

Boris Rantaša

Using social media when organising events

an EFUF 2016 case study

KOMUNIKATION IM WALD 2020

15. September 2016

Winterthur, Switzerland

Introduction

Content marketing

- What are our key messages / content?
- Plan – what, how, when to publish?
- Raised awareness
- Change of behavior



- Blogs
- Photos
- Videos
- Newsletters
- ...
- Social media
- Traditional media
- Publishing (e- and print)
- E-news
- Webinars

Advantages of blogging

- **Blogs/news = core content**
- Quick, **easy** and **inexpensive** (free) publication of ideas and stories
- Constant **development of ideas and stories**
- **Develop core audience** for your topics and ideas

Advantages of blogging

- Easily **shareable** across devices, platforms, can be printed
- **You never know** who will read / pick up your blog
- Blogging helps establish a **culture of sharing** in teams
- Content-oriented, forgiving

Why use social media?

- Great for learning about & influencing **target groups**
- **Metrics**, plenty of **feedback** (direct & statistical), great for evaluating impact
- **Simple** & efficient for publishing **videos**, **live broadcasts** (Facebook LIVE, Periscope)
- **Connective and interactive**; publish on several outlets at once

Urban forests for resilient cities



19th EFUF European Forum
on Urban Forestry

31 May - 4 June 2016
Ljubljana / Celje
Slovenia



An initiative of the
European Commission



EFUF 2016

- **19th European Forum on Urban Forestry**
- **May 31 to June 4 2016, Ljubljana and Celje, Slovenia**
- **Venues: Ljubljana Castle, Celje urban forest, Škocjanske jame regional park**

I. building foundations

Strategic aims

- **Create a communication team** of scientists, professionals and students at SFI and SFS
- **Organise an event that is „going to last“** (that people will remember)
- **Build capacities and educate** Slovenian foresters and students in (online) communications
- **Create a talent pool of forest communicators**

Inspiration

#Forests2015
Social Media
Bootcamp

Blogging and
social media
experience

Leading NGO
volunteer
teams

#Forests2015 Social Media Bootcamp (by Peter Casier)

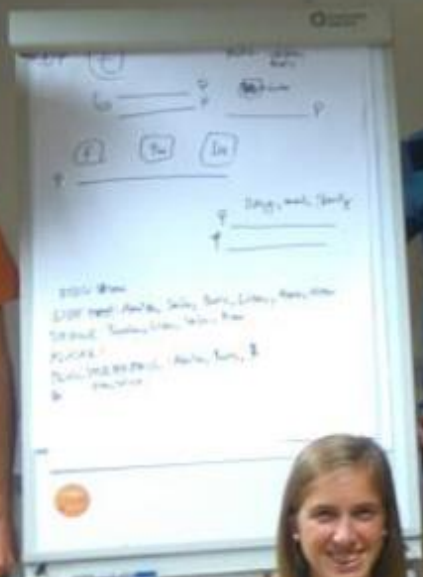


Idea

- Create a **volunteer** communications / social media team to promote EFUF
- **Multidisciplinary, multi-institutional, different** generations – sharing of knowledge and experience
- **Positive**, learning, forgiving atmosphere

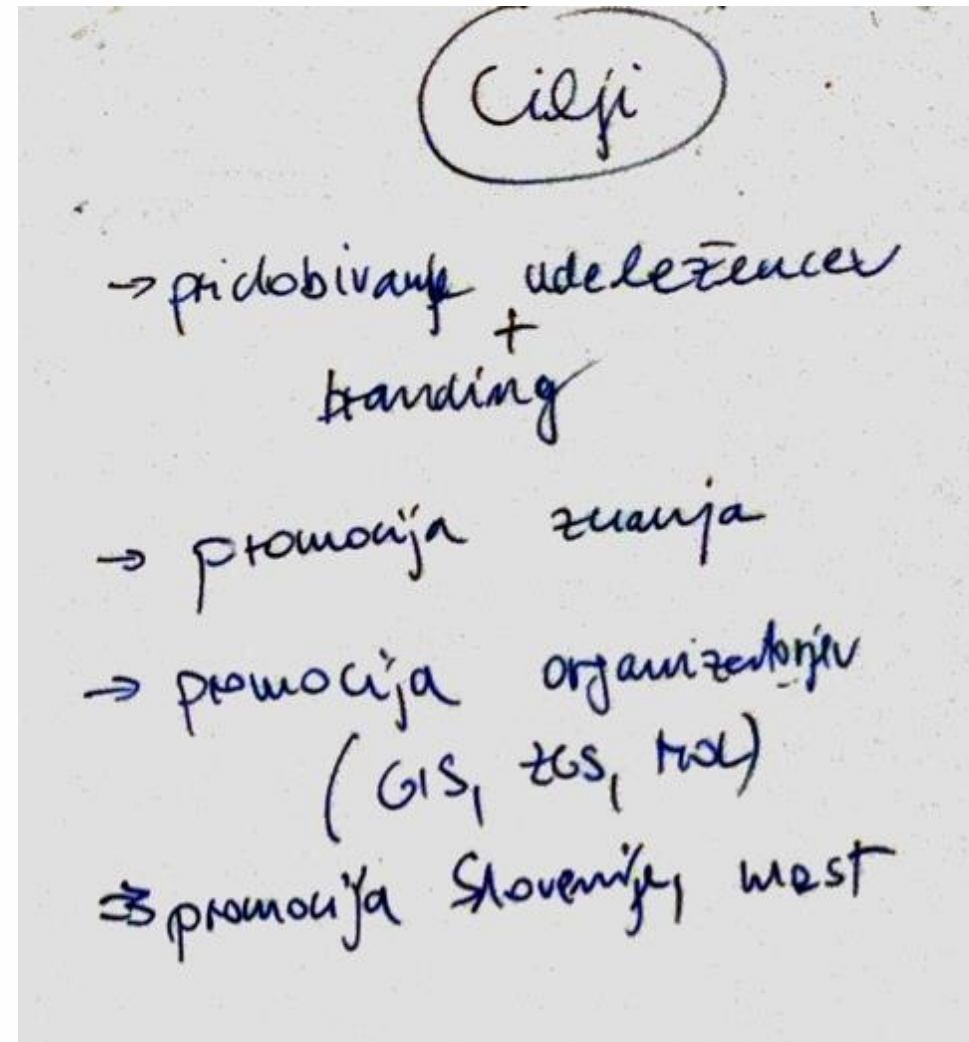
Creation of a team

- **Manager** / motivator / leader / driver / responsible / captain / ...
- **Professionals** – recognising interest, pitching, convincing, permission?
- **Students** – presentations at university, e-mail lists of societies, interns, diplomas



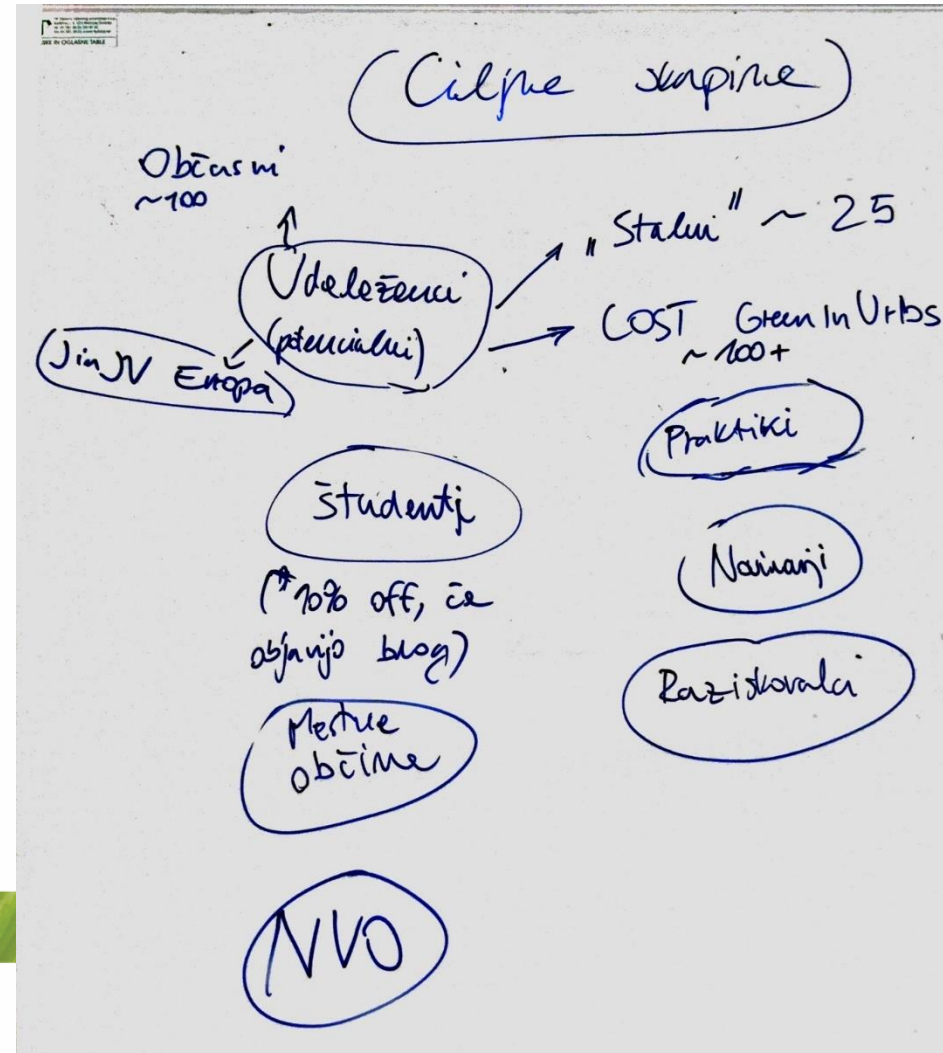
Goals

1. Attract participants
2. Promotion of knowledge
3. Promotion of organisations
4. Promotion of Slovenia, venues



Target groups

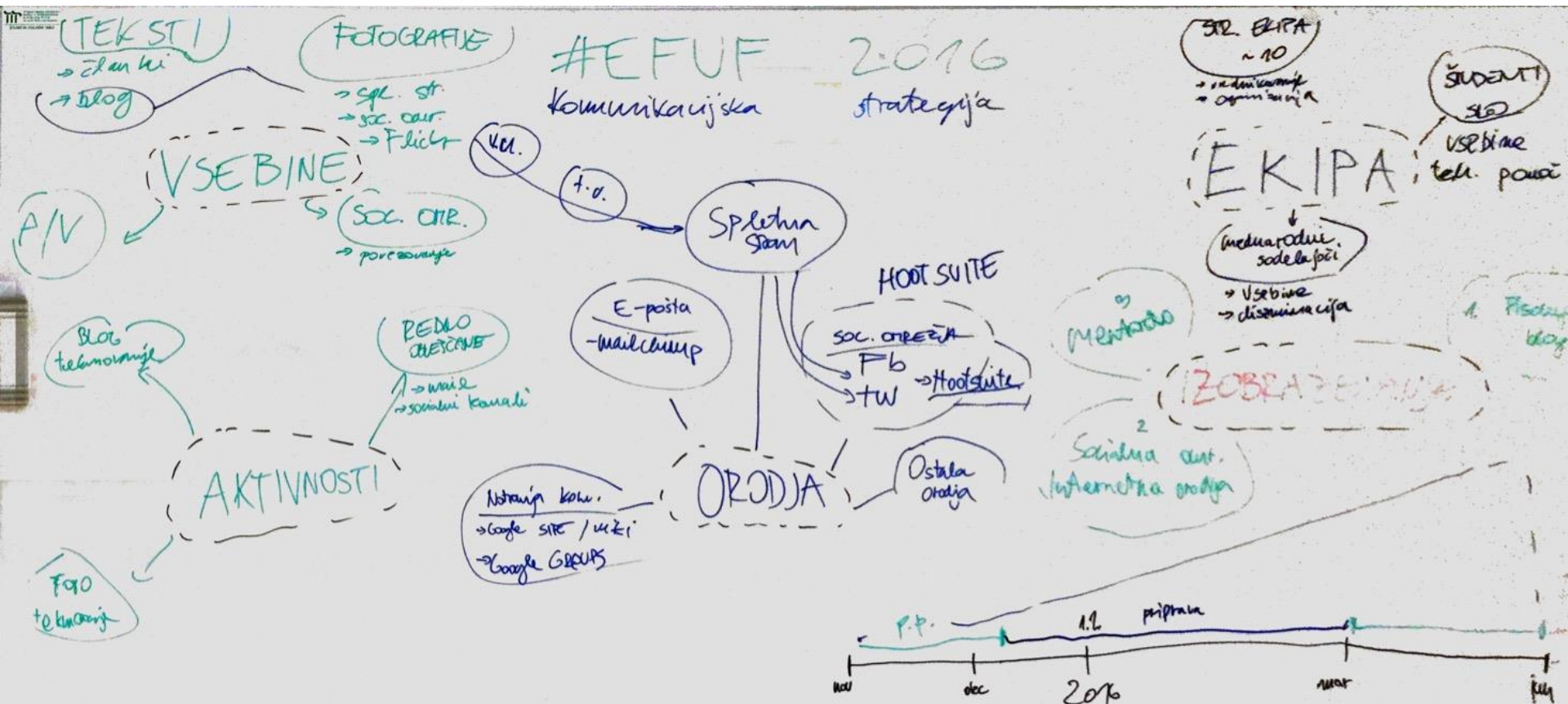
- EFUF ex participants
 - Regulars
 - Occasional part.
- COST GreenInUrbs
- Students, practitioners, researchers
- Municipalities, Media, NGOS



Internal communications

- **Weekly meetings** in the beginning to coordinate, learn and work (set up infrastructure, create content, ...)
 - Personal communication outside of meetings
- E-communications: **e-mail, intranet, social media**

Communication strategy



External infrastructure

- Official website
- **#EFUF2016 blog** (unofficial website)
- E-mail list (Mailchimp)
- Facebook, Twitter, LinkedIn
- Flickr

(hashtag)

- **Basic ingredient** of social reporting
- **All event communications** and comm. tools should be equipped with a hashtag
- Has to be **short and representative**
- Allows searching, collecting information and tracking **across platforms**
- Allows anybody to join your team

II. promoting the Forum

Workflow

- **Produce/facilitate** interesting, quality blog posts
- **Publish** blog posts on the #EFUF2016 blog
- **Disseminate** blogs through social media, mailing list and peer-to-peer
- **Blog points to official conference website**, mailing list and registration

Blogs = content

- **#EFUF2016 blog:**
 - Blogs from the **Communications team** (promotional & personal)
 - **Invited bloggers** (Keynote speakers, authorities in the field)
 - **#EFUF2016 blog competition** (win a free conference package!)

**Enter the #EFUF2016 blog competition to
win a free conference package!**

Join in to win!

Blog competition

- **Attractive reward** (free conference package)
- **Incentive to share** (50 % of score = likes, shares, comments etc.)
- **Special incentives** (international women's day – 10 % higher score)
- Received **12 blogs**, achieved impact in the community!

The Winner

WIERINGA

"Nature Takes Over: Unexpected Green Change in Ploiesti, Romania" – Pieter Wieringa

Urban forestry in Romania is in its infancy. There are no present discussions taking a more holistic view at urban green spaces in Ploiesti. Based on field research and existing information I was able to create the above map and gather data. (Pieter Wieringa)



LOVENIJE
STITUTE



Frequency - promotion

- #EFUF2016 blog – **2-3 blogs / week**
- E-mail list (Mailchimp) – **2 mails / month**
- Facebook – **5 posts / week**
- Twitter - **>1 tweet per day**
- LinkedIn – **Urban Forestry group**

Education

- Seminars: „**How to create a good blog post?**“
- Workshops & tutelage on **using social media tools**
- Tutelage on **editing photos**
- Team members picking up **effective & strategic communication**

Outcome

- Received **12 competitive blog posts** from 12 different authors.
- At the end of the competition, blog posts have reached **more than 2800 readers from 90 different countries.**
- **Over 80 participants** from all continents except Australia and Antarctica 😊 - a very global European forum

III. live reporting from the Forum







Liza Stancic @StancicLiza

Simone Borelli: "Research and information exchange is crucial for the way ahead in urban and peri-urban forestry" #EFUF2016 #FAO



Solitree @Solitree

Simone Borelli: urban forestry is facing many constraints #EFUF2016



Liza Stancic @StancicLiza

Simone Borelli: "A lot of employment is related to the management of urban and peri-urban forests" #EFUF2016



LTOA @LTOA33

European Forum on Urban Forestry 2016 begins this morning in Ljubljana, Slovenia #EFUF2016
efuf2016.gozdis.si pic.twitter.com/pLDvSD

Retweeted by Lifegeomon



Liza Stancic @StancicLiza

Simone Borelli: "Urban and peri-urban forestry is help to bridge the gap between rural and urban areas in developing countries" #EFUF2016 #FAO

Retweeted by EU F. Urban Forestry



Liza Stancic @StancicLiza

Simone Borelli: "Green urban tree belts help fight desertification in Morocco" #EFUF2016 #FAO



Solitree @Solitree

Simone Borelli: Urban forests provide regulating services regarding health, well-being and watershed protection #EFUF2016



Boštjan Hren @HrenBostjan

Ms. Zupančič: #Foresters work in #healthcare #EFUF2016



Liza Stancic @StancicLiza

Organisation

Zacetek	Konec	Twitter	Sharing	Blog, mail...	Flickr	Foto	Free
9:00	10:30	Špela Ana	Saša	Anita Boris	Liza	Urban	Janez
10:30	11:00	Odmor za kavo					
11:00	12:30	Anita Liza	Ana	Špela Boris	Janez	Urban	Saša
12:30	14:00	Kosilo					
14:00	15:00	Boris Liza	Špela	Anita	Saša	Urban	Janez
15:00	15:30	Odmor za kavo					
15:30	17:30	Saša Špela Urša		Janez Boris Anita Ana			

Live reporting

- Live tweeting from each presentation (at least 1 person)
- Photos put on Flickr after sessions
- Content constantly shared on facebook, twitter, LinkedIn
- Blog posts (interviews etc.) and daily news produced continuously through the day and published at the end of the day
 - **#EFUF2016** blog
 - **E-mail list (Mailchimp)**

1,017

posts

39

users

24,084

reach

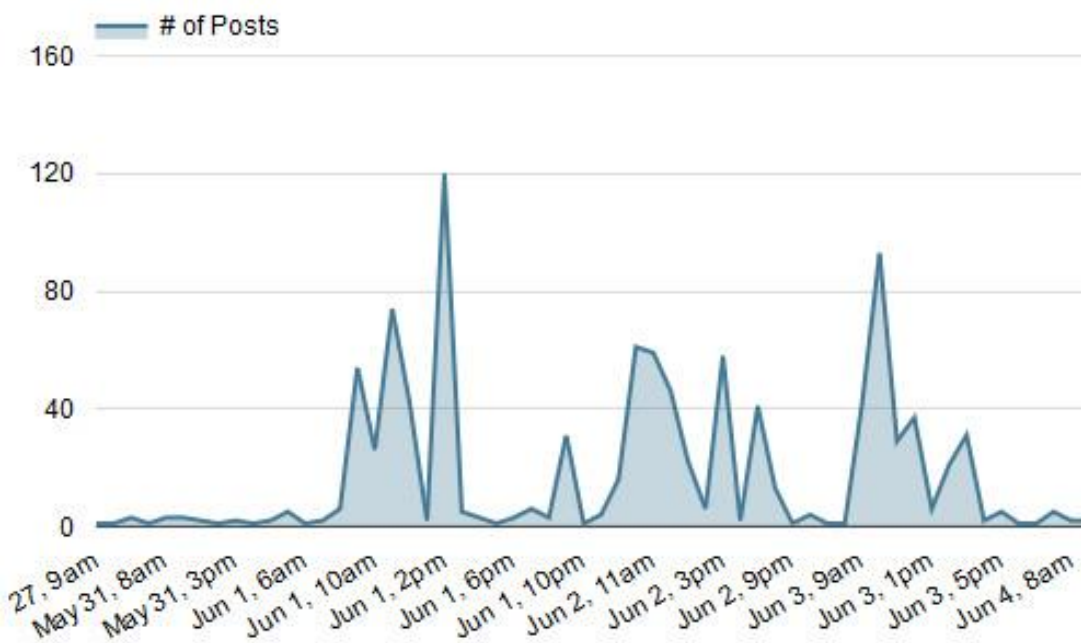
143,075

impressions

Timeline

Download

</>



Top Posts

RTs/Likes

Klout

R

Tip: Click on a post's date to be taken to original post


[Boris Rantaša](#) @borisrantasa 30

Dr. Marjana Westergren: Forest #genetic monitoring of urban forests @LIFEGENMON @EUFORGEN @EFUF2016 #monitoring #EFUF2016


[Boštjan Hren](#) @HrenBostjan 21

#dronesforgood #drones LUCANUS 4 manages high trees @EUFORINNO developed a solution for "fiction" #EFUF2016


[Boris Rantaša](#) @borisrantasa 30

Prof. Dr. Hojka Kraigher opens the LIFE GENMON session of #EFUF2016 <https://t.co/bz01MU>


[Solitree](#) @Solitree

@LIFEGENMON: cities should monitor tree health and planting them #EFUF2016


[Boris Rantaša](#) @borisrantasa 30


Phillip Rodbell Europe is leading in its use of social media to support conference dialogue. Their science in support of urban forests is pretty good 📺 😊



What is the meaning?

- **Reach** - instead of 80 people, **thousands** (or even more) **hear your messages**
- **Raises the level of an event**, from the effort of presenters to the involvement of participants
- **Democratic** - accessible to everyone with an internet connection

Principles

- **Delegate** tasks; give team members **responsibility**
- **Each session, each person = output**
(Tweets, Facebook posts, photos taken or uploaded,
- **Summary e-mail, blog** at the end of the day
- **Work hard, but not too hard!** If somebody looks tired or annoyed, they must take a break or even go home.

How to write a powerful blog post?

What do I have to say?

- **Engaging topic**
- **Tell a story**
- Humans, animals (faces, personalities)
- Photos, media (audio, video, map)?

How to say it?

- Write for your **target audience**
- What do you wish to achieve?
- First or third person
- **One theme** per blog
- **Clear** explanation (American-style)
- **Don't be too long** (1 page A4)
- **Illustrate** (with words, photos and graphics)

How to say it? (II)

- **Inverted pyramid** structure / summary paragraph
- The five Ws:
 - Who?
 - What?
 - Where?
 - When?
 - Why?

How to package it?

- A **good headline (title)** is crucial!
 - Don't be too long
 - Don't be too clever (careful with puns!)
 - Ask questions, offer solutions
- Use an **inviting featured photo / graphic** (it will show up in social media)
- If possible, use multimedia.

How to share it?

- **Social media**
 - Personal profiles
 - Facebook, LinkedIn groups
- **Blogosphere**
 - Comment on other blogs
 - Sign up your blog to lists
- **Real world**
 - Recommend blog to friends



Thank you!

Let's keep in touch!

boris.rantasa@gozdis.si

- <https://facebook.com/boris.rantasa>
- <https://twitter.com/borisrantasa>
- <https://linkedin.com/in/borisrantasa>

Also check out www.lifegenmon.si.