

JOHN
MUIR
TRUST

Social Media Strategy

May, 2022

†Social for Good†



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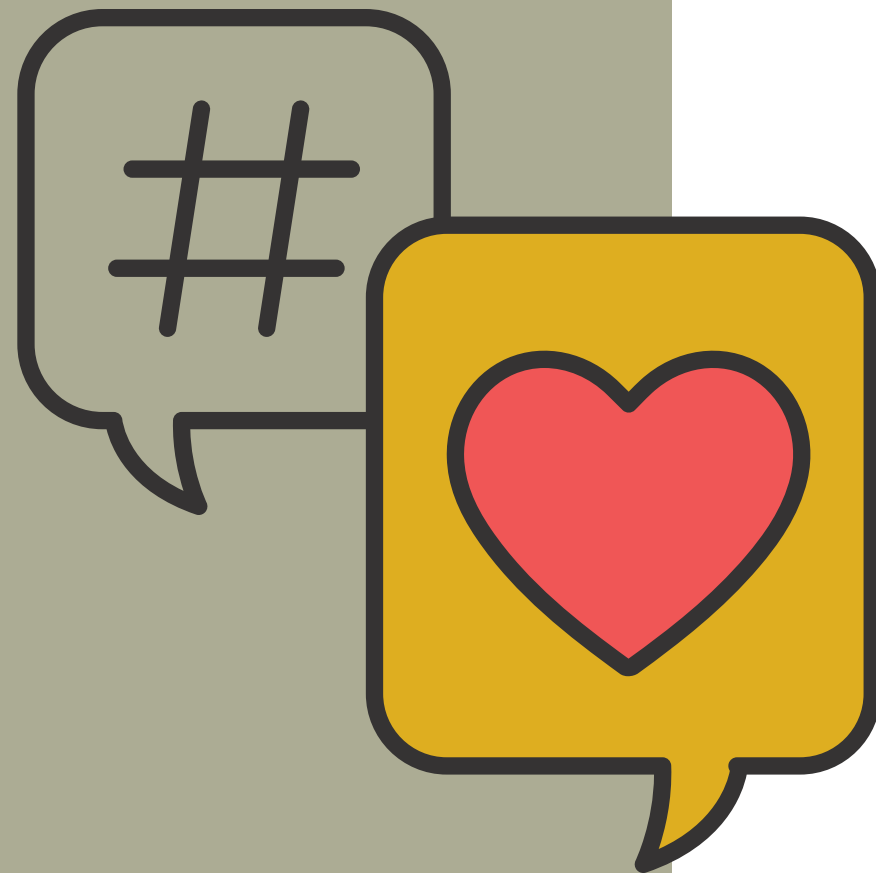
Introduction

Social media helps us to communicate our work with people and grow support.

As the John Muir Trust grows and evolves, so must our marketing and communications.

Our social media strategy builds upon our learnings from the past whilst incorporating our ambitions for the future.

This playbook has been developed to document our social media strategy and provide guidance on how it should be implemented.



The role of social media for the John Muir Trust

Social media will be instrumental in helping us reach and engage a wider, more diverse audience, who ultimately take action and donate, volunteer or advocate for us.

We'll use our social channels to help people understand our mission and scope of work and see the John Muir Trust as a leading and influential voice in our sector.



Our values

Our values are...

- universalism – social helps us to inspire others to protect our environment, recognise their unity with nature and treat people and places with respect
- self-direction – we use our voice online to encourage and inspire people to discover, explore and conserve wild places; our creativity when developing social campaigns helps us share what we do; our leadership helps us take a stance when campaigning to protect wild places
- benevolence – we use our visuals and copy to help others find meaning in the spirituality of wild places



Goals

What does success look like?



Our social channels are a place where people feel inspired to take action through sharing, signing a petition, volunteering, becoming a member and donating to protect wild places.

Our social media channels feel social! People like, comment and save our content. They visit our website and engage with the materials we share.

We are recognised as a respected and trusted organisation providing the link between climate change and the protection of wild places. We influence government policy.

Goals

We have three key goals to guide us on social.

1 - Brand Awareness

We want to grow awareness of the Trust throughout the UK for our social following to grow with new diverse audiences. We want people to understand the Trust, our work and the Notion of Wild.



2 - Engagement

We want to consistently engage our audiences, particularly through joining and sparking conversations. We want to engage people with our advocacy content and drive our website traffic. We also want to grow engagement with potential corporate partners.



3 - Action & Advocacy

Ultimately we want more people to take action; from signing petitions, donating or volunteering to becoming a member.

These have been broken down into a number of specific objectives and KPIs.

Objectives

1.Awareness

Aims	Objectives	Measurement
1.1 We reach new diverse audiences across the whole of the UK	1.1 Generate 1.4m impressions from paid and organic content to all of our target audiences per month (diff KPI for each network)	1.1 Paid and organic Impressions & demographics data
1.2 People know who we are (and aren't) and what we do	1.2 Execute a balanced content strategy around who we are and what we do	1.2 Content output reach and engagement
1.3 We define what wild places mean in terms of our mission & values	1.3 Generate awareness about Notion of Wild and the way different audiences perceive home vs nature	1.3 Content output reach and engagement

Objectives

2. Impact

Aims	Objectives	Measurement
2.1 We consistently engage our audiences on all platforms	2.1 We consistently achieve 2.24% engagement rate across all networks (different % for each network KPI)	2.1 Engagement rate % per network, all post engagement
2.2 Our content around advocacy and activism is well received	2.2 Our content asking members to do more advocacy work receives an average engagement rate of 2%	2.2 Engagement rate % per post
2.3 Spark more conversations with our audiences on Instagram/ Twitter	2.3 We increase comments and replies by 30% per month	2.3 Number of comments and replies per month
2.4 We are present and proactive on our social channels	2.4 We join 60+ conversations on our channels and others' per month	2.4 Comments and conversations joined

Objectives

3. Interest

Aims	Objectives	Measurement
3.1 Grow on all networks and be specific about our audience	3.1 Grow followers with our target audiences across our channels to 73k across all networks by the end of 2022	3.1 Number of followers and demographics info
3.2 Increase advocacy actions taken by followers	3.2 We generate 1.5k quality website visits to action pages from social traffic and people click on petition links	3.2 Social acquisition, bounce rate, time on site & petition link clicks, SM shares
3.3 Increase visits to our website from social media	3.3 We receive 2,340 web visits from social per month in 2022	3.3 Social acquisition, bounce rate, time on site
3.4 More people are interested in JM Membership	3.4 Our web page become-a-member acquires 200 page visits from social traffic	3.4 Social acquisition, time spent on page, bounce rate + eng with specific content (likes, comments, shares, video views)
3.5 Grow interest with potential corporate partners	3.5 Increase our engagement on LinkedIn with potential corporate partners	3.5 LinkedIn connection request, messages or post specific engagement

Objectives

4. Reputation

Aims	Objectives	Measurement
4.1 We are perceived as thought leaders and leading voice	4.1 Publish 10 pieces of content that show we are experts in climate, biodiversity, policy, wild places & outdoor education	4.1 Content output & qualitative review
4.2 We are seen as exemplary but also human	4.2 Publish 2 pieces of content that demonstrate that although we are leaders, we are still learning	4.2 Content output & qualitative review
4.3 As a brand we are perceived as radical and loud	4.3 Publish 2 pieces of content that nail our radical and bold approach to climate and biodiversity	4.3 Content output & qualitative review
4.4 We are seen as a great place to work	4.4 Publish 2 pieces of content demonstrating initiatives we have done to make the Trust a great place to work	4.4 Content output & qualitative review
4.5 Politicians are influenced by us	4.5 Publish 2 pieces of content with scientific backing and data backed research	4.5 Content output & qualitative review
4.6 We are known for simplifying the complex	4.6 Publish 2 pieces of content turning complicated matters into simple explanations	4.6 Content output & qualitative review

Objectives

5. Conversions

Aims	Objectives	Measurement
5.1 People donate to us	5.1 Social brings income appeals and regular donations	5.1 Value of income appeals
5.2 People attend our community events	5.2 Social promotion contributes to 55% of our event sign ups	5.2 Event conversions from social traffic
5.3 People sign up for our newsletter	5.3 Generate 15 email sign ups a month as a result of social promotion	5.3 Email sign ups from social traffic
5.4 People become members	5.4 10 people become members through social every month	5.4 Number of memberships from social
5.5 More diverse people register to volunteer with us	5.5 Social generates 5 volunteering registrations from diverse individuals per month	5.5 Link clicks, number of volunteers
5.6 People buy our merchandise	5.6 Social drives 50 people per month to our 'shop' page	5.6 Page visits
5.7 We increase symbolic giving	5.7 Increase symbolic giving by 15% through social traffic	5.7 Value of symbolic giving from social traffic

Target Audiences

Who do we talk to on our channels?

We know that our time and resources online are limited so it's important to use them wisely.



There are 4 core audiences we want to reach on our social media channels:

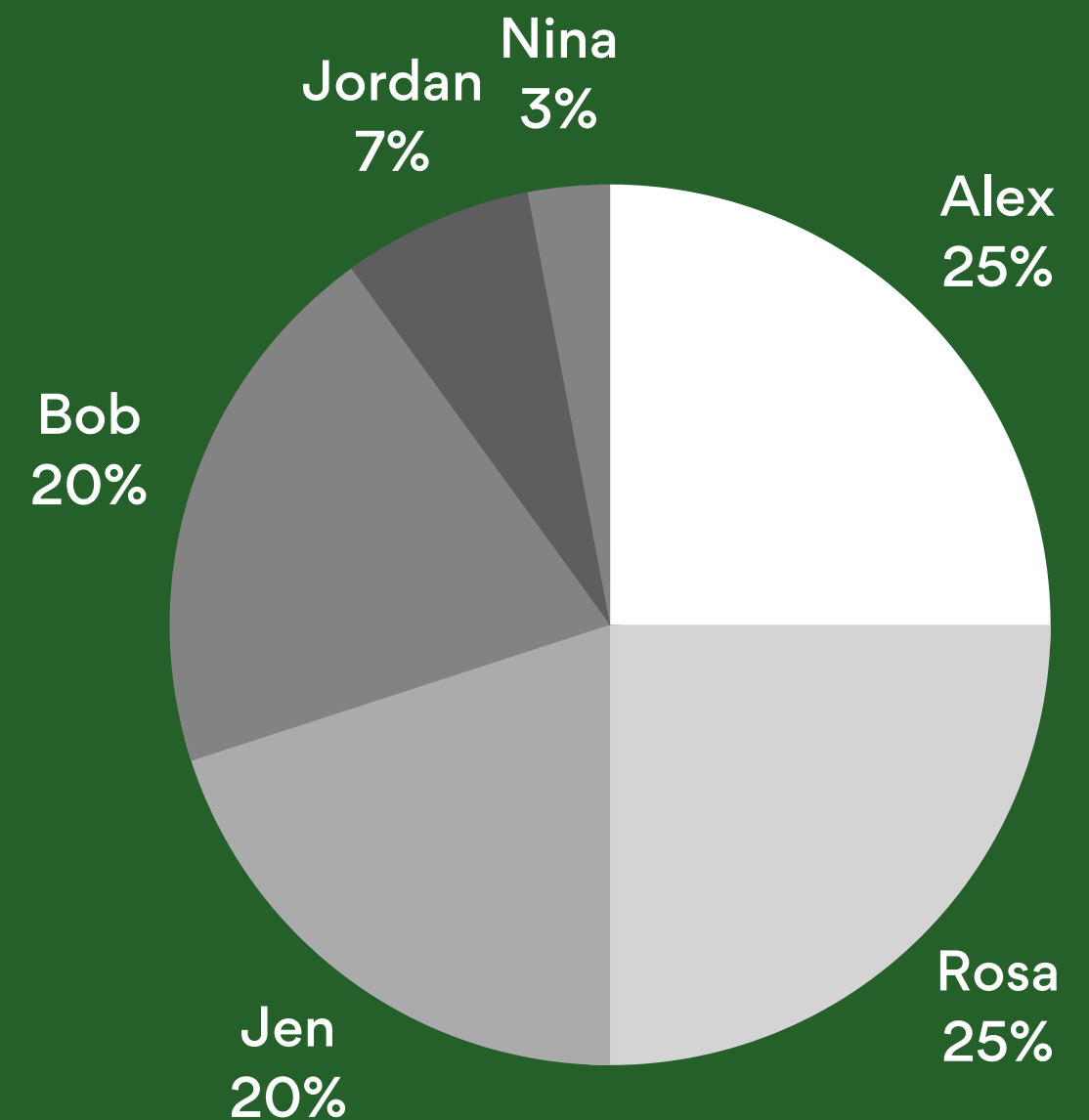
- Alex - nature lover, potential fundraiser
- Rosa - climate activist, JMT advocate
- Jen - teacher, JMA
- Bob - member, donor



As well as 2 secondary audiences we are going to engage when we have more resources available:

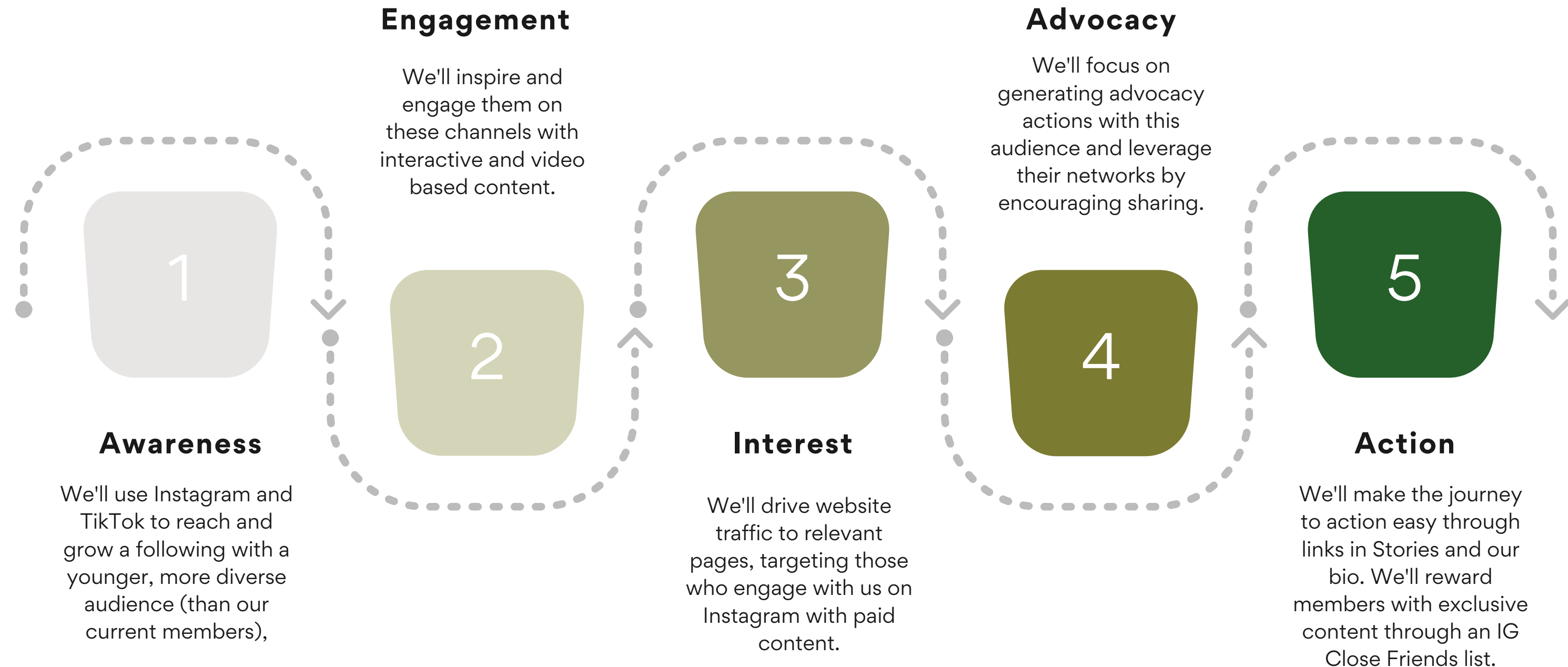
- Jordan - business owner, corporate donations
- Nina - teen rebel, future JMA participant or Junior Ranger

The chart on the right helps us visualise what % of our time will be allocated to creating content for each set of people.



Reaching new audiences

We have great engagement from our current audience, particularly on Facebook, but in order to grow a wider audience we need to use Instagram and/or TikTok with a specific approach tailored to these networks.



Alex

Goals and motivations

- loves wild places
- believes that by progressing with the sector, positive climate change can be achieved
- interested in professional development through sharing experience and knowledge
- loves a mental challenge
- DB's Sons ~ Ross + Ryan

Pain points

- doesn't see benefit of giving to the Trust

Benefits

- wants to make a difference and have an impact
- protect something that they care about
- develop professionally if willing to deliver a talk/ attend a conference

Barriers

- saving money for renovation - falling in and out of membership

Needs

- to find about any challenges they can get involved with (i.e running a marathon)
- to learn about F4W or fundraising activities
- to be interviewed for a podcast/ see recommendations i.e "Scotland Outdoors"
- to find about symbolic gifts they can buy for special occasions (i.e Adopt an Acre)
- to be invited to share knowledge and give a talk
- to see content around places such as Skye Ridge
- to learn about initiatives such as "Shout it from the Mountain Top"

I am a climber, hill runner and love to spend time in wild places. I am willing to fundraise for the Trust through challenges or engage in talks/conferences.

Description

Alex is in their mid to late 30s and their gender is irrelevant. They moved to a location close to outdoor places such as Sheffield, Pitlochry, Inverness or Ullapool because they love the outdoor activities, culture and community.

Alex has no kids but is thinking about marriage. They are put off settling down because this would prevent them from activities. Alex doesn't have a lot of disposable income.

Alex works as paramedic, for a National Park authority or in the Environmental Conservation Sector. They could be a member of conservation organisation.

Characteristics



FUNDRAISING ADVOCACY



YOUTHFUL WOKE



LOW HIGH

Social Media  

#Social for Good4

Rosa

Goals and motivations

- to educate those around about climate change
- wants to make the most of their time online

Pain points

- limited time to read
- eco anxiety

Benefits

- helping and benefiting those around
- feeling like part of the movement
- sense of belongingness

Barriers

- low disposable income - less likely to engage with the Trust if asked for donations
- doesn't spend a lot of time on social (wants to make the most when online)

Needs

- to be given the tools and channels for their passion (i.e petition links, campaign info)
- to sign up for a newsletter and be categorised as an Activist (to not receive any donation request newsletters but only petitions/ campaign info)
- to read content from experts
- to find information linked to wider/ other organisation's events or protests
- to read content around the relation between nature and wellbeing, reducing climate anxiety and different ways to bring nature back into your life
- to find volunteering opportunities
- to attend webinar events with experts on climate action/ conversations

"I am passionate about using my limited time wisely to sign petitions & educate those around me about climate change."

Description

Rosa is 29, single and non-binary. They live in Bristol and work in the NHS.

Rosa wants to be part of the climate and political revolution. They currently proactively engage with publications such as BBC and The Guardian.

Rosa supports and trusts WWF and Extinction Rebellion (XR).

Characteristics

DONATION VS ACTIVISM

DONATION

ADVOCACY

LANGUAGE

YOUTHFUL

WOKE

KNOWLEDGE ABOUT WAYS TO SUPPORT JMT

LOW

HIGH

Social Media



Jen Smith

Goals and motivations

- wants to be educated about the climate crisis
- interested because kids are (i.e recycling week)
- has a small dog that needs walking

Pain points

- burnout
- lives for school holidays and half terms
- doesn't have time to plan personal life events

Benefits

- build confidence in using the JM Award
- finding nature breaks where she can take her dog
- wild places and nature as a way to boost mental health

Barriers

- no time to read information - only skims through emails/ SM content
- lacks confidence in outdoor learning
- doesn't know how JMT is relevant to her personal life

Needs

- to find JMT is more than the JM Award
- to build confidence in outdoor learning
- to find about "Wild & Well" weekends or other organised and planned events/ holidays she can just turn up to
- to find more teaching resources (i.e what to look for when you walk in nature)
- to see the benefits of nature for MH
- to see teacher case studies or "How to start your JM Award" journey
- to discover place based content (i.e local wild places suitable for dog walks)

I am a teacher with a small dog and I know about the John Muir Award through my work. I am overwhelmed with responsibilities so I don't know why I should care about JMT beyond work in my personal life.

Description

Jen Smith is a 33 year old woman, with a long-term partner, who lives in Sheffield and works as a teacher.

She earns £40k a year and is the head of year 6. She is a proud 1st time buyer and owns a house with a small garden, which she is paying off the mortgage for. Jen doesn't have children.

She reads EDU reports, listens to true crime podcasts and does her shopping online in Tesco.

Characteristics

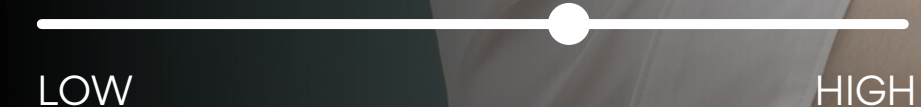
DONATION VS ADVOCACY



LANGUAGE



KNOWLEDGE ABOUT WAYS TO SUPPORT JMT



Social Media



Bob

I am climate conscious and I love the great outdoors. I have a membership with JMT (or am willing to become a member).

Goals and motivations

- knows a lot and understands what's being lost
- loves travelling (with the van), volunteering and attending events
- interested in hillwalking

Pain points

- already giving to the cause through membership, what else can I do with my free time

Benefits

- protecting something they care about
- making a difference through membership donations
- adding their voice to a bigger voice
- using their time to attend events

Barriers

- swamped with information by other organisations, JMT isn't perceived as the biggest voice in the industry

Needs

- to read science based reports
- to find information they can share with old corporate connections
- to come across information about events and volunteering opportunities
- to read data backed pieces showing innovation as well as solutions JMT is leading with
- to see tips on Van Trips and how to access nature
- to read specific local news about the land
- to come across specific campaigning (i.e similar to the Ancient Litter campaign)

Description

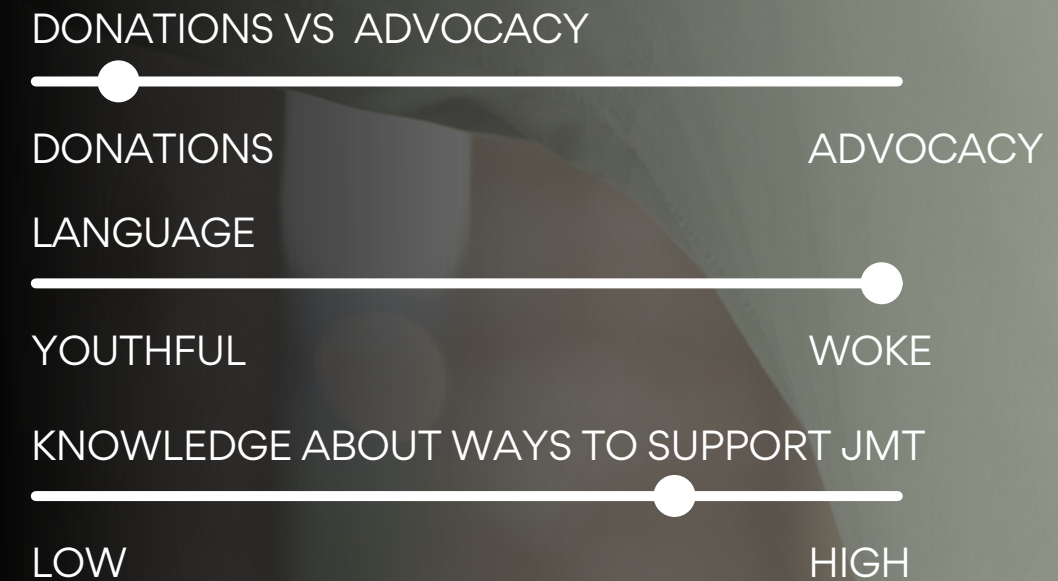
Bob is a 60+ year old member of the Trust (or potential member). They are retired and an ex-multi-day hillwalker.

Bob has some disposable retirement income and plenty of time to travel, volunteer and attends events. Bob also has some valuable connections.

They love to listen to live music and try local food (i.e venison).

Bob wants to travel/ volunteer or go on a big trip abroad to a place like New Zealand or Canada and meet like-minded people.

Characteristics



†Social for Good†

Social Media  

Jordan

Goals and motivations

- wanting to do what other people are doing to further social status
- aligning with a successful organisation

Pain points

- staying current and relevant
- maintaining his lifestyle
- growing his business
- creating content for his networks

Benefits

- being able to show people how good he is
- finding experiences through the app for wild places (i.e climbing Nevis)
- CSR opportunity for his company

Barriers

- JMT is not seen as relevant to him
- JMT is not in his echo chamber
- understanding why key issues are important and why he should care

Needs

- to learn how to invest corporately/ sponsor projects showing his name
- to find marathons/ challenges to tie to his personal brand and further his social proof
- to find challenges/ ideas that he can involve his employees for a team building day
- content showing JMT as a successful organisation
- content explaining how the climate will affect new businesses
- to find information on crypto donations and green investing
- trendy content that match his interests (i.e woodland workouts, life hacks, the future)
- to understand why his journey to environmentalism is important for his brand/ business

I am a business owner who is very active on social media. My social status is important to me so I am interested in ways that can increase it.

Description

Jordan is a 25 year old man, with a girlfriend, who lives in Manchester and works in real estate.

He is fairly well-off, very motivated by income and his own success. His interest lie within travelling, retiring early and experiences.

Jordan follows influential people (i.e tech bros), cares about labels, fitness, invests in crypto and listens to podcasts.

Characteristics

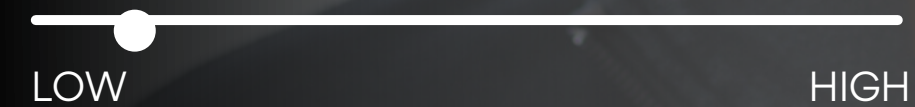
DONATION VS ADVOCACY



LANGUAGE



KNOWLEDGE ABOUT WAYS TO SUPPORT JMT



Social Media



fSocial for Good+

Nina

Goals and motivations

- meeting people with shared values
- passionate about social justice
- interested in intersectional environmentalism

Pain points

- parents lacking time
- power imbalances/ social justice

Benefits

- sense of belonging because of the community aspect
- being part of a movement = confidence
- location based career progression (i.e Junior Rangers)
- developing advocacy skills, learning how to sign petitions

Barriers

- relies on parents to take them everywhere
- money - using Youtube for learning

Needs

- confidence building workshops
- to learn how to become Youth Ambassador or a Junior Ranger and feel supported to take next actions
- to find why JM Award is important
- content from junior rangers (i.e JM Award participants who are now rangers; Looking into Rangers' jobs) - interested in content showing personality
- Youtube videos highlighting climate issues
- climate positive and nature news
- to see influencers showing how to forage
- to learn about different ways to engage in nature

-I care about the environment and social justice issues. I want to help but lack the confidence and don't know where exactly to start from.

Description

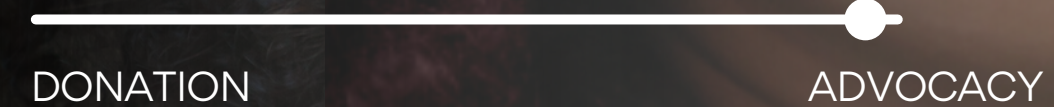
Nina is a 13 year old gender fluid rebel with short red hair and of mixed heritage. They live in a small town (i.e Fort William).

Nina has £10 pw spending money, doesn't use public transport and relies on their parents to drive them everywhere.

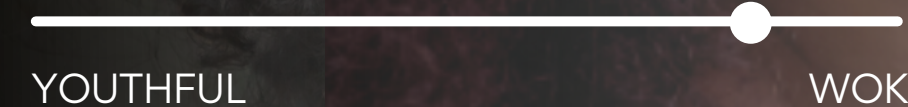
Nina is creative and interested in music, art and intersectional environmentalism. Nina buys only from charity shops and doesn't support fast fashion.

Characteristics

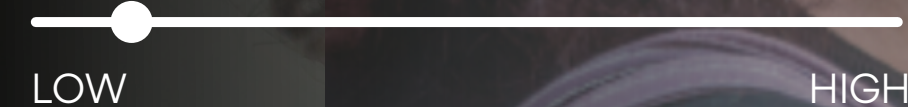
DONATION VS ADVOCACY



LANGUAGE



KNOWLEDGE ABOUT WAYS TO SUPPORT JMT



Social Media





Content Framework

Content Framework

With 4 key themes, this content framework will help us to ensure a balance across our channels. They give us a focus but also the scope to continually create more social content within each theme.



'Problems' theme

We need to educate people on what is actually happening on the land and the issues we face.

PROBLEMS

What's happening on the land
(physically + policy)

- path collapse, falls freeze, visitor pressures
- Wider environmental issues and biodiversity crises
- visuals of data around key issues - e.g. deer, showing scale of our work, the issues etc
- deer, climate change, hydro, Ben Nevis
- INCORPORATE GEOGRAPHIES HERE
- maps and imagery to show recovery/decline

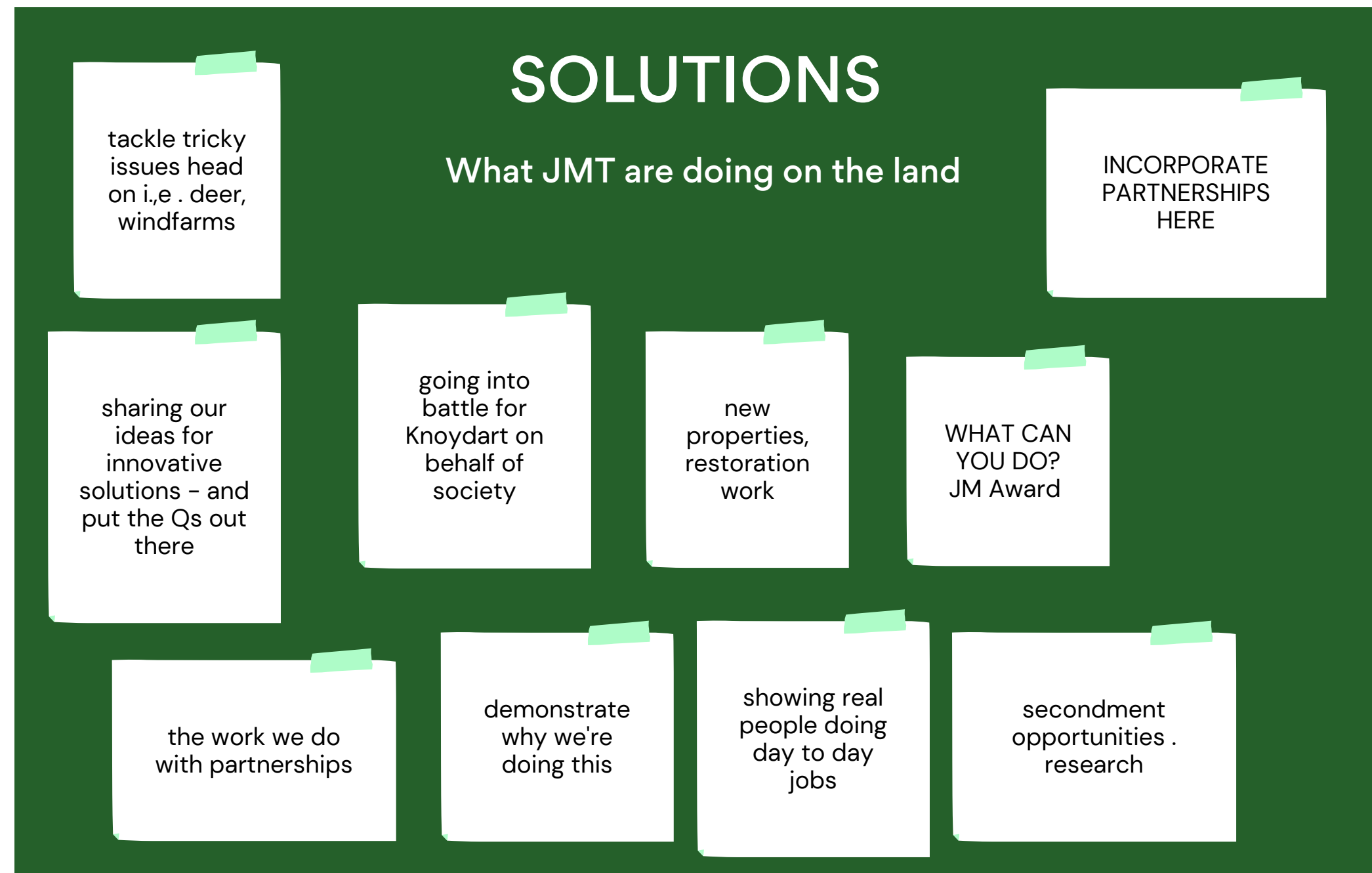
Which of the 3 Freedoms & 3 Actions are incorporated here?

- nature has the freedom to repair itself
- communities have the freedom to thrive
- demonstrating exemplary management: of the land, of people



'Solutions' theme

We need to demonstrate what JMT, and our partners, are doing to tackle the problem.



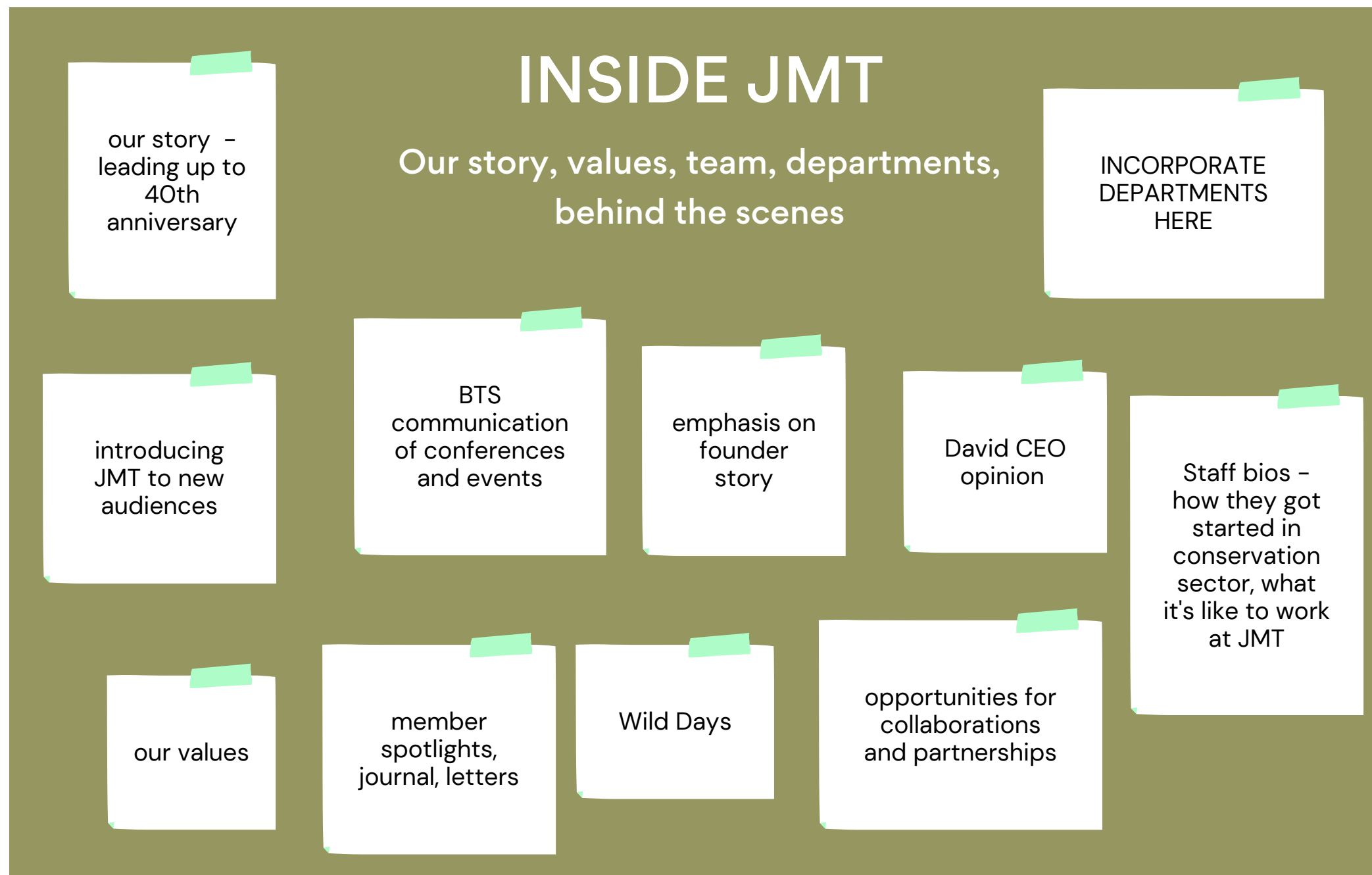
Which of the 3 Freedoms & 3 Actions are incorporated here?

- nature has the freedom to repair itself
- people have the freedom to enjoy the benefits
- communities have the freedom to thrive
- demonstrating exemplary management: of the land, of people
- Inspiring people to engage and advocate: online/ offline
- Evidencing their [wild places] benefits to society



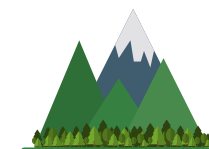
'Inside JMT' theme

We need to humanise our brand to let people get to know us and feel connected.



Which of the 3 Freedoms & 3 Actions are incorporated here?

- nature has the freedom to repair itself
- people have the freedom to enjoy the benefits
- demonstrating exemplary management: of the land, of people
- Inspiring people to engage and advocate: online/ offline



'Inspire & Advocate' theme

We need to add value to our current and new audiences - educate them, inspire them and lead them to action.

INSPIRE & ADVOCATE

Wildness education, health and wellbeing, benefits, ideas, actions

- How tos - fix a path, restore a peatland etc
- Inspirational awareness - raising issues with real people (discrimination)
- 5 pathways to nature, connectedness, wellbeing, compassion,, giving back
- how do people and wildness look after each other
- building skills to independently experience wild places safely
- supporting the next generation to protect and repair wild places
- our niche - Wildness
- What does Wildness mean to you? vlog
- inequality - social and climate injustice and land ownership - national and international

Which of the 3 Freedoms & 3 Actions are incorporated here?

- nature has the freedom to repair itself
- people have the freedom to enjoy the benefits
- communities have the freedom to thrive
- Inspiring people to engage and advocate: online/ offline
- Evidencing their [wild places] benefits to society





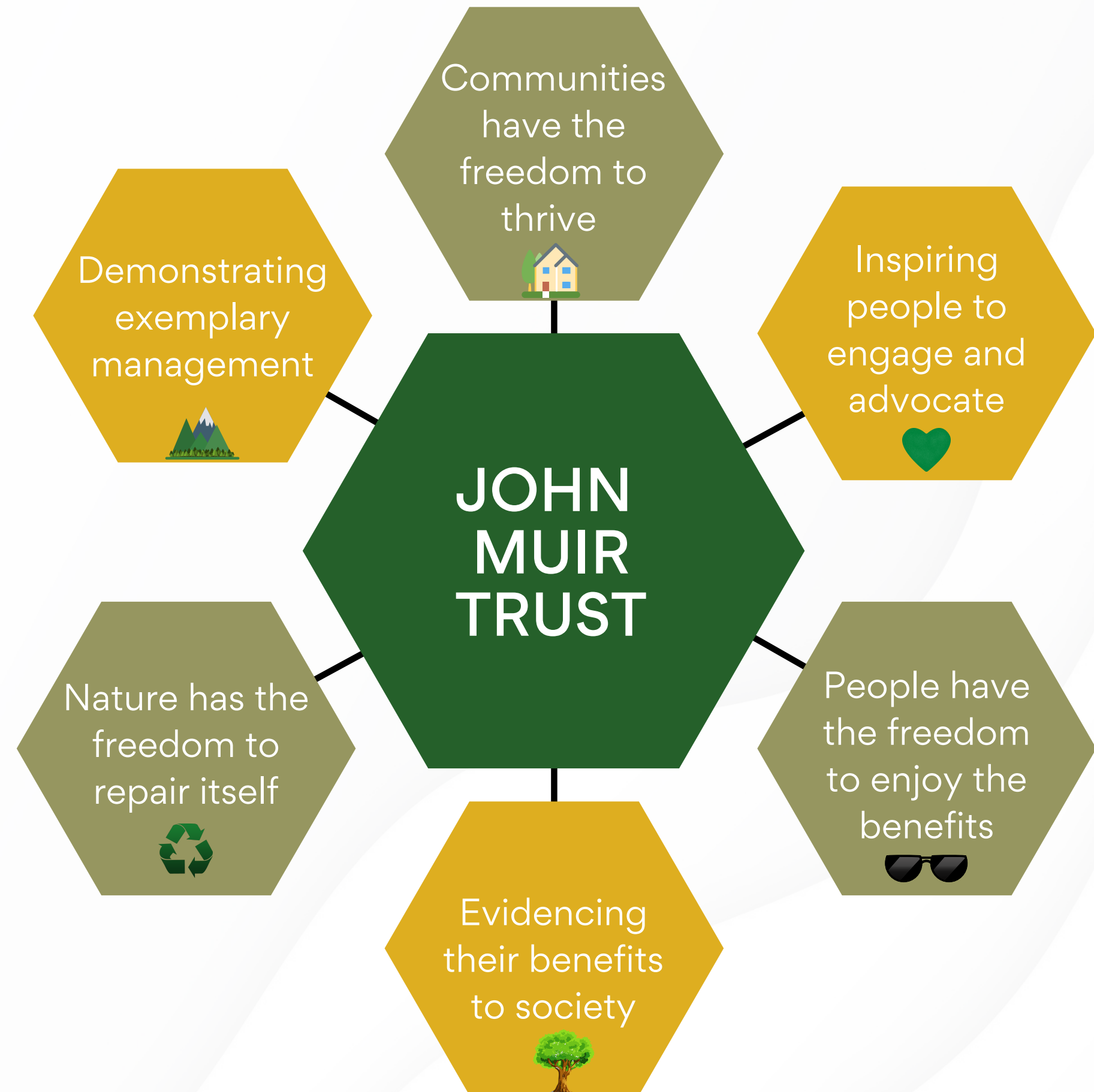
Three freedoms & three actions

Three freedoms & three actions

How do we feature them on our social networks?

To protect wild places offline, we need to use our time online cleverly and concentrate our efforts on the people who visit wild places and the wild places we seek to protect.

The three freedoms and three actions will guide our social media strategy and help us become the leading voice for wild places in the UK.



3 freedoms

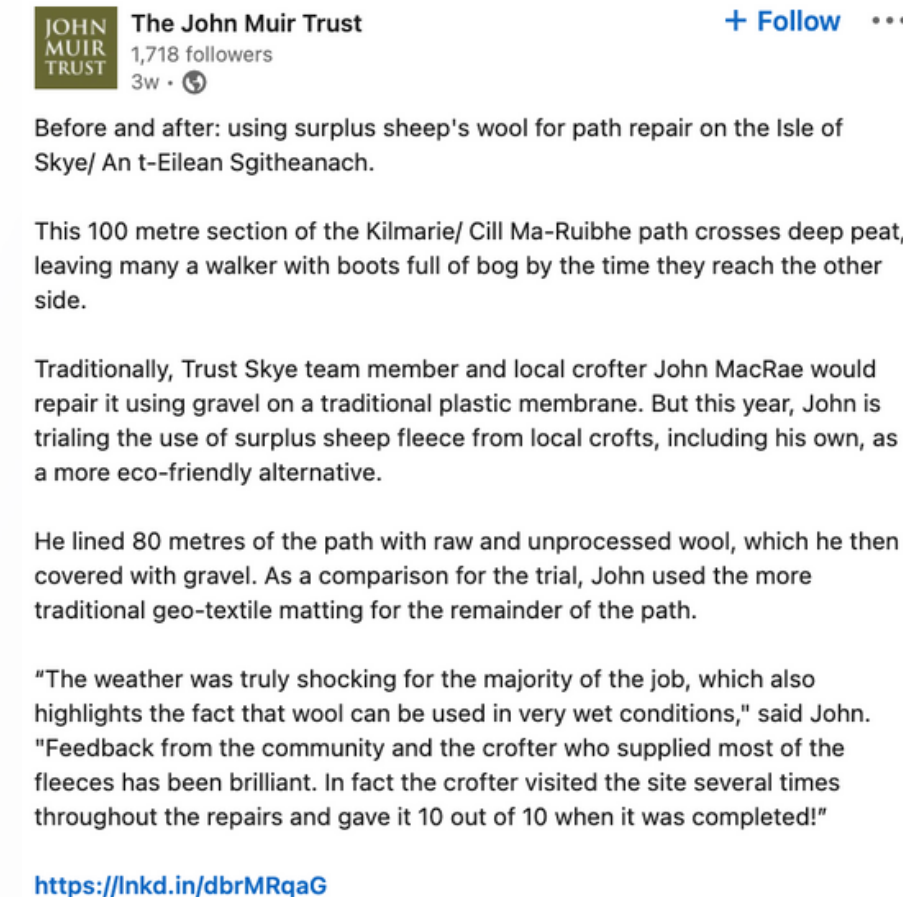
Nature has the freedom to repair itself

Social media can help us take our followers on a journey of how nature progresses over time.

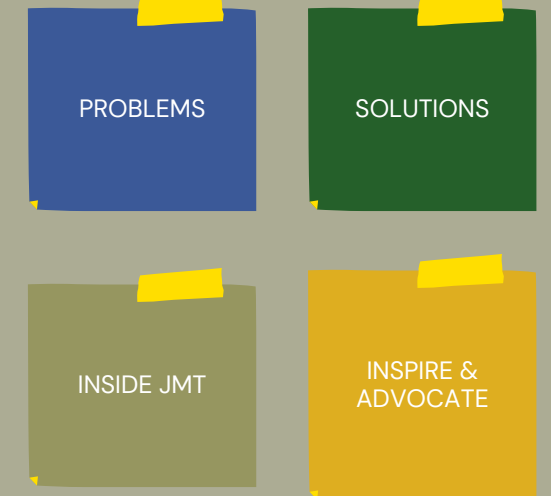
Although this takes time and isn't always straightforward, by taking frequent pictures and videos of the places we care for, we will be able to demonstrate the value of the work we do.



examples



How is this freedom communicated in our content strategy?



3 freedoms

People have the freedom to enjoy the benefits

We have an excellent opportunity to show people the benefits nature has on our health and wellbeing.

By focusing on people's experiences in nature and using emotive video content or storytelling, we will celebrate the benefits wild places have on society.


examples



How is this freedom communicated in our content strategy?

SOLUTIONS

INSIDE JMT

INSPIRE & ADVOCATE

3 freedoms

Communities have the freedom to thrive

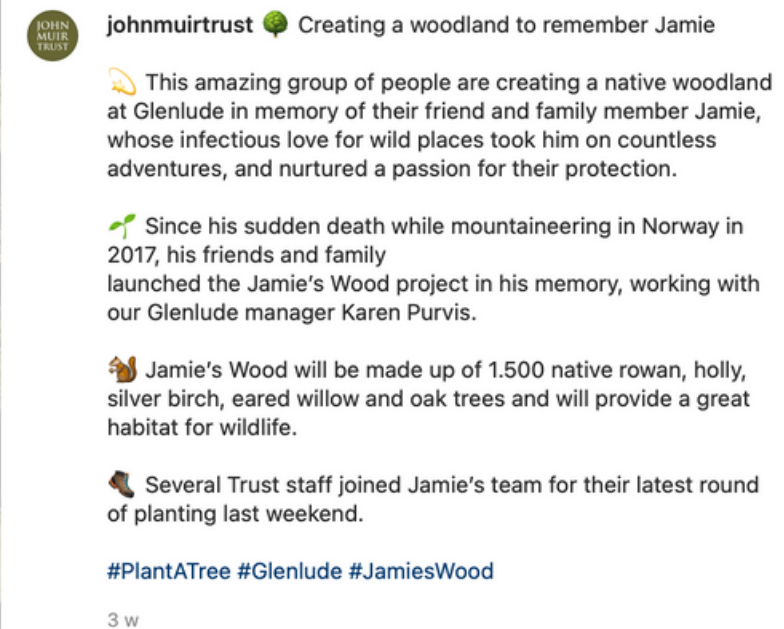
By using our social platforms to spotlight environmental organisations and local communities, we will be able to celebrate the impactful work we do with others to protect wild places.

We will share our goals and motivations for working with each partner, behind the scenes work, as well as our future plans to keep our members and prospect partners in the loop.

We will also use our platform to celebrate local community projects and (job) opportunities.



examples



How is this freedom communicated in our content strategy?

SOLUTIONS

INSPIRE & ADVOCATE

3 actions

Demonstrating exemplary management

Our social channels clearly represent our exemplary management of the land and of people. Social media helps us act as leaders in the protection of wild places. Our informative but not patronising, sincere but not dry tone of voice helps us deliver exemplary communication.

We are proudly guided by our values. This is reflected in the way we treat our employees inside JMT as well as the ways in which we come up with solutions.

It's important that we continue to show this rather than tell as much as possible.

 examples



johnmuirtrust 💡 Additional annual leave for slow travel.

We recently introduced this idea for all John Muir employees, to support everyone to reduce their carbon footprint.

This year, when John Muir Trust staff choose low carbon (and often slower) forms of transport to get to and from their holiday destination, they will be given additional annual leave to cover the extra travel days incurred.

Is this something your organisation would consider? Get in touch through all the usual channels to find out more!

[#SustainabilityAction](#) [#SlowTravel](#)

651 likes

johnmuirtrust The John Muir Trust was contacted by members of the public who were on Ben Nevis at the weekend, and we understand that a promotional video was being filmed on the summit for an extremist far right group, who unfurled a banner as part of this.

We are deeply angered by these actions from an extremist group appearing to use the Ben as a backdrop for their abhorrent racist propaganda.

The John Muir Trust promotes diversity and inclusion in the outdoors. We did not and would not authorise permission for a film on our land that is counter to our belief that wild places are for all. The John Muir Trust has zero tolerance to discrimination, and any actions that promote discriminatory views are not welcome on the land we manage.

[View all 28 comments](#)



John Muir Trust
@JohnMuirTrust

Did you leave this on Helvellyn?

Our rangers work hard to protect and enhance our wild places, but sadly that often means clearing up after people 😞 While we are excited to welcome people back to the outdoors, please remember to take your litter home with you 🙏



How is this freedom communicated in our content strategy?

SOLUTIONS

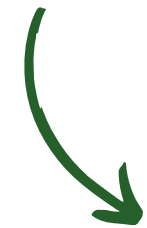
INSIDE JMT

3 actions

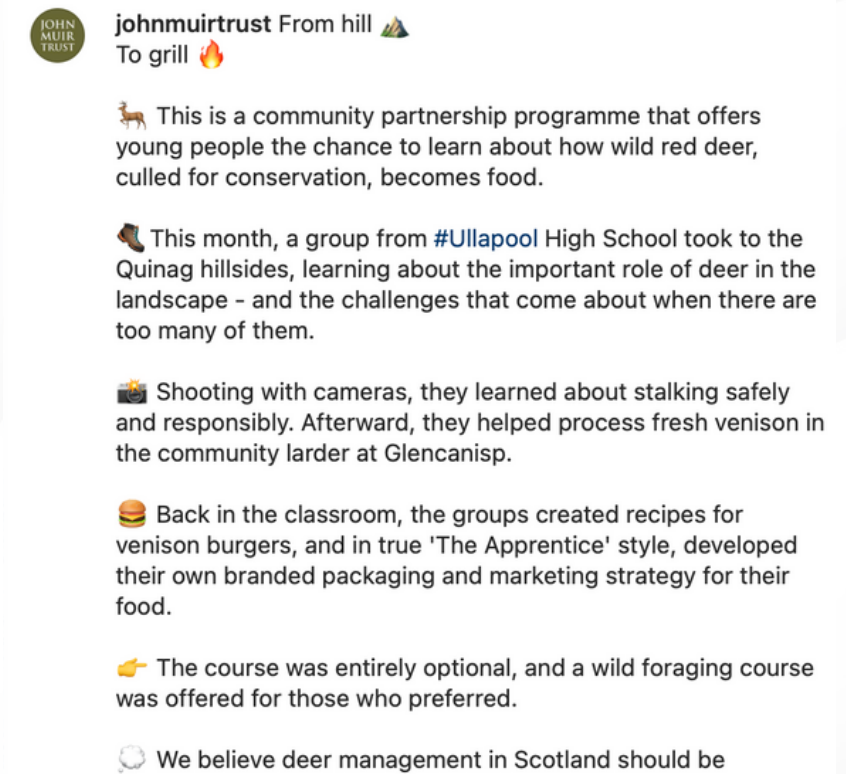
Inspiring people to engage and advocate

Raising awareness about real issues on social media will help us inspire people to engage and advocate for us. Social will help us create action and track its efficacy.

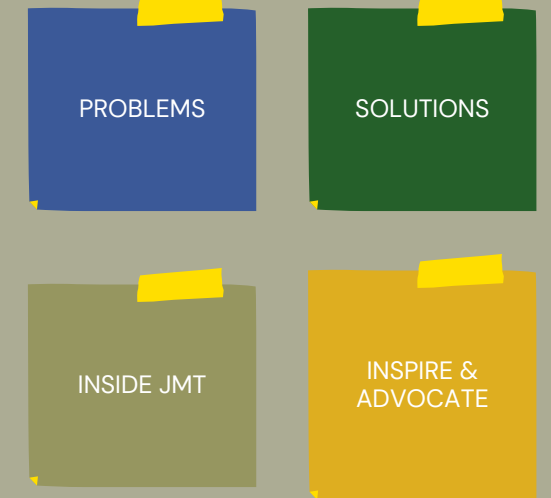
By educating our audience about the problems wild places face and highlighting the work that we do on the land and on policy, we will be able to reach more people who are passionate about the protection of wild places both online and offline.



examples



How is this freedom communicated in our content strategy?



3 actions

Evidencing their benefits to society

We will use social media to help us not only highlight but also show the benefits wild places have on society.

Through the use of interactive Instagram quizzes, short and snappy tweets, carousels and videos, we will educate and inspire others to love and protect nature.

 examples



John Muir Trust @JohnMuirTrust · Apr 19

- 🌳 Storing carbon
- 🌬️ Cleaning the air we breathe
- 💧 Providing clean drinking water
- 🌊 Helping prevent floods
- 🦋 A home for wildlife

5 reasons to love peatlands. 5 reasons to join our Peatlands Appeal today

 johnmuirtrust.org
Peatland Appeal
Help protect and restore this globally important habitat



... **johnmuirtrust** What do machair, peatland, and mountain woodland have in common?

🌿 They're all really important habitats for nature, and for people. Peatland for example, is a vital carbon store that can trap up to eight times more carbon than rainforest. Machair is a wildflower-rich grassland habitat which, at the Sandwood area we care for, is home to more than 200 species of plant.

🎁 They are also all habitats you could wrap up and gift to loved ones this Christmas!

For just £30, you could buy a symbolic gift that will support essential conservation work to protect and restore these important habitats across the UK.

How is this freedom represented / communicated in our content strategy?

SOLUTIONS

INSPIRE & ADVOCATE

Three freedoms & three actions

To communicate our guiding principles, we can create short mini series of six animations/ videos that introduce each freedom and action. This will help us share our beliefs & commitment to Wild Places and grow awareness of John Muir Trust.

This piece of work is going to be evergreen content that we can use over and over again so investing time and resources in creating it is totally worth it.

In practice

For example, we can create a short video or animation about people having the freedom to enjoy wild places and talk about their benefits alongside an upbeat caption that asks 'Who's with us?' or 'What's your favourite wild place?'

This then turns into great sharable content that raises awareness of the Trust as well as an engagement building opportunity.



Channels

7Social for Good7



PROBLEMS 10%	SOLUTIONS 40%
INSIDE JMT 20%	INSPIRE & ADVOCATE 30%

ROLE

Facebook is where we'll achieve reach and engagement through organic content and paid campaigns.

GREAT FOR

Reach, website traffic, donations, event sign-ups

BEST PRACTICE

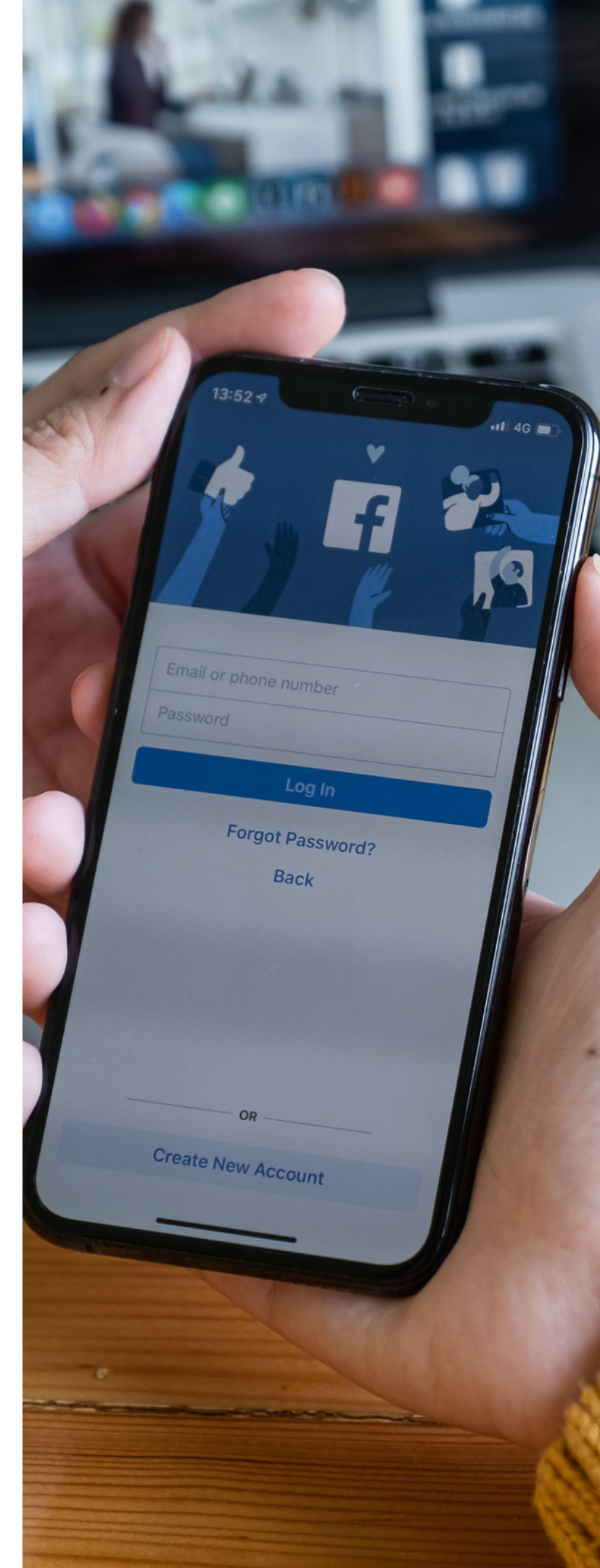
- Monitor comments closely - people love to get involved mostly with positive comments but sometimes there will be negatives! We want to nurture discussions and debates online and inspire people to also advocate for wild places offline.
- Run paid dark post campaigns to reach those in Wales & England.
- Use Meta's charitable tools to fundraise.

CONTENT

- Post policy updates, industry statistics, news and reports.
- Hero the innovative solutions we come up with
- Tackle 'tricky' topics such as deer and wind farms and explain our position.
- Share more engagement games i.e 'Guess the Mountain', 'Name this sea-stack!'
- Cross publish content from Instagram but without the hashtags.

CADENCE

4-5 per week





Twitter

ROLE

Twitter is where we'll be active in biodiversity and climate change conversations.

GREAT FOR

Thought leadership and credibility

BEST PRACTICE

- Conversational tone of voice
- Personality is key!
- Monitor conversations and engage regularly in relevant threads
- Tag partners where possible

CONTENT

- Policy updates
- Introduce partnerships & impact of them
- CEO to share their opinion on news, reports and updates.
- React to breaking news
- What we're doing and thinking - "diary" like snippets
- Share our mission
- Support others who shout about biodiversity, climate and well-being.
- Repurposing web content into bite sizes content to tell our story

CADENCE

2-3 times per day

HASHTAGS

1-2

PROBLEMS 30%	SOLUTIONS 30%
INSIDE JMT 10%	INSPIRE & ADVOCATE 30%





PROBLEMS 10%	SOLUTIONS 25%
INSIDE JMT 45%	INSPIRE & ADVOCATE 20%

ROLE:

LinkedIn is where we will build a reputation through sharing our policy work and internal culture.

GREAT FOR

Thought leadership and demonstrations that we are an exemplary organisation.

BEST PRACTICE

- Show our human side and the people behind our wild mission.
- Communicate our values

CONTENT

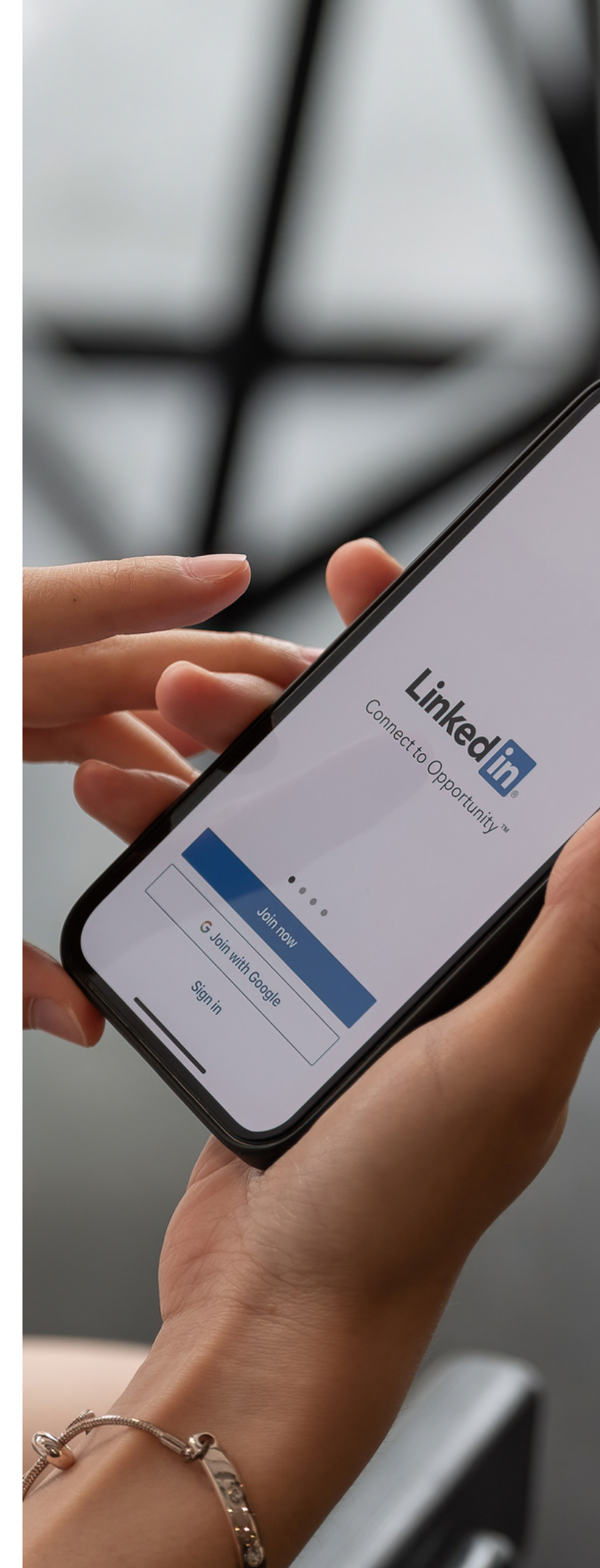
- Spotlight team members
- Make JMT more 'human'. This can be sharing how staff got started in the conservation sector, and what working at the Trust is like.
- Share our journey of becoming an employer of choice.
- Talk about the internal culture.
- Show events & conferences like PM training, courses and staff initiatives e.g. Wild Days.
- Share updates on policy work (journals and letters) and meetings with politicians.
- Share opportunities for research, partnerships and collaborations.
- David to post opinion based content for innovative solutions on his personal profile.
- Put more emphasis on the history of JMT and on the founder's story.

CADENCE

1-2 per week

HASHTAGS

2-15





Instagram

PROBLEMS 25%	SOLUTIONS 25%
INSIDE JMT 25%	INSPIRE & ADVOCATE 25%

ROLE

Instagram is where we'll build a new younger and more diverse audience.

GREAT FOR

Community engagement and instant story updates

BEST PRACTICE

- Ask questions, run polls and discuss topical issues
- Proactive community management is key here - join relevant climate and biodiversity conversations and support others with the same mission
- Be active on stories (33% of Stories viewed are brand stories)
- Get creative with sound - 70% of people watch Stories with sound ON!

CONTENT

- Share the stories of our members, volunteers and staff who perceive wild places in different ways.
- Talk about our values and WHY.
- Use stories to share unpolished updates on our policy work to keep people informed
- Share News from our website as Story updates with a link
- Utilise carousels to show before/ after, the stages of our work or landscapes from different angles.
- Ask questions & engage with comments
- Share educational stats and industry reports

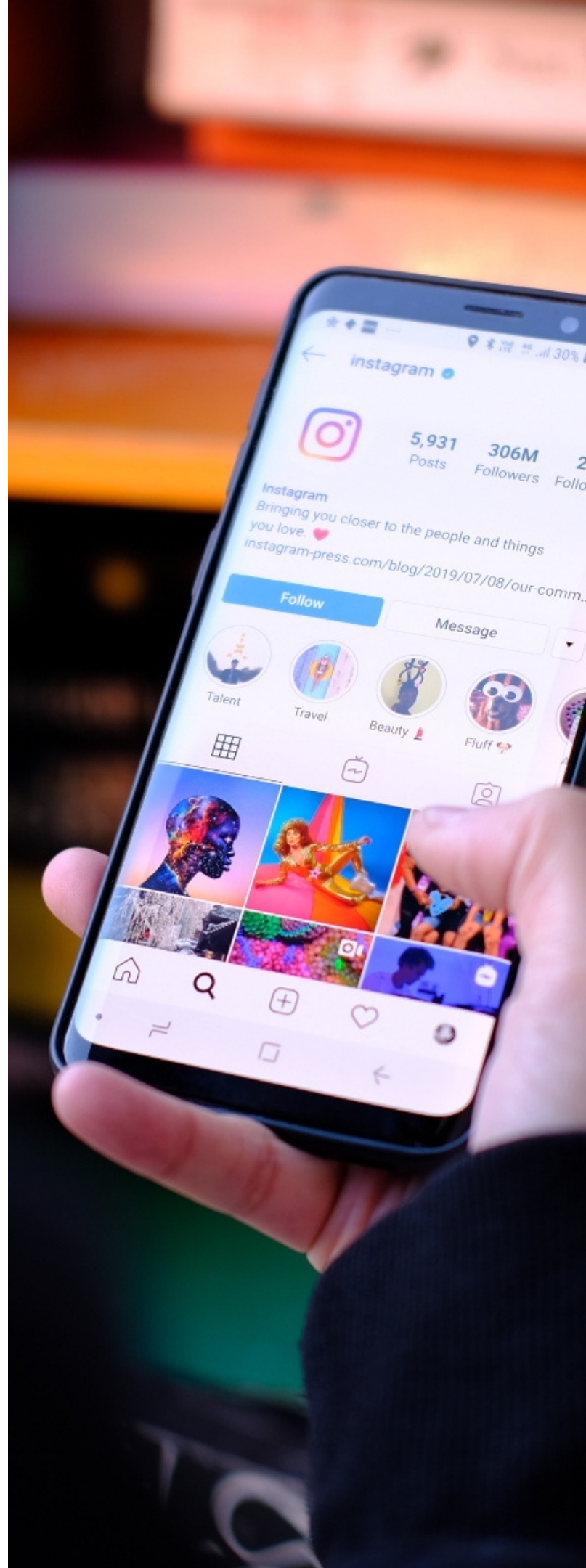
CADENCE

GRID: 2-4 per week.

STORIES: 5-30 per week

HASHTAGS

8-15





PROBLEMS 25%	SOLUTIONS 25%
INSIDE JMT 25%	INSPIRE & ADVOCATE 25%

ROLE:

Youtube is where we'll reach new audiences and explain complex topics.

GREAT FOR

Longer form video content

BEST PRACTICE

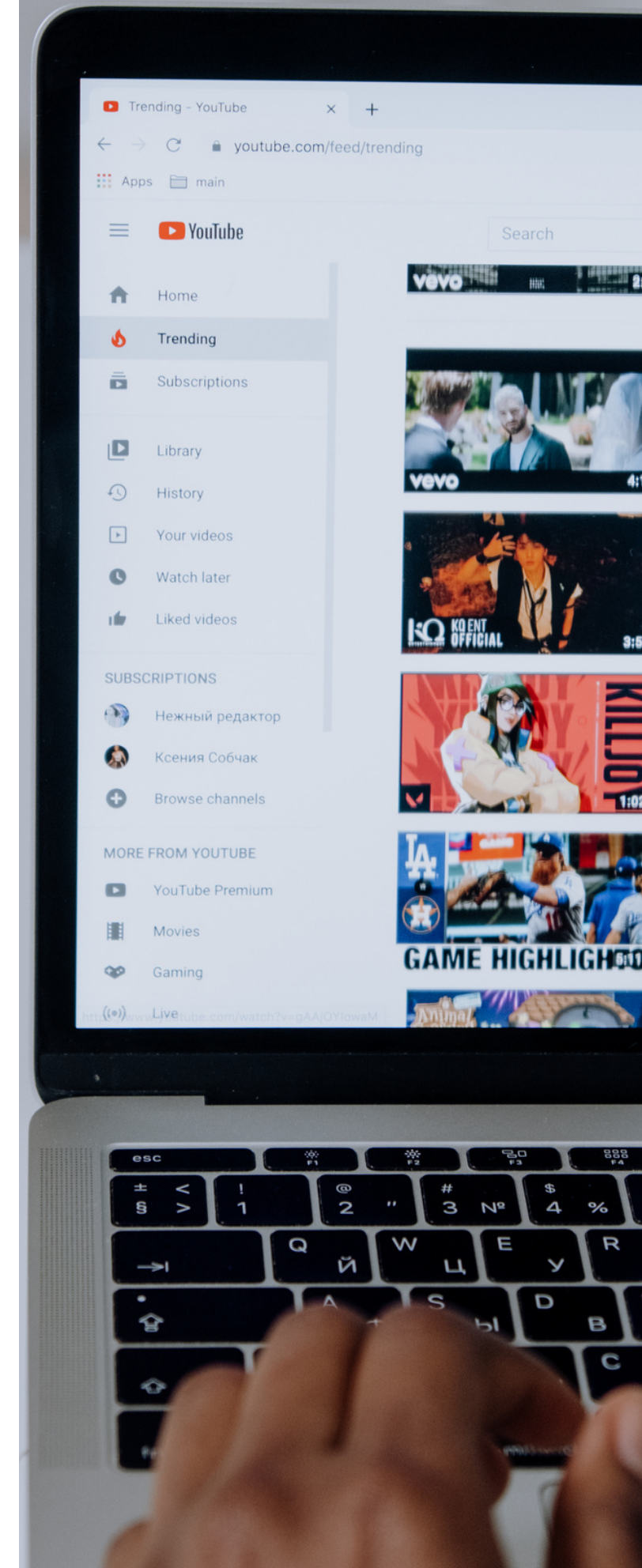
- Keep it accessible - if you share images, always narrate. If you speak, add captions.
- Encourage people to subscribe to your channel midway through each video.

CONTENT

- Introduce JMT - who you are and what you do. Share your story.
- Ask different staff members what wildness means to them.
- Continue talking about popular topics such as Carbon Emissions, Land Tax in Scotland and Regeneration.
- Vlog staff Wild Day gatherings.
- Share ASMR content of rangers exploring wild places.

CADENCE

2-3 per month





Social Circular Economy

The Social Circular Economy

Content can work harder for us if we reduce waste in our marketing and communications; less waste in content, time and creativity.

A circular economy is:



"a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible."

We won't let social media become a never-ending stream of posts that disappear down someone's feed. It's not a machine we should feed all of our creativity into and that spits out reach and engagement metrics each month.

We view social differently. And we want more out of it.



The Social Circular Economy



We produce content for people to consume. How can we make that more efficient in practice?

Sharing

We don't have to create everything ourselves. We can share content from our partnerships, our internal ambassadors, our leadership team, influencers and our members.

Leasing

We can lease our channels to others to run for a day. A Twitter or Instagram takeover is a great way to give a voice to others with aligned values. A takeover could give a voice to our team who work on the land to show our exemplary management. Or a partner organisation to use our Twitter account to run a Q&A or podcast in Spaces.

Recycling

We want to ensure our audience are engaged so we want to learn from them. What do they think, care about and want to do to make a difference? Questions, quizzes and polls will give us stories, comments and ideas to recycle into new content and grow community. This ensures we're not always in broadcast mode but listening too and feeding it back into the conversation always staying relevant.

Refurbishing

We'll take our best performing posts and re-use them with a slight change. The posts that generate the most comments, website clicks or actions should be saved to learn from.

Reusing

Often content can work harder for us than a single post. We will repurpose website content, blogs, videos and photos to make a suite of social-first content. A blog can become a Facebook post, an Instagram carousel, a series of Instagram Stories polls or quizzes, a dozen tweets to drive traffic back to the site and a post to drive engagement through conversation.

Repairing

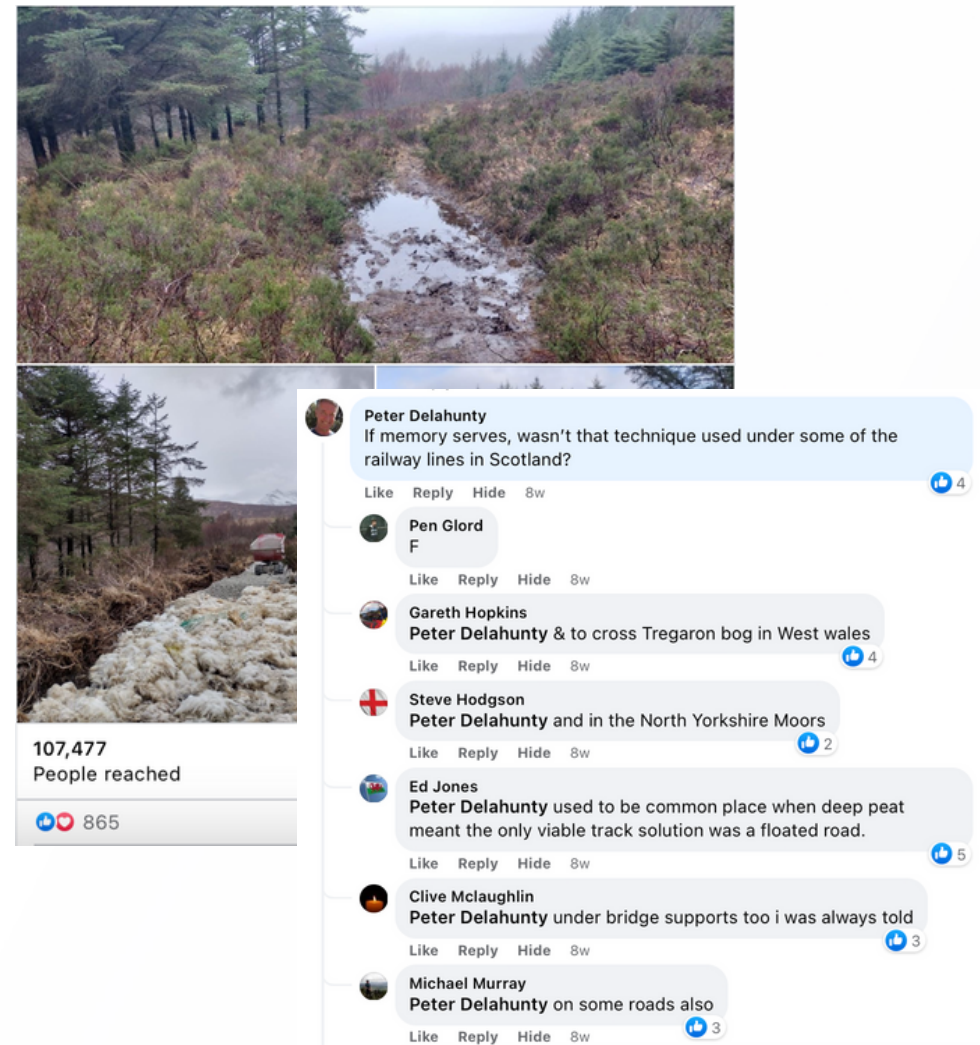
If a post doesn't generate the engagement or action we want, we'll try tweaking it. Maybe a different photo or a more compelling caption will make all the difference.

The Social Circular Economy

Content can work harder for us if we recycle and repurpose it. This doesn't necessarily mean additional resources, but approaching all publishing with a mindset of getting the most out of each video, guide, blog or graphic. We can also use our comments and DMs to inspire content.

1 comment can inspire:

- Blog Article
- Reel
- In-feed post
- Infographic
- Carousel
- Story quiz
- Youtube video



1 news article/ report can be turned into:

- Visual graphic with a quote
- Carousel with multiple quotes
- Video with information from the articles
- Live stream - hold a Q&A where you share more in-depth information
- Infographics with stats
- Snippets shared on personal LinkedIn profiles and reshared from JMT LinkedIn page
- Twitter thread



Partnerships

Partnerships are an integral part of our strategy in helping us to protect wild places.

We do a lot behind the scenes when partnering with communities and with other environmental organisations.

Reflecting this on our socials will help us promote the three freedoms and deliver the three actions to a wider audience.

Before

- Follow them on socials  
- Turn account notifications on to help us engage with their content

Content:

- Announce partnership
- Why have we partnered? What does this help us achieve?
- Explain what the partnership means for wild places & the community

During

- Retweet/ reshare relevant content and add our thoughts
- Tag them in our posts to spotlight the work they do

Content:

- Meetings time? - Tweet about it! Share on our Instagram story
- Updates and progress on the work we collaboratively do. How do we defend wild places? How does this partner help us?
- The stories of the people we work with
- Future plans and what we are hoping to achieve

After

- Gather photo and video materials for compilation of the work we've done.

Content:

- What's changed? What was the impact of working with this community/ organisation?
- What did we learn? Share our reflections.
- Share photos and videos of the work and progress we've been able to make. Tag them and thank them for their contribution.

Community building

Joining and sparking conversations

As a brand, we've been reactive before and now we want to increase the impact of social by being more proactive in our community building.

To do that, every week, we will:

Spark discussions and debates

- Ask important questions and engage in discussions (grid content) (30m - 1 hrs)

Respond to others

- on our channels to drive conversations. Answer DMs, comments, UGC content and tags on our paid and organic content (5 hrs)

Engage proactively

- Like, comment, re-share and DM others in the climate, biodiversity, renewables and wild places space (5h)
- Engage with current partners (2h30m)
- Research and connect with potential partners (1 hrs)
- Review hashtags and trending topics (30m - 1 hrs)

We also want to drive people to our email list where they can stay connected to what we're doing.

Encourage people to sign up in Tweets and Instagram Stories by sharing the link, and in Instagram posts using Linktree.

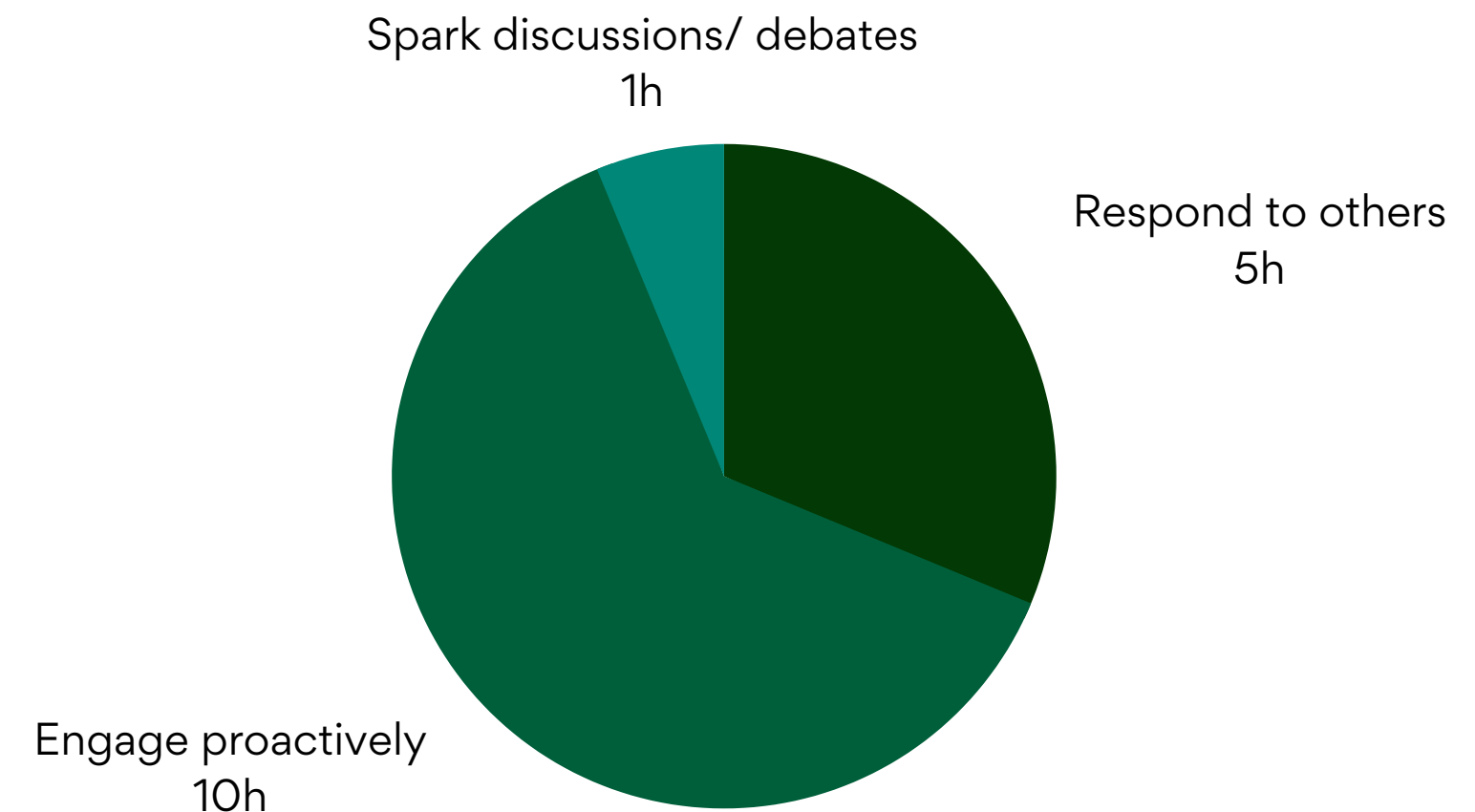
Let people know what value they'll get from signing up - make them feel special!

BE SOCIAL, DON'T 'DO' SOCIAL.

Give out the kind of engagement we want to get

Talk with our audience in a dialogue. Every interaction is an opportunity to grow our movement

Be human, champion our exemplary voice and show our personality



weekly community building schedule

7Social for Good7

Internal ambassadors

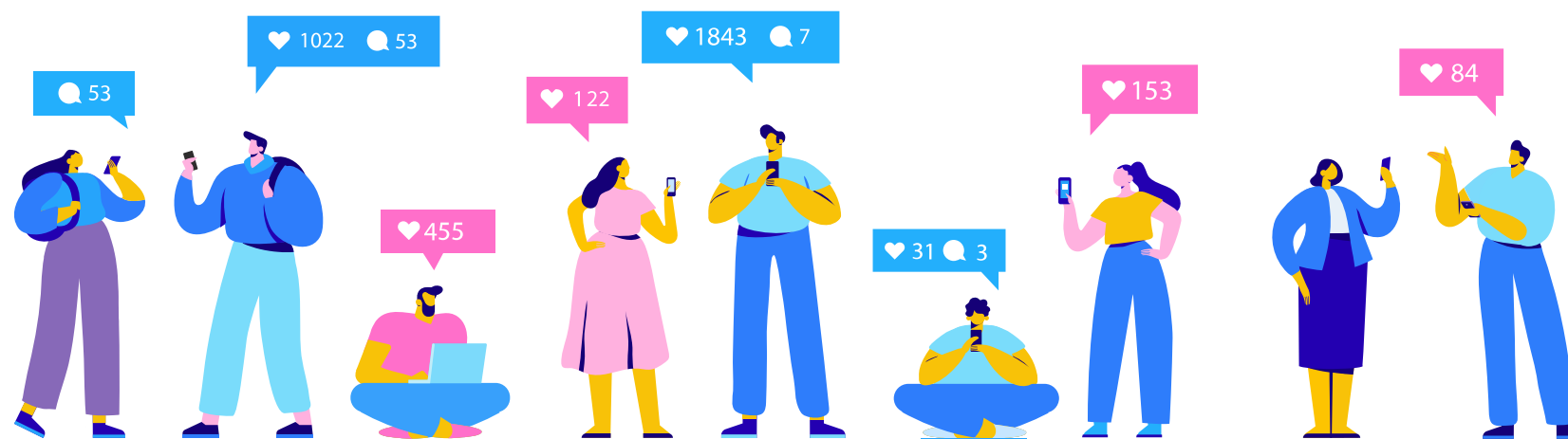
To support all of our objectives, we aim to increase internal support and collaboration with JMT social media ambassadors

Employee advocacy can increase our social reach, give keen employees a way to build their profile, improve employee engagement and improve recruitment success as an attractive employer brand.

They can support JMT by:

- link to our JMT channels from their profiles
- engaging with and sharing our brand content with their networks
- creating their own content and sharing on their networks, tagging us
- create content for us to share on our JMT channels
- grow their networks with our target audiences

We will build a small group of eager ambassadors to start with and co-create an ambassadors programme and policy.



We want to find internal social media ambassadors who:

- **Are social media savvy - they understand their chosen network well, are experienced with publishing content, engaging with others and know social etiquette**
- **Have a good size network**
- **Can articulate their opinion and write/record video/take photos well**
- **Are prepared to publish regular posts about their work**
- **Are prepared to engage with JMT content - liking, commenting and sharing as appropriate**
- **Prepared to actively engage with our target audiences when appropriate**




LinkedIn corporate outreach

Individuals within JMT should use LinkedIn to connect and build relationships with Heads of CSR and corporate decision makers.

The aim is to build a network of corporate target audiences who become aware of JMT, develop a trusted connection with you through quality content and become interested in getting involved in a partnership.

Content should focus on the benefits of corporate partnerships as well as the 4 content themes identified for LinkedIn.

There are 3 key activities:

-  Optimise your profile (only needs doing once)
-  Committing to some networking
-  Publishing and sharing great content



LinkedIn



Check photo, add a relevant/branded cover photo, write a compelling 'about' section and strategic headline



Link work section to JMT page, link to JMT website from profile in 'featured media'



Connect with target audiences, always adding a personalised note



Like target audience's content



Comment on appropriate content from target audience



Message target audience with info about opportunities when appropriate



Post content about your work, your role, other partnerships, events... try to spark/join conversations



Share JMT LinkedIn or web content



Invite your new connections to follow the JMT LinkedIn page

Paid social

Paid social campaigns can support several of our objectives. Budget can be allocated where needed to support priority KPIs.

1. Awareness

1.1 We reach new diverse audiences across the whole of the UK

Brand awareness / video views campaign

WHAT: content (ideally video) that appeals to a younger audience

WHO: an audience in the UK aged 18-30 with relevant interests/behaviours to refine the audience, or 14-30 - we can't add interest/behaviour targeting to under 18 yr olds. (FB, IG)

1.2 People know who we are (and aren't) and what we do

Video views campaign

WHAT: video content that explains who we are and what we do or some of the key issues we tackle

WHO: lookalikes of our website visitors over the past 12 months (FB, IG)

2. Impact

2.1 We consistently engage our audiences on all platforms

Engagement campaign

WHAT: our best performing content in terms of engagements

WHO:

a) our Facebook and Instagram engaged audiences (anyone who has engaged over the past 6 months) + our Facebook page fans (who may have become disengaged and no longer see organic content)

b) our Twitter followers

3. Interest

3.2 Increase advocacy actions taken by followers

Conversions campaign

WHAT: content with an advocacy call to action

WHO: website visitors, Facebook and Instagram engaged audience.

3.3 Increase visits to our website from social media

Conversions campaign

WHAT: fresh content that leads to the website

WHO: lookalike of website visitors

Paid social

Using the Meta pixel, we can retarget our website visitors and optimise campaigns for conversion.

4. Conversions

5.1 People donate to us

Conversions campaign

WHAT: content with a CTA to donate

WHO: warm audiences (website visitors, Facebook and Instagram engagers)

5.4 People become members

Conversions campaign

WHAT: content showing the various benefits of membership (testing motivations within captions)

WHO: warm audiences (website visitors, Facebook and Instagram engagers) excluding new members

5.5 More diverse people register to volunteer with us

Traffic campaign

WHAT: volunteer recruitment content leading to relevant web page

WHO: relevant locations, interested in volunteering and relevant interests/behaviours to role

5.6 People buy our merchandise

Traffic campaign (if conversions are low)

WHAT: carousel of merchandise

WHO: website visitors

John Muir Trust
Sponsored

You love wild places. So do we. What else can we do together...? |

- ♥ Join a group of like-minded individuals with the same vision
- 💰 Discounts from outdoor retailers and magazines
- 🌿 Join conservation parties and group events
- 📁 A welcome pack with car sticker
- 📧 Members news twice a year to stay up to date
- 🌟 John Muir Trust journal (our flagship publication) twice a year
- 😊 Join our AGM and group events

Sound good?

[HTTPS://WWW.JOHNMUIRTRUST.ORG/SUPPORT-US/BE...](https://www.johnmuirtrust.org/support-us/become-a-member)

Become a member [Learn More](#)

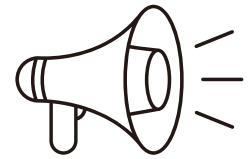
Help protect wild places today

👍 Like 💬 Comment ➦ Share

A close-up photograph of a person's hands holding a white smartphone. The person's left hand is on the left side of the phone, and their right hand is on the right side. The phone's screen is lit up and shows a dark blue interface. The background is a soft, out-of-focus green, suggesting an outdoor setting with foliage. The overall lighting is bright and natural.

Content Optimisation

Content planning



Milestone content

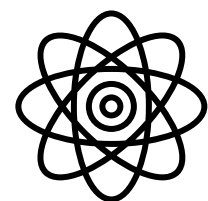
Built around specific events and key dates, this content can be planned ahead of time.

- holidays
- national days and unifying moments
- campaigns and newsletter content
- JMT award dates



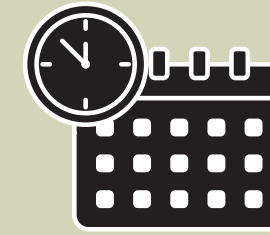
'Always on' content

Outside of milestone content, we need to keep our calendar full. We need a consistent, natural schedule, rather than an ad hoc approach. Posts could be case studies, collaborations, evergreen posts, they could be topical, they could work together in a series, or they could be a one-off idea.



Reactive content

Not everything can or should be planned. It's important to have time to react to what's going on on the ground, topical news, events, trends, or other social content we see. This requires quick turnaround but keeps our channels fresh.



Milestone planning

Put key dates in the calendar and plan content around these.

Work a quarter ahead.

'Always on' planning

Use the 4 content pillars to brainstorm new content ideas across different topics

Work a month ahead.

Reactive content

React to what's happening in the organisation or on the news to identify opportunities

Work weekly.

Post optimisation

We want all content we share to have the best opportunity to perform well. Before we post, there are a few questions we should ask ourselves.

- ✓ Have I used high a quality image/ video in the correct dimension?
- ✓ Have I used the correct number of characters? Have I broken down longer form content copy into 1-2 sentences per paragraph?
- ✓ Have I started my caption with a hook? Is it going to make someone stop scrolling?
- ✓ Have I added a clear call to action?
- ✓ Have I used emojis to show brand personality?
- ✓ Is our brand voice coming across?
- ✓ Have I added relevant hashtags?
- ✓ Have I tagged all relevant partners with the correct handles?



Sharing links



Instagram

- Grid: add 'link in bio' CTA to your posts and use Linktr.ee (or similar) where your followers can find all relevant links
- Stories: Customise link sticker text with a call to action to drive clicks



Facebook & Twitter



- Use a link shortener with keywords (i.e bit.ly). Doing so helps people understand what the page is going to be about and makes links less spammy and shareable.



LinkedIn

- Use link shorteners with keywords
- Share the link in the comments (where possible). LinkedIn doesn't like people leaving the platform.

Brand Voice

Read it aloud - when posting on social, we want to be bold, loud, radical, risky, confident and passionate.

We are bold. Always. We are the Wild Place experts.

We are loud when we want to persuade more people to take action to protect wild places.

We are radical in finding new ways to restore the connection between people and land through social.

We are risky with the topics we choose to shout about online. We are not scared of tackling tricky subjects.

We are confident when it comes to the management of wild places and our expertise. We show what we do.

We are passionate when talking about wild places and demonstrating their benefits to everyone.

We are guided by our values.

Our informative but not patronising, sincere but not dry tone of voice helps us deliver exemplary communication.

We are not here to preach to people. We want to foster communities for learning and sharing. Our social channels are a place where people who see our posts feel inspired to advocate for wild places. Online and offline.



Hashtag guide

Hashtags help us reach others who are interested in similar conversations or content. By using them effectively, we can increase our reach and engagement. Hashtags should always be relevant to our content and shouldn't be the same for every post. They can be used on all platforms but they are most popular on Instagram, Twitter and LinkedIn.

- ✓ Review and refresh hashtags every 3 months
- ✓ Use #CamelCase (capitalise the first letter of each word) to make them more accessible
- ✓ Use branded hashtags to raise awareness of John Muir Trust
- ✓ Use Neontools.io (or similar) to find relevant Instagram hashtags. Categorise them into broad, medium and niche

Example hashtag bank
(Instagram):

Broad

1m+ posts

#nature
#NatureLovers
#biodiversity
#NaturePhotography
#ClimateChange
#GlobalWarming
#GetOutside
#LoveScotland
#InstaScotland
#HikingAdventures
#LifeOfAdventure
#ChooseMountains
#MountainStories
#GetOutside
#volunteering
#volunteers

Medium

100k - 1m posts

#NaturesFinest
#WildLifePhotographic
#EnvironmentFriendly
#ClimateCrisis
#NaturesWonder
#ClimateChangelsReal
#BirdsEyeView
#NaturesFinest
#NaturesWonder
#Peat
#OutdoorLearning
#GetOutsideMore
#HiddenScotland
#ScotlandLove
#BenNevis
#FortWilliam

#ScotlandExplore
#ScotlandShots
#ScotlandTTravel
#ScotlandPhotography
#ScotlandHighlands
#ScotlandScenery
#LoveMountains
#HikeMore
#AdventureLand
#HikingAddict
#ScotlandShots
#mountains
#AdventureMore
#AdventureGram
#AdventureSeekers
#AdventuresLife

Niche

under 100k posts

#WildLifeManagement
#BiodiversityFriendly
#BiodiversityEducation
#EnvironmentalProtection
#PentlandHills
#Peatlands
#NatureEducation
#LearningThroughPlaying
#JohnMuirAward
#WildPlacesForAll
#JohnMuirWay
#JohnMuirTrust
#VolunteeringIsFun
#PreserveNature
#VolunteerAppreciation
#VolunteerOpportunity
#VolunteeringMatters



Measurement & reporting

The start of each calendar month is the best time to review the previous month's performance. Record the metrics that will help to measure the progress of each objective.

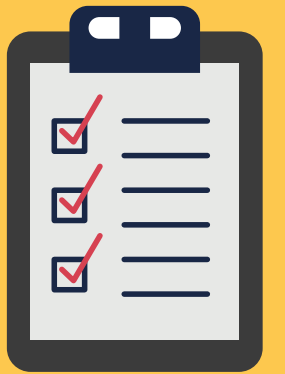
In addition to social software, recording simple metrics in a spreadsheet, will make it easy to see progress month to month.

In addition to the metrics listed in the Goals section, record how many updates are published as this has a direct impact on some other metrics.

Some content will reach more people and some content will generate more comments, shares and link clicks.

Generate insights to feed learnings back into the strategy and continually learn and improve.

3 step Reporting Framework



Data

Record the data...

- What are the metrics?
- How do they compare to last month/year?
- Are we on track to hit our KPIs?



Insights

Analyse the data...

- What is the data actually telling us?
- What have we learned about the content theme or topic? Which content formats have been better at driving action?
- What's resonating with our audience on each channel?



Recommendations

Learn from the insights...

- What will we do differently as a result of what we've learned?