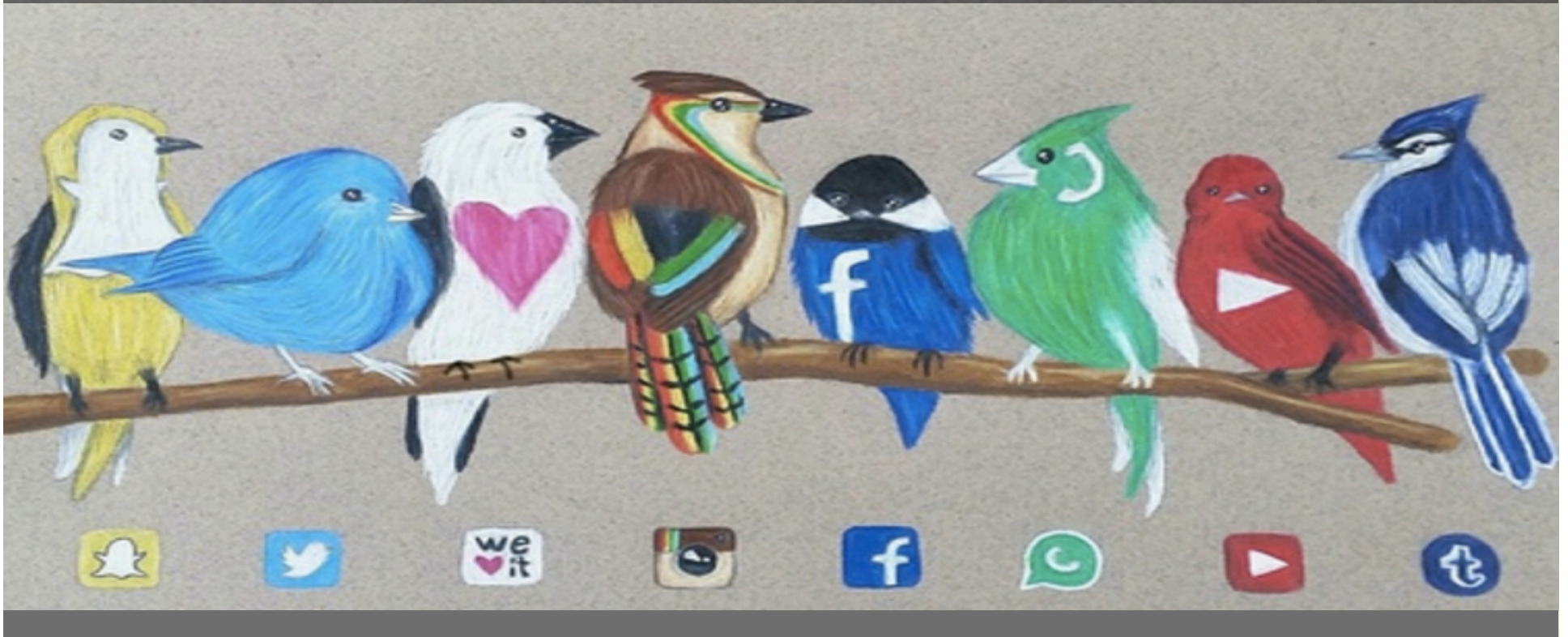


How to Squeeze More Organic Reach Out of Social

Elizabeth Sorrell, Director, Social Media, Audubon



Do More of What is Working
Do Less of What Isn't

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- Review of analytics regularly
- Stay on top of platform changes
- Embrace failure as learnings and be able to move on quickly
- Work towards larger organizational goals

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Talent borrows, genius steals

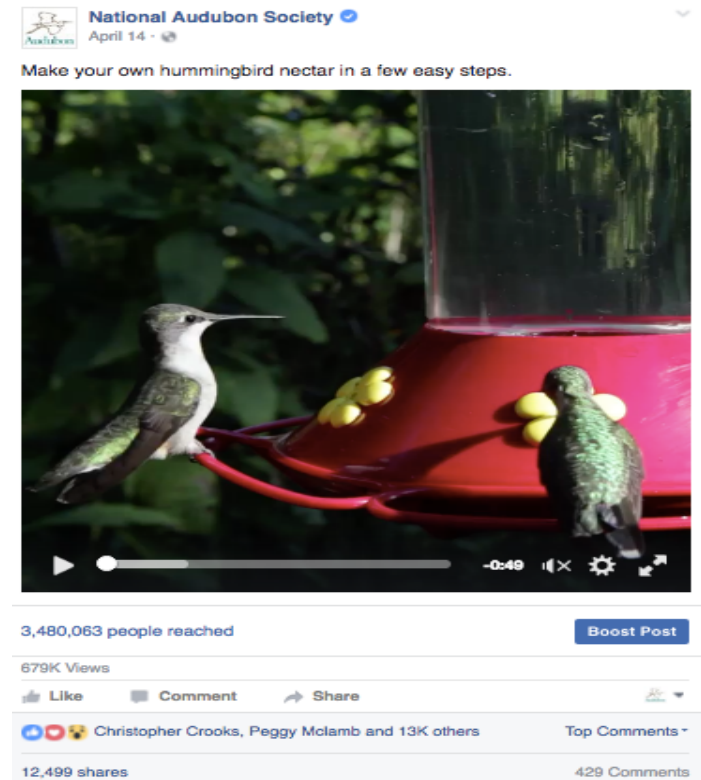
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- Followed a trend
- A charismatic bird that we knew worked on social
- Under a minute
- Start with a strong visual
- Timed to beginning of hummingbird season in U.S.

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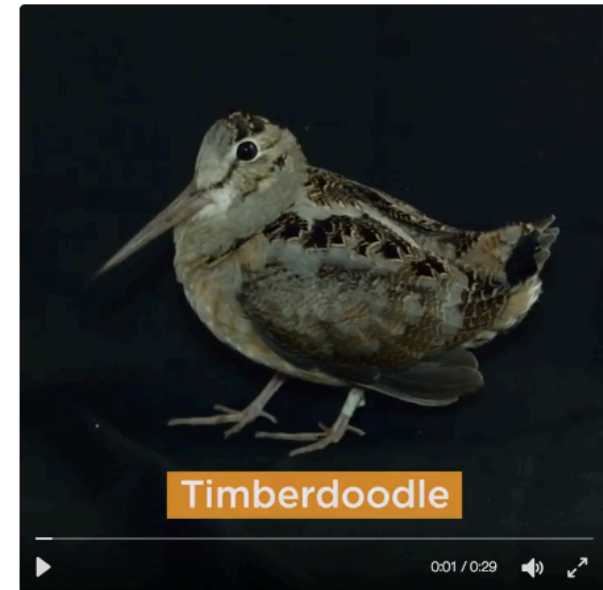
@bethsorrell

Identify what is reaching—and
engaging—your audience and figure
out how to replicate

- Incorporate tactics you know work
- Look to your own analytics as well as platform trends
- Work towards larger goals



The rotund, short-legged American Woodcock is one of 314 North American bird species threatened by #climatechange.
ow.ly/xmjz30apJxL



RETWEETS
559

LIKES
864



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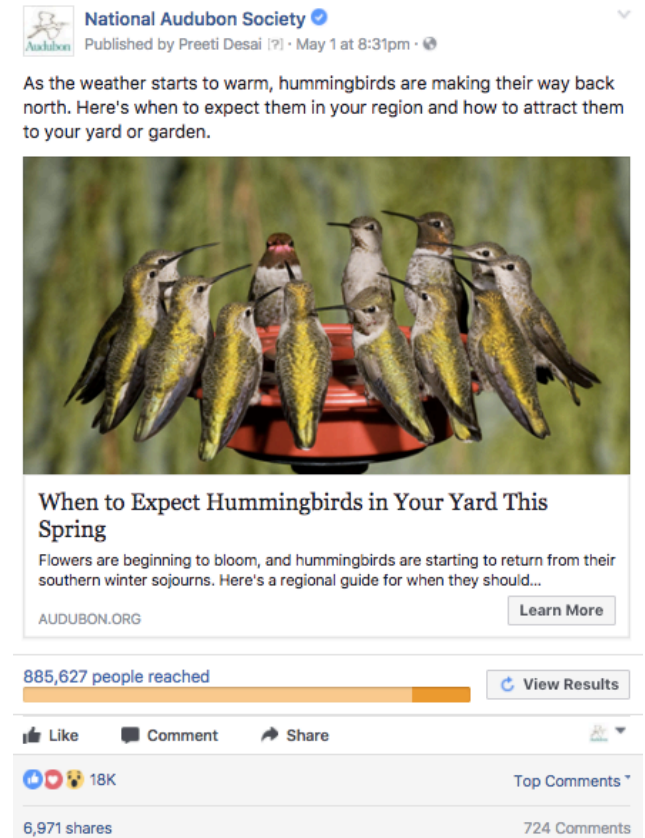
But I don't have
much time or
money!

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- Use money wisely
- Spend on reaching target audiences
- Make sure good content is seen by more people
- Don't try and make a bad post good with a spend

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National Audubon Society
Published by Preeti Desai [?] · May 1 at 8:31pm · 🌐

As the weather starts to warm, hummingbirds are making their way back north. Here's when to expect them in your region and how to attract them to your yard or garden.



When to Expect Hummingbirds in Your Yard This Spring

Flowers are beginning to bloom, and hummingbirds are starting to return from their southern winter sojourns. Here's a regional guide for when they should...

AUDUBON.ORG [Learn More](#)

885,627 people reached [View Results](#)

Like Comment Share

👍👎👤 18K [Top Comments](#)

6,971 shares 724 Comments

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Bright and Shiny

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Facebook Live



- Behind-the-scenes, unique moments, Q&As
- Think mobile-first
- Small investments (tripod, mic, stabilizers) will have big pay offs
- Check when your audience is engaging with your page



 **National Audubon Society** was live — at [Audubon Center for Birds of Prey](#).
about 7 months ago · 🌐

Tired of the debate? Watch this Bald Eagle from the Audubon Center for Birds of Prey

280,520 Views

👍 Like 💬 Comment ➦ Share

👍 🗨️ 🗨️ 19K [Top Comments](#)

5,003 shares

 **National Audubon Society** · 1:36:00 Thank you everyone for joining us tonight!
Like · Reply · 🗨️ 141 · Commented on by Elizabeth Sorrell [?] · October 19, 2016 at 10:00 AM

 Write a comment... 😊 📷 🗨️

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Takeaways



- Review of analytics regularly
- Stay on top of platform changes
- Embrace failure as learnings and be able to move on quickly
- Work towards larger organizational goals
- Take advantage of trends when they make sense for your organization
- Play with bright and shiny tools
- Even small social advertising budgets can make a big difference

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