



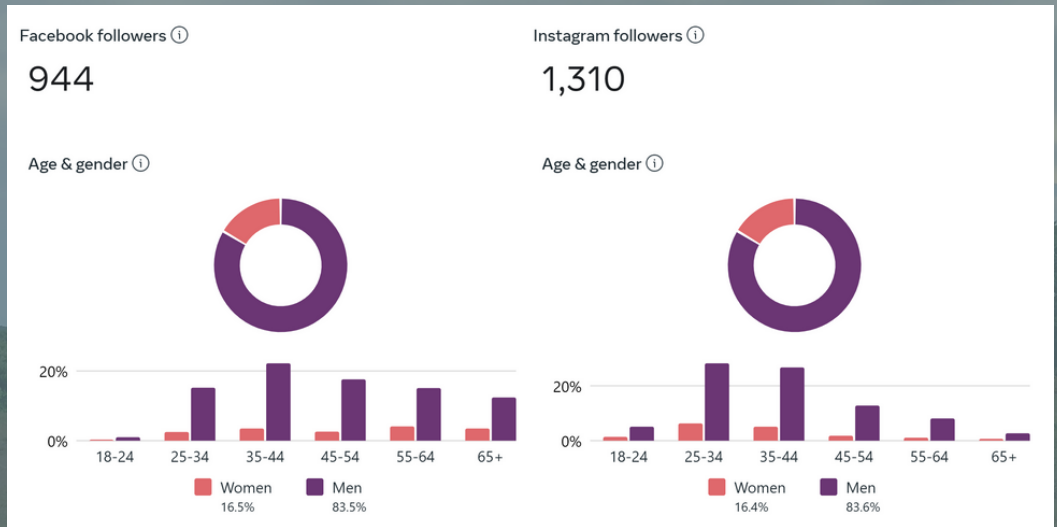
AUGUST  
2023

# WSGS SOCIAL MEDIA SUCCESS

BASIC METHODS FOR GREATER  
ONLINE ENGAGEMENT



# JULY 2023



August 2021  
WSGS 155 Members  
Facebook 400  
Instagram 0

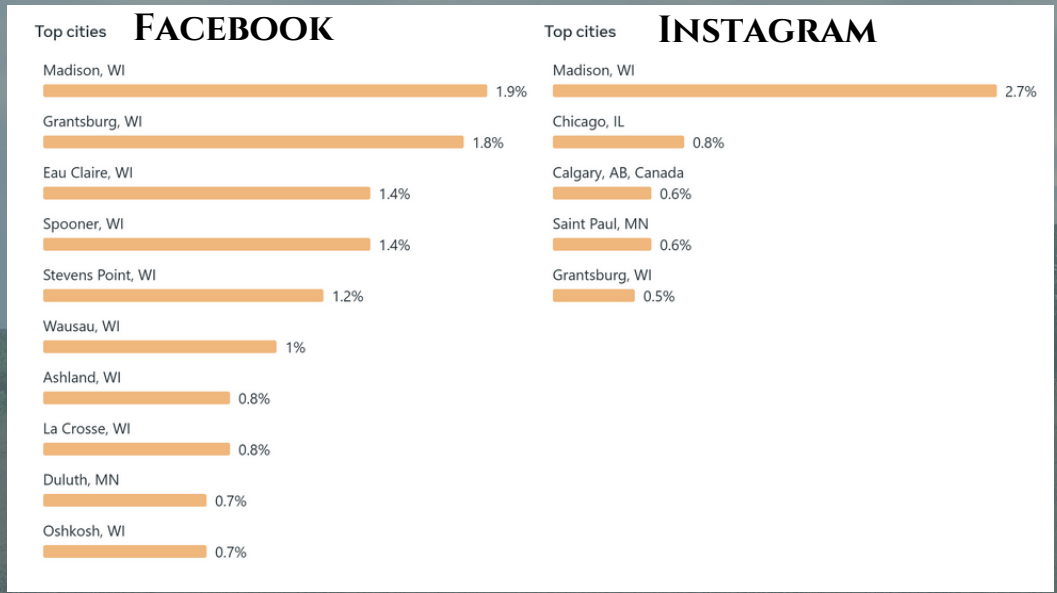
Speak to the younger skewing on IG and how to meet them where they are, communication style etc

If you cannot, find someone in your org who can

Very few over 60 on Instagram, if that is your audience, communicate on FB



JULY  
2023



FB's regionality

FB will get you boots on the ground action

IG will get you merch purchases and support from national Orgs



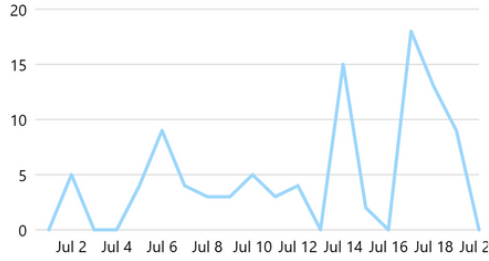
# JULY 2023

## Page and profile visits

Export

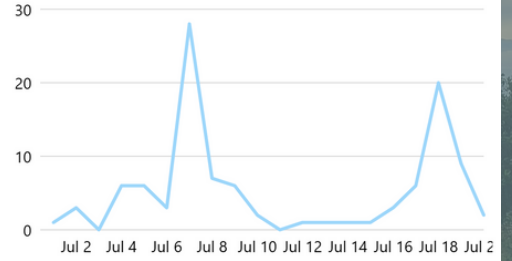
### Facebook visits

97 ↑ 57.2%



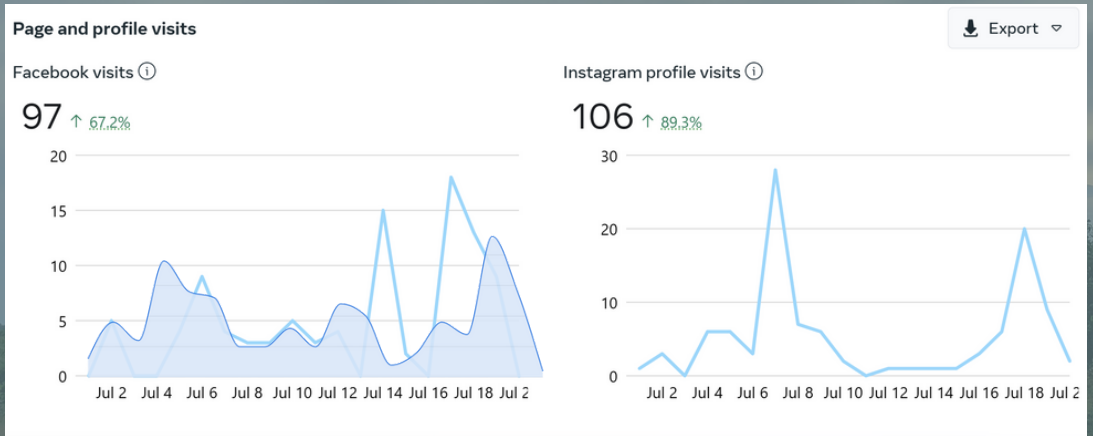
### Instagram profile visits

106 ↑ 89.3%





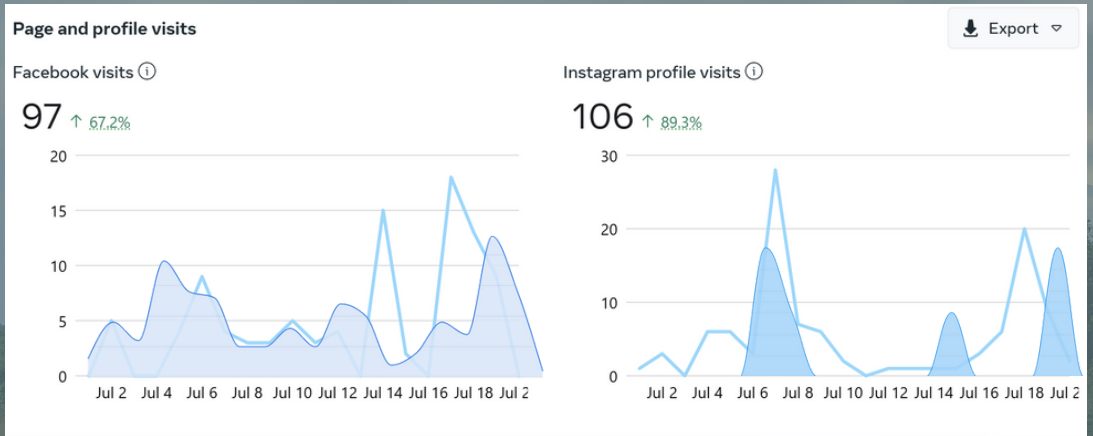
# JULY 2023



Stress that people are thinking about your org if you aren't posting  
Website



JULY  
2023

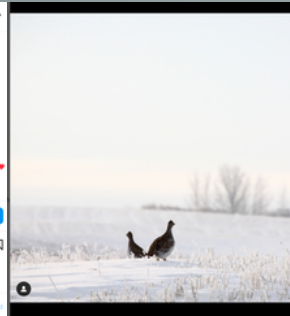


WSGS HAS 233 MEMBERS & GROWING WEEKLY

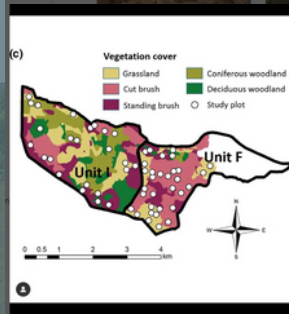
Stress that people are thinking about your org if you aren't posting  
New Members



wishartails  
wishartails Researchers continue to capture, fit with a GPS backpack, and release birds in the 100 Barrens. Crunching this data will give WGS and others a better idea of how charges use the landscape and when. There aren't too many of these guys around with an increased understanding we hope to create a landscape that can support increased numbers.  
#egg #wishartails #sharptailedgrouse #sharptailedgrouse #research #science #go #wild #prairie #wings #nest #conservation #nature #adventry #guying #habitat #USA  
grousewings Applied research is the name of the game here. Adapt management quickly based on what we learn from this project.  
Like · 3 likes · Reply



wishartails  
wishartails As we march toward winter, it's important to remember and acknowledge the beauty on display. Here, two sharp-tails in the snow on a cold afternoon.  
#egg #wishartails #conservation #wisconsin #prairie #sharptails #winter #nature #gundogs #pointers #fox  
Like · 113 others · November 18, 2022



wishartails  
wishartails During prescribed burns at the Moquah Barrens in 2018, a study was carried out to determine what stable elements remained post-fire. Vegetation cover had a direct effect on fire temperature. Woody cover and brush burned much hotter than grassland or silt. A hot fire results in a very fine ash. The elemental nutrients, once present in the living plants, are now in that fine particle ash. Due to the sandy soil in barrens and prevailing winds, elemental nitrogen, as well as others, are quickly leached from the soil or thirly distributed across the area. Fewer nutrients on the landscape results in poor soil for trees or brush to grow in. A hotter fire may improve barrens by creating a long lasting open landscape via decreased soil nutrient stock. Ideal habitat for sharp-tails and other barrens species.  
From: Quigley Fire Ecology 2019  
#wishartails  
Like · 42 others · November 18, 2022



wishartails  
wishartails Sharp-tailed grouse are susceptible to climate change. scroll for more info.  
#wishartails #sharptailedgrouse #sharptailedgrouse #climateschange #climatescience #increasingtemperature #nest #prairielife #survivability #sharptails #fox  
Like · 500 views · November 21, 2022

These are science based posts, posts that do the best are what is happening right now.

Charismatic bird, current conditions



- DO KEEP IT LOCAL
- ⊗ DON'T USE ALL CAPS
- DO BE SPECIFIC
- ⊗ DON'T USE SUB-STANDARD PHOTOS
- DO BE DIRECT
- ⊗ DON'T BE LONG-WINDED

Caps telegraph age and how you're different, remember your IG audience

Not the communication style of those followers

If you aren't communicating how they do, you're wasting time = value

Poor photos other you similar to all caps

IG's purpose is high quality, striking images, low quality photos show you don't understand/belong

Long posts only work if you are posting infrequently. More posts = shorter posts





Have Fun!

These platforms are entertainment platforms

Funny/light hearted posts tell others who you are

Show your personality

FB & IG aren't textbooks, mix it up



Liked by stephenrodock and 174 others

wisharptails Lots of interesting and new information being gathered in the NW Sands. The results of a long-term tracking study have revealed some fascinating details about how sharp-tails spend their winter. The map shows the GPS tracked sharpie not using the core barrens at all during the winter months. Instead, it utilized the surround mixed age forest with some Jack Pine stands being 45+ years old. To our knowledge, this has not been observed before.

WSGS and it's partners are committed to investing time and money into gaining insight into this amazing birds' existence. The final image shows an audio recorder on the Barnes Barrens which affords scientists the ability to monitor bird activity remotely. This recorder can also digitally identify the songs of 300+ avian species. WSGS stays on the cutting edge because of your support, adding to the scientific body of work of Pine Barrens and the creatures that reside there.

#WSGS #wisharptails #wisconsin #science #widnr #birds #birdsarentreal #nwwisconsin #sharptailedgrouse #data #jackpine #songbird #spring #feathers

150 words

Talk about # of likes

50 = fail

This post was days after Mike sent me the info

Critical to have resource managers feeding you info



# WHO CARES, WHAT CAN SOCIAL MEDIA BRING?

## HISTORIC INVESTMENT



**American Forests**

TO DATE \$150,000 IN FUNDING FOR BARRENS MANAGEMENT

## ENGAGED PARTNERS



CUSTOM LIMITED RUN CRAFT BEER



\$6000 OF FREE AD SPACE



2 DIGITAL ARTICLES ON WI SHARPTAILS

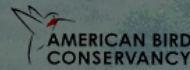


DONATED CUSTOM SHARPTAIL ART

**MEATEATER**



TIME ON A NATIONAL PODCAST



OPEN COMMUNICATION ON FURTHER HABITAT FUNDING

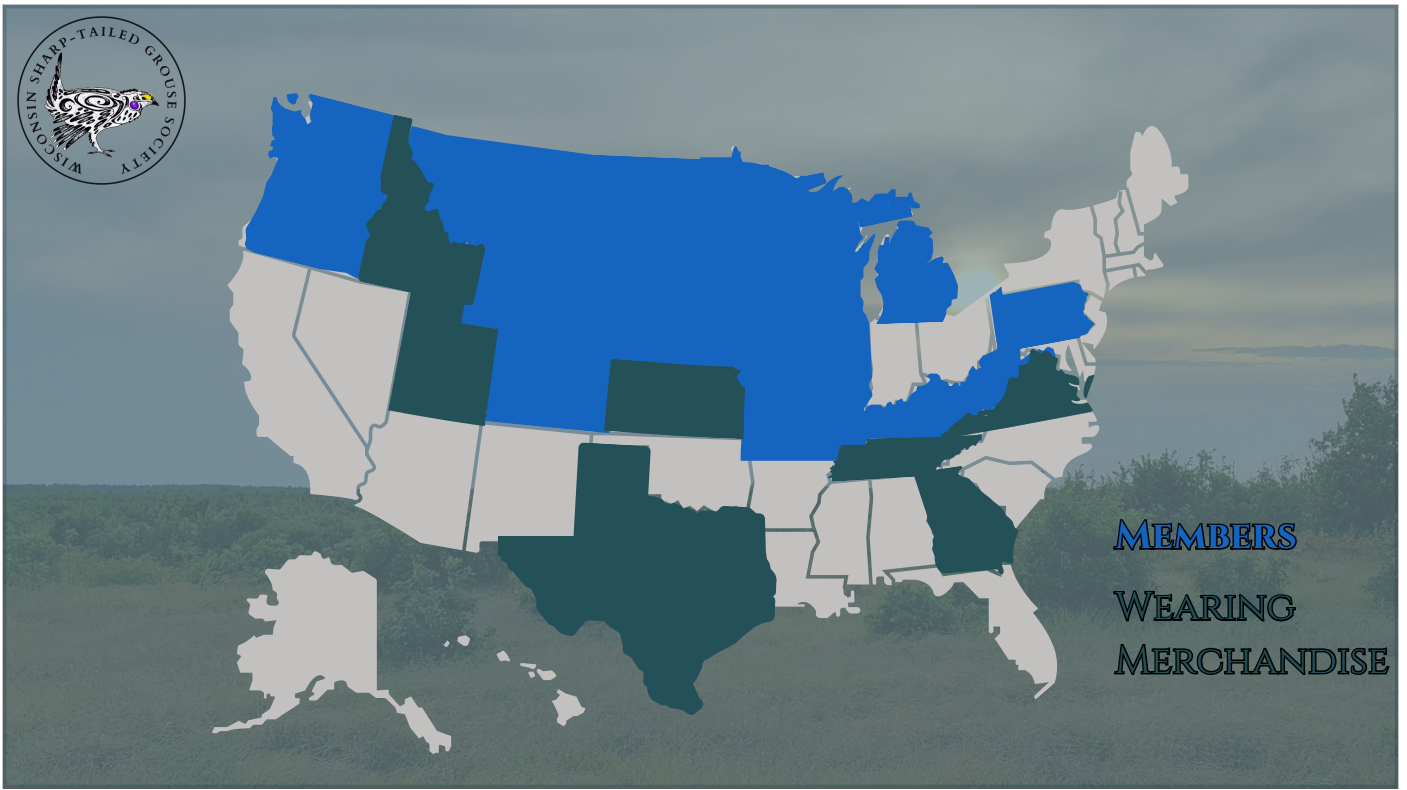


COMBINED EVENT WSGS GETS \$4500

Your org may be fine now, but you need to do this to remain relevant in the future.

Explain all

People want to be a part of something successful, success begets more



Blue = members, also have merch

Green = only merch

exactly half of the states



TREVOR BELLRICHARD  
DIGITAL MEDIA MANAGER  
WSGS  
608.480.3112  
TBELL@WISHARPTAILS.ORG

