



Social Media Toolkit

PURPOSE

Pheasants Forever and Quail Forever use social media—a set of online communication tools—to foster community, conversation, education, and connection to the Pheasants Forever and Quail Forever brand. This document serves as a social media toolkit for the entire organization to ensure useful, relevant, effective, and consistent messaging is provided to all audiences of Pheasants Forever and Quail Forever.

SOCIAL MEDIA OVERVIEW

With the number of social media platforms available to choose from, it is difficult to know which is best to use. Above all else, success with social media requires quality content and time. In addition to maintaining a regular posting frequency, you also need to respond to and engage with your followers.

Facebook – Used to build awareness, share photos, and make connections / *minimum of 1 post per week*

Twitter – Used to engage an audience with high frequency updates / *minimum of 1 post per day*

YouTube – Used to tell stories through videos; requires quality video assets / *minimum of 6 posts per year*

Instagram – Used to engage an audience with high frequency photos & videos / *minimum of 1 posts per week*

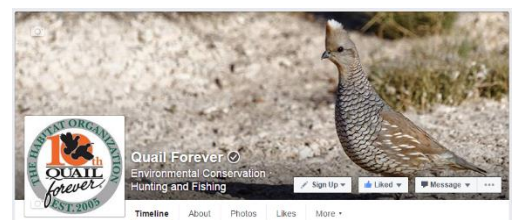
Pinterest – Used to engage female-based audience (80%) with high frequency photos

LinkedIn – Used to engage business professionals in business-related discussions

Based on needs and assumed time availability, Facebook is the recommended social media platform to be used at the chapter and state level. Thus, the rest of this document will focus on Facebook best practices that follow our brand standards.






Social Media Contact:
Anthony Hauck
Director of Public Relations
(651) 209-4972
ahauck@pheasantsforever.org





BRAND STANDARDS

Whether addressing Pheasants Forever and Quail Forever on a local, state, or nationwide level, one thing never changes—our brand.

O U R B R A N D	LEVEL	CHAPTER	STATE	NATIONWIDE
	LOGO	 <i>*Can be personalized</i>		
	NAME	" _____ " CHAPTER OF PHEASANTS FOREVER OR QUAIL FOREVER	PHEASANTS FOREVER OR QUAIL FOREVER IN " _____ "	PHEASANTS FOREVER OR QUAIL FOREVER
	MISSION	<i>"Dedicated to the conservation of pheasants, quail, and other wildlife through habitat improvements, public awareness, education, and land management policies and programs."</i>		

*While it is strongly encouraged for the entire organization to use the standard logo, chapters can request a personalized logo, which replaces "The Habitat Organization" with the chapter's name. Review the [Brand Standards Guide](#) for more information on personalized chapter logos, general logo usage, and brand colors.



→ Replace "New" with your chapter's name



→ Personalized chapter logo examples

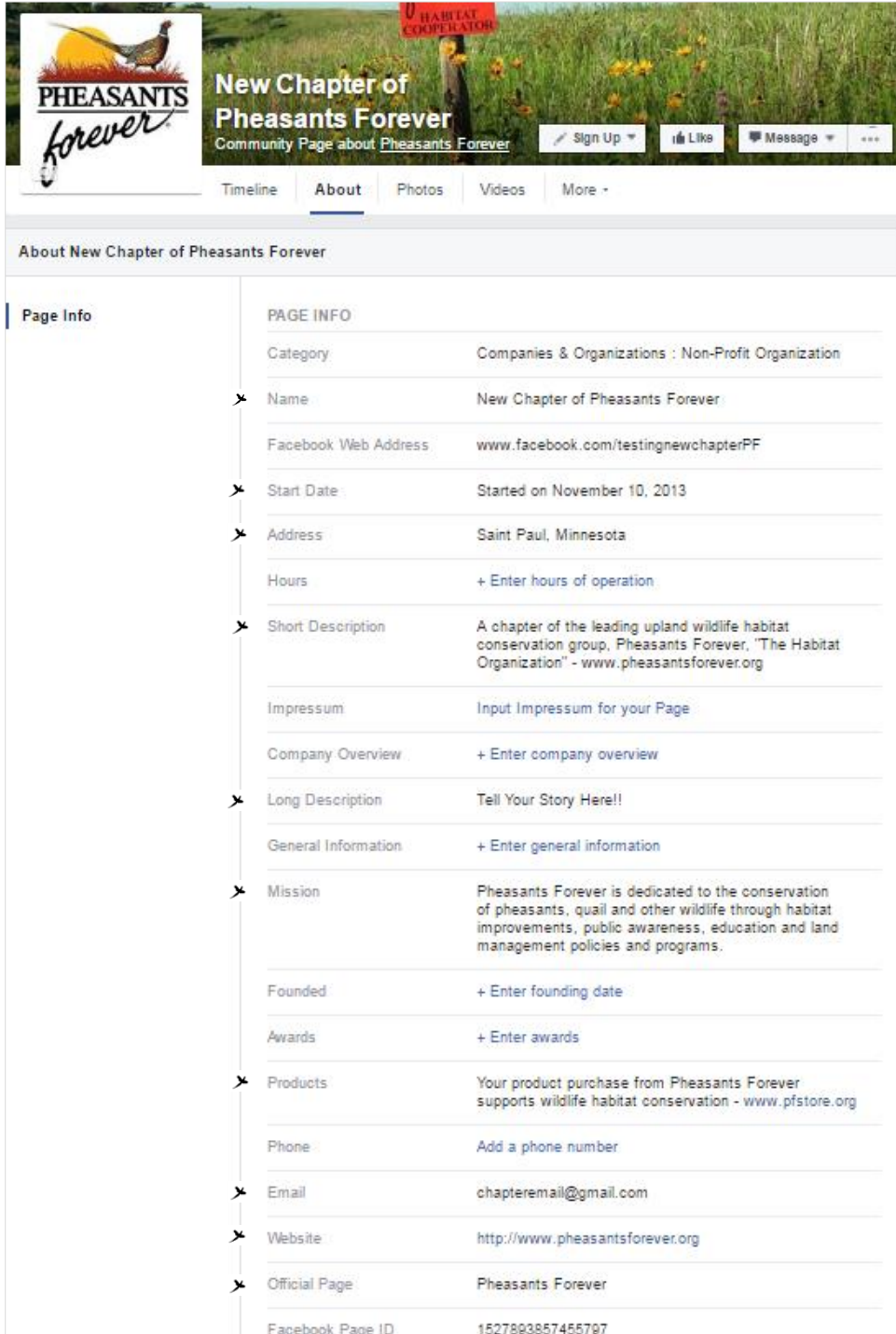
An additional naming standard—always spell out Pheasants Forever and Quail Forever whenever possible. This is particularly important for external communications (i.e. websites, Facebook, brochures, etc.).

An additional professional standard—use proper grammar, punctuation, and spelling (don't use slang).



CHAPTERS OF PHEASANTS FOREVER

The following key messages should be included on all chapters' Facebook pages to ensure brand consistency. Go to "About" (to the right of your photo) to edit your page information using the following instructions:



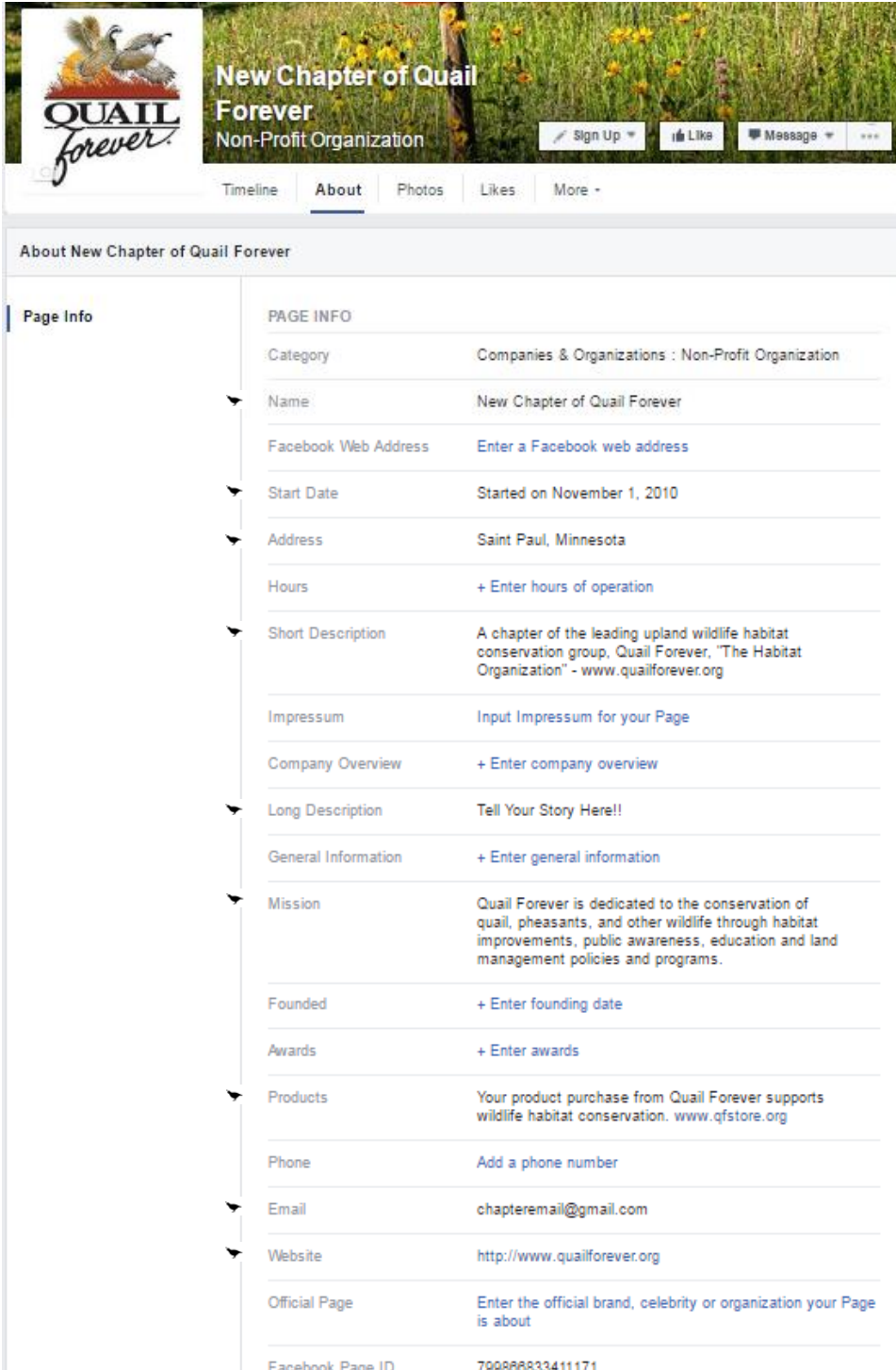
- ✘ **Name**
Update to...“___” Chapter of Pheasants Forever
- ✘ **Start Date**
*Choose...*Started – Month/Day/Year
- ✘ **Address**
*Enter...*City & State
- ✘ **Short Description**
*Update to...*A chapter of the leading upland wildlife habitat conservation group, Pheasants Forever, “The Habitat Organization” – www.pheasantsforever.org
- ✘ **Long Description**
Tell Your Story Here!
- ✘ **Mission**
*Update to...*Pheasants Forever is dedicated to the conservation of pheasants, quail, and other wildlife through habitat improvements, public awareness, education and land management policies and programs.
- ✘ **Products**
*Update to...*Your product purchase from Pheasants Forever supports wildlife habitat conservation – www.pfstore.org
- ✘ **Email**
*Add...*Your chapter email (optional) or remember to respond to your Facebook messages and page comments
- ✘ **Website**
Update to...
www.pheasantsforever.org or your chapter’s website
- ✘ **Official Page**
*Update to...*Pheasants Forever

* If your chapter has won a Pheasants Forever chapter award (i.e. No Child Left Indoors National Award, Chapter of the Year, etc.), be sure to enter your award(s) as part of your page information.



CHAPTERS OF QUAIL FOREVER

The following key messages should be included on all chapters' Facebook pages to ensure brand consistency. **Go to "About" (to the right of your photo) to edit your page information using the following instructions:**



- ✦ **Name**
Update to... " ____ " Chapter of Quail Forever
- ✦ **Start Date**
Choose... Started – Month/Day/Year
- ✦ **Address**
Enter... City & State
- ✦ **Short Description**
Update to... A chapter of the leading upland wildlife habitat conservation group, Quail Forever, "The Habitat Organization" – www.quailforever.org
- ✦ **Long Description**
Tell Your Story Here!
- ✦ **Mission**
Update to... Quail Forever is dedicated to the conservation of quail, pheasants, and other wildlife through habitat improvements, public awareness, education and land management policies and programs.
- ✦ **Products**
Update to... Your product purchase from Quail Forever supports wildlife habitat conservation – www.qfstore.org
- ✦ **Email**
Add... Your chapter email (optional) or remember to respond to your Facebook messages and page comments
- ✦ **Website**
Update to... http://www.quailforever.org or your chapter's website

* If your chapter has won a Quail Forever chapter award (i.e. No Child Left Indoors National Award, Chapter of the Year, etc.), be sure to enter your award(s) as part of your page information.



FACEBOOK BEST PRACTICES

DO – PROMOTE OUR MISSION EFFECTIVELY

Keep your page current by sharing posts from the main Pheasants Forever or Quail Forever Facebook pages, which are consistently updated. People respond best to visuals, so post photos of your mission-related work.

McLeod County Pheasants Forever added 4 new photos.
May 18 at 3:51pm - 🌟

Carver County Chapter of Pheasants Forever. Here are some pictures of the MAYER Lutheran School pollinator planting day. We had 90 kids participate in hand broadcasting seed and hand planting seedlings over 2.5 acres of school property. The chapter and the school were major funding partners. Additionally LCCMR, Cabelas outdoor fund, Bayer Bees, DuPont Pioneer.

South Dakota Pheasants Forever shared a link.
December 1 🌐

Great news for "The Habitat Organization"! Being able to put 90 cents to every dollar back into quality habitat, educating the next generation, and those who are unaware of the role PF plays at a grassroots level...now that is impressive! Thanks to all the volunteers and members who believe in what we do! Let's strive for three more consecutive years!

WHERE YOUR DOLLARS GO:

PF Rates High Among Charities
pf.informz.net

St. Paul, Minn. - December 1, 2014 – For the third consecutive year, Pheasants Forever has been recognized with a 4-star rating from Charity Navigator, the nation's largest charity evaluator. The wildlife habitat conservation organization is now categorized...

RELEVANT POSTS ONLY: *If you're considering a post that doesn't involve habitat, hunting, dogs, pollinators, wild game cooking, etc. then it's not appropriate for your chapter/state's Facebook page.*

BOTTOM LINE: *Relevant = directly related to our mission.*

New Chapter of Pheasants Forever shared Pheasants Forever's photo.
3 minutes ago 🌐

DO – BE YOURSELF WHEN RESPONDING

When responding to posts/comments, be yourself and always include who you are and what your role is at Pheasants Forever or Quail Forever (i.e. chapter president, regional rep, etc.). If a question asked is outside your area of expertise or not related to your role, send it to Anthony Hauck, director of public relations.



Pheasants Forever Ben Jacquot email me at ahauck@pheasantsforever.org and I will put you in touch with the person to ask. Thanks for supporting upland habitat conservation. - Anthony Hauck, Pheasants Forever's online editor

DON'T

- Never post, share, or like political-related content. The Pheasants Forever and Quail Forever Legislative Action Fund is the ONLY exception. Our nonprofit status is in jeopardy if this policy is violated.
- Don't post, share, or like content that contradicts the information on the Pheasants Forever and Quail Forever websites (i.e. promoting pheasant and quail stocking).
- Don't link to an external site promoting a product or service that is not affiliated with Pheasants Forever and/or Quail Forever without first consulting Anthony Hauck, director of public relations.
- Don't provide anti-hunting groups the credibility of posting about them. Focus on our messages, not attacking their propaganda.
- Don't respond to an offensive or negative post on your page—there's no winner in that game.



THE TOP 10 POSTS

Using Facebook effectively requires a *minimum* of 1 post per week. The following list provides 10 mission-related posts to help you meet your weekly posting goal. Remember, **if you find yourself in a time crunch, simply share a post from Pheasants Forever or Quail Forever's Facebook page—[here's how to share a post](#).**

<ol style="list-style-type: none">1. Photos from chapter events and projects2. Upland habitat – how to's, current programs, introduce local PF/QF wildlife biologist3. Promote upcoming chapter banquets and youth events4. Showcase banquet items5. Upland hunting and shooting sports	<p>Top 10 Posts</p> 	<ol style="list-style-type: none">6. Bird dogs – different breeds, training and care7. Wild game recipes8. New hunter efforts – mentor hunts and first bird photos9. Share posts from PF/QF social media sites or blogs from PF/QF websites10. Share posts from our national sponsors' pages
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TELLING YOUR STORY

Storytelling is an engagement and persuasion strategy that requires extra time spent planning and creating your posts. This is time well spent, as it focuses on getting more people involved.

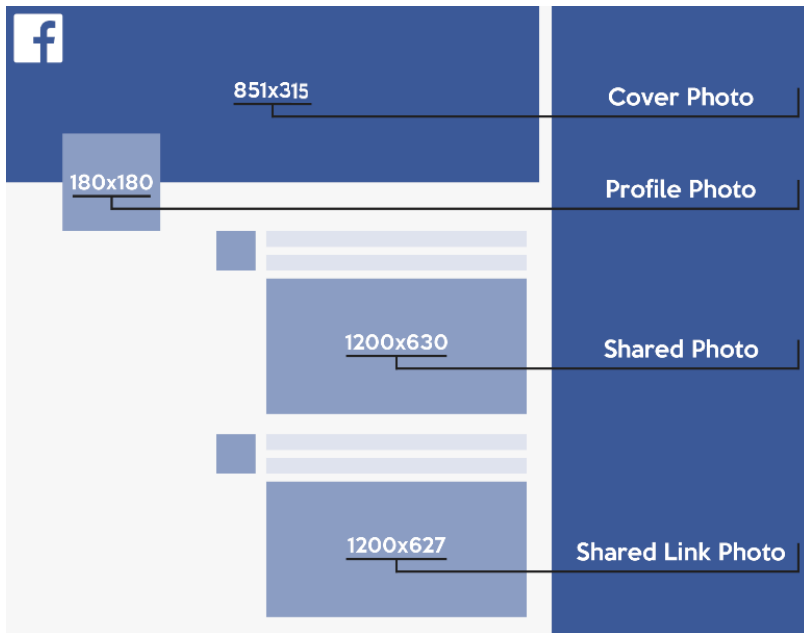
- The purpose of a chapter's Facebook page is to tell the chapter's story to the local community with the goal of getting more people involved—more people at meetings, events, and banquets.
- The purpose of a state's Facebook page is to tell the statewide story of Pheasants Forever and/or Quail Forever. A state's Facebook page has the goal of getting more people in the state involved—more people seeking out local chapter banquets, more memberships, and more people asking about habitat projects.

An Example: Telling the Story of a Chapter Banquet

- ✈ **Banquet Planning**—announce planning is under way by creating a post introducing your banquet chair. Invite people to the banquet planning meetings. Explain what the funds that are raised will be used for.
- ✈ **Banquet Tickets**—announce when tickets are available and post your event on our [events page](#). Consider selling tickets online via the events page so you can provide a link on your page. [Create a Facebook event](#).
- ✈ **Banquet Package**—showcase what items will be at your banquet, highlight one or two at a time. These items are incentives for the public to come to your banquet, so be sure to promote each item's uniqueness.
- ✈ **Banquet Dinner/Activities**—promote what will be served and what will be happening at the banquet.
- ✈ **Banquet Day**—ensure someone is in charge of taking photos. Post a photo of set-up. Take photos and post them the next day with photo descriptions. Invite people to tag themselves in the photos.
- ✈ **Banquet Thank You**—thank everyone for attending and highlight what the funds will be used for.
- ✈ **Banquets Fund Projects**—later in the year, when banquet funds are used for projects, retell the story about how banquets fund habitat projects and/or youth events in the community.
- ✈ **Recap**—people want to know how their contributions helped—tell them and they'll likely contribute again. Before the next banquet, create a post about projects/events that happened thanks to last year's banquet.

IMAGE SIZE GUIDE

Facebook posts with high engagement stats (clicks, likes, shares, comments, etc.) almost always include a high quality visual. To ensure you're getting the most out of your images, it's important to size them correctly. Computers running Windows can use the Paint program to resize and crop images—[ways to resize an image](#).



Source: <http://marketingworks360.com>

UPLOAD SIZES FOR FACEBOOK:

- **Cover Photo:** 851 x 315 pixels
- **Profile Photo:** 180 x 180 pixels
- **Shared Photo:** 1200 x 630 pixels

This refers to uploading a photo to your post. The photo will display with a max width of 470 pixels in followers' newsfeeds and a max width of 504 pixels on your page—[here's how to include a photo](#).

- **Shared Link Photo:** 1200 x 627 pixels

This refers to uploading a photo to a link you're sharing in your post. The photo will display at 470 x 246 pixels. All elements of the link preview (image, title, and description) can be customized—[here's how to customize links](#).



SHARED LINK PHOTO EXAMPLE



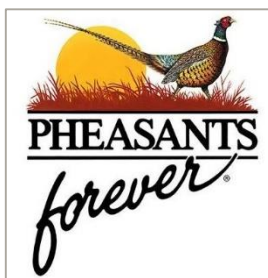
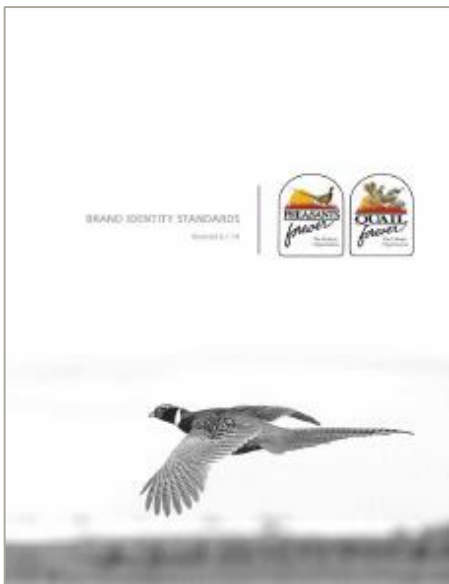
SHARED PHOTO EXAMPLE



RESOURCES

If you create a social media account for your chapter or state, you must:

1. **Notify Pheasants Forever and Quail Forever’s director of public relations, Anthony Hauck, at ahauck@pheasantsforever.org or call (651) 209-4972. All state pages are required to make Anthony a Page Admin ([click for instructions](#)).**
2. **Use the official logo or an official personalized chapter logo as your main photo.** Download the correct sized photo by clicking the image below.
3. **Use a cover photo that’s directly related to Pheasants Forever and Quail Forever’s mission** (note: the Facebook cover photo size is [851 x 315](#)). Download pre-sized cover photos by clicking the image below.



[Click Here for These Items](#)



TO CREATE A FACEBOOK PAGE

- Go to <https://www.facebook.com/pages/create/> and choose “Company, Organization, or Institution”
- Then, go to <https://www.facebook.com/help/127563087384058/> to learn how to manage your page

TO SHARE A FACEBOOK POST

- For instructions on sharing a Facebook post, go to <https://www.facebook.com/help/163779957017799>

TO CHANGE YOUR FACEBOOK PAGE NAME

- For instructions on changing your page name, go to <https://www.facebook.com/help/271607792873806>

CONTACT INFORMATION

✈ **Pheasants Forever and Quail Forever’s director of public relations/social media contact:**
Anthony Hauck, ahauck@pheasantsforever.org / (651) 209-4972

🐾 **Pheasants Forever and Quail Forever’s senior graphic designer/logo contact:**
Logan Hanners, lhanners@pheasantsforever.org / (651) 209-4934

🐾 **Pheasants Forever and Quail Forever’s web developer/web contact:**
Jason Jorgenson, jjorgenson@pheasantsforever.org / (651) 209-4932

