

## **Basic Social Media Guide for Gloucestershire Butterfly Conservation**

There are various and growing social media platforms we can utilise to help spread our word, but I will concentrate on the most popular one for our usage

- Facebook
- Instagram
- X formerly Twitter
- WhatsApp

Many people are now moving to Threads as an alternative to Twitter

### **Time of Postings**

This may be a bit of trial and error, but whenever you do a post keep in mind the time. People tend to log on more at certain times of the day e.g. lunch time, evenings after their dinner/ tea etc.

- The best days to post on social media: Monday to Wednesday (some studies also say Tuesday to Thursday)
- The best times to post on social media: 9 a.m. to 12 p.m.
- The worst days to post on social media: Saturday and Sunday
- The worst times to post on social media: Late at night and early in the morning (11 p.m. to 5 a.m.)

Each audience is different and you can study how many likes and shares your posts get at certain times of day to get the most reach out of your audience. You can change your posts to be timed, so that they publish at a certain time even when you are not online, but for our purposes we will keep it simple

### **Use of Hashtags #**

Hashtags are useful for directing people to your posts. People who are interested in a certain subject can be directed towards your post by doing searches

For our purposes it will be mainly events and work parties centred around our subject of expertise.

So, for example. A work party on Rodborough Common to help Large Blue butterflies

At the end of our post after the main text and photos you can use your Hashtags e.g. #Rodborough #RodboroughCommon #WorkParty #Butterflies #ButterflyConservation #LargeBlue #Gloucestershire #Stroud #Conservation

For a family event you might want to use #FamilyEvent #FamilyActivity #SchoolActivities etc to direct those looking for something to do to your post.

For those that are visually impaired it is always best to use caps in your Hashtags  
e.g.#FamilyEvent

### **Images**

Photos can cover a thousand words. You can use photos related to your subject e.g. Large Blue or you can use posters you have created that have been converted to JPG/PDF formats. This is particularly good for events where you wish to convey a lot of information as many social media sites have word limits. Generally the best rule of thumb is keep posts short, the images can do some of the 'talking'

Some sites like X/ Twitter then allow you to write descriptive text for each of your images used. This is good if you wish to label a species folder or if you wish to describe something to the visually impaired e.g. Image of Speckled Wood – a dark brown butterfly speckled with light brown patches and dark black eye marks with white dots in the centre

There are also various apps online and on your phone in which you can create a montage of images together, this is particularly useful on X/Twitter where you are restricted to 4 photos

### **Use of @ symbols**

Once you have a social media page/profile this will be able to be found by others by searching @ e.g. @GraemeDavis will find me

This is very good for increasing the spread and uptake of your post to other interested groups

For example, if you wish to do a community even in Stroud which was a family BioBlitz;

You might want to do the following- #CommunityEvent #Stroud #BioBlitz followed by, @StroudValleysProject @GlosNatHis @SaveButterflies. This will mean the Hashtags have directed some traffic, but that you have also made other local community groups and the national charity aware of your event on social media. In this case Stroud Valleys Project, Gloucestershire Natural History Society and the main Butterfly Conservation social media group. This will not only make them aware of your event, but will enable them to share it with their members

Do you research to find out what their @ name may be. Some are not immediately obvious

### **Sharing**

On social media you will have the option of keeping your post private or public. Most people's personal pages will be private, community groups may be public, or members only. If you wish to share your post far and wide, when you make the post it must be set to public to enable people to share it to friends, family and other interested social media pages

## **Following**

If you want your posts to be seen by a wide audience then get following others. For our purposes following like-minded groups like Stroud Valleys Project, The National Trust, Cotswolds National Trust, Butterfly Conservation, Gloucestershire Wildlife Trust, Gloucestershire Natural History Society, Cotswolds Wardens, Glos Birds, Local Surveyors pages, Gloucestershire events pages and the like will help massively. They will often follow you back and by doing this both groups benefit from increased 'traffic'

## **Location**

Adding the location to your post or checking in can also allow other people to find your post. This is another great way of boosting your numbers. However, be careful, if it's a sensitive species you're posting about you may not want to share the location!

## **Profile Descriptions**

When you set up your profile you have limited words to write a description about the group. Keep it succinct and use the description area to put a link into our website directing traffic there for further details

## **Social Media Platforms**

### ● **Instagram**



Instagram has become the most popular social media platform in recent time. This platform is good in the way it can share information, but is very photo orientated. People tend to react to lots of lovely images a lot better than some other platforms which are more centred around the person or can be mostly text.

You can upload multiple images

You can do a story feed – Short pictures directing people to your main post, you can do polls, Q&A's and all sorts of wonderful things with your post

Less limited word count

Not good just for text posts

Can edit you image easily

Can upload small videos

Can leave audio messages for people

Highlights – there is a highlight section at the top of your profile page where you can keep highlighted photos/ video as permanent information on the group

Instagram is owned by the same company as Facebook, so to save time posting to multiple social media platforms you can set your post or account up to share on your Facebook page at the same time you post on Instagram



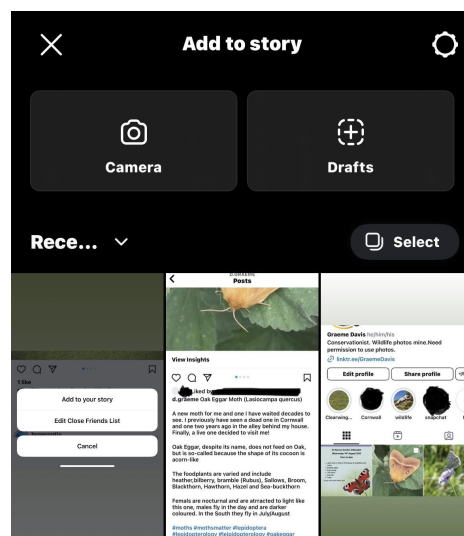
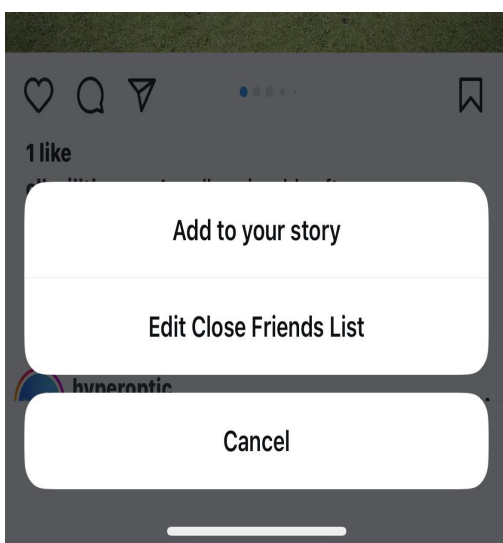
There are many additional packages you can download on your device to play/edit your image, but the one that may be most useful is one called Layout. This allows you to put many photos into one image to be shared. Once created this saved image can also be used on other platforms like X/Twitter where you may wish to post more pictures than X/Twitter limits you to.

### Basic Controls/ Layout

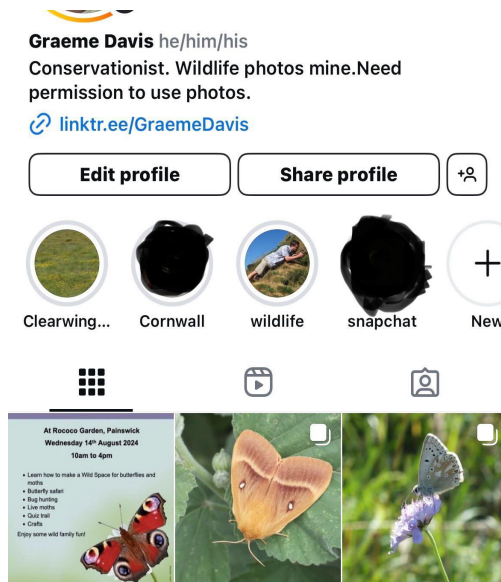
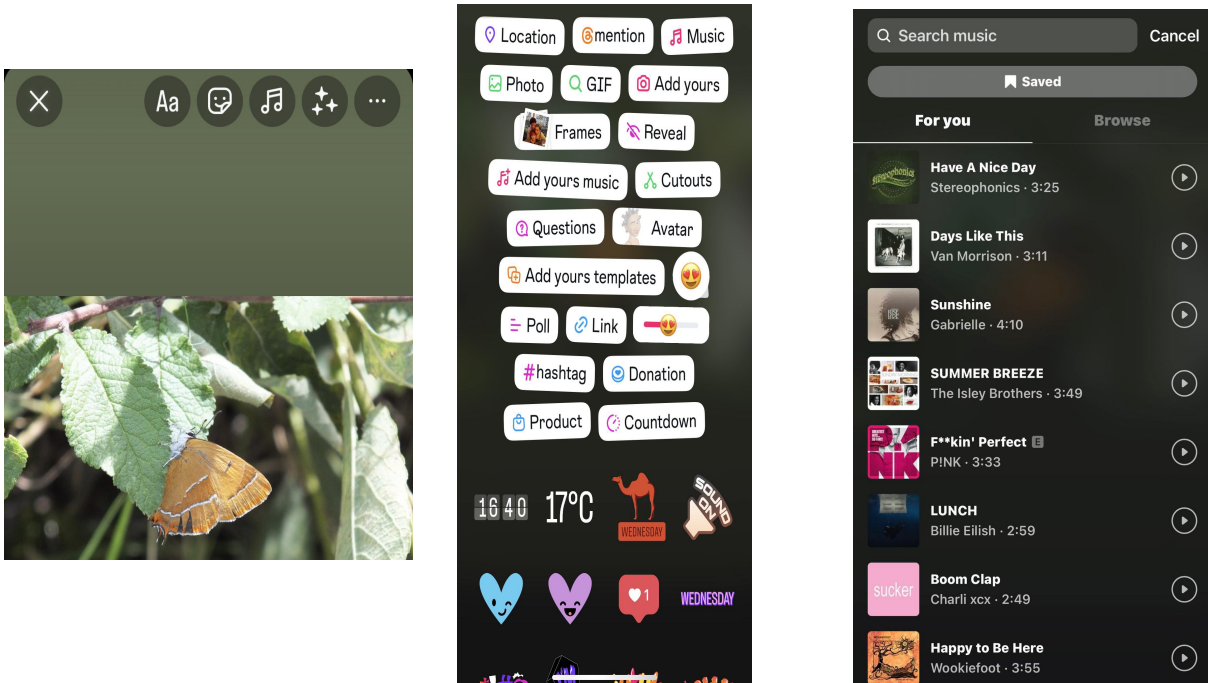
Add to story line:



This is a picture of the top of your feed on Instagram when you log in. If you click and hold down the circle which states Your Story this is where you can add a story post. A short post of information. This could be to direct people to your main static post. The Other circles are other people's stories who you follow.



Once you have clicked and held down on 'Your Story' it will give you the option to Add to story, click this and then it will give you the option to take a picture with a camera, save a draft or choose a photo from your phone/ computer. Once you have added a picture there will be various options to edit your picture, add fancy text, add a poll or even run a questions and answers session. You can also add music to your posts.

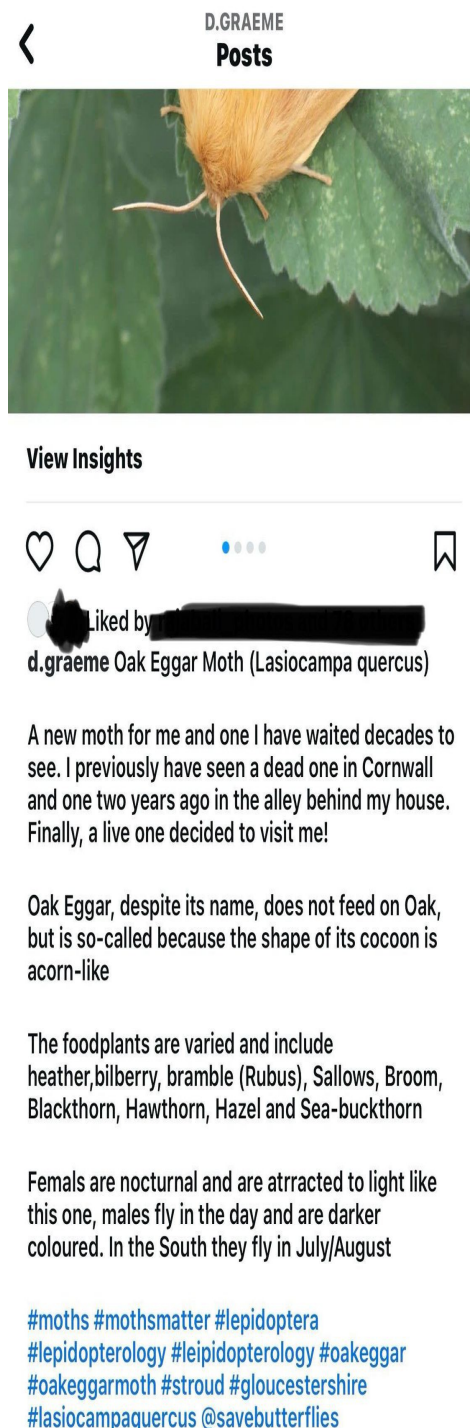


Above is your main page profile. Note I have put a short description and links. This could be the groups website. The partly hidden circle at the top is where you can have a picture for the group

Below you description there are more circles. These are Memory feeds, a more permanent

version of the story line. For the group these could be things like membership posts or adverts for the website

The very bottom line of large square are posts/videos you have already made. This one shows an advert for The Rococo Gardens and posts about Oak Eggar and Chalk-hill Blues



This screen shoot shows a post. This is the Oak Eggar Moth post close up. There are some small dots below the picture showing this is a series of pictures that can be scrolled through. The heart shape is for people to like your post, the speech bubble so people can comment on your post. The arrow to share this post to your own feed or another social

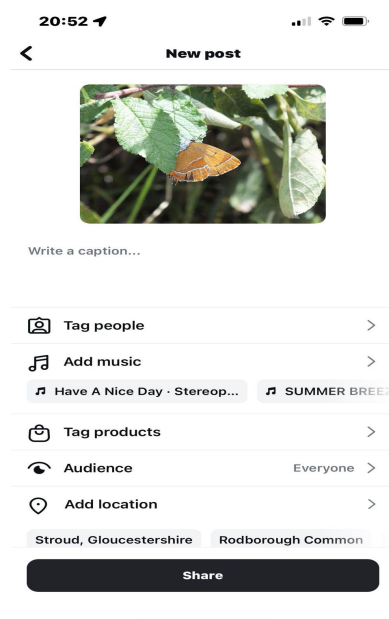
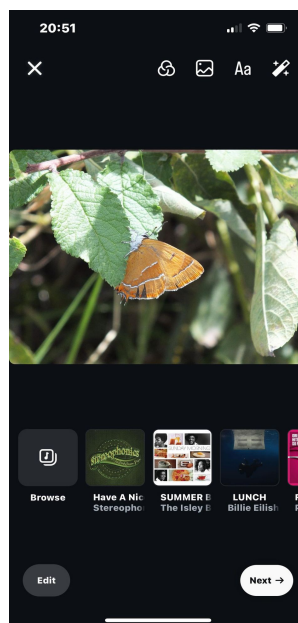
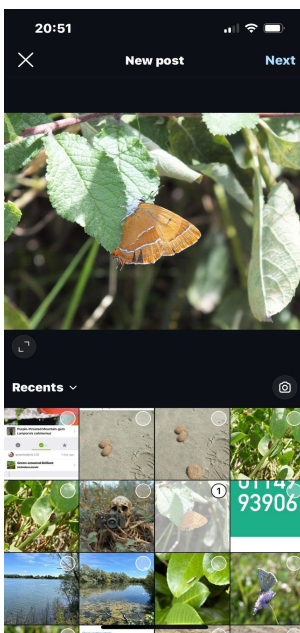
media platform. The bookmark is so you can save this post to your favourites.

Note after the information about the moth the Hashtags # that have been used about the subject. Butterfly Conservation have been added @Savebutterflies to make them aware of the post so they can share it if they wish

### To add a post:

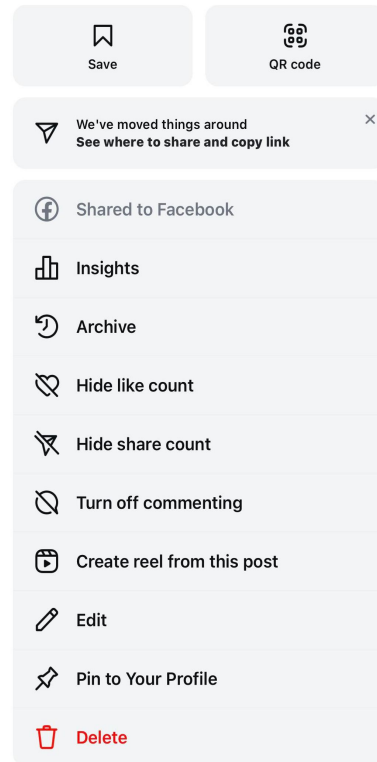


These are the basic controls you will see when you login to Instagram. Home – to go back to start/ refresh, magnifying glass to search for other users, plus sign to add your new post, play sign to see users video reels and the last one, a person to go to your own profile page.



Press the plus sign to add a post. It will then show the pictures in your library to choose from, click one or several and press next. The next page allows you to add text, edit and add music to your post. Press next. You can then add your text to your post, change your audience you're sharing it with, tag people and add a location. When you add another group e.g. @SaveButterflies, you are given the option to invite them to collaborate on the post, which means they have full access to the post to share as well. When finished press share





There are several ways to share your post to Facebook should you wish to do so. You can have your profile to automatically share it when you set it up or, once posted you can share. Go back to your post. Click the 3 small dots in the right hand side of the post. This allows you to click share to Facebook as well as other edit options.



- **Facebook**



One of the oldest platforms and probably most widely used, though now less so with younger generations. You can have your own personal profile on there, a group profile (in which members of your group can interact and share posts) or a private page, where only the administration can post on the page, but the public can comment on these posts

You can use images or text

Can upload small videos

Create diary events and invite guests/ monitor attendance

You can have private or public groups (You will need posts to be public to share)

You can turn off commenting on a post

Story posts – these can be shared from Instagram to Facebook or made on Facebook itself. Just short scrolling posts similar to Instagram's Story Feed

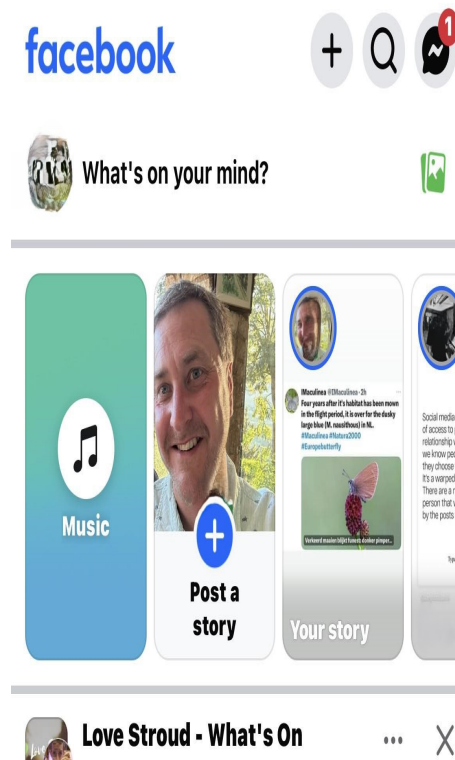
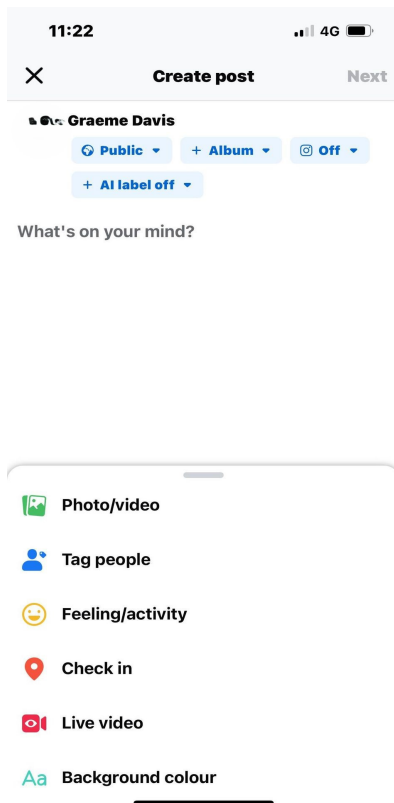
Chat feature called Messenger – This can be accessed from Facebook or stand alone but allows you to talk to members of your group and answer queries

Can use the Send/ Share options to share posts with other people and other social media platforms

You can share your post to other like-minded groups – You have the option to share your post e.g. to Spotted in Stroud if you have an event in the Stroud area

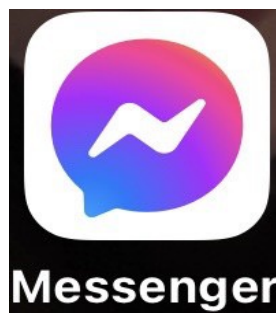
**Add a basic post/ comment:**

This can be done from your main profile or more typically from your feed page (where you see others posts)



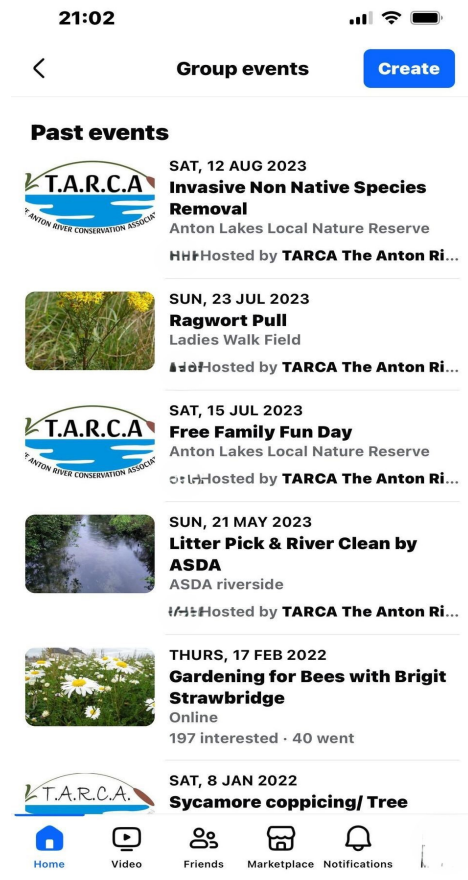
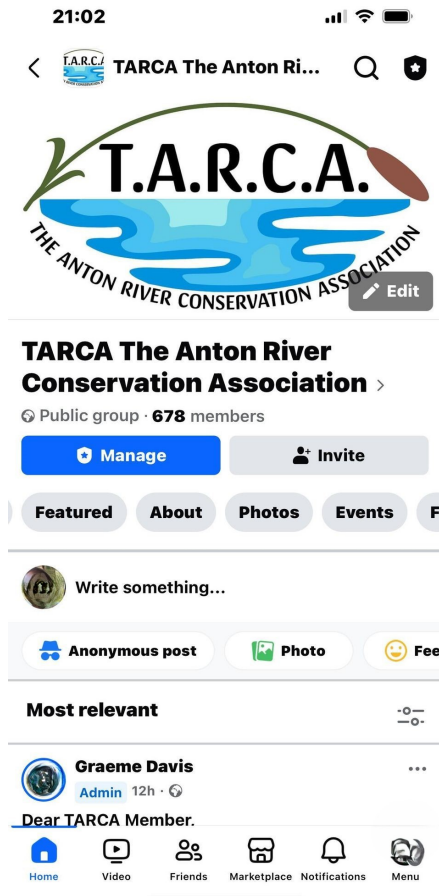
As you can see from the first image above you have the chance to write any text you want to share in the box titled 'What's on your mind?' It gives you the options to add photos/videos, tag people, check in (add location) and various other options. You can also choose to make your post public (essential if you wish your post to be shared) or add photos to an album.

The second image shows your story post, little quick posts you can share on a reel which can include videos. At the top of your profile note the magnifying glass allowing you to search for other subject or other users on Facebook. The speech bubble is your Facebook access to Messenger (a live chat with other users). This can be good for fielding questions from the public to the group. Note, Messenger can also be used as a stand alone feature without Facebook. Messengers also allows you to make live phone calls/ video messages.



## Events Postings:

The events postings part of Facebook for a group is very useful. You can list times, locations, if the event in person or virtual and ask people to register their attendance or not. You can let them know if it's a family event or more adult



Underneath your organisations profile along with your other options is one labelled events. Click on this. This will open up your events page, which will also show past events, as seen in this example from TARCA.

To create a new event simply click Create

21:02 📶 🔋

✕

ANTON RIVER CONSERVATION Upload 📁

Event name

Start date and time  
Aug 15, 2024 10:00 PM BST

🕒 Add end time    🔄 Repeat event    🌐 UTC

Is it in person or virtual?

Who can see it?  
Group · TARCA The Anton River Conser...

Invite friends who are group members

What are the details?

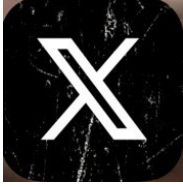
⊕ Add co-hosts >

🗨 Chat settings **OFF** >

Create event

Once you have clicked create you can populate all the fields, date/ time of event, event name, in person or virtual, you can invite people, add details, choose to have chat setting on/off, upload a picture for the event and set to repeat if a regular event. If you don't want to keep checking the progress of the event just on your own, then you can add a co-host.

- **X/Twitter**



Twitter is for very short snippets of information to share with your followers.

Limited text – you will have to be careful in what you type. Instead of words use numbers, 3 takes up less word limits than three. Use very short sentences.

Limited image shares (4 photos) – This is where Layout and other packages may help

Good interaction with other groups

Easy to report/share other posts

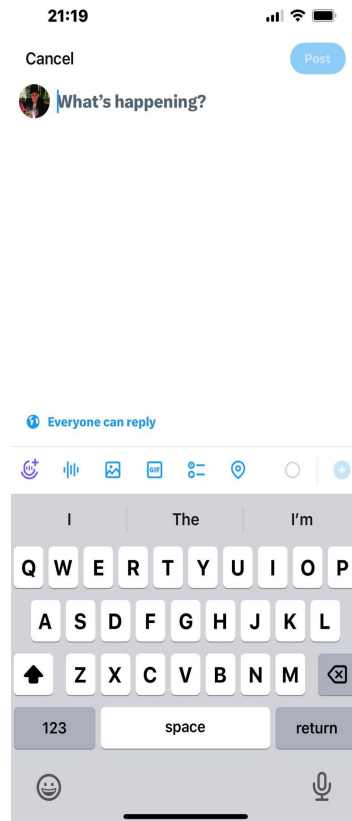
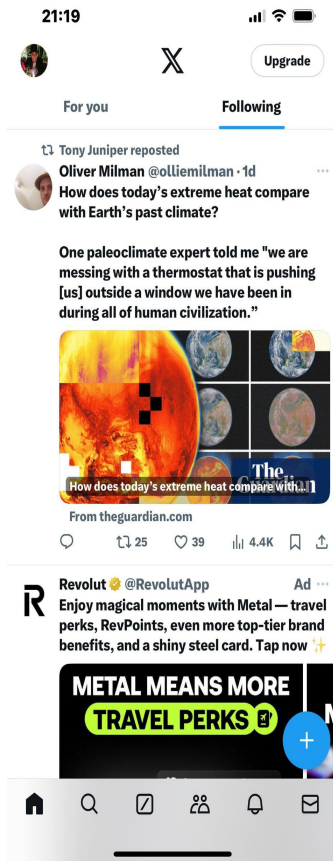
Can add audio recordings

Can add a poll

Good for adding descriptive text to images – i.e. for visually impaired

## Add a Post:

When you log in it will show your profile feed. Along the bottom are tools available to you including search, communities you may want to follow, notifications (any comments or like on your posts and mail – personal messages from other users to yourself). There will also be a blue circle with a cross in it.

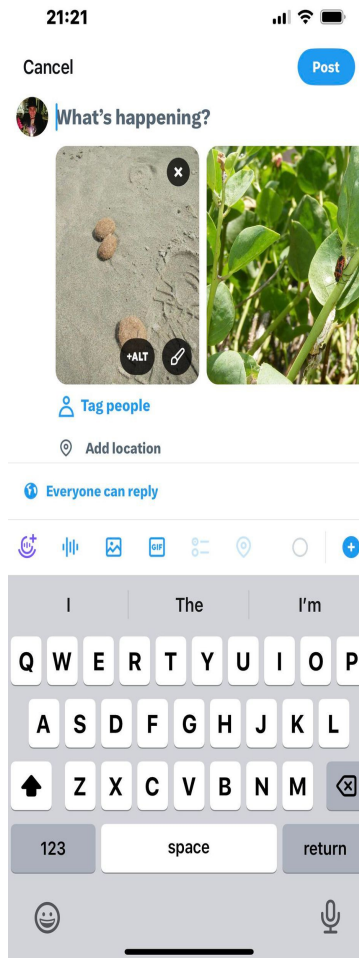


Click the blue cross and it will start your new post.

It will ask 'What's happening'. Here you can write your text, but as mentioned previously this is limited. The tools along the bottom allow you to add audio, photos, GIFs, Polls and allow you to choose who can reply. If adding videos this are cropped to be very small.



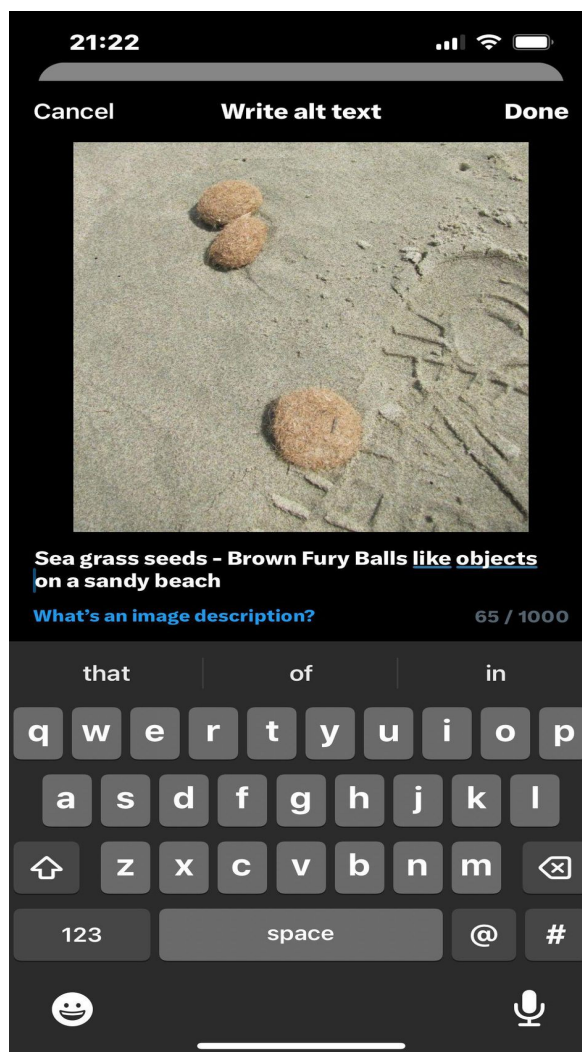
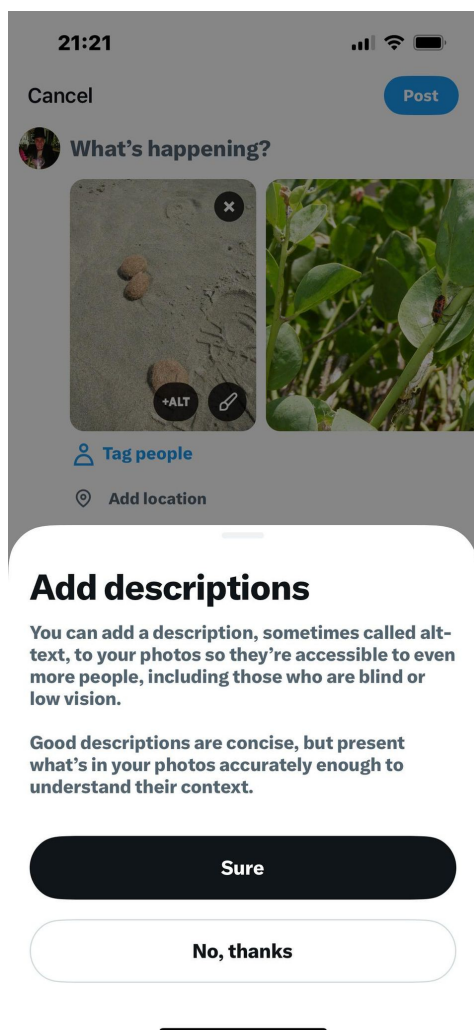
## Add a picture:



Above shows the process to add a picture, remember this could be an event poster which can contain lots of details reducing text. Click the small square, that is meant to show a mountain with the sun. You can select 4 photos, remember you can get more images into the post by using Layout. You can add a location to the photos, letting people know where it is, but also directing online traffic that may be interested in that location.

## Alternative Text/ Editing:

Once you have added your chosen photos you then have the option to add alternative texts and edit the photos how you wish.



As seen above alternative text is good for any member of your organisation that may be visually impaired and may have issues seeing your pictures.

- **WhatsApp**



WhatsApp is very good for in the moment messages. For example, a Butterfly Group in which you can put things like Camberwell Beauty seen at 10am on Cleve Common

Live messages

You can change settings so your messages disappear after reading or 24 hours

Can join like minded community chats

Can send large numbers of pictures, videos and big files

Can phone call/ live video chat (it's linked to your mobile phone number)

Can message people from within a group privately if needed

Can monitor who is in the group – invite only

Encrypted – should you really want to keep things private

This is a very good group for group participation and chat

The operating platform for WhatsApp is very similar to a cross between text messaging and Facebook's messenger, so not much in the way of explanation is needed other than try it out.

### **Other media platforms:**

Other popular media platforms which are probably not as useful for us but worth a mention are:

- Snapchat – mostly video messaging, Can be useful for creating special effects ofr pics which you can save for other platforms
- TikTok – mostly for the younger generation, but many environmentalists have used it to create great video profiles teaching people about the wildlife they see
- Threads – An alternative to X/ Twitter, many groups moved to this on moral grounds
- Reddit – network of communities and interest groups
- LinkedIn – Mostly for professionals and job searching, but can also be good to share news of projects within the environmental community

