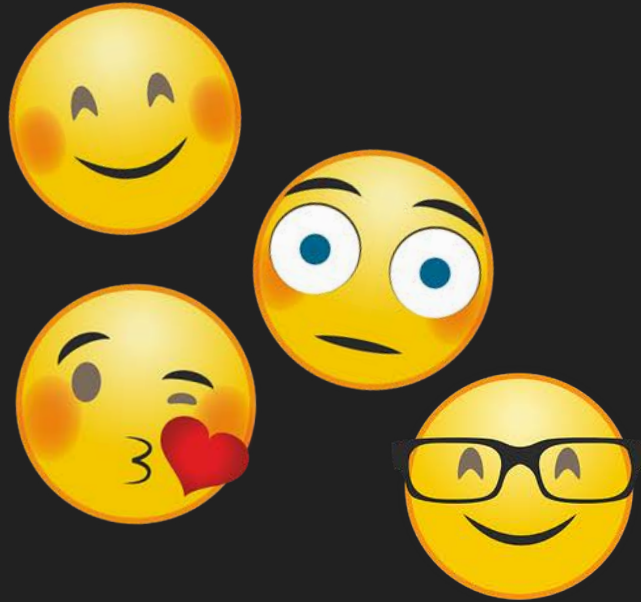
**Don**

www.parklandtrust.org | 651-726-2457

# Communication

## WHY

- Retain and grow your supporters
  - By engaging
  - By connecting
  - By informing



# Communication

## HOW

- What channels to use?
- How to manage each channel?
- How to reach your audience on each channel?





# Some Channels



Mail



Email



Local news



In person



Online



Flyers

## COMMUNICATIONS

### channels

MAIL	LOCAL NEWS	SOCIAL MEDIA / WEBSITE
Letter Brochure Newsletter	News item Press release Magazine	Facebook page or group Instagram Twitter Website
EMAIL	IN PERSON	FLYERS
Press Email newsletter	Meeting or community event Presentation Post in a Forum	Community Bulletin Board Brochure in park

#### CURRENT FREQUENCY (HOW OFTEN DO YOU USE)

	MAIL	EMAIL	LOCAL NEWS	IN PERSON	SOCIAL MEDIA	FLYERS	OTHER
1-2 times a week							
1-2 times a month							
1-2 times a year							
Do not use							

#### CURRENT MANAGEMENT (HOW CLEAR & CONSISTENT ARE YOUR PROCESSES)

	MAIL	EMAIL	LOCAL NEWS	IN PERSON	SOCIAL MEDIA	FLYERS	OTHER
Excellent							
Good							
Fair							
Poor							
Do not use							

#### QUESTIONS TO CONSIDER

**Content Management**

- Who is the content developer (volunteer)?
- Who is the current audience?
- How do you grow/diversify that audience?
- Who manages?
- Should it be one person or a group effort?
- What does the management entail?

**Resources**

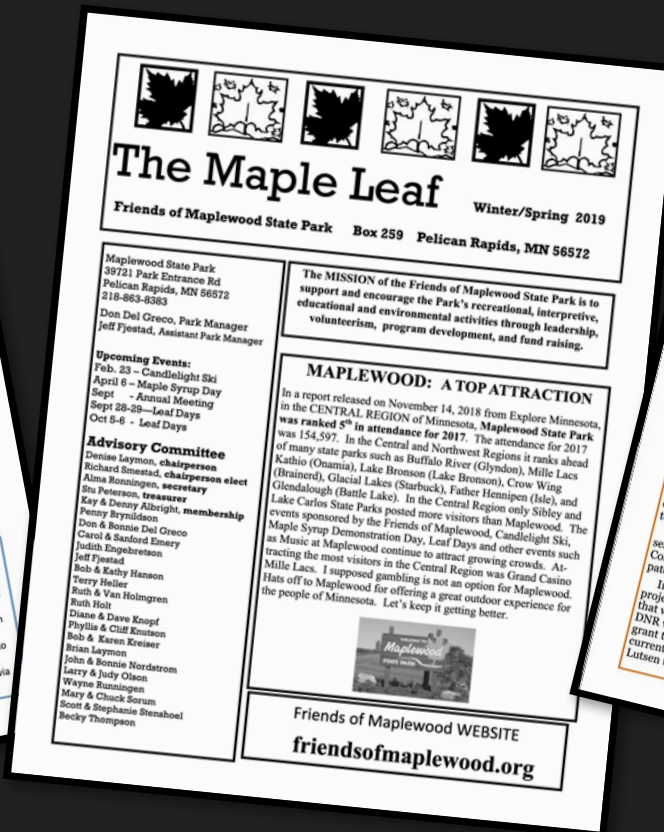
- What resources are needed?
- How much time is required?
- What knowledge is required?

**Goals**

- Is it accomplishing your goals?
- What are the challenges with this channel?

www.parklandtrust.org | 615-724-2857

# Table Discussion: Newsletters





# Table Discussion (13 minutes)

Newsletters



# Full Group Share

*What content do you include  
in your newsletter that you would  
recommend for others?*

# Facebook

**Friends of Whitewater State Park**  
23 hrs · 🌐

Are you a health practitioner in southeast Minnesota? We want your input on bringing the Parks Rx effort to our region! Please help us with a short on-line survey to gather feedback for planning a Providers to Parks Field Day to introduce you and your colleagues to our area parks and to learn how to use the Park America Rx tool to prescribe nature and outdoor activity to the families you serve!



**Providers to Parks Field Day**  
Fall 2019

Find out about the Park Rx America movement in Minnesota!

Join us on a tour of our Rochester area parks and learn how you can start prescribing nature and outdoor time to the families you serve!

Help us plan this field day by providing your input through a short on-line survey at [www.surveymonkey.com/r/53H8ZKV](http://www.surveymonkey.com/r/53H8ZKV)!

Find out more about Park Rx America at <https://parkrxamerica.org>.

**Park Rx America**  **DEPARTMENT OF NATURAL RESOURCES** 

You and 3 others      1 Comment   4 Shares

Like   Comment   Share

**Friends of Itasca State Park**  
July 29 at 6:32 AM · 🌐

Park visitors enjoyed activities and music at Saturday's dedication of the new amphitheater. Julie and Bill Kaiser, Dan Bera (as a Voyageur) and Unpolished entertained and DNR staff added fun activities for kids and kids at heart.




You and 18 others      3 Comments   1 Share

Like   Comment   Share

**Lake Vermilion Trail**  
July 11 at 9:32 PM · 🌐

Get your tickets! Trail raffle tickets are on sale now at these locations!  
Mesabi Recreation, Virginia  
Sulu's Espresso Cafe, Tower  
Cook's Country Connection, Cook... [See More](#)



**LAKE VERMILION TRAIL**  
FUNDRAISING RAFFLE  
Friday, September 6, 6:30 PM at Northwoods Friends of the Arts in Cook

PRIZES INCLUDE  
MARIN LARKSPUR BIKE  
BABY JOGGER  
\$50 TARGET GIFT CARDS  
AND MORE!

TICKETS only \$5

raffle sponsored by **REGEN**  
CHECKS MUST BE WRITTEN TO REGEN NORTHLAND

Martin Larkspur Donated by **WHITE EAGLE RESORT** Mesabi Virginia Recreation MN Baby Jogger Donated by **REGEN**

[www.LakeVermilionTrail.org](http://www.LakeVermilionTrail.org) [facebook.com/LakeVermilionTrail](https://facebook.com/LakeVermilionTrail)

You and 7 others      9 Shares

Like   Comment   Share

# Group Vs. Page





## Friends of the 27th Ave NE Greenway

Public group

About

Discussion

Members

Events

Photos

Search this group



### Shortcuts

I Love NE Minneap... 20+

Parks & Trails Council ...

Friends of Eastside Fo...

Generation Nordeast 11

Marcy Open School... 14



Joined

Notifications

Share

More



Write Post



Add Photo/Video



Live Video



More



Write something...



Photo/Video



Watch Party



Tag Friends



### INVITE MEMBERS

### MEMBERS

43 Members



### Friends



George Fischer

Invite Member



Adam Randall

Invite Member



Casey Manthie

Invite Member

See More

### DESCRIPTION

We are a group of people who informally care



Nat Case

September 5 at 8:23 AM

Heads up: end of September and beginning of October, the intersection of 27th Ave NE and Greenway will be closed for a new storm sewer back into the rail yard. Playground will not be affected (except with noise). I asked if we could throw the landscaping timbers into their construction debris. The rep said he'd ask. I think we should remove the rest so the lawnmower can more consistently get close to the playground.

# Group

- Public or Closed
- Members "Join"
- Admins and Moderators
- Members post as themselves





National Park  
Service ✓  
@nationalparkservice

Home

Posts

Reviews

Videos

Photos

Locations

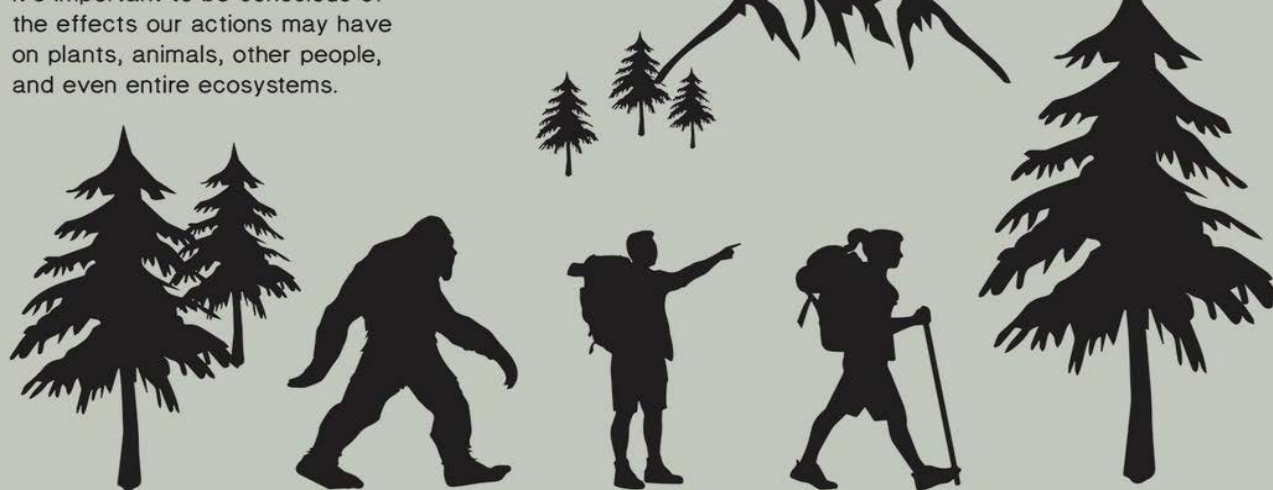
Events

About

Community

Create a Page

It's important to be conscious of  
the effects our actions may have  
on plants, animals, other people,  
and even entire ecosystems.



There are over **21,000** combined miles  
of trails for you to explore in the  
National Park Service. Whether you're

STAY ON DESIGNATED TRAILS

56

1 Comments 7 Shares

Like

Comment

Share

Most Relevant ▾



Write a comment...



**Joel Matthew** If you love jaw-dropping vistas (and who doesn't?)....Angel Falls at Zion and Highline trail at Glacier.

Like · Reply · 13m · Edited

# Page

- Audience “likes” and “follows”
- Posts come from the organization
- Audience can “comment” but not start a post

# Facebook

## What message fits your group/page?

- Connect with other supporters
  - *Discussion prompts*
- Give your input on issues
  - *Polls*
- Share your photos and experiences
  - *Encourage photo posting*
- Learn what's happening
  - *Updates on upcoming events*
- Get inspired to spend more time in X park or trail
  - *Tips on what's blooming, highlight different parts of the park, etc.*

# 5 Quick Tips

1. Write Compelling Content
  - a. Know what your audience wants
2. Follow and be inspired by others
3. Use Photos
4. Make it two-way
5. Stay within your mission.



# Table Discussion (9 minutes)

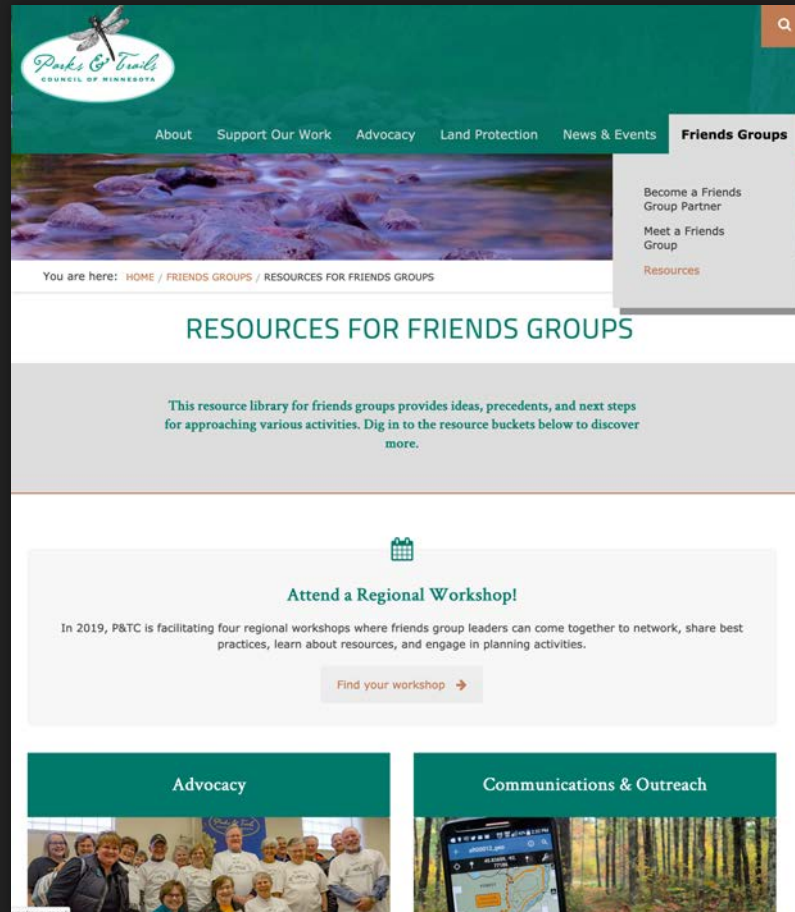
Facebook



# Full Group Share

*Has Facebook been a good tool  
for your friends group?  
Why or why not?*

# Communication Resources



The screenshot displays the website of the Parks & Trails Council of Minnesota. The header features the organization's logo and a navigation menu with links to 'About', 'Support Our Work', 'Advocacy', 'Land Protection', 'News & Events', and 'Friends Groups'. A search icon is located in the top right corner. Below the navigation bar is a banner image of a river with rocks. A dropdown menu for 'Friends Groups' is open, showing options: 'Become a Friends Group Partner', 'Meet a Friends Group', and 'Resources'. Below the banner, a breadcrumb trail reads: 'You are here: [HOME](#) / [FRIENDS GROUPS](#) / [RESOURCES FOR FRIENDS GROUPS](#)'. The main heading is 'RESOURCES FOR FRIENDS GROUPS'. A paragraph states: 'This resource library for friends groups provides ideas, precedents, and next steps for approaching various activities. Dig in to the resource buckets below to discover more.' Below this is a section titled 'Attend a Regional Workshop!' with a calendar icon. The text describes four regional workshops in 2019 and includes a button 'Find your workshop' with a right arrow. At the bottom, there are two columns: 'Advocacy' with a group photo and 'Communications & Outreach' with a photo of a smartphone showing a map and a forest scene.

**Parks & Trails COUNCIL OF MINNESOTA**

About Support Our Work Advocacy Land Protection News & Events **Friends Groups**

Become a Friends Group Partner  
Meet a Friends Group  
**Resources**

You are here: [HOME](#) / [FRIENDS GROUPS](#) / [RESOURCES FOR FRIENDS GROUPS](#)

## RESOURCES FOR FRIENDS GROUPS

This resource library for friends groups provides ideas, precedents, and next steps for approaching various activities. Dig in to the resource buckets below to discover more.

**Attend a Regional Workshop!**

In 2019, P&TC is facilitating four regional workshops where friends group leaders can come together to network, share best practices, learn about resources, and engage in planning activities.

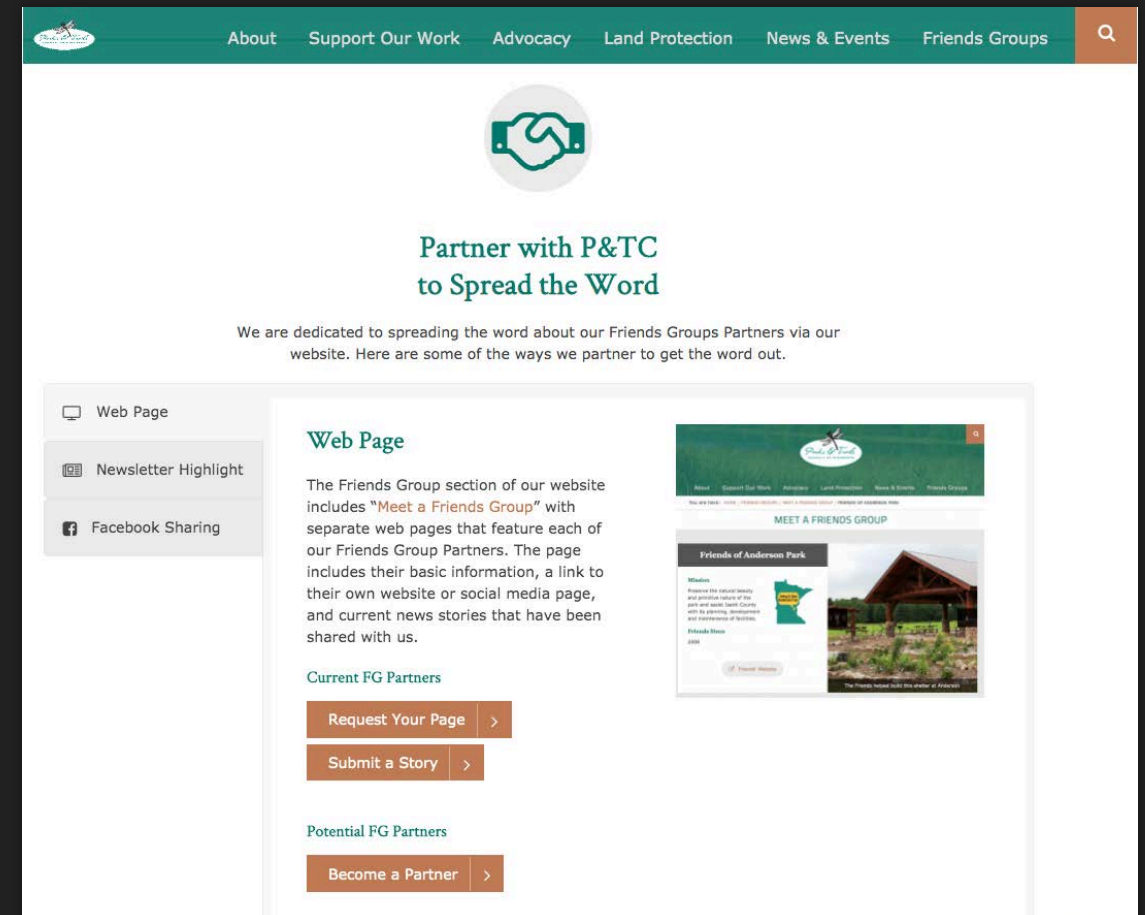
[Find your workshop](#) ➔

**Advocacy**

**Communications & Outreach**

# Partner with P&TC to spread the word

- Dedicated group web page
- Updated stories
- Newsletter and e-news
- Social media



The screenshot displays the P&TC website's navigation bar with links: About, Support Our Work, Advocacy, Land Protection, News & Events, and Friends Groups. Below the navigation bar is a circular logo featuring two hands shaking. The main heading reads "Partner with P&TC to Spread the Word". A subheading states: "We are dedicated to spreading the word about our Friends Groups Partners via our website. Here are some of the ways we partner to get the word out."

Below this text is a section titled "Web Page" with a description: "The Friends Group section of our website includes 'Meet a Friends Group' with separate web pages that feature each of our Friends Group Partners. The page includes their basic information, a link to their own website or social media page, and current news stories that have been shared with us."

On the left side of the "Web Page" section, there is a sidebar with three options: "Web Page", "Newsletter Highlight", and "Facebook Sharing".

Below the description, there are two buttons: "Request Your Page" and "Submit a Story", both with right-pointing arrows. Further down, under the heading "Current FG Partners", there is a button "Become a Partner" with a right-pointing arrow.

On the right side of the "Web Page" section, there is a preview of a "Meet a Friends Group" page for "Friends of Anderson Park". The preview shows a header with the group name, a description of the park, and a photo of a wooden building.

○ Thank you!



# A: ROUND ROBIN

---

 1 minute

Does your friends group issue a newsletter? If so, how often?

# B: OPEN ENDED

---

 6 minutes

How does your group decide upon and gather content for the newsletter?

---

- *Do you have themed sections?*
- *How do you divvy up the work?*
- *Who takes photos? Who writes?*
- *Have you asked your members what they want to read?*



# C: OPEN ENDED

---

 6 minutes

How does your group manage the design and mailing process?

---

- *What design software do you use?*
- *Do you pay someone or is done by a volunteer?*
- *What printer do you use and how much does it cost?*
- *Do you mail just to members? or others too?*



# A: ROUND ROBIN

---

 1 minute

Does your friends group have a  
Facebook account?  
If so, is it a page or a group?

# B: OPEN ENDED

---

 4 minutes

How does your group decide upon and gather content for Facebook?

---

- *What types of content do you post?*
- *What types of posts get the most engagement?*
- *How do you decide the difference between your personal views and the group's views?*

# C: OPEN ENDED

---

 4 minutes

How do you manage your Facebook page or group?

---

- *How do you divvy up the tasks?*
- *Do you reply to comments?*
- *Do you follow, like, and comment on other posts or pages?*



# COMMUNICATIONS

---

## audience profile

*use with discretion for bringing awareness, not for excluding.*

### Our Current Friends

AGE

REGION/LOCATION

EDUCATION

INCOME

RACE/ETHNICITY

POLITICS

LEISURE ACTIVITIES

WORK LIFE

CHARITABLE MOTIVATIONS

COMMUNICATION TOOLS

### Making New Friends

AGE

REGION/LOCATION

EDUCATION

INCOME

RACE/ETHNICITY

POLITICS

LEISURE ACTIVITIES

WORK LIFE

CHARITABLE MOTIVATIONS

COMMUNICATION TOOLS



# COMMUNICATIONS

---

## our key messages

### MESSAGE THEMES

Compelling ideas summarizing your Friends Groups mission in terms that would resonate with your audience. To be continually threaded into your communications as much as possible.

Your membership support/support of our Friends Group helps to...

- 1.
- 2.
- 3.

### FRAMING - WORD/PHRASE CHOICES

Word choices are full of meaning. What words or phrases frame the issues your group cares about.

For example, would you say “protected natural place” or “underutilized land”? If you want to make a visual representation of your phrases, go to [www.wordclouds.com](http://www.wordclouds.com)

### CALLS TO ACTION

Don't forget to include a call to action if you intend for your audience to take one. List the most common actions you ask people to take.

- 1.
- 2.
- 3.



# COMMUNICATIONS

## channels

### MAIL

Letter Solicitations  
Newsletter

### EMAIL

E-news  
Email solicitations

### LOCAL NEWS (RELEASE/EVENT LISTING/AD)

Newspapers  
Radio stations  
Magazines

### IN PERSON

Tabling at community event  
Presentation  
Float in a Parade

### SOCIAL MEDIA / WEBSITE

Facebook page or group  
Instagram  
Twitter  
Website

### FLYERING

Community bulletin boards  
Brochure in park

## CURRENT FREQUENCY (HOW OFTEN DO YOU USE)

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Fair							
Poor							
Do not use							

## QUESTIONS TO CONSIDER

### Content Management

- How is the content decided/written/planned?
- Who is the current audience?
- How do you grow/diversify that audience?
- Who manages?
- Should it be one person or a group effort?
- What does the management entail?

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- What resources are needed?
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- Is it accomplishing your goals?
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