Engaging People with Nature Using Social Media
Social Media and Your Land Trust
American Robin shot by @thereal_john.e

Join the conversation on the nature around you by tagging your photos with #DiscoverYourPlace

@openlands.chicago

#americanrobin #robin #bird #birdlovers #birdsofinstagram #outdoorillinois #illinoisnature #instanature #nature #midwestmoment #wildernessculture #natureaddict #prairiestate #ig_chicagoland #DiscoverYourPlace #optoutside #enjoyillinois #openlandschicago #openlands #resilientfuture #ourwild #waterslife #publiclands

@thereal_john.e Thanks so much for sharing this!

@joshtmagic Nice!
openlands.chicago We wish you a happy weekend at pristine beaches. We helped protect Illinois Beach State Park and now, it is an area that hosts rare birds. #FeatureFriday shot by @b.t.hendo: #illinoisbeachstatepark #zion #illinois #illinois_shots #naturalillinois #enjoyillinois #chicagonorthshore #themightymidwest #puremidwest #gathermidwest #midwestmoment #themidwestival #midwestexplored #igersmidwest #igersillinois #visitlakecounty #discoveryourplace

b.t.hendo Thank you for featuring my photo! My family and I had a wonderful time at the State Park on Memorial Day. It was our first visit and we plan to come back in the future 😊

openlands.chicago That's awesome @b.t.hendo!

kmariehendo Great picture!
enjoyillinois: This blows us away! Would you be willing to let us use this amazing shot on the Enjoy Illinois website. To say yes, please reply #YesIllinois

openlands.chicago: @enjoyillinois of course! Please be sure to give credit to @randomrover88 for the photo #YesIllinois

azmissmarie: Gorgeous! Love it!

zicksteven: @openlands.chicago where can I obtain this beauty in a responsible manner?

openlands.chicago: @zicksteven that's a tricky question, you need to find a supplier of native wildflower seeds. @illinoisdnr and @chicagoland_native_plants, any ideas?

chicagoland_native_plants: @zickstevens @openlands.chicago
openlands.chicago "Those who dwell among the beauties and mysteries of the earth are never alone or weary of life." - Rachel Carson

Photo: @robynb63

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#GreatLakes #LakeMichigan #FortSheridan #Highwood #VisitLakeCounty #sunrise #redsun #watersilfe #Winter #DiscoverYourPlace #instanature #ourwild #DiscoverYourPlace #illinosnature #wildernessculture #prairiestate #myhosmermoment #innersilinio.
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U.S. Forest Service - Midewin National Tallgrass Prairie where the bison now roam. What amazing natural areas does #PokemonGo help you to explore and #discoveryourplace? #little #weedle I pulled from the #prairie at #Midewin. #discoveryourplace #offthetrail #nature #getoutside #pokemongo
Have You Discovered Glacial Park?

by Openlands — April 5, 2017

Just under an hour and a half from the Chicago Loop lies Glacial Park, encompassing 3,400 acres of restored open space including prairie, wetlands, oak savanna, and delta kames. Over 400 of these acres are protected as a state natural area. This new nature preserve is a hidden gem of Illinois and the only remaining natural area of its kind in the Chicago region. Glacial Park is the crown jewel of the Openlands Land Trust, a nonprofit organization dedicated to protecting, preserving, and stewarding nature in the Chicago region.
#DiscoverYourPlace Campaign Results

April 2016 – January 2018

- Almost 300 community posts per month on Instagram
- Over 2,200 Instagram followers
- Over 4,400 Facebook likes
The Jingle Hike Challenge
A social media engagement experiment
The Jingle Hike Challenge

Goals:

- Engage members and community in winter
- Encourage exploration of SW Illinois outdoors
- Build awareness of our region’s open spaces
- Build awareness of HeartLands Conservancy and conservation in general
- Educate about natural areas and trees
The Jingle Hike Challenge

- Thanksgiving Day - New Year’s Day
- 12 Sites – one tree at each site
- Bells, bow and tag ziptied on tree
- Brochure of all sites with location hints
- Participants take photo and use hashtag #jinglehike
- Bonus entry for correct tree id
- Prize drawings
- Hints on social media
The Jingle Hike Challenge

Lessons Learned:

- Facebook layered privacy settings
- More time consuming than expected
- Engage local parks & recreation/municipal departments
- New donors, followers and newsletter subscribers
- Partnership with local businesses
- Consider hunting restrictions of sites
- Increased participation 50%