

Smarter Social Media: Campaign/ Tactics, Curation, and AI Tools

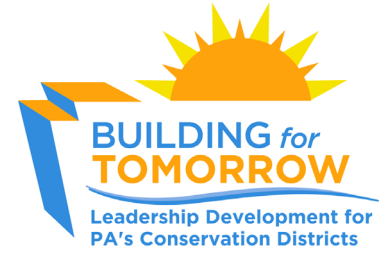
Presented by

Piper Strategies

February 2025



Learning Objectives



You Will Learn...

How to plan effective social media campaigns, develop and curate credible content, and apply AI tools to support efficient, high-quality content creation.

Take Aways

1

A streamlined approach to campaign planning

2

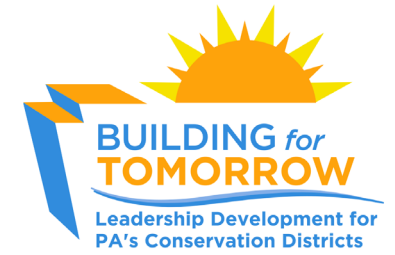
A straightforward process for developing, finding, and curating relevant content

3

Practical guidance for using AI to simplify your campaigns and content development

Agenda

- Social Media Campaign Strategy
- Content Development and Curation
- How to Measure Success
- AI Tools and Tips for Social Media Marketing
- Wrap-up and Q&A





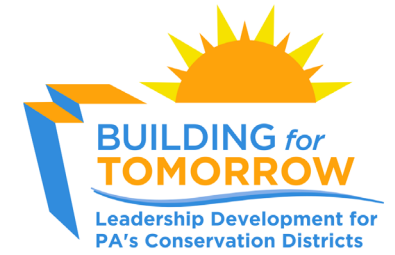
Campaign/Posting Strategy



Plan once. Reuse often. Measure what matters.



A streamlined approach to campaign planning



The 6-step posting framework

1

Goal

What do you want people to do?

2

Audience

Who is this for (and why now)?

3

Message

One clear takeaway and proof

4

Offer/Call to Action (CTA)

Link, signup, attend, share, visit

5

Assets

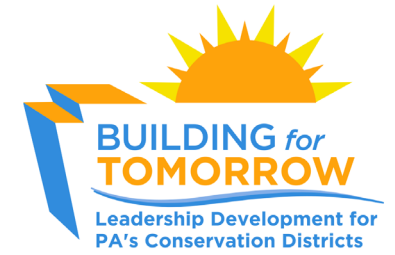
Photo/video, caption, link, tags

6

Measure

Pick 1–2 metrics to track

Creative and messaging planning – what to post and say



Message checklist

- Lead with the “why”: local benefit and relevance right now
- Use plain language and one clear CTA
- Include a credible source when sharing facts
- Add accessibility: alt text, captions, high-contrast text
- Stay consistent with your district voice and visuals

Creative do's

- Use strong imagery (people and action) when possible
- Add a short headline on graphics (6–10 words)
- Keep brand elements consistent: colors, logo placement, fonts
- Test 2 versions: photo vs. graphic, short vs. medium caption

Quick formula: Hook → Value → Proof → CTA

Content Planning: Quick Tips

Content Quick Tips

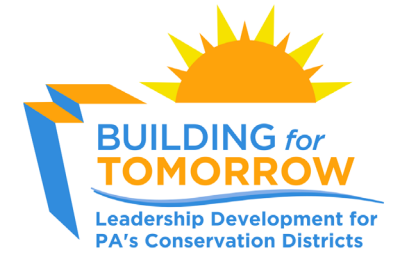
- Build a small “content bank” you can customize for your district in minutes.
- Use statewide/partner resources as a base, then localize the hook and CTA.
- Weather and local events can shift priorities quickly—have ready-to-go posts.

Back-pocket ideas

- Seasonal best practices (planting, erosion control, composting)
- Volunteer spotlight
- Quick “Did you know?” facts (with a source)
- Event reminders and last-call posts

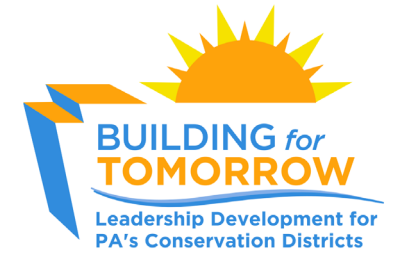
Tip: Keep a shared folder with approved photos, logos, standard captions, and 5–10 evergreen posts.

Platform best practices(quick guide)



Platform	What works best	Posting cadence (starting point)
Facebook	Community updates, events, albums; ask questions; share partner posts	2–4 posts/week
Instagram	Reels and carousels; strong visuals; Stories for reminders and behind-the-scenes	3–5 posts/week and Stories
YouTube	Evergreen how-to videos, playlists, Shorts; clear titles and thumbnails	1–2 videos/month and Shorts
TikTok/X/ LinkedIn	U/e if your audience is there—repurpose best performers and highlight outcomes	As capacity allows

Media types (and how they can impact engagement)



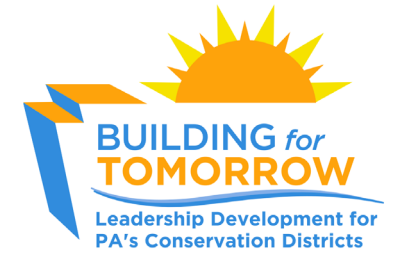
Common formats

- Photo and caption
- Carousel
- Short video (Reels/Shorts)
- Stories
- Livestream

Practical tips

- Start with the “best” moment in the first 1–2 seconds
- Add on-screen text for silent viewing
- Keep videos under 30 seconds unless it truly needs more
- Reuse the same core content across platforms (format changes)

How to expand reach of a post – Get more people to see your post



Tagging strategies

- Tag partners who are truly relevant to the post (not “everyone”).
- Tag when it increases value
- Ask partners to share
- Use location tags when appropriate

Hashtags (when/why/how)

- Use hashtags to help the right people find you—focus on relevance.
- Research popularity: mix broad, niche and local.
- Start with 3–5 high-relevance hashtags (quality over quantity).
- Create a saved list by theme (events, education, volunteer, water).

Simple test: Would a new follower search this hashtag on purpose?

Metrics to Track (by objective)

Match the metric to the goal

Awareness

- Reach
- Impressions
- Video views/watch time

Engagement

- Reactions, comments, and shares
- Saves
- Engagement rate

Traffic / Action

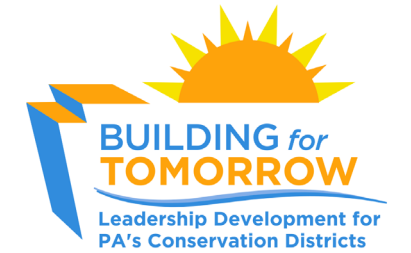
- Link clicks
- Event responses
- Signups/downloads

Community growth

- Follower growth
- Profile visits
- Email list adds



Metrics: Facebook



Manage Page

Search Facebook

Professional dashboard

- Home
- Insights
- Content
- Monetization
- Engagement
- All tools

Let's jump over to Facebook

Investing in vendors comes with high...
Wed Feb 18, 1:13pm
17 views, 0 likes, 0 comments

Piper Superpower Series Stephanie...
Tue Feb 17, 9:00am
44 views, 4 likes, 0 comments

Piper Superpower Series Our...
Fri Feb 13, 12:00am
129 views, 16 likes, 1 comment

International sporting competitions might b...
Tue Feb 3, 8:16am
19 views, 0 likes, 0 comments

Piper Superpower Series The next...
Mon Feb 2, 8:23am
444 views, 4 likes, 2 comments

Insights

Review performance results and more.

- Overview
- Plan
- Results
- Audience
- Messaging
- Benchmarking
- Content
- Overview
- Content
- Ads
- Earnings

New viewers metric for content published after July 31, 2025

Use this new metric to help better understand who sees your content across Meta technologies. The reach metric will no longer be shown on Meta Business Suite, but you can still find it in Ads Manager.

Weekly plan

1 day left

Set your business up for success by completing recommended tasks.

Complete at least 4 tasks to finish this plan.

3 of 6 tasks completed

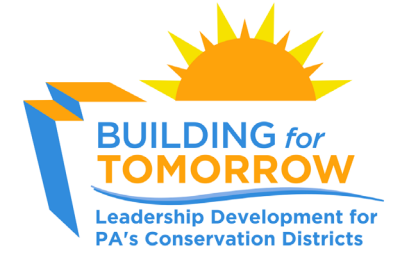
- Publish one ad 0 / 1
- Publish one story on Facebook 0 / 1
- Connect to Instagram 0 / 1

Performance

January 23, 2026 - February 19, 2026

Views Views 846 ↑ 169.4% From followers 33.9% ↓ 1.4% From non-followers 66.1% ↑ 0.7% Viewers 302 ↑ 151.7%	Interactions Content interactions 35 ↑ 218.2% From followers 29 ↑ 163.6% From non-followers 6 --
Visits Facebook visits 91 ↑ 225%	Follows Follows 1 0% Unfollows 1 0% Net follows 0 0%

Using a content calendar



How to customize

- Pick 4–6 posts that match your priorities this month.
- Localize the first line (place, problem, benefit).
- Use local photos whenever possible.
- Adjust CTAs (your events, your links, your partners).
- Schedule a week ahead to reduce last-minute stress.

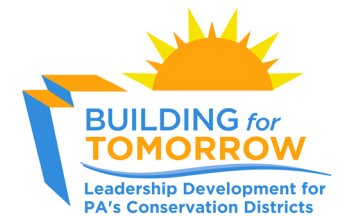
A simple weekly rhythm

- Mon: Pick posts
- Tue: Draft and design
- Wed: Review/approve
- Thu: Schedule
- Fri: 10-min metrics check

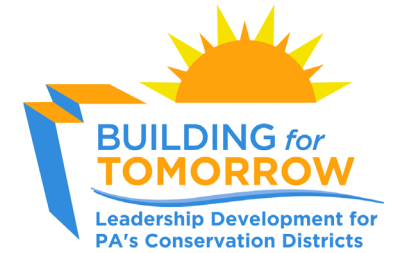


Content Development and Curation

Plan once. Reuse often. Measure what matters.



How to develop a content calendar



Potential content areas/pillars

Education and Training

Tips, best practices, training and how-to-guides

Programs and Services

What you offer and how to access it

Legislation and Advocacy

New laws, regulations, guides, and calls to action.

People and Partnerships

Volunteers, donors, partners, success stories

Events and News

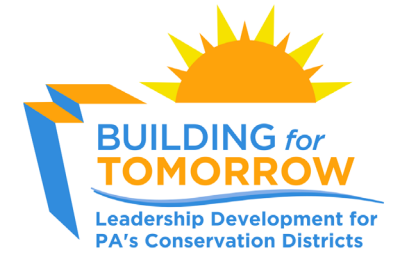
Trainings, community events, deadlines, signups

Weather and Natural Disasters

Info about how to protect your land

Aim for consistency over volume: a realistic cadence you can sustain.

Sample content calendar: Overview



5) Content calendar template (copy/paste)

Start with 8-12 posts per month (2-3 per week). Keep the calendar simple, so it's easy to maintain.

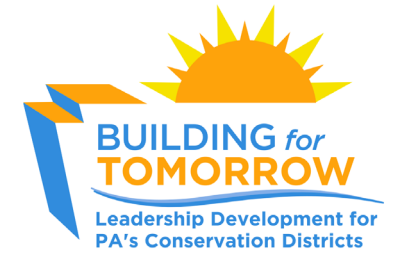
Date	Platforms (Facebook, Instagram, etc.)	Area	Topic/Hook	Asset (Photo, video, etc.)	CTA link	Source link – (Where you link to.)	Status/ Owner/ Notes

Date	Platforms (Facebook, Instagram, etc.)	Area	Topic/Hook	Asset (Photo, video, etc.)	CTA link	Source link – (Where you link to.)	Status/ Owner/ Notes
Feb 17	FB	Event	LCCD's Tree Seedling Sale Fundraising – Support local conservation.	Event Flyer	Shop now	https://lancaster-county-conservation-district.square.site/?	Post Approved
Feb 13	FB	Education/Services	We can write your conservation plan. Valentins day.	Valentines photo	Call us or visit the landing page on the website.	717-299-5361 ext. 5 or visit us at https://tr.ee/jVoH9lnDOL	<u>Need</u> photo approved.
	FB	News	Conestoga River is the PA River of the year. Community support highlight.	Photo of river with announcement,	Join us to celebrate	Link to press release	Get press link from team once final.

We created an excel spreadsheet for you to use to create your content calendar

Keep it simple: Use an excel spreadsheet to keep track.

Sample content calendar: Posts



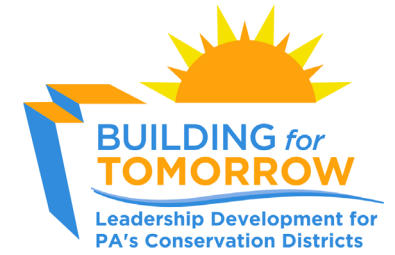
Date	Post	Asset (Photo, video, etc.)	Approved
Feb 17	<p>🌱 Get out of the winter blues and order some plants for spring! LCCD's Tree Seedling Sale is open! 🌸</p> <p>Shop online for 5% off (using the code TREESALE) and purchase fan favorites and new varieties of perennials, bareroot trees, groundcover, fruit and garden plants, and more!</p> <p>All proceeds support conservation in Lancaster County.</p> <p>https://lancaster-county-conservation-district.square.site/</p> <p>#treesale #supportconservation</p>		Yes
Feb 13	<p>Did you know that the Lancaster Conservation District can write your Agricultural Erosion & Sediment plans and Manure Management plans for free? These plans are required for most agricultural operations.</p> <p>If you need an updated plan, a new plan, or new crop ground added to a current plan, contact the Conservation District at 717-299-5361 ext. 5 or visit us at https://tr.ee/jVoH9lnDOL</p> <p>#conservationplanning</p>		Need video approval before posting.
Jan 30	<p>The Conestoga River is the PA River of the year because of the amazing community support Lancaster has! 🇺🇸</p> <p>The votes are in! Pennsylvania's 2026 River of the Year is the Conestoga River. 🗳️</p> <p>Join us in celebrating this treasured waterway and the communities who help protect it.</p> <p>Learn more: https://www.pa.gov/.../conestoga-river-named-pennsylvania...</p> <p>PA Organization for Watersheds and Rivers</p> <p>#communityconservation</p>		Yes

We created an excel spreadsheet for you to use to create your FB posts

Keep it simple: Use a simple posting template for your posts

Content Examples

facebook



Recruitment

Conservation Districts are Hiring

APPLY NOW

Winter SALT WEEK

Do your part!
Reduce the use of salt and de-icers to protect the environment.

A message from your county conservation district.

Special Week

Fifty volunteers joined Delaware County Conservation District - Pennsylvania for a tree planting session at Frederick L. Mann Memorial Park in Ridley Township on October 16, 2025.

Volunteers

Allegheny County Conservation District Executive Director Heather Manzo sat down with WPXI for their Our Region's Business feature. To tie into Farm Show Week, Heather spoke about farming in Allegheny County and the conservation district's role in the community.

Click here to view the 6-minute video: <https://ow.ly/xv6x50XqZw>

News

CLEAN WATER
Once rock salt dissolves it can easily melt and run off into waterways.

CLEAR
Shovel driveways and sidewalks to clear ice and snow before it melts.

MEASURE
12 ounces of salt will treat 250 square feet of driveway.

TEMPERATURE
Apply salt only if the temperature is above 25 degrees Fahrenheit.

REUSE
Collect leftover salt after ice melts so it doesn't end up in waterways.

Weather

Tip: Don't have time to create content? Share PACD 's post to your page.

Identifying credible sources

Trusted source types

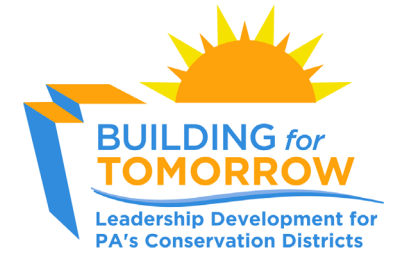
- Government agencies and local authorities
- Universities/extension and research institutions
- Reputable nonprofits and professional associations
- Local partners with clear expertise and transparency
- Primary sources (reports, data dashboards, official releases)

Quick vetting checklist

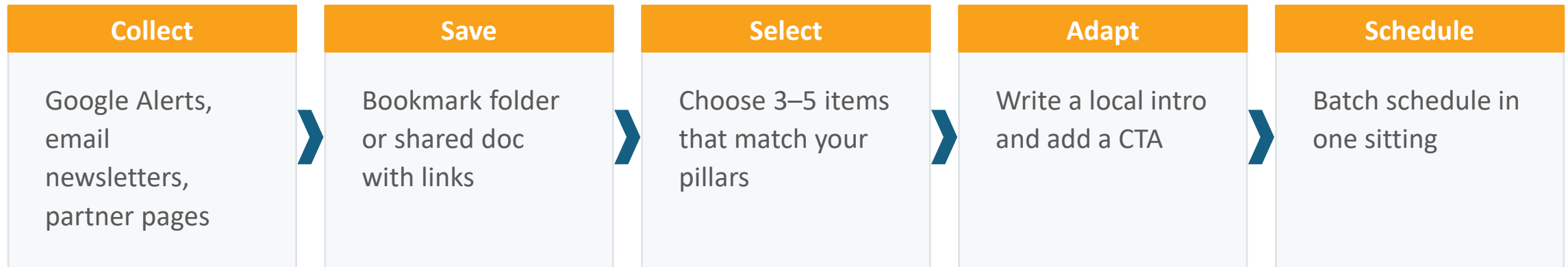
- Who wrote it—and what's their expertise?
- Is it current (and does it cite sources)?
- Is the claim consistent with other credible sources?
- Is there bias or a sales agenda?
- Can you link back to the original?

Best practice: Always credit the source in the caption and link to it when possible.

Simple, sustainable curation workflows



A weekly workflow you can keep



Tip: Set a recurring 30-minute “curation block” each week. Small, consistent effort beats occasional big pushes.

Canva workflow (free vs. paid)

Free version: best uses

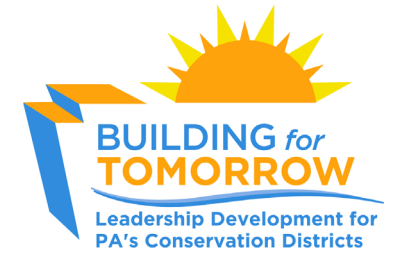
- Use approved templates and swap photos/text
- Create simple event graphics and quote cards
- Export as PNG/JPG for posts; keep a consistent size
- Store a small set of reusable elements (logo, colors)

Paid features (nice-to-have)

- Brand kits and more templates/assets
- Background remover and bulk resizing
- More export options and collaboration controls

Template tip: Duplicate a strong post, then swap only 2–3 elements (photo, headline, CTA) to stay consistent.

Templates from PACD



Project Promotion Toolkit

PACD created a series of templates to help conservation districts promote their projects. These templates are available for conservation districts to adapt and use year-round to promote their projects!

This toolkit covers an on-the-ground stream restoration project, a post-project tour, and the hiring of a new staff person.



[Download Templates](#)

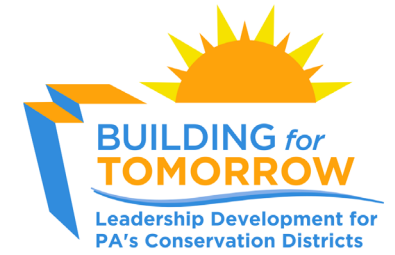


AI Tools

Use AI to speed up drafts—keep humans in charge of accuracy and voice.



Practical ways to use AI



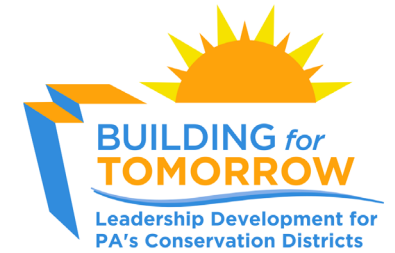
Good uses

- Generate post ideas aligned to your content pillars
- Draft first-pass captions (you edit for voice)
- Turn one long resource into 3–5 short posts
- Create headline options, CTAs, and email/pitch drafts
- Rewrite for clarity or different audiences

Guardrails

- Do not publish AI output without fact-checking.
- Avoid sensitive data (personal info, internal notes).
- Keep your voice: edit for tone, local context, and accuracy.
- Cite sources—AI should not “invent” facts.
- When in doubt, simplify or leave it out.

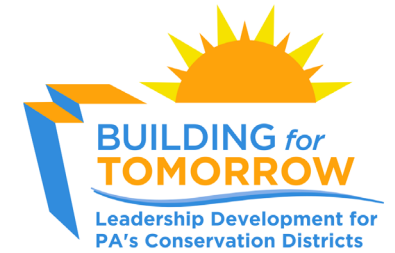
AI Tools



Simple AI and Social Tool Stack

- [ChatGPT](#) — brainstorm post ideas, draft captions, rewrite for tone/length, turn 1 topic into multiple posts
- [Canva](#) — quick branded graphics, templates, resize for each channel, simple video thumbnails
- [CapCut](#) — trim clips, add captions, make Reels/Shorts from longer video, export in the right format sizes
- [Buffer](#) (or Meta Business Suite for FB/IG only) — schedule and keep a simple weekly posting queue
- [YouTube Studio](#) — upload, titles/descriptions, thumbnails, playlists, basic analytics
- **Native analytics** (LI, Meta and YouTube) — check reach, engagement, clicks, video retention; note what to repeat next month

A simple prompting framework



Use: Context + Goal + Audience + Constraints + Output

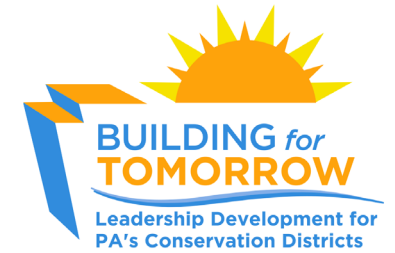
3-post set for one topic (FB/IG/LI)

Prompt: You are the social media manager for Lancaster Conservancy (<https://lancasterconservation.org/>). Create 3 posts about [TOPIC: Conservation Planning] for [PLATFORM: Facebook/Instagram/LinkedIn].

- Goal: [ACTION: Educate]. Audience: Lancaster County residents, farmers, donors, and volunteers.
- Voice: warm, local, hopeful, practical. Keep it non-political and jargon-free.
- Constraints: 1 emoji max, 0–2 hashtags, include CTA + link placeholder, include
- Source: [link: <https://lancasterconservation.org/conservation-planning/>]
- Output: Post 1–3 with Headline, Caption, and Image idea.

Tip: Always review for accuracy, local relevance, and your organization's voice before posting.

A simple prompting framework

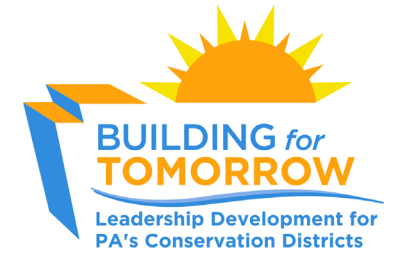


Sample Post Created in ChatGPT

- ❑ **Headline:** What is Conservation Planning?
- ❑ **Caption:** Conservation planning is a practical way to care for the land you love—whether it’s a backyard, a farm, or woods. It helps identify what’s most important to protect (like streams, trees, habitat, and soils) and outlines simple, realistic steps you can take over time. 🌱
- ❑ **CTA:** Learn more about Conservation Planning → [LINK PLACEHOLDER]
- ❑ **Source:** <https://lancasterconservation.org/conservation-planning/>
- ❑ **Image idea:** A local landscape photo (farm and tree line/stream) or someone walking a property with a map.
- ❑ **Hashtags:** #LancasterCounty #ConservationPlanning

Let's jump over
to Chat GPT and
try it out

Good > Better > Best



1-2 posts per week

Good

Post 1 times per week with a simple photo and a short update

Share 1 partner post per week and add 1 sentence of context

Post 1 reminder per week about deadlines, seasonal tips, resources, or programs

Post 1 short "how we help" service highlight per week with one clear link

Ask 1 question per month to encourage comments

Better

Post 2 to 4 times per week with a mix of photos and simple explainers

Share 2 partner posts per week and tag the partner

Publish 1 short video or Reel per week with captions

Post 1 before and after or project story per week with one outcome

Pin a "Start here" post with top ways to get help and key links

2-4 posts per week

Best

Post 5 times per week and use Stories most days for behind-the-scenes, recourses, news

Share 3 partner posts per week and co post when possible

Publish 2 short videos or Reels per week with captions

Run one monthly theme and repeat it weekly with different examples

Post everyday.
Monthly Themes

Wrap-up

Key takeaways

- ❑ Plan campaigns with a repeatable 6-step framework
- ❑ Curate credible content with a simple weekly workflow
- ❑ Measure what matters—then improve one thing at a time
- ❑ Use AI to speed up drafts, not to replace judgment

Q&A



Thank you!