

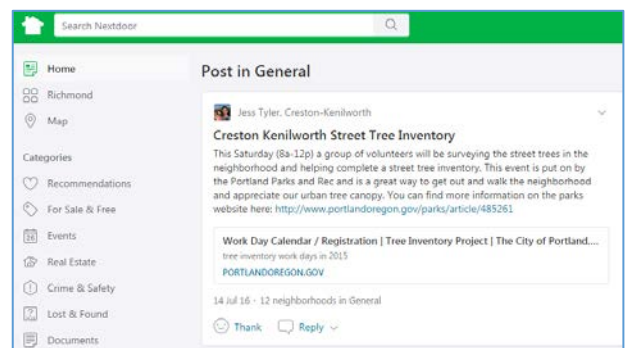


Running a Social Media Campaign – Worksheet

Tree Team name:

Park:

1. Go to <http://www.portlandoregon.gov/parks/article/485261> and copy the dates, locations, and registration links for each of your workdays. Paste them here:
 - a. Workday 1:
 - b. Workday 2:
2. Go to <https://www.portlandoregon.gov/oni/> and find your neighborhood using the ONI Neighborhood Directory.
 - a. Make note of Neighborhood Association meeting times and locations, contact information, and website.
3. Visit your Neighborhood Association website.
 - a. Is there a calendar? A blog? A newsletter?
 - b. Make note of any places on the website you could post information about the Inventory
4. Go to <http://www.portlandoregon.gov/parks/article/474469> “Resources for Tree Teams.”
 - a. Download the sample neighborhood newsletter article.
 - b. Insert your neighborhood Tree Team information into the template.
 - c. Save the article to your Tree Team folder in Google Drive.
5. Go to <https://www.flickr.com/photos/urbanforestry/albums>
 - a. Look through past photos from the tree inventory.
 - b. Download and save any photos you want to use for publicity (*save to your Tree Team folder on Google Drive!*)
 - c. Think about adding a photo to your Facebook posts, newsletter article, or website.
 - d. Want photos of your Tree Team? Ask an Urban Forestry staff member to take a photo and upload it to Flickr.
6. Go to Nextdoor.com
 - a. Create an account if you do not already have one (you will need to confirm your address by mail).
 - b. Add an event to the Nextdoor calendar.
 - c. Add your Tree Team to the groups section. Make the group public to maximize participation.



- d. Add an announcement inviting people to join your tree team or volunteer with the inventory.
 - e. Add events on Nextdoor for Park Tree Inventory work days, tabling events, tree walks, and other post-Inventory products (i.e. pop up arboretum)
7. Go to [Facebook.com](https://www.facebook.com)
- a. Create an account if you do not already have one.
 - b. Create a neighborhood page at <https://www.facebook.com/pages/create/>
 - c. Add your Tree Team name and a photo.
 - d. Use this Facebook page to publicize volunteer events and neighborhood tree happenings
 - e. Share Urban Forestry event pages and articles to populate your page:
<https://www.facebook.com/UrbanForestryPortlandParks>
 - f. Add an announcement inviting people to join your tree team or volunteer with the inventory.
 - g. Add events on Facebook for Park Tree Inventory work days, tabling events, tree walks, and other post-Inventory products (i.e. pop up arboretum)



Check out the St. Johns Tree Team Facebook at <https://www.facebook.com/pg/StJohnsTreeTeam>

8. Go to [Twitter.com](https://www.twitter.com)
- a. Create an account for your Tree Team (you can have more than one account).
 - b. Tweet any shout-outs, news, or upcoming events.
 - c. Follow and retweet PDX Urban Forestry (@urban_forestry) tweets and event announcements

Tips for success:

1. Make your content on social media *brief*.
2. Include dates and times. *Time sensitivity encourages action.*
3. Link directly to a sign-up page or info page. Make it as *easy* as possible!
4. Include a relevant photo.
5. *Link your activity across platforms.* Post a tweet to Facebook, or link to Facebook in your Neighborhood Association post.