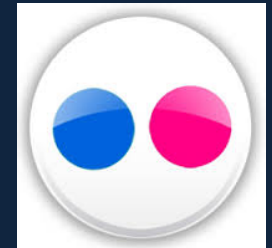
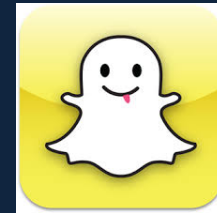
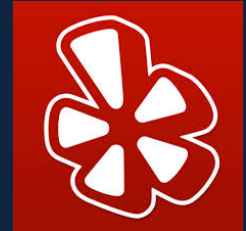




**USING SOCIAL MEDIA TO REACH DIVERSE  
AUDIENCES #ida6**

# Social Media = New Ways to Communicate to a Diverse Audience



Purpose: The purpose of this course is to introduce participants to social media platforms and trends that are engaging, build relationships, and provide information, visibility, and credibility to park users, partners, and stakeholders.

## Performance Objectives:

- ✓ List common social media platforms that are utilized by California State Parks.
- ✓ Identify techniques used to incorporate social media into park digital media and programming.
- ✓ Receive instruction on how to manage social media for their park or site.
- ✓ Describe California State Parks' social media guidelines and policies.
- ✓ Participate in using hashtags and other things.

# **Social Media**

## **THE GAME**

# Social Media Stats and Trends

[www.socialmediatoday.com](http://www.socialmediatoday.com)

## Sources

- [www.facebook.com](http://www.facebook.com)
- [www.expandedramblings.com](http://www.expandedramblings.com)
- [www.mediabistro.com](http://www.mediabistro.com)
- [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)

## Digital Insights

# Social Media 2013

**1.15  
Billion+**  
total users

facebook

751 Million users access Facebook from mobile with 7,000 different devices

There are over 10 Million Facebook apps so far

23% of Facebook user's check their account more than 5 times a day

74% of marketers believe Facebook is important for their lead generation strategy

350 Million photos are uploaded every day

75% of possible engagement a post gets in its first 5 hours

There are over 288 million monthly active users

28% of Retweets are due to inclusion of "please RT!"

Twitter's fastest growing age demographic is 55 to 64 year olds, registering an increase in active users of 79%

60% of Twitter users access it from mobile

Approx 20 million user accounts are fake

On an average, over 400 million tweets being sent per day

208 is average number of tweets per account

**500  
Million+**  
total users

twitter 

**500  
Million+**  
total users

Google+

Over 343 Million active users on Google+

Platform has over 67% male users

80% users login at least once a week to Google+ and 60% users login everyday

The +1 button is served more than 5 billion times per day

40% of marketers use Google+, 70% desire to learn more and 67% plan to increase Google+ activities

Animated GIFs are still the most engaging type of post

Total number of LinkedIn groups are 1.5 million

27% users access LinkedIn through their mobile

50% of LinkedIn users have their Bachelor's or Graduate degree

81% of users at least belong to one group

42% update their profile information regularly

Over 3 Million LinkedIn Company Pages

Over 1 Billion LinkedIn endorsements

**238**  
**Million+**  
total users

LinkedIn 

**130**  
**Million+**  
total users

Instagram

More than 16 Billion photos being already uploaded

An average user on Instagram has 40 photos

'MTV' is the most followed brand on Instagram with over 1.2 million followers

Every second 8000 users like some or other photo

Instagram gets 1000 comments per second

Over 5 Million videos being shared within 24hrs of launch

More than 5 Million photos uploaded every day





**Hasselback Garlic Cheesy Bread**  
from [Lauren's Latest](#) | makes 2 loaves

- 1 cup warm water
- 1 Tbsp Honey
- 1 envelope active dry yeast (2 1/4 tsp)
- 1 teaspoon salt
- 3 cups bread flour (can substitute all-purpose flour)
- olive oil, for greasing surfaces
- 1/2 pounds sharp white cheddar, or any other cheese you prefer
- 1/2 cups garlic butter (see recipe below)

In a large bowl, stir water, honey and yeast together. Let yeast proof 5 minutes, until it starts to foam. Once you know the yeast is active, stir in salt

**70**  
**Million+**  
total users

*Pinterest*

sites

of trade show, telemar-

en

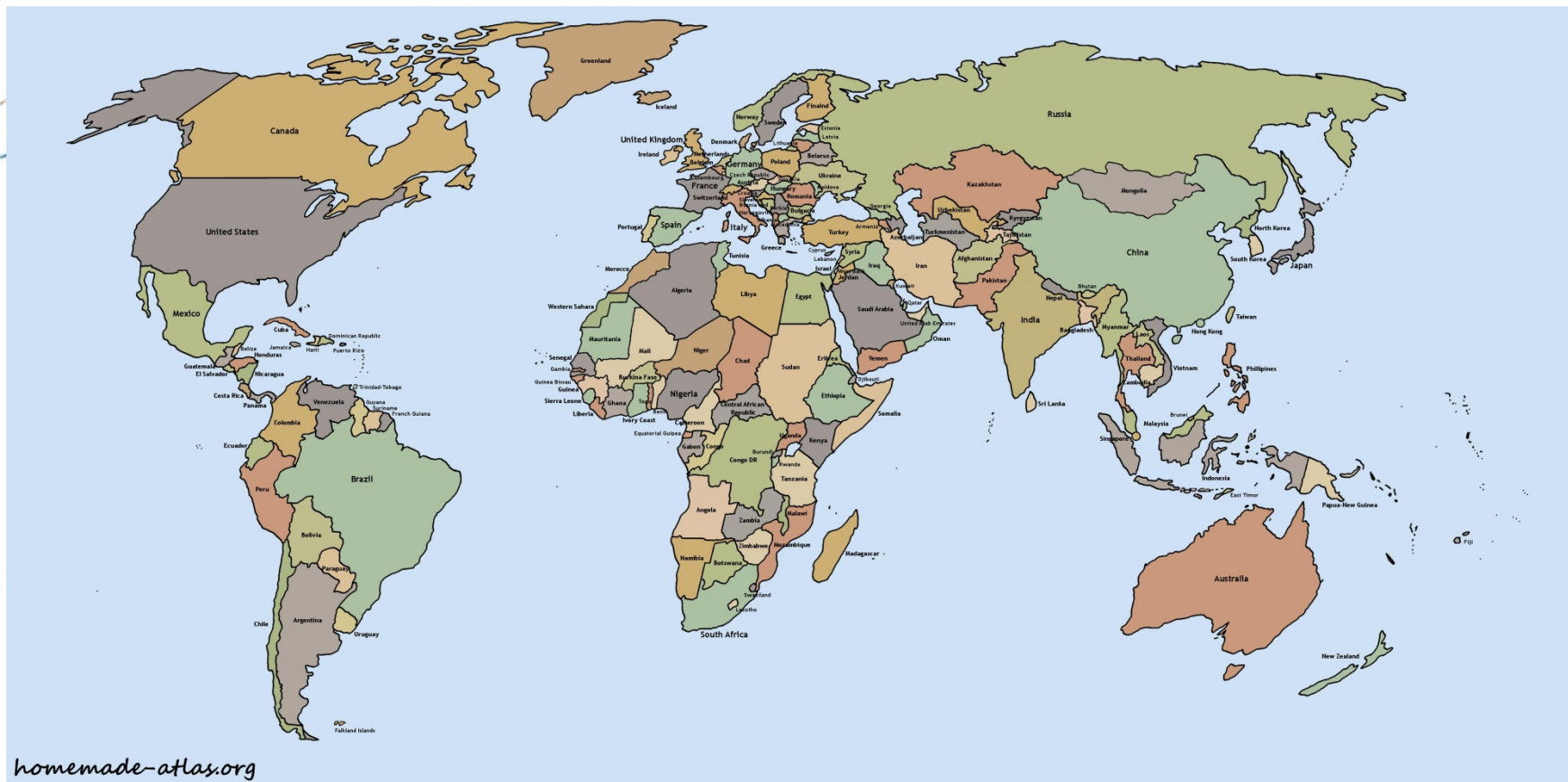
social media

urchase

them more likely to

# WORLD MAP OF SOCIAL NETWORKS

December 2012



Facebook QZone V Kontakte Odnoklassniki Clob

credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

sources: Alexa



**Who are you connecting with?**

# Benefits of using Social Media at your park

- Social media can engage, build relationships with, and provide useful information to users, partners, and stakeholders.
  - Increase credibility with the public by posting relevant information and offering transparency
  - Reach younger audiences- Pew Research Center found that 75% of 18-29 year olds have created a profile on a social net site. (Feb. 2010)
  - Reach non-traditional park users (all adults) and expand visibility
  - Building affinity; creating a media presence that positively influences perceptions of the park.
  - Increasing engagement from the public as visitors, volunteers, and members.

# Protected!



Native snails like this one, and nonnative snails like the brown garden snail and milk snail (spiral brown and white shell) are common here.



**PLEASE DO NOT COLLECT ANYTHING!**

## Chrome Amber Snail

[www.parks.ca.gov/bhso](http://www.parks.ca.gov/bhso)

[www.facebook.com/scenicoverlook](https://www.facebook.com/scenicoverlook)

# Protected!



Snakes are part of our natural habitat here at Baldwin Hills Scenic Overlook. They help maintain the rodent population.



Leave them alone.  
**PLEASE HELP US PROTECT THEM!**

## Gopher Snake

[www.parks.ca.gov/bhso](http://www.parks.ca.gov/bhso)

[www.facebook.com/scenicoverlook](https://www.facebook.com/scenicoverlook)

# Protected!



Urban wildlife such as raccoons, foxes and skunks live here at Baldwin Hills Scenic Overlook.



Please dispose of all trash in park wastebins.  
**PLEASE HELP US PROTECT THEM!**

## City Raccoons

[www.parks.ca.gov/bhso](http://www.parks.ca.gov/bhso)

[www.facebook.com/scenicoverlook](https://www.facebook.com/scenicoverlook)

# Protected!



Lizards and other animals are part of the natural habitat here at Baldwin Hills Scenic Overlook!



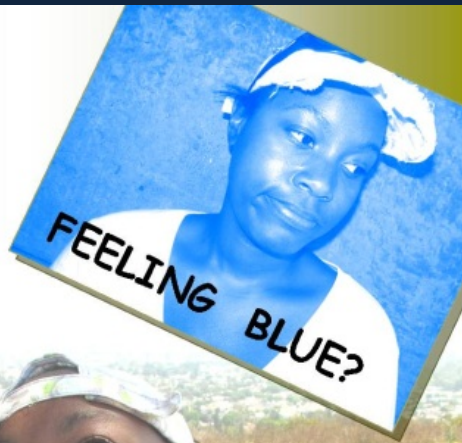
Please stay on the trail.  
**Do not make new trails.**

**PLEASE HELP US PROTECT THEM!**

## Side-Blotched Lizard

[www.parks.ca.gov/bhso](http://www.parks.ca.gov/bhso)

[www.facebook.com/scenicoverlook](https://www.facebook.com/scenicoverlook)



**R**  
Prescription:  
Go Extreme  
Tree  
Hugging  
-Dr. Parks

Visit a California State Park in Los Angeles!

Baldwin Hills Scenic Overlook in Culver City

[www.parks.ca.gov/bhso](http://www.parks.ca.gov/bhso)

[www.facebook.com/scenicoverlook](http://www.facebook.com/scenicoverlook)



**R**  
Prescription:  
Go Extreme  
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Hugging  
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Visit a California State Park in Los Angeles!

Baldwin Hills Scenic Overlook in Culver City

[www.parks.ca.gov/bhso](http://www.parks.ca.gov/bhso)

[www.facebook.com/scenicoverlook](http://www.facebook.com/scenicoverlook)

# California State Parks

A classic fragrance  
Since 1864

*The scent is in the air.*



## Sage

Visit a Coastal Sage Scrub Habitat in Los Angeles!

Baldwin Hills Scenic Overlook in Culver City

[www.parks.ca.gov/bhso](http://www.parks.ca.gov/bhso)

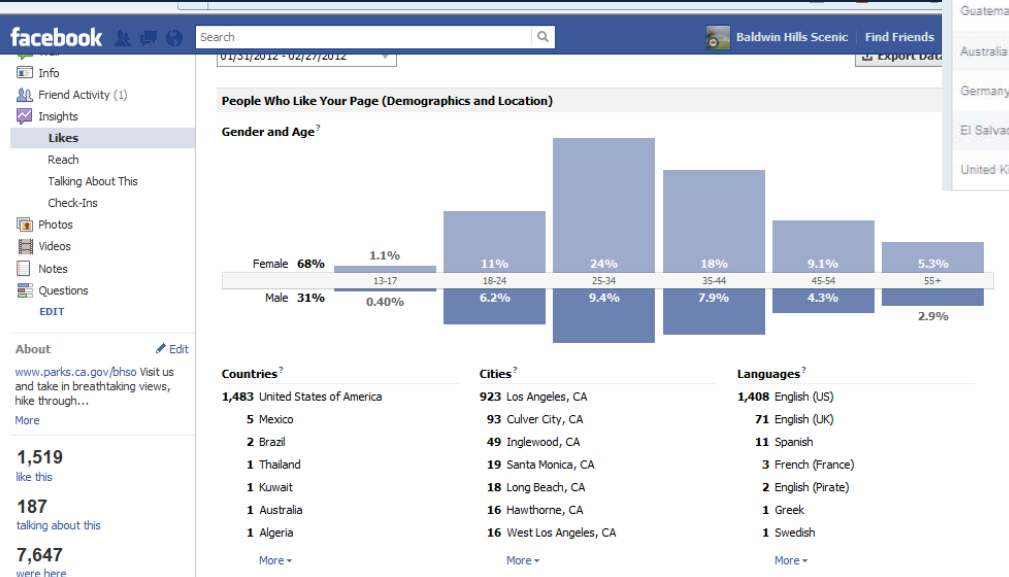
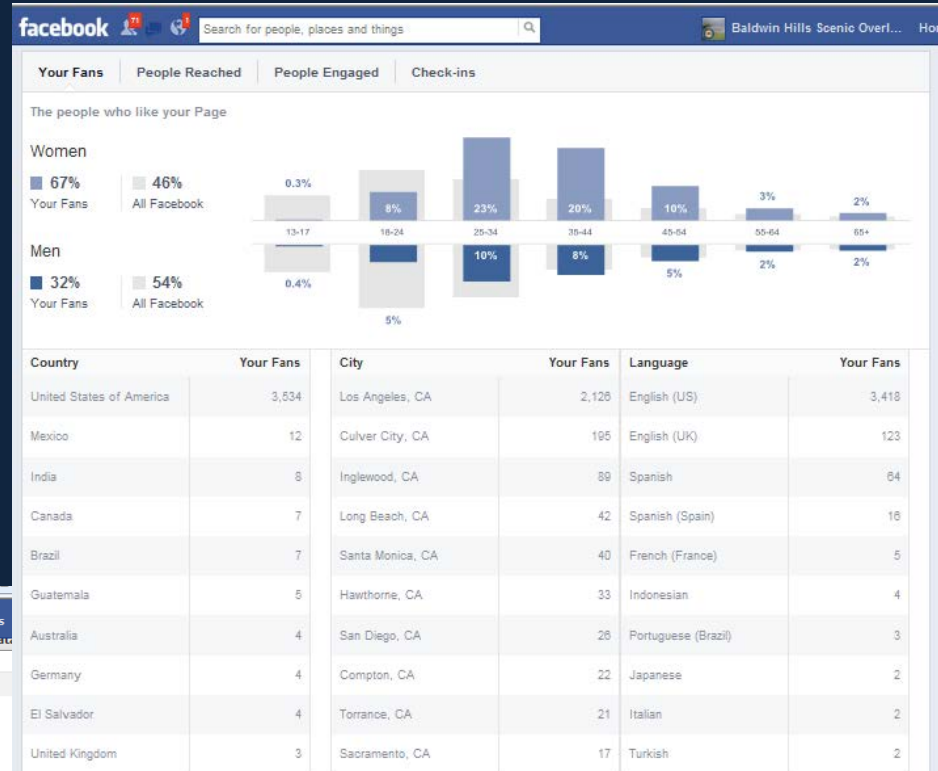
[www.facebook.com/scenicoverlook](http://www.facebook.com/scenicoverlook)

# Facebook Stats from Insights

# 2014

Over 3,600  
likes

# 2012







Find

Near San Francisco, CA



Sign Up

Home About Me Write a Review Find Friends Messages Talk Events

Log In

2014

From 163 reviews to 384

2012

384 reviews in English

 **Chris T.**  
Los Angeles, CA

★★★★★ 1/12/2014 1 check-in here

Perfect workout. You need to have been running for a while to be able to run up the stairs. I recommend you start walking them and eventually try running them. It will be one if the best workouts you can do on a train in LA. If you plan to exercise, like do push ups and sit-ups when you get to the top for example, I recommend that you start off by doing that then run down and go back up. If you do it the other way around, your muscles break down and instead of achieving muscle grow you will be breaking down muscle, which is counter productive. Always try to workout first and then do cardio.

Once you finish, the trail towards the back of the hill is a perfect run for your body to relax and loosen up. On the way you'll be able to find a water fountain which will be a life saver if you didn't bring water.

Was this review ...?

Useful Funny Cool

Bookmark Send to a Friend Link to This Review Add owner comment



 **Elite '14**  
Anh Tuan T.  
Glendale, CA




★★★★★ 1/8/2014 1 check-in here




Get a good workout here and get some schweddy balls! Not really, but how good was that SNL skit!!!!? Seriously classic comedy right there!!!! Did you know Ben and Jerry's actually made schweddy balls ice cream? Just thought I'd share. Enough about balls let's back to the review....

Great place to get your workout on! Parking here can be a pain when it is crowded and it definitely CAN get crowded. Most people park along Jefferson but you can also park inside if you go up the hill but you'd have to pay \$6 for their lot. Pssshh yeahh I'll pass.

**Offer Details**

- People Who Viewed This Also Viewed...**
-  **Kenneth Hahn State Recreation Area**  
113 reviews  
Neighborhood: Ladera Heights
  -  **Culver City Park**  
25 reviews  
Neighborhood: Culver City
  -  **Santa Monica Stairs**  
283 reviews  
Neighborhood: Santa Monica

- Related Lists**
-  **Yelp 365 Challenge**  
What did I get myself into? Ha, what am I talking about? Let's do this!
  -  **Yelp 100 Challenge**  
The year is winding down... but I'm going to keep trying!
  -  **Yelp 100 Challenge**

**Baldwin Hills Scenic Overlook**  
★★★★★ 163 reviews Rating Details

Categories: Parks, Hiking [more](#)

6300 Hetzler Rd  
Culver City, CA 90232

[www.parks.ca.gov/?page\\_id=22790](http://www.parks.ca.gov/?page_id=22790)

Good for Kids: Yes

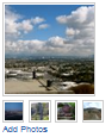
[Edit Business Info](#)

[Send to Friend](#) [Bookmark](#) [Send to Phone](#) [Write a Review](#)

Ad by Google

AARP Member Discounts  
Exclusive AARP member discounts on fitness services. Save here [www.aarphealthcare.com](http://www.aarphealthcare.com)

Hiking Trips Singles  
Travel With Like-Minded Companions. Book A Singles Hike Tour With Us! [Bookroads.com/Singles](http://Bookroads.com/Singles)



163 reviews for Baldwin Hills Scenic Overlook

Sort by: Yelp Sort+ | Date | Rating | Elites+ | Facebook Friends+

163 reviews in English

 **Elite '12**  
Manami Y.  
Los Angeles, CA

★★★★★ 2/21/2012

Loved this nature's stairclimber! What a great workout! I was sweating bullets by the time I reached the top. Man, I'm out of shape! I like the fact the stairs are uneven. You really pay attention to your footing and feel it in your glutes.

You can shoot straight to the top by taking the stairs or you can take a longer, slightly less strenuous way by way of the zig zag trail. Either route you take, it's a nice workout. The 360-degree view from the top is great! This is better than a step class at the gym!

Listed in: All Within a 5-mile Radius



Was this review ...? [Useful](#) (4) [Funny](#) (4) [Cool](#) (4)

[Bookmark](#) [Send to a Friend](#) [Link to This Review](#) [Add owner comment](#)





[View Larger Map/Directions](#)

**Browse Nearby:**  
Restaurants | Nightlife | Shopping | Movies | All

**Deals Nearby** [More >](#)

-  \$50 for \$75 Certificate  
Live Well Chiropractic and Pilates Center  
Los Angeles, CA
-  \$75 for \$100 Certificate  
iRow Fitness Studio  
Los Angeles, CA

**People Who Viewed This Also Viewed...**

-  **Culver City Park**  
15 reviews  
Neighborhood: Culver City
-  **Santa Monica Stairs**  
195 reviews  
Neighborhood: Santa Monica
-  **Kenneth Hahn State Recreation Area**  
84 reviews  
Neighborhood: West Adams
-  **Sand Dune Park**  
122 reviews

Overview

Likes

Reach

Visits

Posts

People

Showing data from 01/08/2014 - 01/14/2014

Page Likes

3,661 Total Page Likes  
▲0.8% from last week

30 New Page Likes  
▲25%

— This week  
— Last week

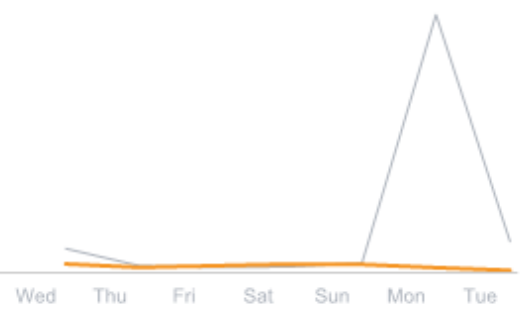


Post Reach

48,535 Total Reach  
▼14.7% from last week

143 Post Reach  
▼87.4%

— This week  
— Last week



Engagement

4,541 People Engaged  
▼5.7% from last week

0 Likes

0 Comments

2 Shares

6,132 Post Clicks



Your 5 Most Recent Posts



■ Reach: Organic / Paid 
 ■ Post Clicks 
 ■ Likes, Comments & Shares

Published ▾	Post	Type	Targeting	Reach	Engagement	Promote
01/06/2014 9:56 am	IMPORTANT NOTICE to all of our patrons: Thursday, January 9 at 6:30pm at the Baldwin Hills Scenic			1.1K	55 24	<a href="#">Boost ▾</a>
12/31/2013 11:37 am	Have a safe and Happy New Year's Eve everyone! Hope to see an amazing community turnout for the			498	40 14	<a href="#">Boost ▾</a>
12/20/2013 11:17 am	Looks like @BaldwinHillsSO #BaldwinHillsScenicOverlook is the GOLD YOU OWN			993	33 61	<a href="#">Boost ▾</a>
12/06/2013 9:48 am	#losangeLEGS #baldwinhillsscenicoverlook The commemoration of the 150th Anniversary of			1.7K	117 143	<a href="#">Boost ▾</a>
12/03/2013 11:44 am	Many of you ask about the Baldwin Hills Dam Break, and many of you were here. Join us and at the site on			656	52 18	<a href="#">Boost ▾</a>

[See All Posts](#)

You might like Baldwin Hills Scenic Overlook.

Hide



### Baldwin Hills Scenic Overlook

#losangeLEGS #baldwinhillsscenicoverlook The commemoration of the 150th Anniversary of California State Parks begins JANUARY 1st, 2014 with a FIRST DAY HIKE. We hope you join the movement, all year long with us! If you have a group of people who want to reserve a spot with us, please contact Kristen at [bhso@parks.ca.gov](mailto:bhso@parks.ca.gov). Or, just come on New Years Day and show you ❤️ your parks!

[www.americasstateparks.org](http://www.americasstateparks.org)



### Community Climbs

Connecting people to their parks. Join the Movement.

@BaldwinHillsSO #LosAngeLEGS

#### Baldwin Hills Scenic Overlook



#### Attention all Los AngeLEGS!

**1<sup>st</sup> Day Hike**  
**January 1, 2014 at 10am**

2014 is the 150<sup>th</sup> anniversary of California State Parks. It's the largest state park system in the nation, with over 280 priceless natural and cultural places that belong to the people. We're kicking off the commemoration with a 1<sup>st</sup> Day Hike!

Baldwin Hills Scenic Overlook is one of many state parks across the nation hosting an AMERICA'S STATE PARKS FIRST DAY HIKE.

Meet at 10am at the park entrance

Contact: [bhso@parks.ca.gov](mailto:bhso@parks.ca.gov) or 310-558-5557

Visit: [www.americasstateparks.org](http://www.americasstateparks.org)

[www.parks.ca.gov/bhso](http://www.parks.ca.gov/bhso) [www.facebook.com/scenicoverlook](http://www.facebook.com/scenicoverlook)

about a month ago

Like Comment Share

44 Likes 23 Shares

1,659 people saw this post

Boost Post

1,659 People Reached

143 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

44	0	23
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

51	18	7
Likes	Comments	Shares

TOTAL

95	18	30
Likes	Comments	Shares

117 Post Clicks

103	3	11
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



# Community Climbs

Connecting people to their parks. Join the *Movement*. #losangeLEGS



# Community Climbs

Connecting people to their parks. Join the *Movement*. #losangeLEGS



## Community Climbs

Connecting people to their parks. Join the *Movement*. #losangeLEGS

# Techniques for Using Social Media





# Social Media Tips

- Use one **RELEVANT** picture or a collage
- Curate **ACCURATE** Content
- Be **PROVACOTIVE** with comments
- Consider **PROGRAMATIC ACCESSIBILITY**
- Be **ORGANIZED** by having a plan & Staff
- Share similar posts on different media not the same for **RETENTION**
- Sure, create **THEMES**



Facebook for so many things...

Facebook Tips...

The screenshot shows the profile header for California State Parks. On the left is the circular logo with a bear and the text 'CALIFORNIA STATE PARKS SINCE 1864'. To the right of the logo, the name 'California State Parks' and the category 'Government Organization' are displayed. Below the header is a row of four interactive buttons: 'Liked' (with a thumbs-up icon), 'Call' (with a telephone icon), 'Message' (with a speech bubble icon), and 'More' (with three dots). Below the buttons is a text box containing the organization's mission statement: 'To provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality'. At the bottom of the text box is a 'More Information' link with a right-pointing arrow. Below the text box is a white box showing '13,733 likes'.

**California State Parks**  
Government Organization

**Liked**   **Call**   **Message**   **More**

To provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality

**More Information** >

**13,733**  
likes



# Facebook Albums for sharing Events

facebook

Search



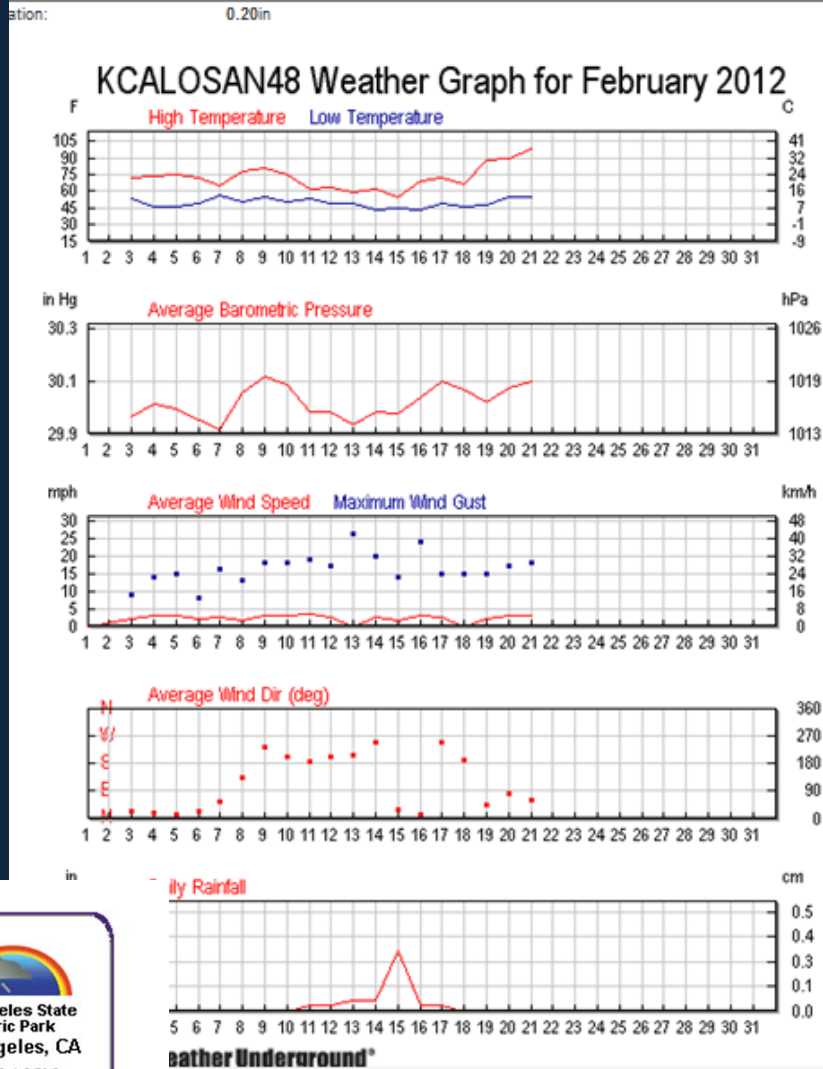
## Spine of the Earth 2012 BHSO

By Mike Murase (Albums) · Updated about a month ago





# Facebook Apps

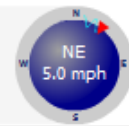


## Los Angeles State Historic P

Los Angeles, CA

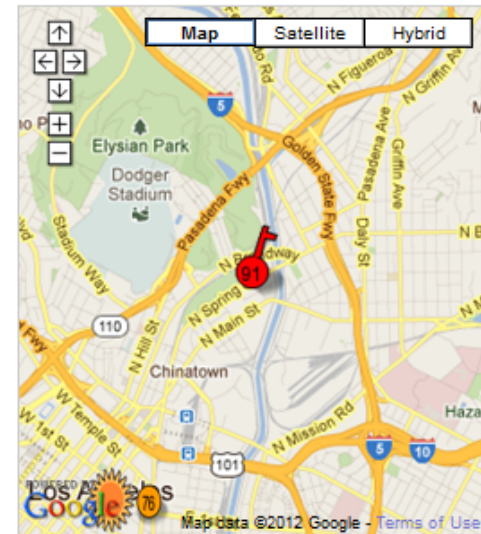


Temperature: **90.7°F**  
 Humidity: **20%** Dew Point: **44.1°F**  
 Rainfall: **0.00in** Pressure: **29.94in**  
 Updated: 34 seconds ago



Add PWS Stickers to your website!

### Nearby Weather Stations



[View Interactive WunderMap](#)

### About This Station

Lat: N 34 ° 4 ' 13 " ( 34.070 ° )

**Los Angeles State Historic Park**  
 Los Angeles, CA  
 76.7°F / 25°C  
 NNW 8.0 mph / 13 km/h



# Facebook Thanks

facebook

Search



## Wall

Hidden Posts

- Info
- Insights
- Photos
- Videos
- Notes
- Questions

EDIT

## About

Edit

[www.parks.ca.gov/bhso](http://www.parks.ca.gov/bhso) Visit us and take in breathtaking views, hike through...

More

1,441

like this

## Baldwin Hills Scenic Overlook

Community/Government · Culver City, California · Edit Info



## Wall

Baldwin Hills Scenic Over... · Everyone (Most Recent)

Share: Status Photo Link Video Question

What's on your mind?



### Baldwin Hills Scenic Overlook

Thank you everyone for coming out for the Volunteer Day today held by Generation Water and Mujeres de la Tierra! With your help, the park is returning to its natural state. Special thanks also to California State Parks Foundation, the Park Champions Program, and the Children's Nature Institute. For more one day volunteer opportunities, please check back with us, and for upcoming Park Champions volunteer programs, please go to [www.calparks.org](http://www.calparks.org) and look at Volunteer in Parks. Thank you!



### California State Parks Foundation - Your Voice for Parks

[calparks.org](http://calparks.org)

334 People Reached · 13 People Talking About This

Like · Comment · Share · February 18 at 1:46pm

Davien 'Supa Davie' Watkins and 11 others like this.



Sara Feldman Thank you, Irma, for all you do!

February 18 at 2:24pm · Like



# Facebook Engagement



## Baldwin Hills Scenic Overlook

What does this park mean to you? What questions about the park can we answer for you? Please ask and share your voice!

331 People Reached · 25 People Talking About This

Like · Comment · Share · February 16 at 1:12pm

Sui Yeung and 9 others like this.

View all 27 comments



**Iann Williams** I want to mention the people who work, patrol and maintain BHSO, thank you. The thousands of people in the city from all zip codes who come together to enjoy this oasis. People converge on this one spot from all ethnic groups peacefully to regain a sense of community, connection, health, balance, wellness, and peace of mind in a city that's full of hustle, bustle, honking, traffic, consumption, congestion and pollution. It's natural escapism.

February 17 at 10:45am · Unlike · 1



**Baldwin Hills Scenic Overlook** Thank you all for posting your thoughts, experiences, and questions! It really shows how much you care and enjoy this special place. It shows your endurance if you use it as a challenging landscape to keep you active, and it shows you how nature can endure and even thrive in a city This park will always be here through every season, every year, because you help protect it. Thank you!

Saturday at 8:42am · Like



## California State Parks

Friday at 12:08 PM

Happy Friday! Any outdoor plans for the weekend? Please share with us!

Like

Comment

Share

9 people like this.



## Frank Carson

Hopefully fishing at Torrey Pines State Beach.

Friday at 12:42 PM · Like · 1



## Michael Knighten

Ocotillo Wells

Friday at 1:37 PM · Like · 1



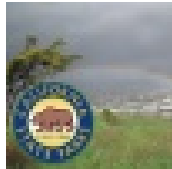
## California State Parks

Share a photo your catch with us!

Friday at 1:44 PM · Like



## Facebook Surveys



**Baldwin Hills Scenic Overlook** asked: Did anyone see the full moon or lunar eclipse last Saturday? We saw the full moon on the guided hik...



Yes, I saw the eclipse!



Yes, I saw the full moon!

...



What? There was an eclipse and a full moon?

...

286 People Reached · 2 People Talking About This

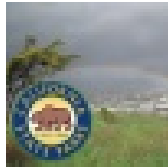


3

· December 13, 2011 at 2:41pm

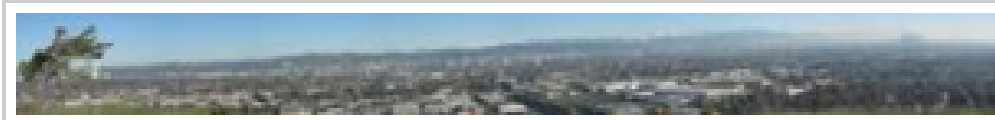


# Facebook Translation



## Baldwin Hills Scenic Overlook

We stitched together this panorama for you to enjoy!



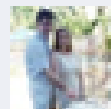
## Photo Tour of Baldwin Hills Scenic Overlook

653 People Reached · 26 People Talking About This

 Like ·  Comment ·  Share · December 13, 2011 at 2:34pm

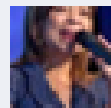
 Sandra Jimenez and 23 others like this.

 [View all 6 comments](#)



**Cheryl Schoessler O'Donnell** You live in Baldwin Hills? I have a friend in the "don" neighborhood :)

 December 13, 2011 at 7:29pm · Like



**Sui Yeung** me encanta, sobretodo correr ahi, lo malo es que cuando salgo de trabajar, ya esta la cuesta del sol y no tiene caso pararme ahi, mejor voy a la playa o la cienega y con este frio mejor, no hay nadie.





# Facebook Special Occasions



## Baldwin Hills Scenic Overlook

Happy Holidays Everyone from YOUR State Parks in Culver City and Los Angeles!  
The Toyon shown in this picture is also called Christmas Berry!



538 People Reached · 18 People Talking About This

Like · Comment · Share · December 23, 2011 at 3:49pm

Ceci Castaño and 18 others like this.

View all 4 comments

that's some heavenly peace up there.....love that hill!  
December 24, 2011 at 10:14am · Unlike · 1

**Margot Griswold** Beautiful native holiday cheer!  
December 24, 2011 at 10:19am · Unlike · 1



## Malibu Creek Docents

Thursday at 10:17 AM

Happy Birthday to California State Parks!



California State Parks Celebrate 150 Years



# Facebook Special Occasions



## Yosemite National Park

Friday at 2:06 PM

Yosemite "State Park"? That's right! When Yosemite Valley and the Mariposa Grove were set aside as a public park in 1864, they were given to the State of California making them the first State Park in history. This year the California State Park system turns 150 along with Yosemite. This shared heritage is shown on these banners which can be found at our visitor centers as well as state parks across California. Where have you spotted these banners? -bw



You and **627 others** like this.



### Greg Soon

Happy birthday!

Friday at 2:07 PM · Like · 1



### Heather Person

Abe! He's there :)

Friday at 2:08 PM · Like



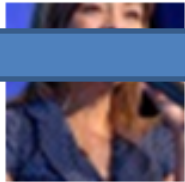
### Patty Day

If it's a State Park, why was it closed when obama closed all the federal parks?

Friday at 2:10 PM · Like



# Facebook Answers Questions



**Sui Yeung**

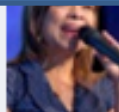
lo malo de este hermoso lugar es que cierran al atardecer y ya no dejan subir a hacer ejercicio, si casi todas las personas salimos en la tarde de trabajar, cuando menos deberian darnos un poco de espacio para nuestro entretenimiento, si tanto les preocupa la seguridad, pongan lamparas y una caseta o una camara a los 360 grados.

Like · Comment · November 26, 2011 at 11:28am



**Baldwin Hills Scenic Overlook** Hi Jacome. Many state parks close at sunset for several reasons. Security is one reason, and safety of the visitor. We are a wilderness park with nature in mind, so no lighting. Neighboring communities and streets often have restricted hours to park as well. We hope you enjoy the park, the days will start to get longer again soon!

November 30, 2011 at 9:33am · Like



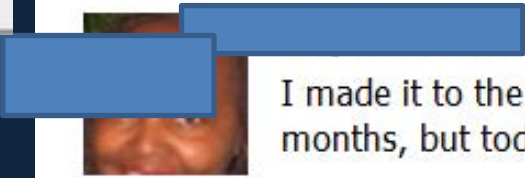
**Sui Yeung** :)

November 30, 2011 at 3:59pm · Like

Write a comment...



# Facebook Shares Visitor Experiences



I made it to the top today. This was the first time. I been going for about two months, but today was the day I went all the way.



 Unlike ·  Comment · November 19, 2011 at 5:48pm

 You, Derek Bronson and 3 others like this.



# Facebook Special Days

[Redacted] posted a video. — with Marc Gaspar and 8 others.



## The Proposal - 11/19/11

Length: 2:22

Unlike · Comment · Share · December 2, 2011 at 11:26am

You, Joanna Zavala and 22 others like this.

View all 5 comments

[Redacted] aww i love it..congrats ayo...lol i knew youd marry

a filipina! u were always part of the fam!  
February 6 at 12:52am · Like · 1

[Redacted] Ayo!!!!!!!!!!!! Congrats!!

February 6 at 2:47am · Like · 1

Write a comment...



# # on Facebook?



## California State Parks

Tuesday at 8:25 AM

**#TrailTuesday:** How many of you use a "wearable fitness device" out on the trails, while training, or just as part of everyday life? Do you use the Fitbit, Nike Fuel Band, Jawbone, or something else? Do you use it to motivate yourself and/or others?

9 Likes 24 Comments



## California State Parks

January 16 at 7:53 AM

It's **#ThrowbackThursday!** Please help us caption this classic shot from the archives!

We'll start with: "Nobody puts Baby in the Redwoods"

**#TBT #TT**



5 Likes 3 Comments



Tell Others your on more...

California State Parks

 **California State Parks**  
Wednesday at 8:36 AM

Hi everyone! We are rolling out our new and improved Pinterest and Instagram accounts and need your feedback! What topics and features would you like to see us profile there? Thanks!

Pinterest: [www.pinterest.com/castateparks/](http://www.pinterest.com/castateparks/)

Instagram: <http://instagram.com/castateparks>

5 Likes 11 Comments

Like Comment Share





# Instagram

← CASTATEPARKS →



2 posts   43 followers   5 following

[Follow](#)

California State Parks  
@CAStateParks  
[www.parks.ca.gov](http://www.parks.ca.gov)

Grid icon   Menu icon   Location pin icon   Profile icon



Home icon   Star icon   Camera icon   Heart icon   Messages icon

← PHOTO ↻



castateparks   1w



♥ ebrpd, damnpirate, campinca, flanchez, hibrie, bgreene74

● castateparks First post on our new Instagram account! Since it's #ThrowbackThursday, please help us caption this classic from the

Home icon   Star icon   Camera icon   Heart icon   Messages icon





# Instagram Use #

 ebrpd 17h  
 Robert W. Crown Memorial State Be...



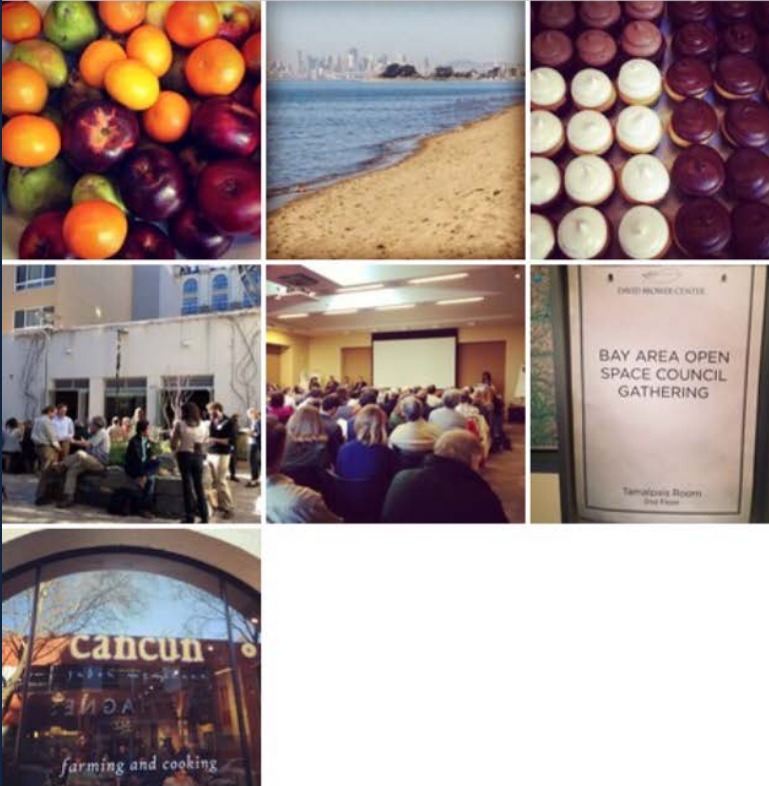

30 likes

ebrpd In honor of @CAstateparks 150th anniversary, here's a picture taken from #crownbeach in #alameda #CAstateparks150 #ebrpd80 #ebrpd

Like Comment

← #CASTATEPARKS150 ↻

7 posts

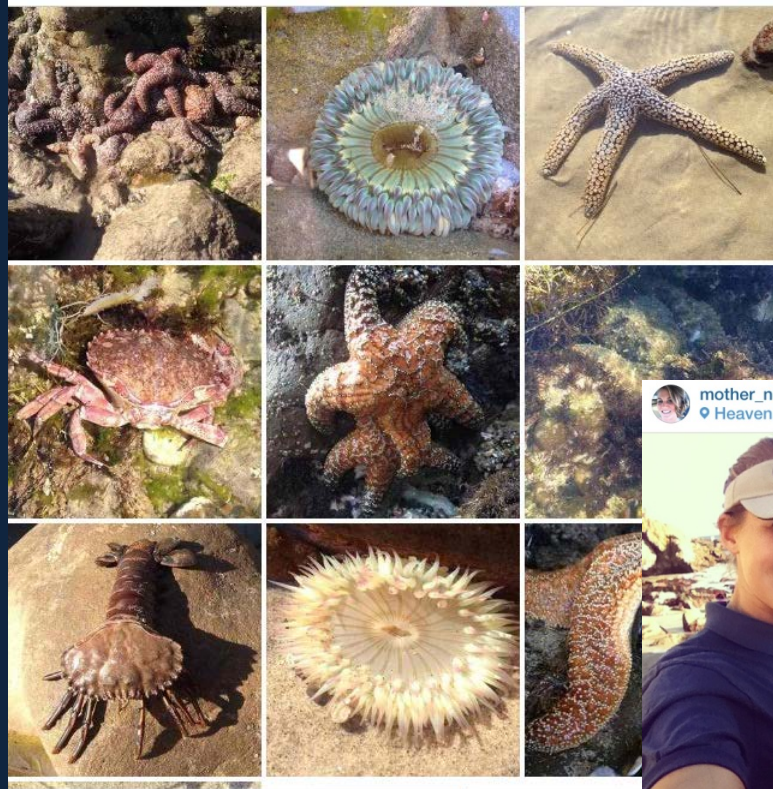





# Instagram to Engage

← #LEOCARRILLOTIDEPOOLS ↻

☰ | ☰ | 10 posts



🏠 | ✨ | 📷 | 💬 | 📧

← PHOTO ↻

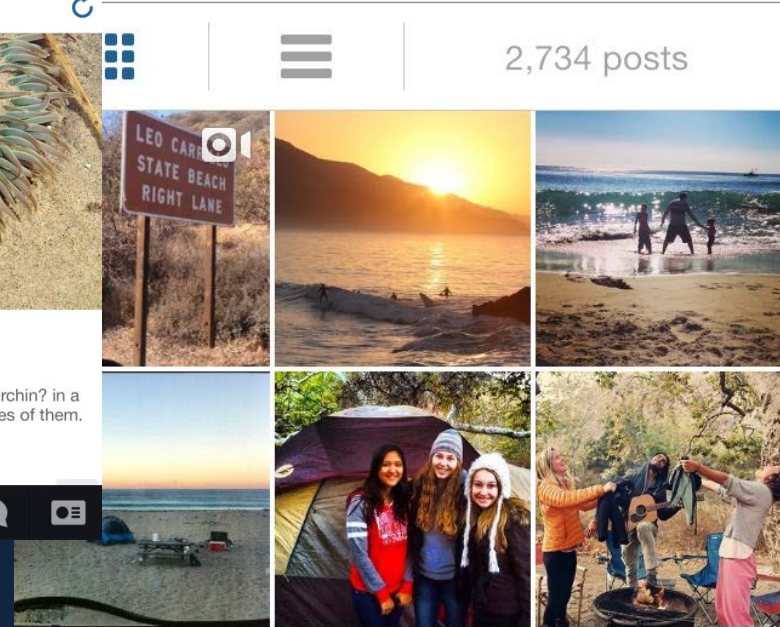
16 likes

- draustin82 #leocarrillo carmellom What's that?
- draustin82 It's some kind of sea urchin? in a tide pool in Malibu. There are tones of them. @carmellom
- dontuknowimloco Sea anemone

🏠 | ✨ | 📷 | 💬 | 📧

mother\_n8tr  
Heavens 5w

← #LEOCARRILLO ↻



🏠 | ✨ | 📷 | 💬 | 📧



# Instagram to Follow up

← #MARINEBIOD313 ↻

📷 ☰ 19 posts

🏠 ✨ 📷 💬 📧

msburkhart9 3d

♥️ paloma\_vieira, malibuinterp  
👤 msburkhart9 Echinoderm student creations

♥️ Liked 💬 Comment ⋮

← PHOTO ↻

♥️ 78 likes



# Instagram from Visitors Experiences

← #LEOCARRILLO ↻

2,734 posts

The grid for #LEOCARRILLO contains 9 photos: a wooden sign for 'LEO CARRILLO STATE BEACH RIGHT LANE', a sunset over the ocean, people playing beach volleyball, a tent on a beach at sunset, three women in winter gear in front of a tent, people washing clothes outdoors, a woman in a white shirt, a white stone building with a wooden door, and an interior view of a stone building.

Home Star Camera Messages Mail

← #BALDWINHILLSSTAIRS ↻

167 posts

The grid for #BALDWINHILLSSTAIRS contains 9 photos: a sunset with the text 'I CAN & I WILL.', a selfie of three men, a sign for 'Baldwin Hills Scenic Overlook Thank you for visiting', a view of a city from a hill, a path leading up a hill, a view of a city from a hill, a person jumping in the air, and a collage of photos showing people on stairs.

Home Star Camera Messages Mail

# Instagram Tips



- Use one picture or a collage
- Hashtag a max of 3 tags
- Tags are one word
- Choose Provocative Pics
- Minimal Comments



Pinterest

← *Pinterest* 🚩

### CA State Parks


California

Following


Official California State Parks Repins,  
likes & follows are not endorsement.  
Contact [info@parks.ca.gov](mailto:info@parks.ca.gov)  
[www.parks.ca.gov](http://www.parks.ca.gov)

<p><b>97</b> Pins</p>	<p><b>32</b> Likes</p>	<p><b>407</b> Followers</p>	<p><b>37</b> Following</p>
---------------------------	----------------------------	---------------------------------	--------------------------------

#### Our Parks




17 pins




Following

#### Inspiration



We don't stop hiking  
because we grow old  
— we grow old  
because we stop  
hiking.  
-Finis Mitchell

27 pins



Following

Friends | California State Parks... | Home | Search | + | I+ | Profile



## Pinterest Tips

- Use one picture or a collage
- Create Relevant & Provocative Pinboards
  - Crafts, Recipes, Books
- Minimal Comments
- Repin Relevant Pins
- Curate Content



California State Parks

1,873 photos

209 members



Group Discussions >



Flickr Pics

**Tip: Adding a flicker pool to your website let's visitors share and comment on photos, creating user generated content.**

← flickr ⓘ

krakencrafts 3 years ago

★ 💬 ↗

**Leo Carrillo**

It was unseasonably warm this weekend so Nate and I went to Leo Carillo State Park, just north of Malibu for the day. We watched some surfers and I collected tons of shells.







## CA State Parks

@castateparks





 Congrats to Twiggy for capturing the #Mavericks crown! Now's the time to visit Half Moon Bay! 6p

Retweeted CA Energy Commission 4p


 Help promote water conservation by becoming a @SaveOurWater partner. Here's how:

Retweeted Headed Anywhere 1p

 Hiking #bigsur up on the blog now. <http://t.co/zvqdlmeIFf> #california #roadtrip #carcamping #tripidea

 Happy Friday! Any outdoor plans for the weekend? Please share with us! 12p

 The State Park Commission Meeting is live and being broadcast online via <http://t.co/urJ0KqX8te> 9a

 Attending the #Mavericks Invitational today? There's still a few campsites left for walk up at Half Moon Bay SB <http://t.co/wNIUAls7Ei> 8a



# Twitter



## CA State Parks

@castateparks

12:08 PM

**TWITTER**

Happy Friday! Any outdoor plans for the weekend? Please share with us!

### Tip:

- Tweet as needed
- Retweet for support and interest
- Curate Content



# Yelp Reviews



117

25

Brian W.

Los Angeles, CA



10/24/2011

Sister: LETS GO HIKING. YAY!!!

Me: YAY!!! OKAY!!!

\*time lapse\*

Me: \*hyperventilates\*gasps for air\* DA FAWK DID I DO TO MAKE YOU HATE ME, SIBLING!?

Sister: Lalalalala...

Carved by Zeus himself did these stairs come into existence with the sole purpose to weed out obese, junk food indulging couch potatoes from elite Olympians with incredibly fiiiine "arses".

You will require a solid pair of glutes if you want to make it to the top. I've seen senior citizens, large folks, and little children ascend to the top - so maybe I'm just weak sauce. Climbing these stairs, I feel my inadequate butt pop and slightly deflate. How I wish I did squats before this.

\*ices bum\*

When you reach the top, there is a certain type of awe. A more beautiful view of LA you will never find. Equip yourself with a camera beforehand and your photo will become an awesome bragging right when you post it onto facebook. Believe me, when your butt pops too, you're going to want a trophy to commemorate your efforts. Suck it bitches! I made it!

Was this review ...?

Useful (4)

Funny (17)

Cool (3)

Bookmark

Send to a Friend

Link to This Review

Add owner comment

**Tip: Monitor & Respond**



# Social Media Overload...



# Getting Started- How to manage social media @



- Read the Social Media Handbook
- Who? Get written permission from supervisor.
- Establish a generic email with IT
- Register your social media with communications
- Follow the guidelines, policies, know your limits.
- Schedule content managers to post and respond.



# Social Media Handbook

[http://isearch/pages/321/files/Social\\_Media\\_Handbook.pdf](http://isearch/pages/321/files/Social_Media_Handbook.pdf)  
media@parks.ca.gov



Definition – What is Social Media?

Benefits – Could it help the department?

Risks – Could it hurt the department?

Establishing and Maintaining Social Media Communication

- User Requirements for use and content by the State CIO's Social Media Standard
- User Requirements for use and content by California State Parks

Contacts and Essential Information

- ✓ Prior written approval from supervisor/superintendent and needs to be filed with Communications Dept. An employee is preferable to be a “user”, but could be volunteer, intern, retired annuitants. Cannot be concessionaires, coops, or other contractors.
- ✓ Must follow the policies and guidelines, and monitor your site. Only begin it if it can be sustained.
- ✓ Plan, and prepare to submit an avatar along with your registration with Communications Dept.



## A. LEGAL AUTHORITY

IT Policy Letter 10-02 assigns agency responsibility for the monitoring and management of social media sites to comply with State Administrative Manual (SAM) Section 5310 and Social Media Standards set by the State Information Management Manual (SIMM) Section 66B.

## D. GENERAL POLICY

It is the Department's Social Media Policy to:

1. Communicate to current and prospective park visitors a unified and consistent messaging that maintains the Department's brand image on social media and social networking pages online.
2. Incorporate into park social media communications, the identified messages and conduct outlined in the *California State Parks Social Media Handbook*.
3. Protect the Department's messaging and brand image against unauthorized use, whether intentional or unintentional, by individuals or organizations, to the extent practicable.
4. Contractors, including Cooperating Associations and Concessionaires, are not permitted to utilize social media sites as official representatives of California State Parks or any unit within California State Parks.

## Contacts and Essential Information

If you are interested in engaging in social media on behalf of the department or your unit, please contact your supervisor and understand the following policies.

Social Media Policies:

California State Parks Social Media Policy - Departmental Notice **2010-03**

California State Parks Social Media Handbook

[http://isearch/pages/321/files/Social\\_Media\\_Handbook.pdf](http://isearch/pages/321/files/Social_Media_Handbook.pdf)

State Parks Internet Policy, DAM Manual, Information Technology - 1603

<http://isearch.parks.ca.gov/pages/29/files/DAM1600%20INFORMATION%20TECHNOLOGY.doc>

State CIO's Policy - Information Technology Policy Letter (ITPL) 10-02

[http://www.cio.ca.gov/Government/IT\\_Policy/ITPL.html](http://www.cio.ca.gov/Government/IT_Policy/ITPL.html).

Social Media Standard, Statewide Information Management Manual

(SIMM) 66B [http://www.cio.ca.gov/Government/IT\\_Policy/SIMM.html](http://www.cio.ca.gov/Government/IT_Policy/SIMM.html).

Public Relations DAM 0100

<http://isearch.parks.ca.gov/pages/29/files/DAM%200100%20-%20Public%20Relations.pdf>

Department Brand Image – DAM 2007-02

<http://isearch.parks.ca.gov/pages/29/files/DN%202007-02%20Dept%20Brand%20Image.doc>

For questions about registration, approval processes or developing social media content, please contact the Communications Office at (916) 654-7538 or [Media@parks.ca.gov](mailto:Media@parks.ca.gov)



