

Engaging  
People  
with Nature  
Using  
Social  
Media





# Social Media and Your Land Trust







FIND YOUR  
PARK

**#DISCOVERYOURPLACE**



**@OPENLANDS.CHICAGO**

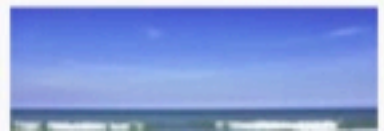
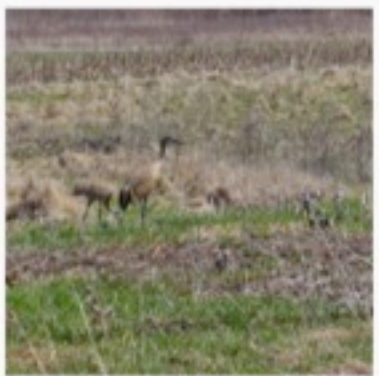


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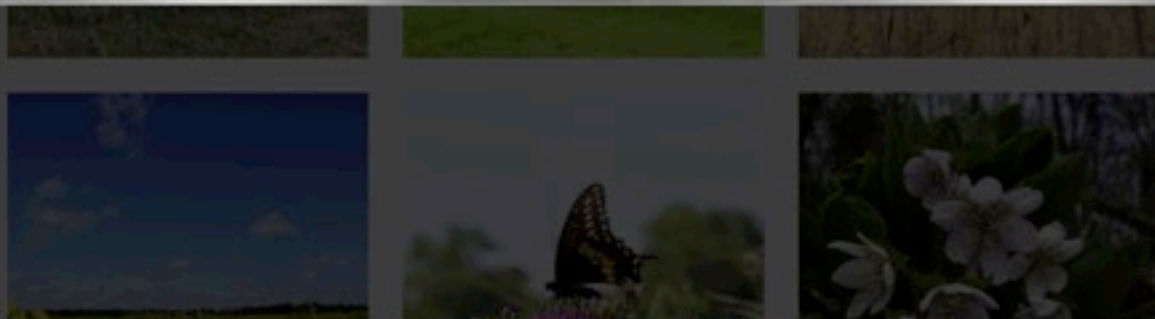
Edit Profile ...

647 posts 1,641 followers 218 following

Openlands Visit our blog to discover new ways to get outside around the Chicago region and share what you discover by tagging your pics w/#DiscoverYourPlace! www.openlands.org







 openlands.chicago  
Geneva, Illinois

124 likes

5w

American Robin shot by @thereal\_john.e

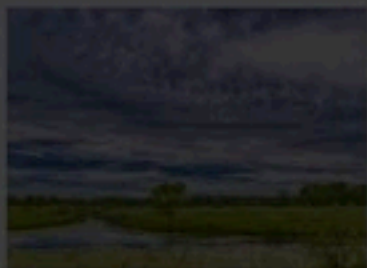
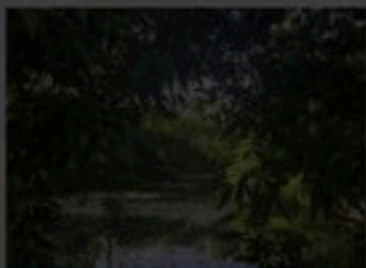
.....  
Join the conversation on the nature around you by tagging your photos with #DiscoverYourPlace

openlands.chicago .....  
#americanrobin #robin #bird #birdlovers #birdsofinstagram #outdoorillinois #illinoisnature #instanature #nature #midwestmoment #wildernessculture #natureaddict #prairiestate #ig\_chicagoland #DiscoverYourPlace #optoutside #enjoyillinois #openlandschicago #openlands #resilientfuture #ourwild #waterislife #publiclands

thereal\_john.e Thanks so much for sharing this!

joshmagic Nice!

 Add a comment...



**openlands.chicago**  
Illinois Beach State Park

85 likes

43w

**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

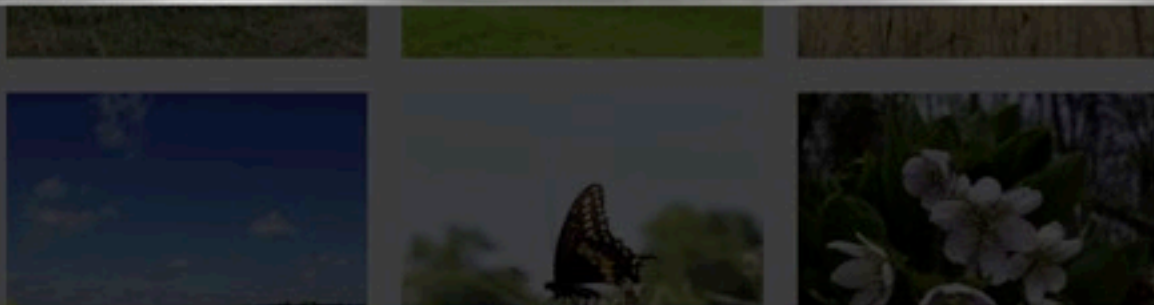
**b.t.hendo** Thank you for featuring my photo! My family and I had a wonderful time at the State Park on Memorial Day. It was our first visit and we plan to come back in the future 🥰👍

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

**kmarihendoo** Great picture!

♡ Add a comment...





**openlands.chicago**  
Kankakee River State Park

169 likes 2w

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 @randomover88 for the photo #YesIllinois

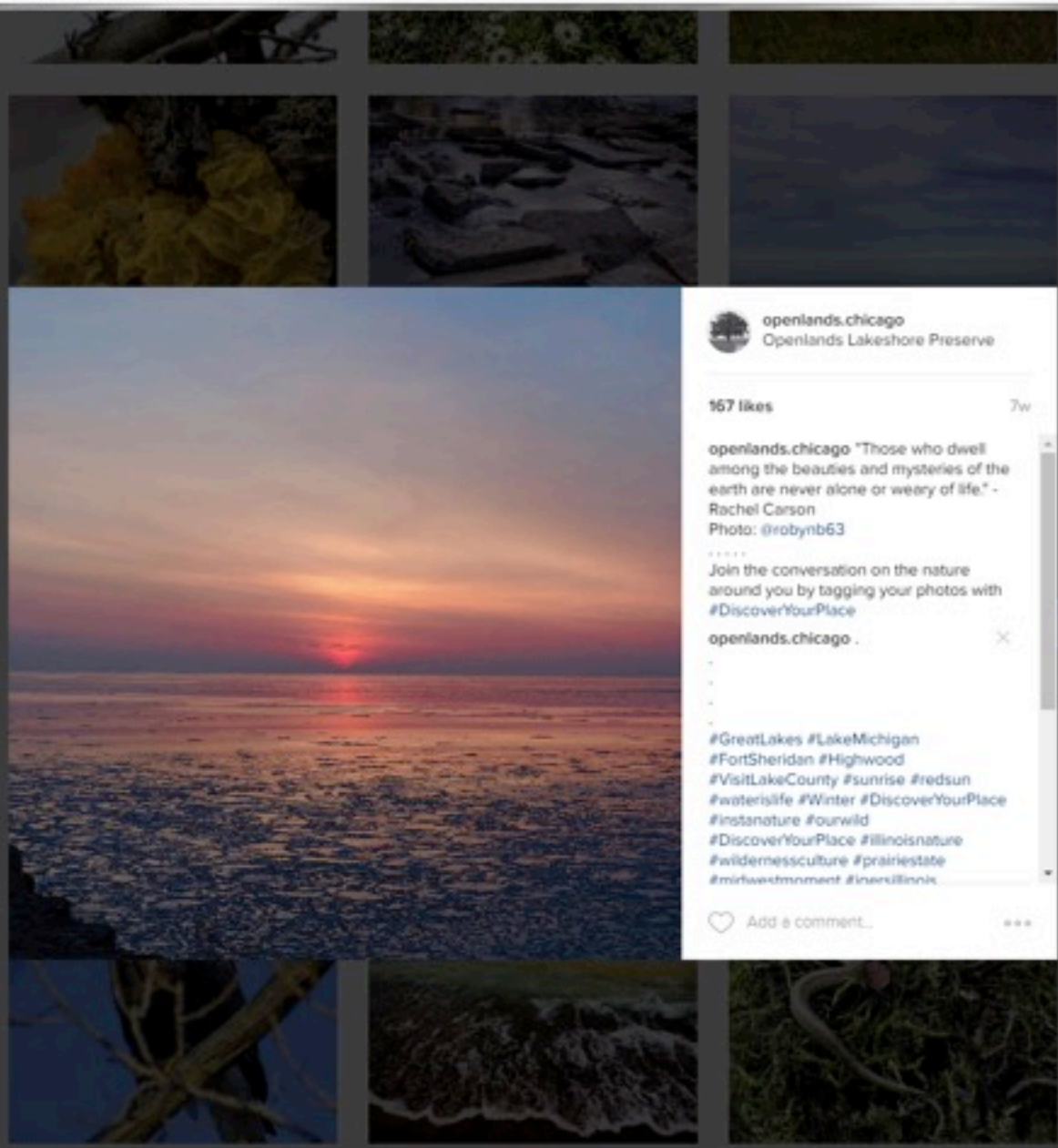
azmissmarie Gorgeous! Love it!  
zicksteven @openlands.chicago where can I obtain this beauty in a responsible manner?

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 @zicksteven @openlands.chicago

♡ Add a comment... ⋮





openlands.chicago  
Openlands Lakeshore Preserve

167 likes

7w

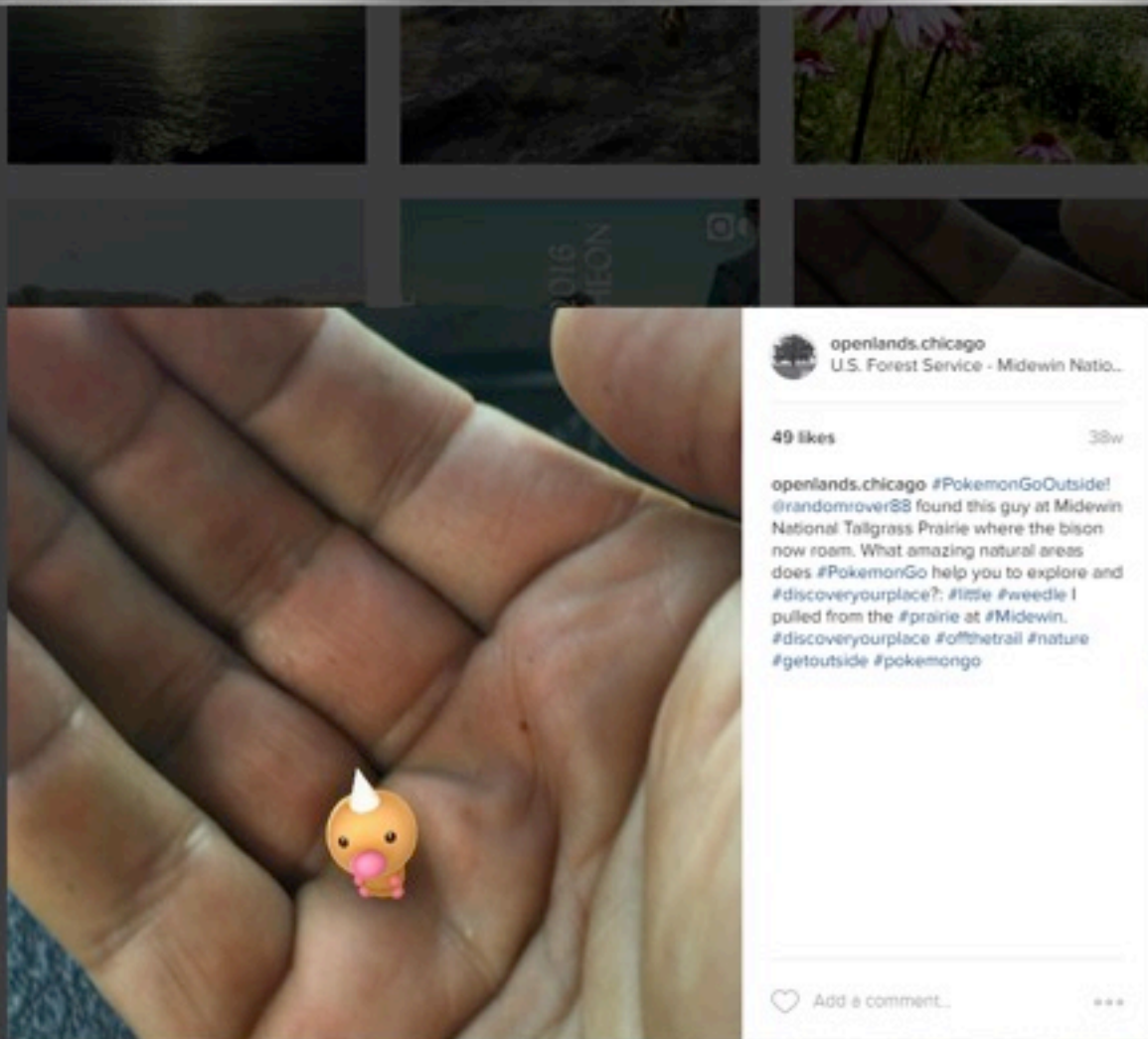
openlands.chicago "Those who dwell among the beauties and mysteries of the earth are never alone or weary of life." - Rachel Carson  
Photo: @robymb63

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

openlands.chicago .

#GreatLakes #LakeMichigan #FortSheridan #Highwood #VisitLakeCounty #Sunrise #Redsun #WaterLife #Winter #DiscoverYourPlace #Instanature #OurWild #DiscoverYourPlace #IllinoisNature #WildernessCulture #PrairieState #MILWAUKEE #Inertilinnic

♡ Add a comment...



openlands.chicago  
U.S. Forest Service - Midewin Natio..

49 likes

38w

openlands.chicago #PokemonGoOutside!  
@randomover88 found this guy at 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

♡ Add a comment...





## Have You Discovered Glacial Park?

 by Openlands — April 5, 2017

 Leave a comment

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

Search ...

Search

### Blog Categories

- » General Information
- » Have You Discovered
- » Partnerships
- » Program Updates

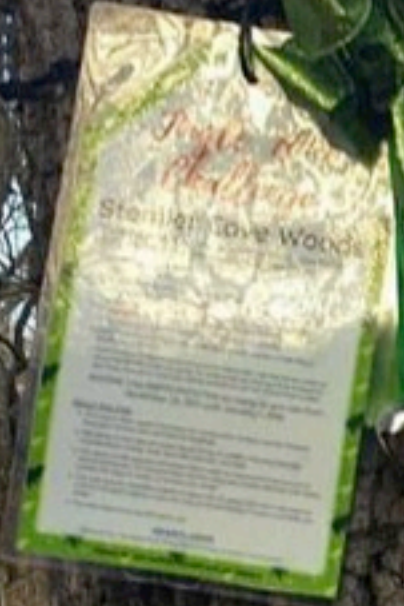
### Instagram



## **#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





Tough  
Challenge  
Willoughby

HEARTLANDS  
CONSERVANCY

# 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%

