



Social Media Breakfast Madison LIVE Audit

11/15/2023

Meet Our Panelists



Ashley Storck



Tana Elias



Meg Golz

Social Media Audit • 11/15/2023



Overview

Website: iceagetrail.org

Facebook: [@iceagetrailorg](https://www.facebook.com/iceagetrailorg)

Instagram: [@iceagetrail](https://www.instagram.com/iceagetrail)

TikTok: [@iceagetrailorg](https://www.tiktok.com/@iceagetrailorg)

The Ice Age Trail Alliance's mission is to conserve, create, maintain, and promote the Ice Age National Scenic Trail. Specifically for our social media accounts, our goals are to promote Alliance events and Ice Age Trail activities, support and celebrate volunteers and the Alliance's 19 volunteer chapters, increase membership, and promote fundraising campaigns.

Notes from Ice Age Trail Alliance's Application

Strengths

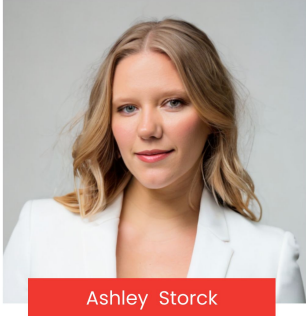
- Large social media following
- Regular engagement
- Plenty of content

Challenges

- Keeping up with trends and which ones make sense for the organization
- Understanding what is/isn't working
- Engaging new and diverse audiences

Goals

- Website - generate more donations
- Social Media - convert followers to Alliance members and/or active event participants
- Social Media - attract and engage new and diverse audiences



Website

Accomplishments

- Tons of information organized in a clear and concise manner w/ clear CTAs
- Strong branding and good use of colors, spacing and imagery
- Variety of interactive tools & information
- Mobile Optimized*

Opportunities

- Donate CTA in sticky header
 - Ensure SM links are up to date
 - Focus Hero Image slides on goals
 - *Hero Image slides on homepage aren't mobile optimized
 - Donation section similar to the Volunteer section on homepage
 - Page load speed performance below average, export images to Webp
-





Meg Golz



Website

Accomplishments

- Clear navigation paths and call to action
- Socials are linked in multiple places
- So much wonderful information and resources

Opportunities

- Homepage does have a lot of information, and a lot of moving parts, which can make it feel overwhelming to navigate
 - The navigation has a lot in there! Might be worth streamlining information or using landing pages for ease of use
 - Nav & CTA should be sticky
-



Tana Elias

Website

Accomplishments

- Wonderful, consistent branding and beautiful, high-quality photos
- So much useful information!
- It's clear that many volunteers are engaged with the organization through chapters, events and more

Opportunities

- Some conflicts between wording on main slide show and embedded wording in graphics
- Create an experience for first-timers
- Share diverse testimonials & photos
- Incorporate donation language throughout the web site by showing value or sharing stories about what donations fund





Facebook

Accomplishments

- Consistently posting (a must on SM)
- Really strong audience engagement across all interactions
- Strong use of a variety of mediums*
- Community Management

Opportunities

- *Short-form video content
- Identify what audience(s) you want to expand to
- Utilize paid advertising to promote fundraisers, events, and initiatives
- Analyzation (Hootsuite or Meta Business Suite)





Meg Golz

Facebook

Accomplishments

- Love how much you share the community you've built - the people of your organization definitely make it special!
- Your posts are informative and do a great job tagging relevant accounts

Opportunities

- Could try video on Facebook - looks like you experimented once with a Reel - that could offer some additional reach and engagement





Tana Elias

Facebook

Accomplishments

- Consistent engagement and high number of followers
- Good timing for posts; posts are regular and similar in tone
- Geographical partners and locations highlighted evenly

Opportunities

- Photos should stand on their own (no, or fewer, words)
- Experiment with video for key moments (placing a final stone, trekking that last mile)
- Create more events; invite cohosts and members
- Alternate call to action posts with inspiration posts
- Offer less content on Facebook and drive more traffic to web site (with stronger call to donate)





Instagram

Accomplishments

- Clear branding
- Good use of graphic design & real-life imagery
- Strong use of highlights
- Cross-posting*
- Strong reel performance

Opportunities

- More reels! And stories?
- *Recommend shortening caption and removing links for cross-posted content
- 3-5 hashtags, better to be specific
- Opportunities for social media giveaway?





Meg Golz

Instagram

Accomplishments

- Awesome use of carousel posts to share a full story
- Doing a great job of posting regularly

Opportunities

- Avoid putting links into captions
- Try less hashtags
- Video, video, video! This seems like an amazing org/opportunity to capture video - everyone loves nature





Instagram

Accomplishments

- High number of followers/high level of likes
- Consistent posting
- Great storytelling!
In-depth features of volunteers and staff get best engagement

Opportunities

- Videos & reels could replace some photos with text - same info, more engaging delivery
 - Ask questions or invite engagement/comments
 - Donor stories (like volunteer stories)
 - Highlight diversity
-





TikTok

Accomplishments

- You're on the platform!
- You're taking part in trends
- You have office dogs, and you're showing them off
- Given your goal of attracting new audiences, TikTok is a great place to start!

Opportunities

- Monty the Mammoth!! (DuoLingo)
- Follow nonprofits relevant to your efforts (i.e. Milwaukee Public Library)
- Content doesn't always need to be trending
- 1-4 TikToks/day, consult AI





Meg Golz



TikTok

Opportunities

- It's hard to post regularly on TikTok, and it seems like a lot of posts you've shared are trend-heavy but not telling me much about your org. Again, this could be a great opportunity to share the beauty of the trail through simple hiking videos - and use the trends by selecting relevant trending audio, using relevant hashtags, etc
- Regular cadence is important with TikTok, too



Questions ?



Overview

Website: wisagclassroom.org

Facebook: [@wiagintheclassroom](https://www.facebook.com/wiagintheclassroom)

Instagram: [@wiagintheclassroom](https://www.instagram.com/wiagintheclassroom)

The goal of Wisconsin Agriculture in the Classroom is to support educators and increase student learning by providing lessons, resources, and development opportunities through the context of agriculture. Our vision is to be THE authority on food, fiber and agriculture information.

Classroom's Application

Strengths

- Content creation and planning
- Flexibility and in-the-moment posting

Challenges

- Changing target audience from rural volunteers to educators
- Finding the best platforms to engage the new audience on social media
- Currently transitioning website/lots of changes happening

Goals

- Website - create a fluid user experience
- Building target audience of Wisconsin teachers across platforms
- Get more followers and engagement from a newly launched Instagram account



Website

Accomplishments

- Strong, up-to-date content organized in a meaningful manner
- Clean and consistent look and feel
- Mobile Optimized

Opportunities

- Clear “Donate” CTA in header and on homepage
- Expand homepage to speak to mission & new target audience w/ CTAs
- Recommend veering away from current page template on new site
- More real-life images, specifically those relevant to Educators
- Page load speed performance below average, export images to Webp



Meg Golz

Website

Accomplishments

- Mobile-friendly
- Easy to navigate, clean design
- Enjoy how the website is clean and simple below the fold

Opportunities

- The header carousel could be designed to match the more modern feel of the rest of the homepage - and be easier to read/engage with
- Could have a bigger call to action for getting involved
- Link your Instagram!



Tana Elias

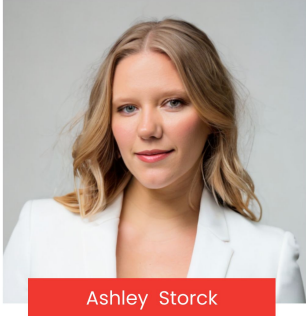
Website

Accomplishments

- Clear and consistent navigation
- Mobile friendly (except for PDFs)
- Lesson plans and grants featured prominently
- Audience is clear and welcomed

Opportunities

- Overlapping photos
- Some pages missing content (or timely content)
- Add resources by grade level?
- Add dates content was added, or highlight new content



Facebook

Accomplishments

- Relatively consistent posting
- Solid engagement across all interactions
- Community Management

Opportunities

- Lesson-specific content
- Real-life images
- Content pillars
- Copywriting
- Fundraising tools
- Page name consistency



Meg Golz

Facebook

Accomplishments

- Love the posts with people - again, building community is everything!
- Nice job tagging other accounts when relevant

Opportunities

- Could clean up some of the graphics to have a little less info on the image, more in the text
- Double check spelling, tags, etc
- Include more clear call to actions in posts



Tana Elias

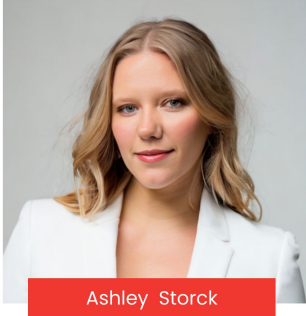
Facebook

Accomplishments

- Solid following
- Posts promoting lesson plans have consistent look & feel
- Good mix of engagement, celebration and content offerings with consistent pushes to web site

Opportunities

- More regular video content - it does well
- Use Canva for more consistency in graphics OR
- Use more photos and less graphics
- Continue to build partnerships to increase reach



Instagram

Accomplishments

- Cross-posting*
- IG is the right place for your new target!
- You've gotten started with reels

Opportunities

- Brand guidelines or font and color specifications
- Copywriting
- Utilize IG specific tools
- *Ensure cross-posted content is updated appropriately
- Link in bio



Meg Golz

Instagram

Accomplishments

- Posting regularly - that can be difficult to keep up with!
- Lots of good educational information

Opportunities

- If you're looking to attract educators, post educational content - especially video! Use the great content you have on your site/in your posts, and make videos showing how helpful they are for education!
- Avoid links in captions



Tana Elias

Instagram

Accomplishments

- Reels are great and are being viewed
- Posts have moved from graphics to photos
- You've got a solid start!

Opportunities

- Follow more accounts specific to educators
- Even more photos!
- Use Stories
- Consider contest & giveaways



Questions ?

Thank You To Our Nonprofits



Ice Age Trail Alliance

The Ice Age Trail Alliance staff works to conserve, create, maintain, and promote the Ice Age National Scenic Trail. Their goals are to promote Alliance events and Ice Age Trail activities, support and celebrate volunteers and the Alliance's 19 volunteer chapters, increase membership, and promote fundraising campaigns.

Facebook: @iceagetrail
Instagram: @iceagetrailorg
LinkedIn: ice-age-trail-alliance
Website: iceagetrail.org
Twitter: iceagetrailorg



Wisconsin Agriculture in the Classroom

The goal of Wisconsin Agriculture in the Classroom is to support educators and increase student learning by providing lessons, resources, and development opportunities through the context of agriculture. Their vision is to be THE authority on food, fiber and agriculture information.

Facebook: @WIAgintheClassroom
Instagram: @wiagintheClassroom
LinkedIn: wayforward-resources
Website: wisagclassroom.org



Social Media Breakfast Madison Presents:

2023 **Non-Profit LIVE** Social Media Audit

Featuring



Ashley Storck



Tana Elias



Meg Golz



November 15, 2023 at **DREAMBANK!**

7:30am - Coffee + Networking | 8:00am - Presentation, LIVE and Streaming on Facebook

