Getting Started on Social Media

A guide for Landcare Networks

Contents

What is the purpose of this guide?

This manual is a guide for members of the Landcare Networks within the Corangamite region who are either thinking about starting to use social media, or who have been using it for a while but would like to learn more.

In the following pages you will find the most basic information that will help you build a presence on social media and engage with a new audience, using the most popular social media sites.

We understand the idea of getting started on social media can feel daunting and by no means are we trying to add to your workload, this guide has been made to actually make it easier!

We have also included information for those who would like a little extra insight into some of the tricks and tools that make up these websites. This will help you engage with people and get the most out of your social media activity.

We haven't included the absolute basics of how to set up a profile on Facebook or Instagram. The best place to get that type of information is from the sites themselves, so we have included all the links you'll need to do just that.

This is by no means an exhaustive guide to social media, and by far the best way to learn is by dipping your toe into the social media pool and getting started! In the meantime, we hope this kit will help you on your way!

Preparing to step into social media

What is your goal?

Before you start out you should have a clear idea of what your goal is when using social media

Here are some goals that social media can help your Landcare group achieve:
- Raising the profile of your group
- Attracting new volunteers
- Communicating with group members
- Communicating with the wider community
- Advocating for issues relevant to the group

(e.g., restoring and preserving habitat of native animals, weed eradication efforts, etc.)
- Raising awareness in the community of local Landcare issues

(e.g., soil erosion, pests, polluted waterways, etc.)
- Knowledge sharing

What channels will you use?

Once you have a good idea of what your goals are, you need to work out which social media channels would be appropriate for you. Different social media channels will communicate certain types of content better than others.

This kit outlines some of the key features of the most popular social media channels – Facebook and Instagram. You should consider these when deciding to start up a social media profile.

Facebook

Introduction

Facebook is a social networking platform made up of millions of personal profiles of people who are connected by adding each other as friends, where they can view and share information on each other's profiles. Facebook also allows organisations and groups to create pages as a way of interacting with individuals. People can then become fans of your page and follow posts such as your status, photos, videos and links.

Basics

- Facebook is free. All you need to sign up is an email address.
- When using Facebook in a personal capacity you will need to set up a profile. When using Facebook as a group or organisation you need to set up a page.
- In order to set up a Facebook page for your group, first you need your own personal Facebook profile. Then you will set up your organisation's page as an administrator. While it is technically possible to set up a business account or page without having a personal profile, there are severe limitations to the features you can access when doing it this way, so we do not recommend it.
- If you haven't got a personal Facebook profile already, you can sign up for one at www.facebook.com
- Multiple people can be added as administrators of your Facebook page once it is set up, as long as they already have personal profiles too.

Glossary of terms

- **Timeline:** your chronological record of everything you have posted or been tagged in
- **News feed**: an ongoing feed of news from your friends and pages you like – this is also your homepage when you first log into Facebook
- **Fan:** someone who likes a Facebook page
- **Tag:** when you tag someone in your post or photograph, this post or photograph will appear on that person's timeline and in their friends' news feeds. People can control whether they wish to be tagged in a post or not
- **Profile:** A Facebook profile is used by individuals who link with their friends who also have Facebook profiles. You can share photos and updates and tailor the privacy so just your friends can view your content. If someone wants to be your Facebook friend, you must accept their request before they can access your content.
- **Page:** A Facebook page is used by companies, groups or organisations. The content posted is shared publicly and anyone can become a fan of your page by simply clicking to like it.

Facebook Timeline

Your Facebook timeline is your story.
It contains your photos, stories, events and other information you add to your profile.

Figure 1.

As you create posts, they will appear in the news feeds of your fans and sit on your timeline where people can go back and revisit them. Your fans will be able to comment on, like or share your post with their friends (Figure 1.1)

Facebook Photos

Photos that you post will appear in your timeline and people can tag themselves in the photos, meaning that the photos will be visible on their own personal Facebook profile (Figure 2.
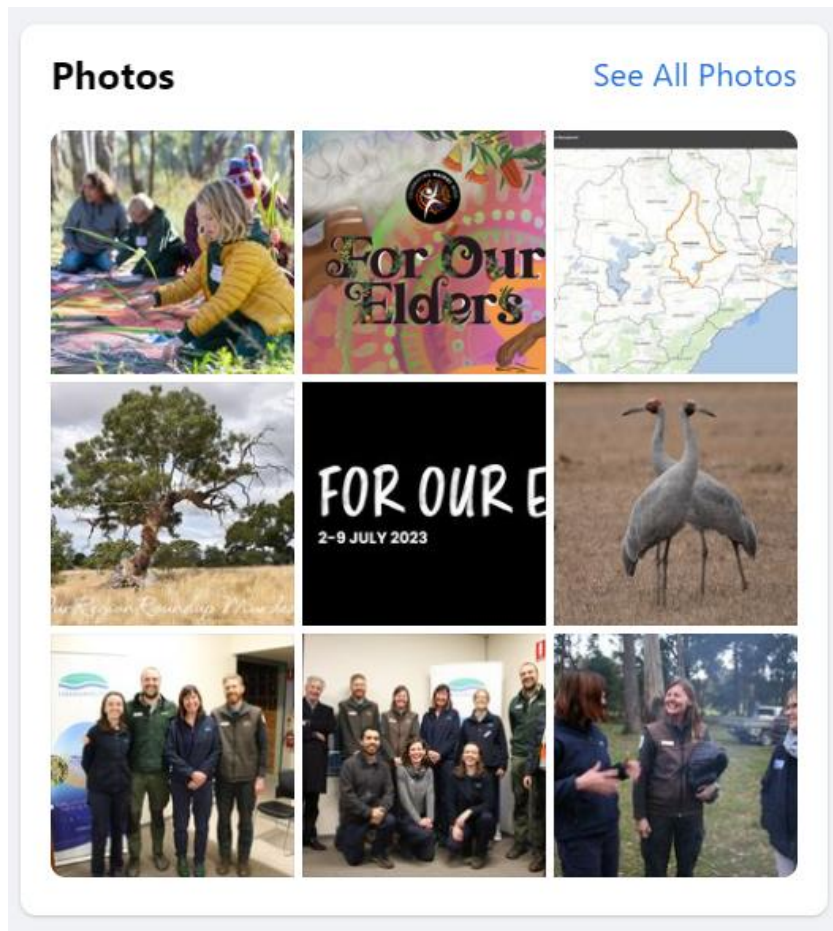

Figure 2.

You can upload photos and organise them into albums (Figure 3), which works really well when uploading photos from events such as planting/weeding/fencing days, workshops or field days.
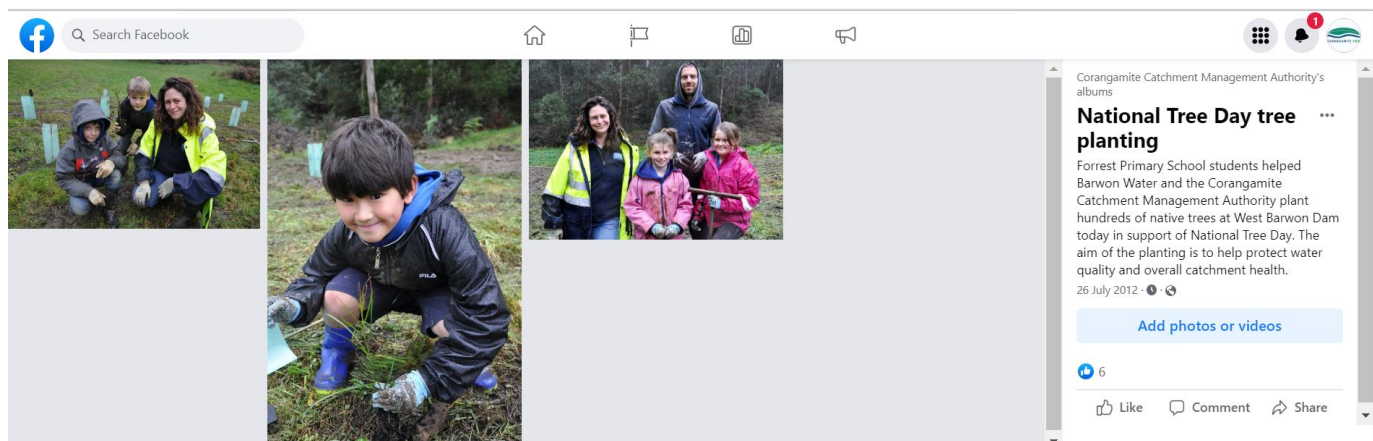

Figure 3.

6

Growing your Facebook fan base

Setting up and populating your Facebook page is the first step on your social media journey, however it doesn't end here.

Once this is complete you need to start working on building your Facebook fan base.

This won't happen overnight and can take a while, but to help you along your way, here are some tips that will help you to drum up some followers:
• Make your content sharable, such as eye-catching photos or infographics (Figure 4 and 4.1). This is the type of content that people like to share with their friends and therefore exposes your Facebook page to the friends and followers of those who share your content.
• Engage with your audience by responding to posts on your page, asking your fans questions, thanking people for their comments, and sharing content from other interesting pages.
• Follow pages that are relevant to you and your followers, so that you have access to relevant content to share e.g.: > Media outlets – national and local > Local community groups and businesses > Similar pages to your own > National or international environmental or agricultural interest pages.
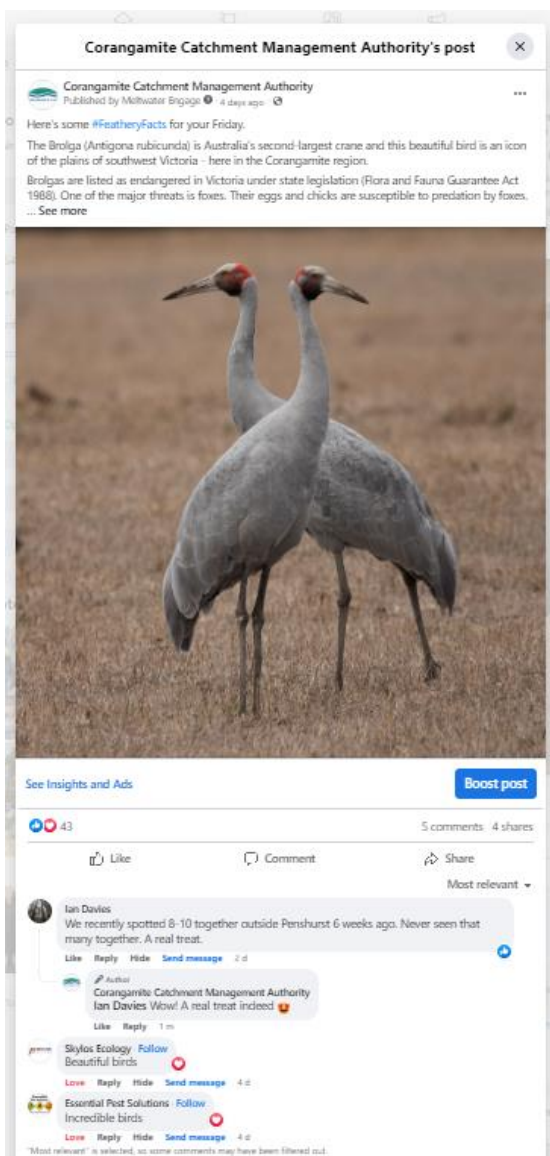

Figure 4

Figure 4.1

Interacting with other pages

Social media is all about conversation and interacting with other Facebook users and pages are the ideal way to make a conversation happen.

Interaction with others will help you increase your fan base and have a successful Facebook presence by building relationships with people and organisations.
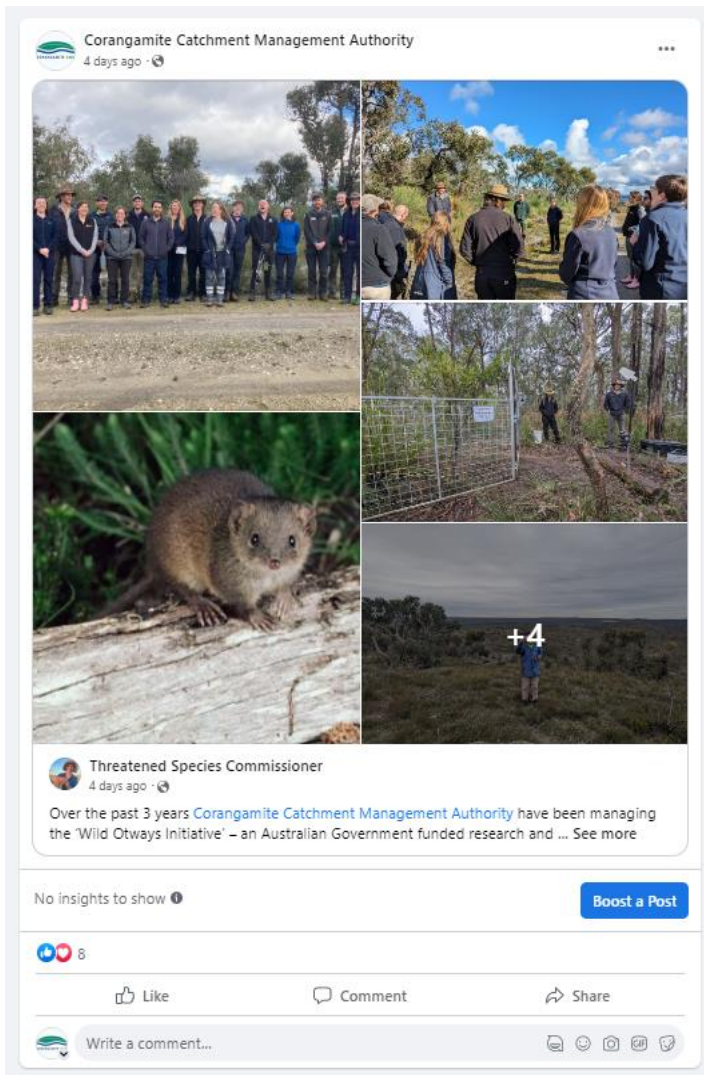

Figure 5.
Corangamite CMA re-sharing a post they were tagged in. You can share content from other pages directly to your profile by clicking the share button.

Figure 5.1
A post made by the Threatened Species Commissioner, and the Corangamite CMA commenting.

Here are some basic ways that you can interact on Facebook:
- Share content from other Facebook pages or profiles that you think your fans would be interested in, including news stories, photographs, funding opportunities, etc. (Figure 5).
- Be part of a conversation by commenting on posts that other people, organisations or groups share on your page. This is a great way to acknowledge others, build relationships, share your thoughts, and raise the profile of your own page (Figure 5.1).

Tagging people and pages in your posts

This will allow users to easily click through to the profile or page that is tagged and is a great way to properly acknowledge who you're talking about or where you're sharing content from.

Here are a few ways to get started:
• To tag a page or a person, type the @ symbol immediately before their name.
• A list of names will appear in a dropdown menu, and you need to select the correct one with your mouse (Figure 6).
• You will know that it has worked correctly when their name is highlighted in blue to indicate it is hyperlinked (Figure 6.1).
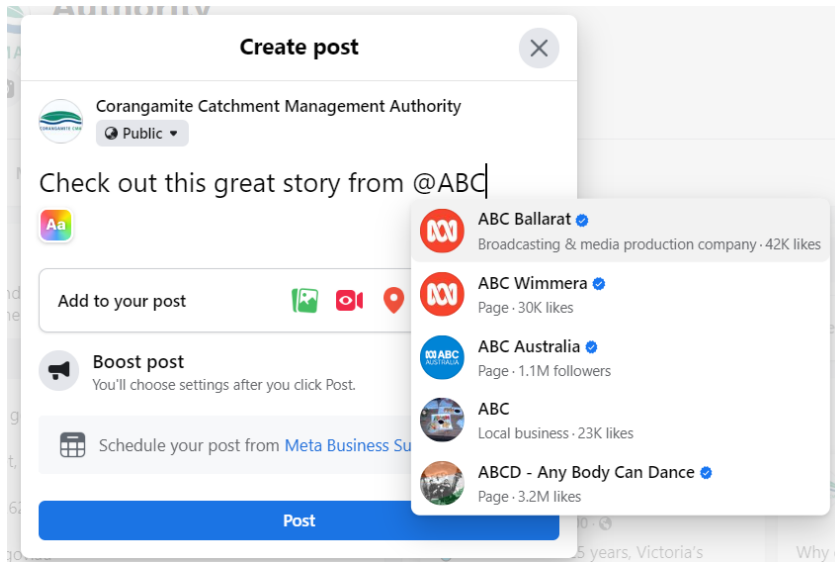

Figure 6.
Type the @ symbol immediately before the name of the page or person you want to tag. A list of names will appear, you will need to select the correct one.
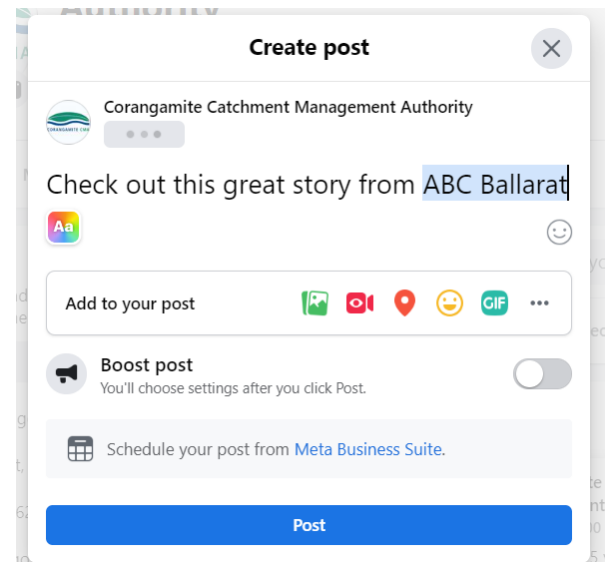

Figure 6.1
When the name is highlighted in blue, you have tagged successfully!

Instagram

Over the past few years, Instagram has seen exponential growth – from one million users at its inception to over one billion in 2023.

Introduction

Instagram is a social networking platform that emphasizes photo and video sharing via its mobile app. You can take, edit, and publish visual content for both followers and non-followers, as long as your account is public. Users can interact with your content via likes, comments, shares, and saves.

How to Sign Up for Instagram

- To sign up for Instagram, all you need to do is download the Instagram app on your phone and click the 'Sign up' button. You can choose to sign up through Facebook or use your email or phone number. After you choose a username and password, you're ready to build your profile.

If you're ready to sign up for Instagram, follow these steps below:
- Go to the Instagram site on your desktop or download the Instagram app from the App Store (iPhone) or Google Play Store (Android).
- If you're on desktop, click "Log in with Facebook", or fill in the form with your mobile number or email, name, username, and password. Then click "Sign up".
- On Android, click "Sign Up with Email or Phone Number".
- On iPhone, select "Sign Up".
- Enter your email address or phone number, then click "Next". Alternatively, you can sign up with your Facebook account.
- Once you've filled out your username and password, you will be instructed to fill out your profile info. Then, tap "Done".
- If you register with Facebook, you'll need to log into your Facebook account if you're currently logged out.

Glossary of terms

- **Grid:** Your 'grid' is the space where all of your photos you upload appear, it's also known as your profile. Your profile is laid out like a grid because it is a 3 image wide by x number of rows.
- **Story**: Your Instagram story is a 24-hour, live feed of images or video that are considered more casual, on the go and frequent compared to your grid photos. In a similar style to Snapchat and Facebook stories, these are portrait images or videos that appear on the top of your Instagram app in a little circle.
- **Captions:** Captions are quite self-explanatory, but they are what go underneath your image uploads. Captions should be filled with information, a call to action or information that will encourage engagements and likes.
- **Photos:** When it comes to Instagram it is a photo and video only platform, it was primarily set up for photographers so treat it similarly. High quality images of project work events like community planting days are great to upload.
- **Hashtags:** Hashtags on Instagram provide the biggest chance of engagement and reach. You will be able to use up to 30 hashtags on one post (either in the caption or the comments) so make sure you utilise this. Ideally, limit your hashtags in your comments and then put the bulk of them in the comments section. It keeps your captions looking neater and nicely formatted. We recommend keeping things local when it comes to hashtags, especially when you're under 5000 followers. Example #Landcare #plantingdays #Corangamite

Upload and Post a Image on Instagram

Now, for the most important part of Instagram – how to upload and post an image.

Instagram is an entirely visual platform. Unlike Facebook, which relies on both text and pictures, or Twitter, which relies on text alone, Instagram's sole purpose is to enable users to share images or videos with their audience.

On Facebook, you might choose to post 100 photos on an album. On Instagram, you need to be choosier about which photos you post. There are a few reasons for this — first, you don't want to post more than once a day (typically). And you don't want to post too many similar photos.

For instance, it would be odd for you to post thirty photos from the same Landcare event on your Instagram profile. Instead, you might choose five or six with a mixed variation of activities happening in each photo and place them all within the same post.

(These are called carousel posts, and they allow you to share multiple photos in one post only. Carousel posts are awesome for posting similar pictures in one package while keeping your overall profile aesthetic diverse.)

1. Click the "+" icon at the top-right hand corner
When you tap the "+" icon, you'll be prompted to choose the type of post you want to share. Since we want to publish a post directly on our profile feed, tap "Post."
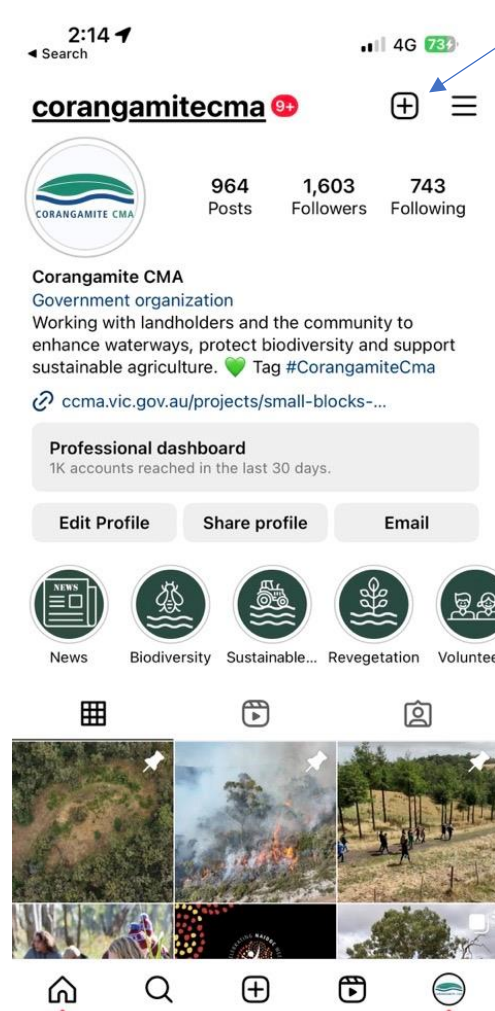

Figure 7.

Tap on the "+" icon

2. Choose your media file

Here, you have three options. You can look through your Photos library on your phone, you can take a new picture from right within Instagram, or you can take a new video. For our purposes, I looked through my Photos library and found a picture from a "planting day" I wanted to use. Then, I clicked "Next" in the top right.
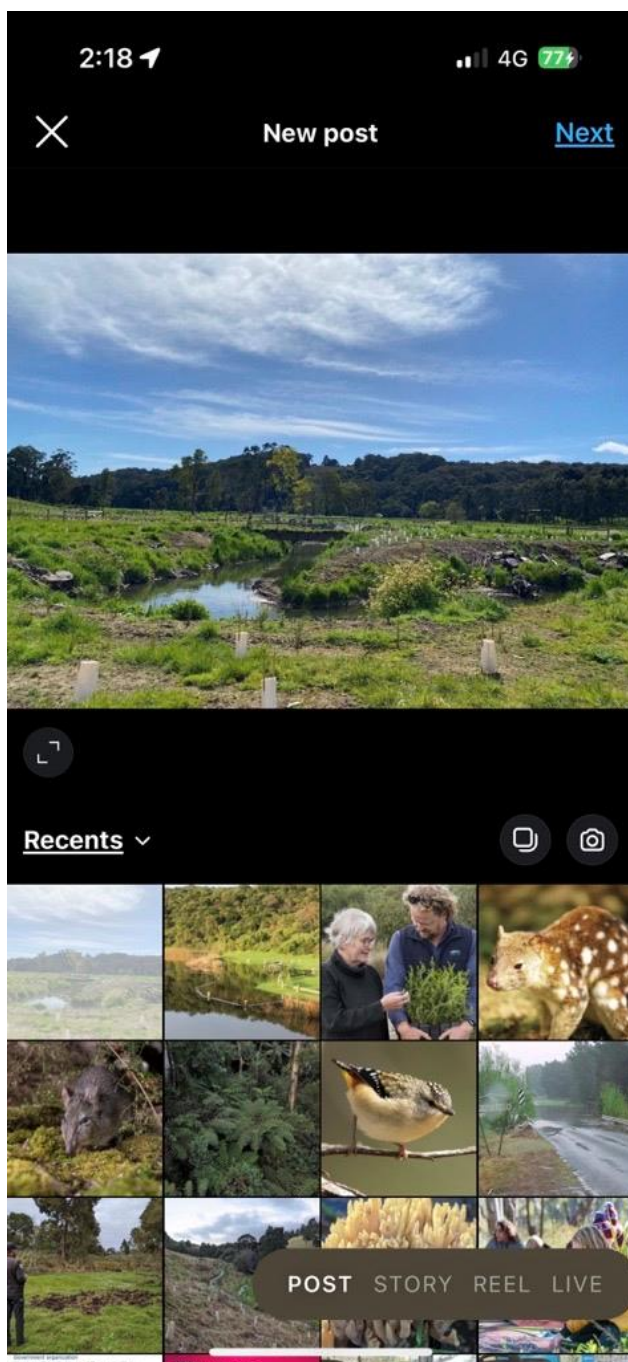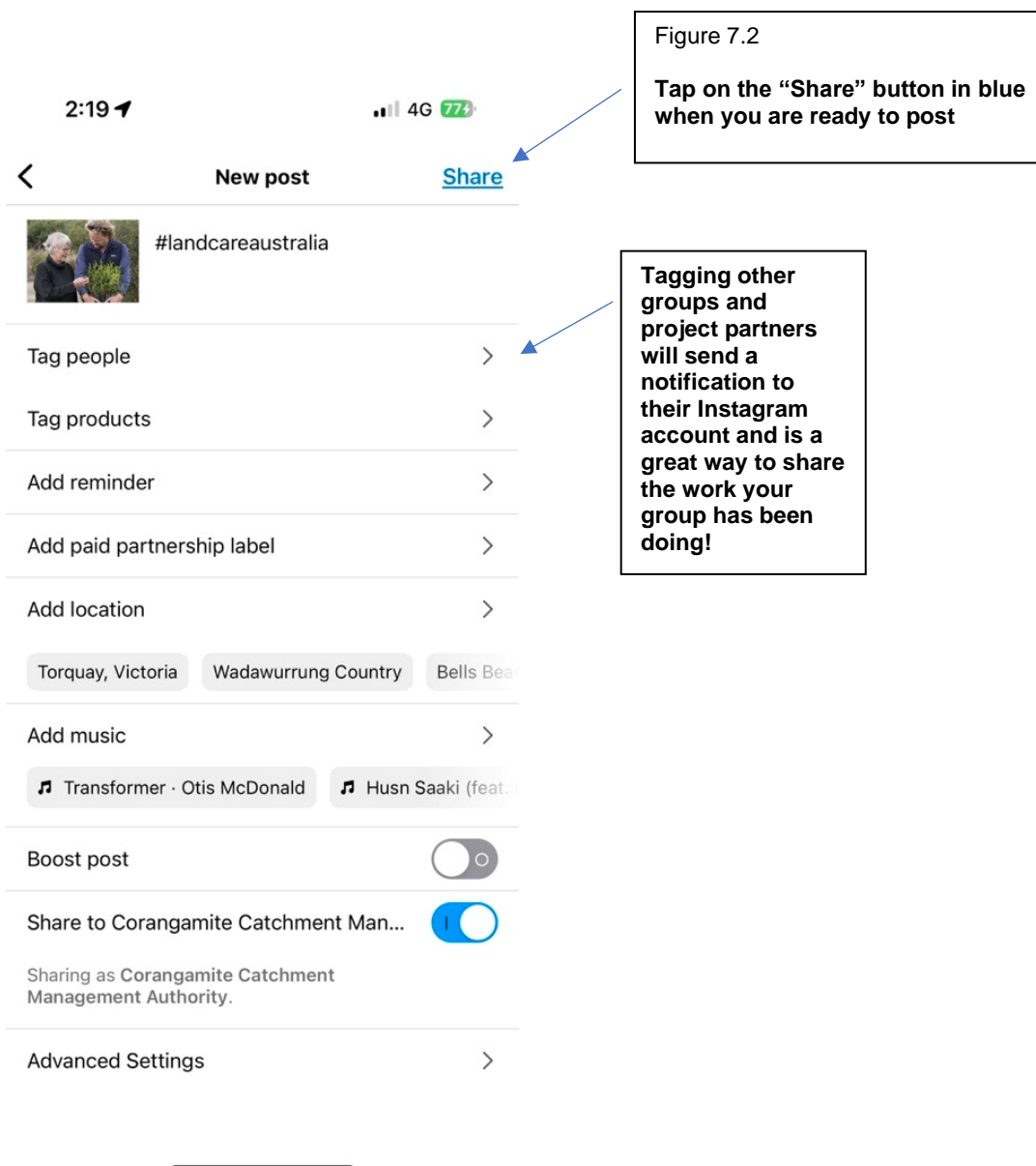

Figure 7.1

Tap on the "Next" button in blue

Steps are continued on the next page

3. Write a caption and toggle sharing settings
Now, you can add a caption, tag people (you can only tag other Landcare Networks or even the Corangamite CMA's Instagram account by using the @ symbol and add a #hastag like below in Figure 7.2

Additionally, click the button beside Facebook to share your image on that platform, as well. We are about to go into those steps next – how to link your Facebook and Instagram account.

When you're ready to publish, click "Share" in the top right.

Figure 7.2

Tap on the "Share" button in blue when you are ready to post

Tagging other groups and project partners will send a notification to their Instagram account and is a great way to share the work your group has been doing!

How to Connect Instagram to Facebook

Since Instagram and Facebook are owned by the same company, Meta, you can connect the two accounts for a more seamless experience.

Connecting your Instagram and Facebook accounts allows you to:
- Share Stories across both Instagram and Facebook
- Login with Facebook into Instagram
- Sync your profile name and picture across both profiles
- Use Facebook Pay on both platforms

Here's how:

1. Open up your Instagram app.

2. Click on your profile picture on the bottom right-hand corner.

3. Click the hamburger menu on the top right-hand corner.

4. Tap "Settings."

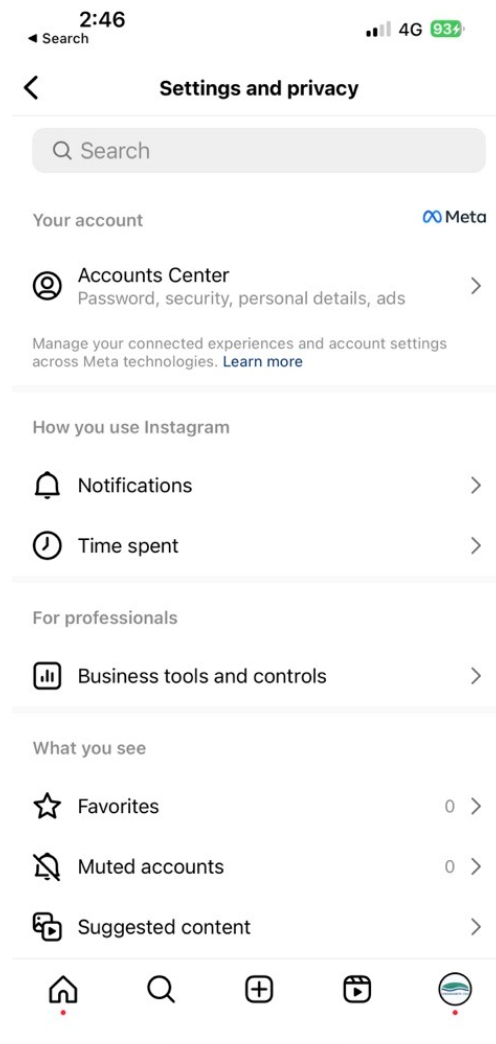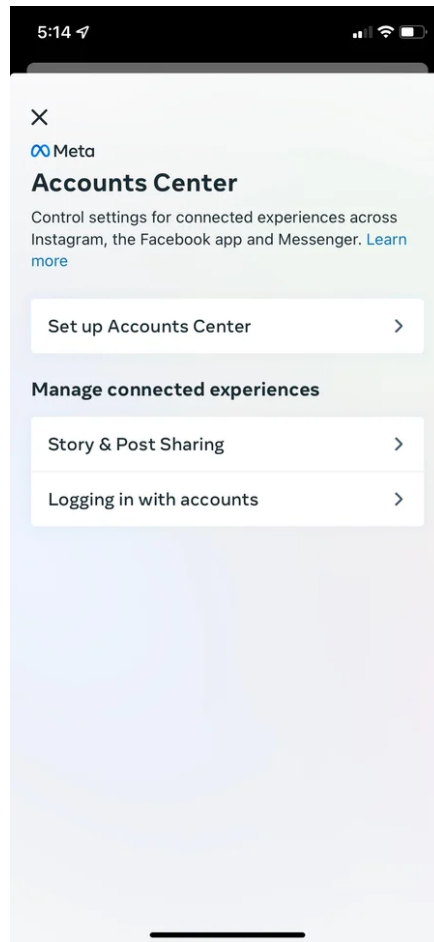**5. Under the Meta logo, tap "Accounts Center" as shown in Figure 8.**

Figure 8

Click on "Accounts Center".

6. Tap "Set up Accounts Center"

7. Follow the prompts to log in into Facebook.

Done! Your two accounts are now connected. Here's how it'll look like once you're finished:
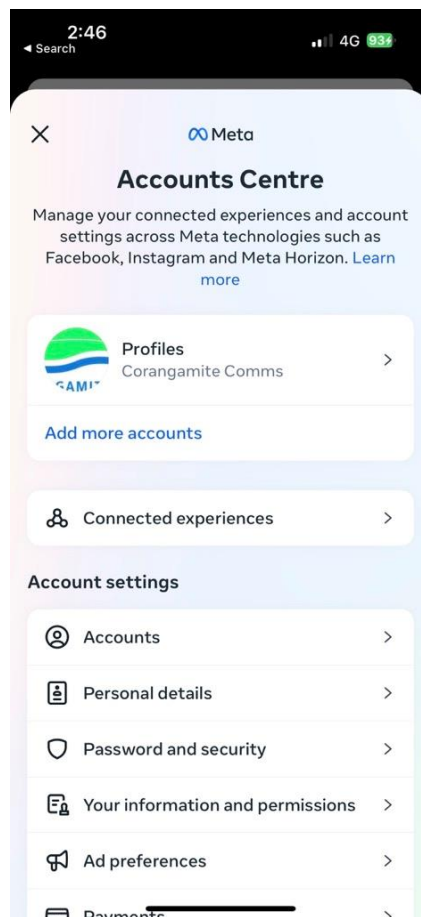

Figure 9.1

Once you have completed the steps your Facebook page should appear here.

8. How to share a post to your Facebook account

Click the button beside Facebook to share your image on that platform, as well as depicted in Figure 9.2. When you're ready to publish, click "Share" in the top right.
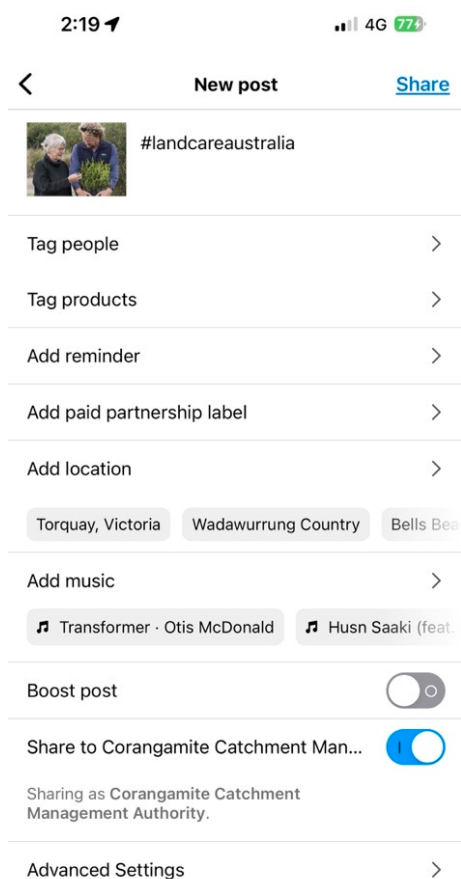

Figure 9.2

Slide this button across so that it is blue.

When it goes blue it means you are ready to share your post on Facebook as well.

Steps are continued on the next page

How to upload an Image or Video to your Instagram Story

Instagram Stories is a feature that allows you to post videos or images that disappear after 24 hours.

To learn how to upload an image or video to your Stories, follow these steps:

1. Tap your profile picture in the upper left-hand corner or tap the "+" button in the top navigation bar.
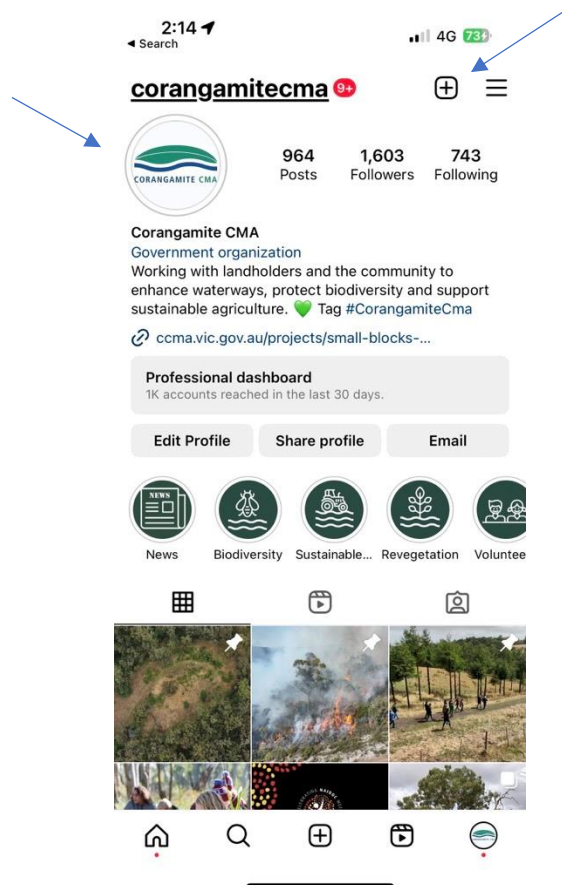
Steps are continued on the next page

2. Capture or add your media

Once you're within the Stories feature, you can take a picture or video right from within the app. Alternatively, if you have an image saved to your phone that you'd like to use, you can choose it from your media library.
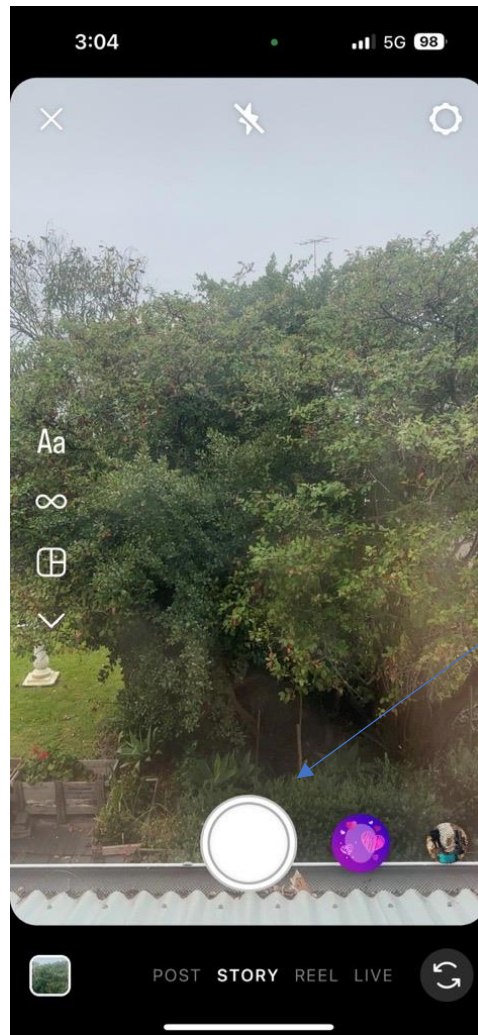

Once you are happy with how your story will look press the white button and it will take a photo.

3. Edit your story

By simply swiping upwards, you have a few different editing features.

Like adding a location, hashtag, mention an account which is useful if you are doing a project with another Landcare Group or the Corangamite CMA. There are several other fun images or emojis you can add to edit your picture.
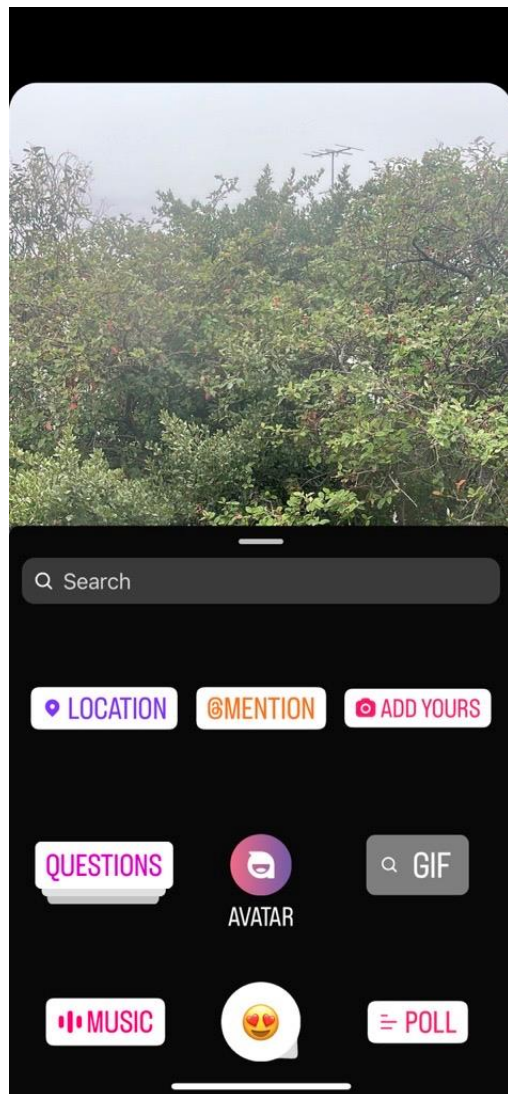
Tapping on any of the icons will let you add fun extras to your story!

Hashtags and tagging (@) are a great way to make your story more engaging.

4. Publish your story

Once you're happy with your content, you can either click the white arrow icon in the bottom right, which allows you to share your Story with everyone who follows you, or select "Close Friends" first, so that only your close friends see it.

Then you're done! Your Story is immediately live.

Simply press 'Share' and your story is live!

How to use Meta Business Suite to schedule Facebook and Instagram content

You can plan ahead with your content with Meta Business Suite desktop. It can help you save time and stay organised when you schedule your posts and stories. The sections below describe how to schedule posts and stories across your Facebook Page and Instagram account on Meta Business Suite desktop.

Before you begin

The steps below only apply if you're trying to schedule posts for Meta Business Suite desktop.

- Make sure that you're working in the correct account. To select a different Facebook Page and Instagram account in Meta Business Suite, click the drop-down menu in the top left of your sidebar.

From the drop-down menu in the top left of your sidebar press on Meta Business Suite
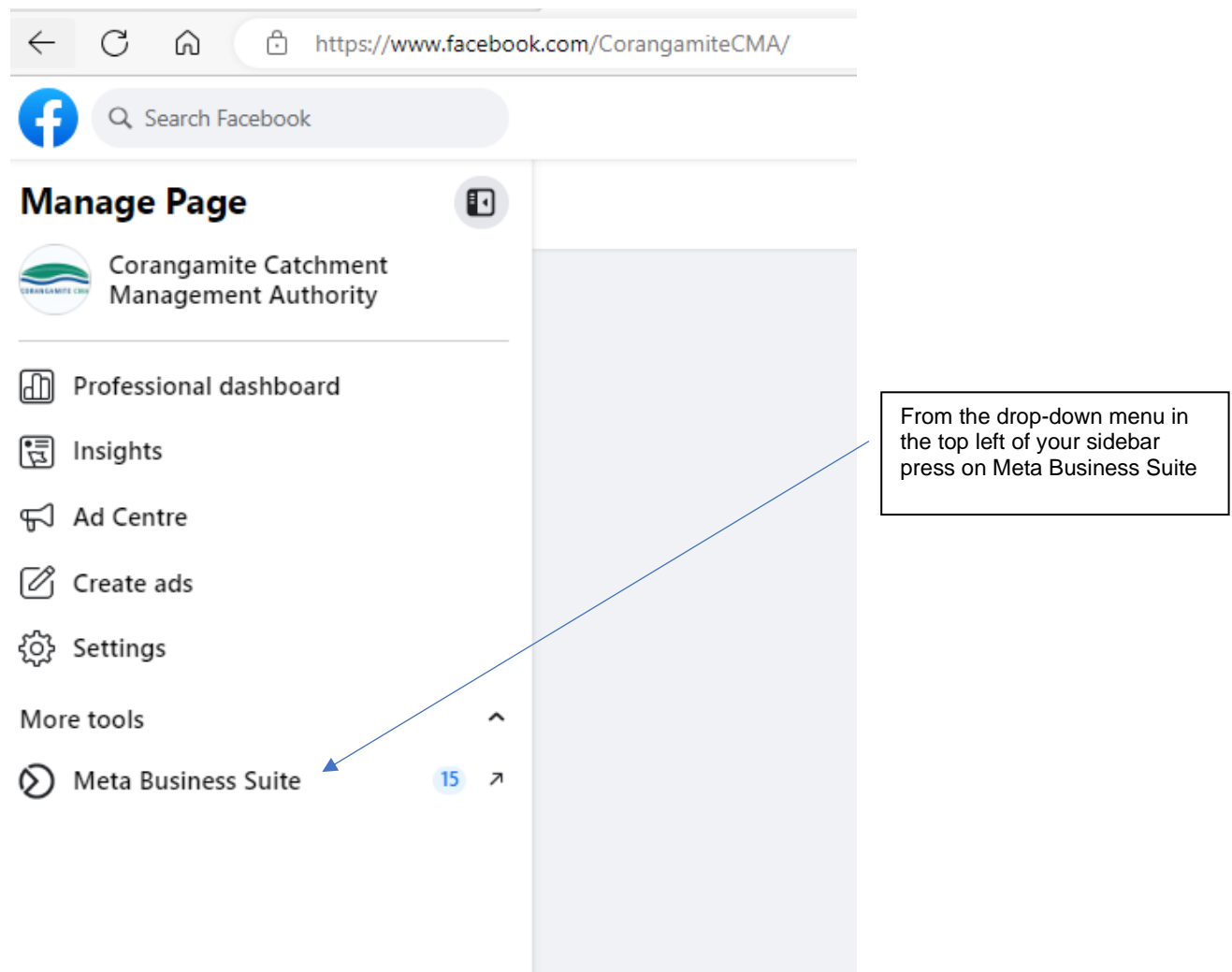
How to use Meta Business Suite to schedule Facebook and Instagram content

How to create and schedule posts

1. Go to Content or Planner

From the drop-down menu on the left of your sidebar press on the calendar option. This is your 'Planner.
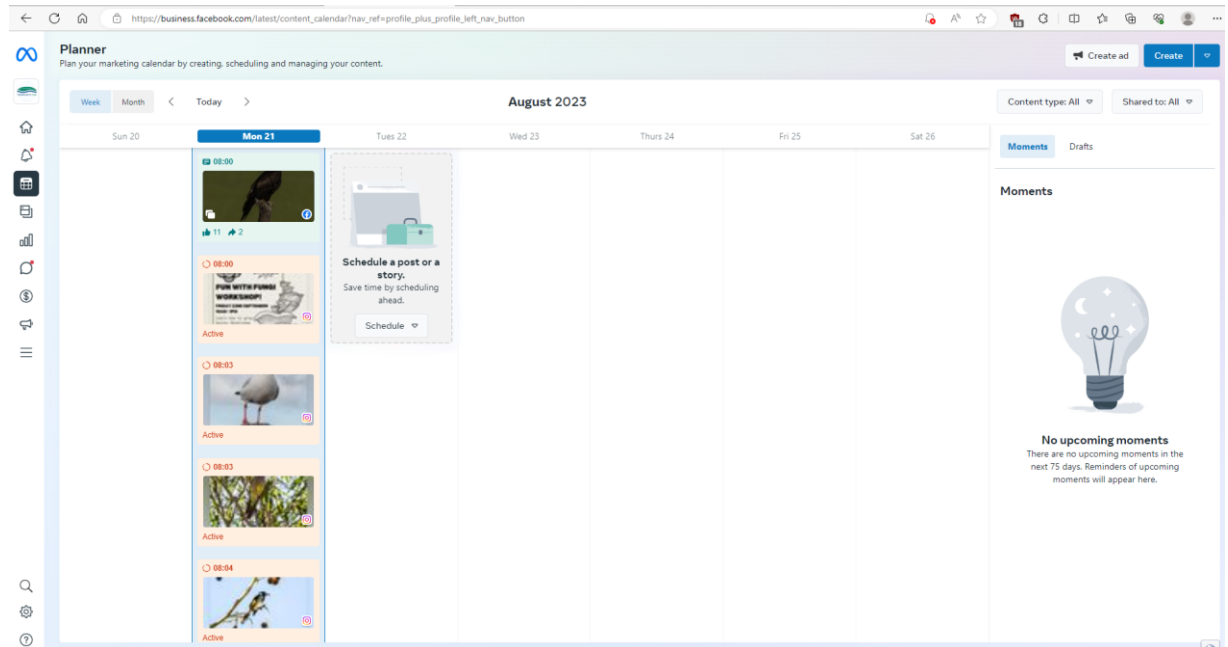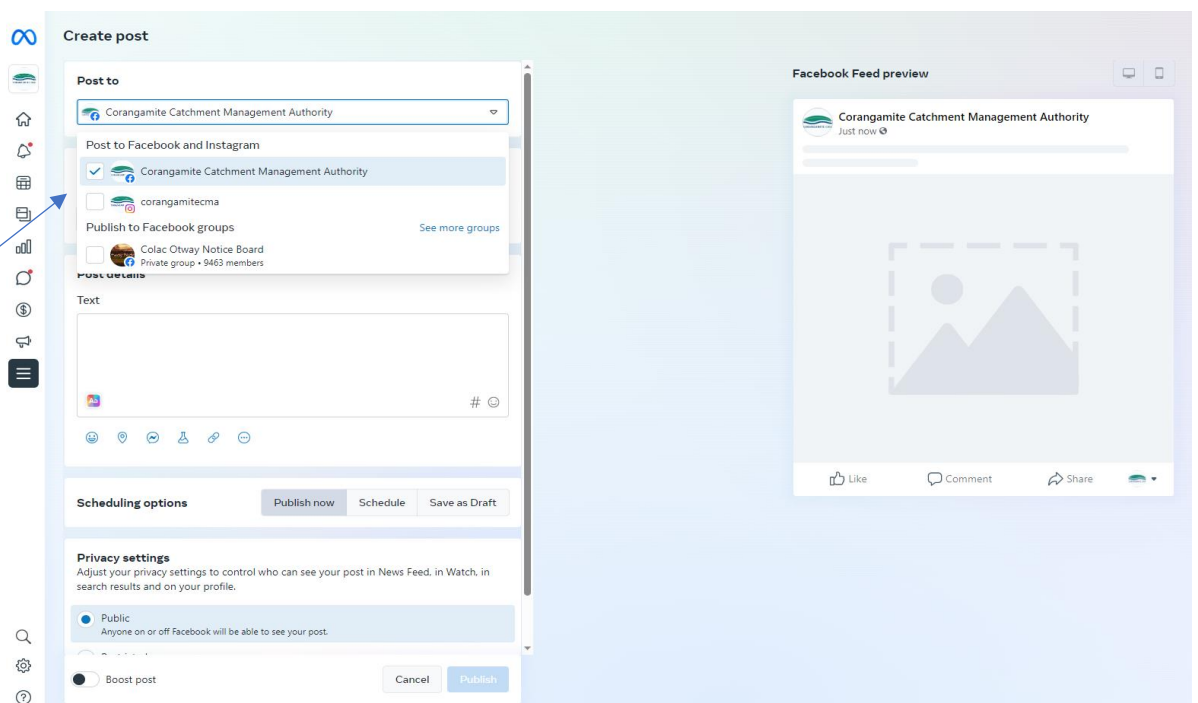
2. Click Create
- You can also Create post from the Home tab

3. Select where you want to schedule a post: Facebook Feed, Instagram Feed or both

From the drop-down menu select which social media platforms the post is scheduled for. You can choose just Facebook or Instagram or both.

How to use Meta Business Suite to schedule Facebook and Instagram content

4. Enter all of the details of your post, including text, media and an optional link and location. Learn more about <u>how to use a Vimeo template</u> to create a post.

   - **Note:** You can't add both a photo and link preview for Facebook posts. Links for Instagram posts won't load photo preview.

5. For Facebook-only posts, add an optional Feeling/activity, location, messages button or link to your post. You can also choose to boost your post or run an A/B test.

6. Preview your post on the right. To see a different preview, click on the drop-down menu in the top of the window or on the arrows in the top right. You can see how it will look on Facebook compared to Instagram or on desktop compared to a phone.
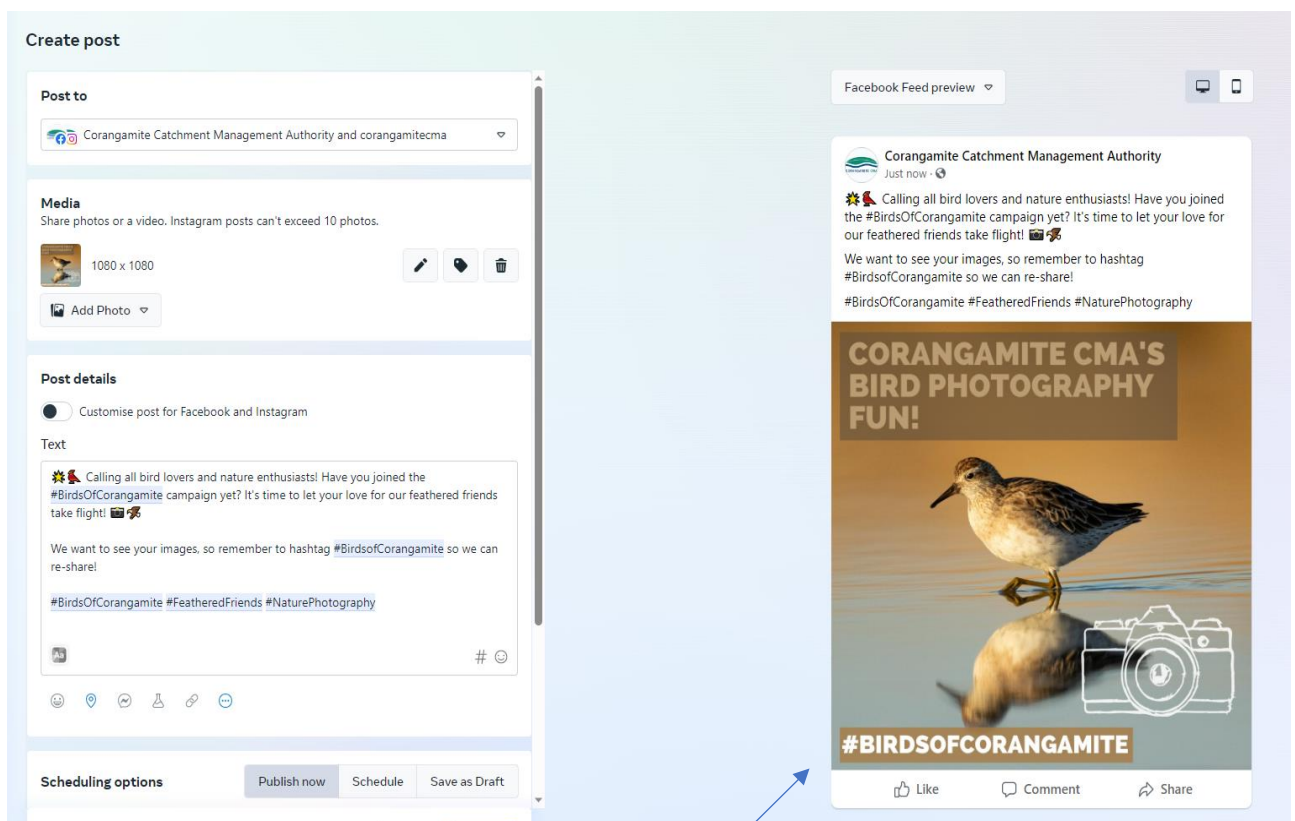
On the right side of the screen, you can preview how your scheduled content will look once it is published.

How to use Meta Business Suite to schedule Facebook and Instagram content

7. Click **Publish to Publish Now or Schedule**

8. (Optional) To publish the post later, click **Schedule**

   a. Add the date and time that you want to publish your post or click **Optimal times** to get recommendations for when to publish your post at times when your followers were most active in the last seven days.

   b. Click **Schedule** in the bottom right when you're ready to schedule your post.

9. You can see your post on the date that it was scheduled to publish or has been published by going to **Content** or **Planner.**

Insert the date and time you wish to schedule your content for on each social media platform.

Once you are happy with the date and time you have set press the blue 'Schedule' button below to schedule your post.

How to use Meta Business Suite to schedule Facebook and Instagram content

10. Visit your content planner to check your post has been scheduled on the correct date and time.
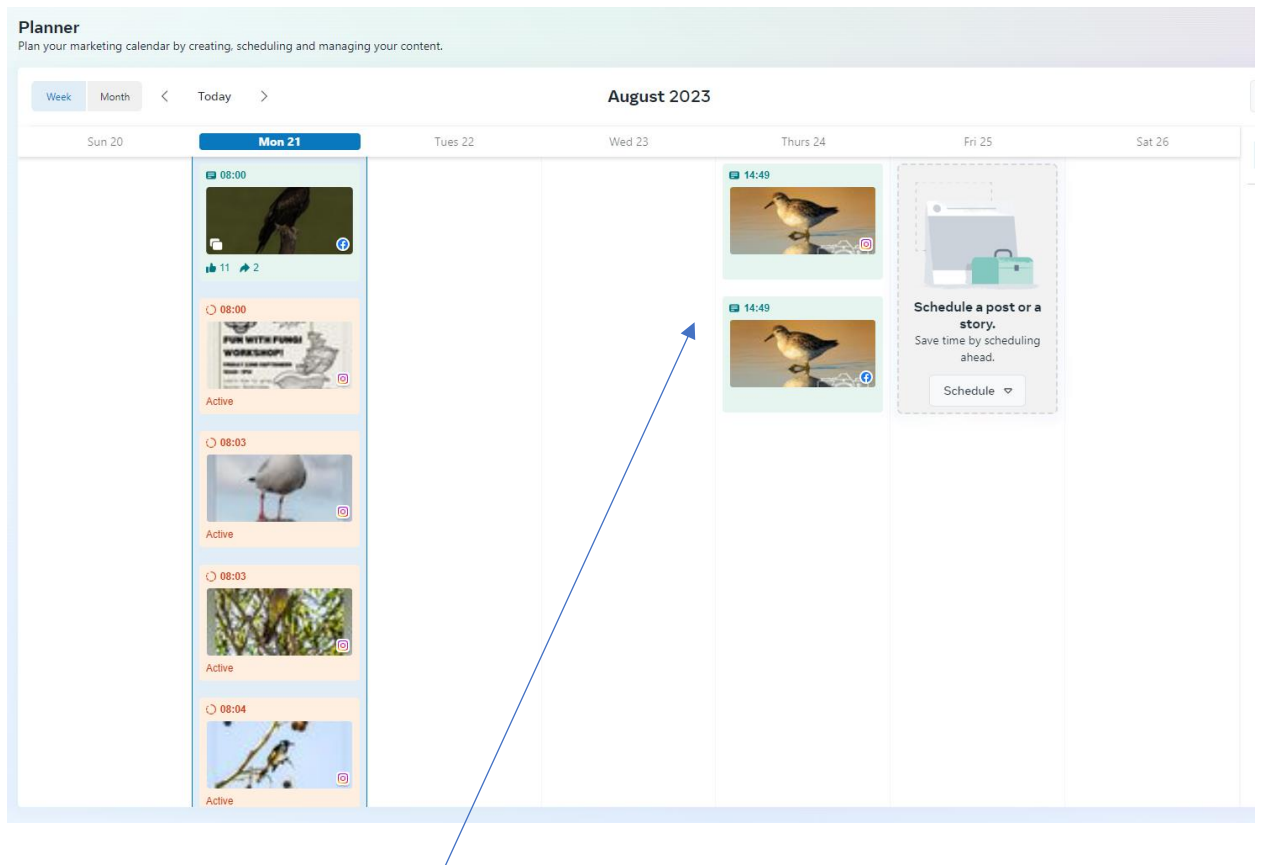
You can see your successfully scheduled post in your content planner.

Getting started- generating content

Now that you know what you need to establish a presence and get started, you have to start thinking about generating content. One of the most important things to consider when using social media is what sort of content you are going to share with your fans and followers.

Here are some examples of content you might want to share:
- Information on upcoming events that your group is hosting.
- Information on upcoming events that are relevant to your group (e.g., events run by your local council or other Landcare groups in the area).
- Photos from your Landcare events.
- Sharing content from other relevant social media profiles (i.e., sharing on Facebook or retweeting on Twitter).

Ways to keep it interesting:
- Create a mix of content, some about your own group activities and some that is relevant and interesting to your fans.
- Create and share a variety of content types. You can share photos, links to interesting articles or websites, videos, etc.
- Consider social media when planning any promotions or activities and think about what content you can generate, such as photos or videos.
- Facebook is a particularly visual medium and photos are good to share and keep your profile looking fresh (see figure 11).
- Think about what time of day you are sharing your content – Twitter in particular acts as a live stream of information, so it's good to share information when your audience is on social media and will see it.
- Look at other groups similar to yours and see what they are doing on social media; it will be a good way of finding out what sorts of things could work for you too.
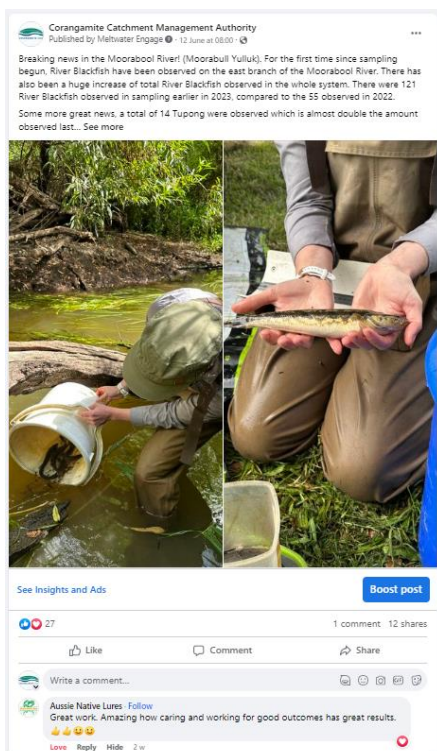
Figure 11
Good news stories are a great way to boost engagement with your Facebook followers!

Getting started - Example Social Media Content Calendar

Using a content calendar like the example below to plan your content has multiple benefits! It allows your content to be thoughtful, engaging, and most importantly it saves you time, you can plan a week's worth of content in an hour!

Barwon through Geelong, Summer 2023 events social media campaign - content calendar

This content calendar contains all social media posts for use throughout the campaign. The posts, which will be distributed via Facebook, Instagram and Twitter aims to highlight our climate change initiatives

Topic	Date	Facebook / Instagram	Twitter	Image	Scheduled for
Barwon Regatta 28 & 29 January		Victoria's largest club and school regatta will return to the Barwon River this weekend – 28 & 29 January 2023. As many as 1,800 competitors are expected to take to the water across the weekend. Please be aware, the Barwon River through Geelong will be closed on these dates to anyone not registered to take part in the regatta. Racing starts from 8am on January 28 and will conclude at 4pm on January 29. Tag: Rowing Victoria @rowing_victoria	VICTORIA'S largest club and school regatta will return to the Barwon River this weekend – 28 & 29 January 2023. Please be aware, the Barwon River through Geelong will be closed on these dates, to anyone not registered to take part in the regatta.	Barwon River Active Shots (8).jpg	11am, Friday 27th January
Rowing Victoria Schools – Morongo Regatta Saturday February 4		Tomorrow will be another busy one on the Barwon River through Geelong, with the @RowingVictoria Schools – Morongo Regatta taking place Saturday 4th February. Crews from across the state will be converging on Geelong with river access closed to those not competing. Tag: Rowing Victoria	Tomorrow will be another busy one on the Barwon River through Geelong, with the @RowingVictoria Schools – Morongo Regatta taking place Saturday 4th February. Crews from across the state will be converging on Geelong with river access closed to those not competing.	Barwon River Active Shots (6).JPG	11am, Friday 3rd Feb
River Run Geelong March 5		The 10th annual River Run Geelong will again be hitting the banks of the Barwon River in Geelong this weekend. Kicking off at 8am Sunday 5th March, the fun run starts and finishes in the Barwon Valley Park, Belmont.	The River Run Geelong will again be hitting the banks of the Barwon River in Geelong this weekend. Kicking off at 8am Sunday, the walking tracks along the Barwon River, between Queens Park Road and Moorabool Street, will be closed to those not participating in the fun run.	Barwon River Active Shots (9).jpg	11am, Friday 3rd March
		The course will see the walking tracks along the Barwon River, between Queens Park Road and Moorabool Street, closed to those not participating in the fun run.			
2023 School Sport Victoria Regatta Friday March 10		River access of the Barwon through Geelong will be closed tomorrow as the 2023 School Sport Victoria Regatta takes place. There'll be an increase in traffic in the area, so plan accordingly.	River access of the Barwon through Geelong will be closed tomorrow as the 2023 School Sport Victoria Regatta takes place. There'll be an increase in traffic in the area, so plan accordingly	Barwon River Active Shots (5).JPG	8am, Thursday 9th March
2023 Head of the Schoolgirls Regatta March 17-19		The Head of the Schoolgirls rowing regatta will be taking place this weekend - Friday 17 to Sunday 19 March. As the largest regatta in the Southern Hemisphere and the largest school regatta in Australia, the area will see a huge influx of traffic and people. The Barwon River through Geelong will be closed to anyone not participating in the event.	The Head of the Schoolgirls rowing regatta will be taking place this weekend - Friday 17 to Sunday 19 March. The area will see a huge influx of traffic and people. The Barwon River through Geelong will be closed to anyone not participating in the event.	Barwon-River SHC girls rowing.jpg	8am, Thursday 16th March
Geelong half marathon Sunday 16 April		The Geelong Half Marathon is happening this Sunday on the banks of the Barwon River in Geelong, from 7.30am. The course will take the runners along the Barwon River from Belmont to Breakwater and then up to Fyansford and back to Belmont. Please note the walking tracks and surrounds will be closed to those not participating in the event. #BarwonThroughGeelong	The Geelong Half Marathon is happening this Sunday on the banks of the Barwon River. The course will take the runners along the Barwon River from Belmont to Breakwater & then up to Fyansford & back to Belmont, with this area being closed to those not participating.		Friday 14 april

MailChimp

Mailchimp is an email marketing platform that helps you reach your audience and grow your business. Let's take a look at how it works!

Introduction

Mailchimp is an email marketing platform that has been around since 2001. Since then, it has grown into one of the most popular tools for managing mail campaigns on the web.

Mailchimp has a wide selection of pricing plans available, and the amount you pay will depend on multiple factors. Pricing varies depending on the number of email subscribers you have, and you'll also need to consider the service you want to use.

If you have fewer than 500 contacts in your email list, you can use Mailchimp for free. The free version allows you to send up to 2,500 monthly emails, and you can benefit from multiple third-party integrations. On top of that, you will also find an easy-to-use email creation tool.

Glossary of terms
- **Campaigns:** are emails or newsletters you can create and send to your contacts
- **Audience:** is where you manage your contact database, and this is who will receive each email. It's easy to start with just one audience list, but you can add more later.
- **Templates:** are where you can shape the regular content for your campaign.

Get Started with MailChimp

Step 1. Go to the Mailchimp's website and click the "Sign Up for Free" button in the top right corner.

You will be directed to a signup form that asks for your email, username, and password.

Get started with a free account

Find your people. Engage your customers. Build your brand. Do it all with Mailchimp's marketing tools. Already have an account? Log in

Email

Username

Password   👁 Show

- One lowercase character   • One special character
- One uppercase character   • 8 characters minimum
- One number

Get Started!   By clicking the "Get Started!" button, you are creating a Mailchimp account, and you agree to Mailchimp's Terms of Use and Privacy Policy.

©2001–2019 All Rights Reserved. Mailchimp® is a registered trademark of The Rocket Science Group.
Cookie Preferences, Privacy, and Terms.

Step 2. Once you submit the required information, you will get an email from Mailchimp asking you to activate your account by clicking the "Activate Account" button.

Step 3. Then you will have to confirm that you are human by clicking the "I'm Not a robot" button.

Step 4. You will then be taken through a series of set up screens asking you for more information (name, business details, physical address, etc.).

● ○ ○ ○ ○ ○

Welcome to Mailchimp

Alright, let's set this up! Tell us a bit about yourself.

First name

Last name

Continue

©2001–2019 All Rights Reserved. Mailchimp® is a registered trademark of The Rocket Science Group.
Cookie Preferences, Privacy, and Terms.

There's even a "Let's Find Your Marketing Path" quiz that provides Mailchimp with the information they need to make marketing suggestions in the future.

Once you are done with all that, you will continue the onboarding process by designing your first email.

Campaigns   Templates   Audience   Reports   Content   Create   A   Agota
                                                                                 Agota's Company   Help   Q

Welcome to Mailchimp, Agota.

Let's get started.

25% complete

✓ Finish account setup

Start designing your first email   View all templates >

+   Logo

                                                        Have an announcement to make?
   **Share your big news.**
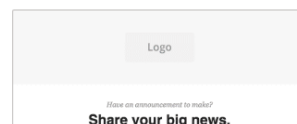
You can then add contacts by either importing them from a file or using a pop-up form to collect subscribers.

Finally, you can send your first email to the people you have just added.

You will then be presented with suggestions on what to do next which include creating a landing page, growing your audience with Facebook, and setting up an automated welcome email.
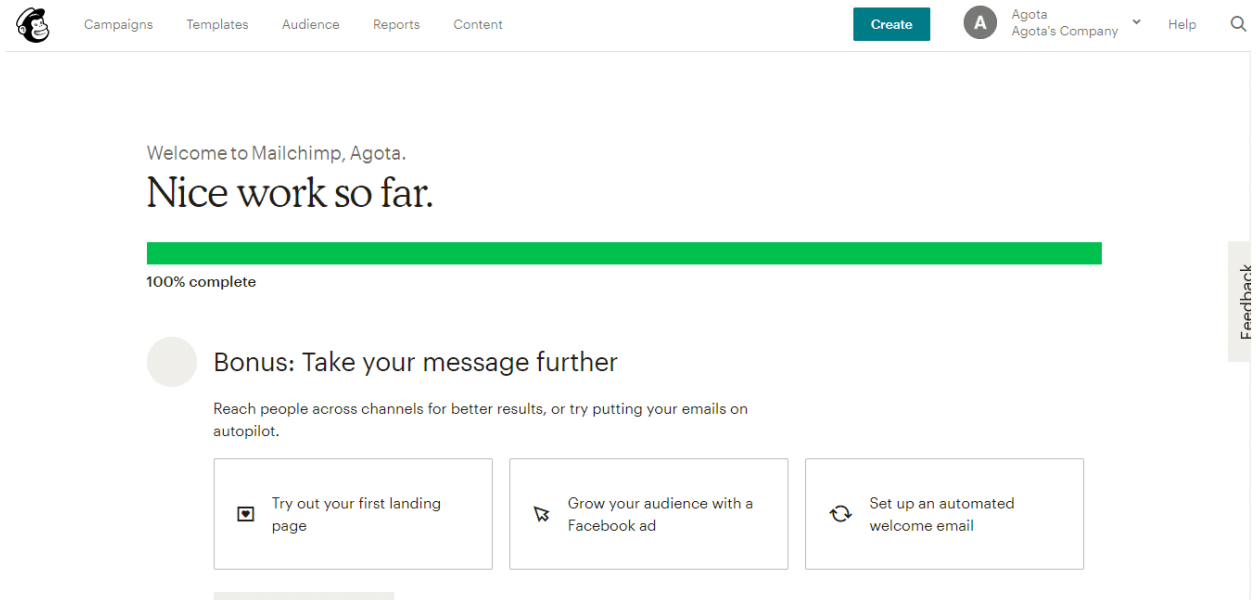
As you can see, the registration and onboarding processes are very straightforward, so you don't have any excuses to delay signing up any longer. Do it today!

Steps to set up your mailing list in MailChimp

Go into the Audience section and click on import contacts. Here, you can upload your contacts and add them to your new audience list.
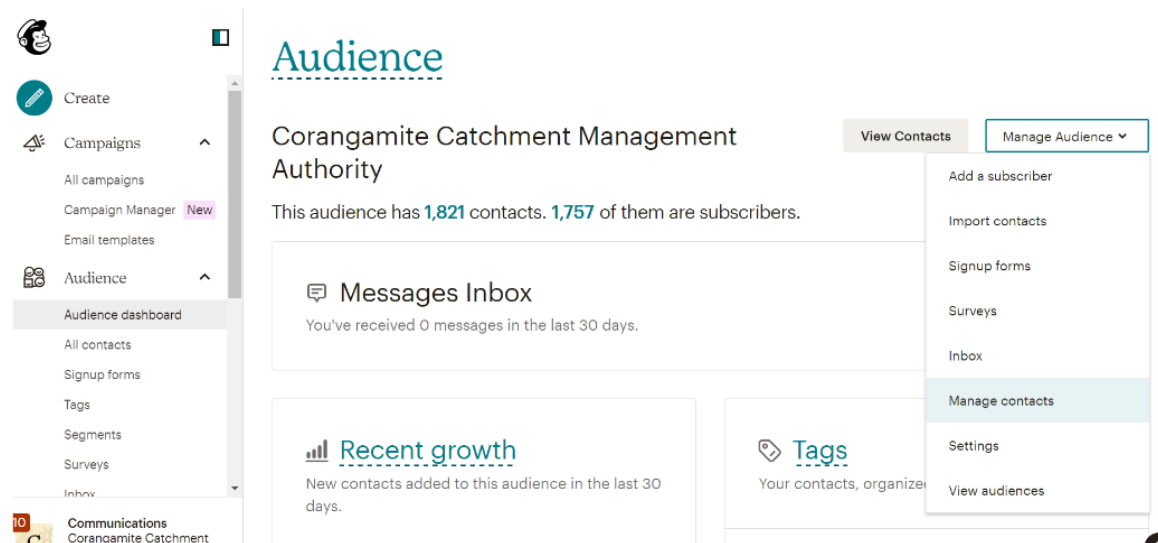
The two easiest ways to upload contacts are to either copy and paste your contact list over or import your contact file.

Mailchimp will need your list of contacts in an Excel spreadsheet or Google Sheets file. You will need to prepare your spreadsheet of contacts outside of Mailchimp and save it as a 'CSV' file.

Next, you'll use our import tool to upload your file and add your contacts to your Mailchimp Audience.

Prepare your file for import
1. Create and label a column for Email Address

2. Next create additional columns for First Name, Last Name

3. Fill in data

	A	B	C
1	**Email Address**	**First Name**	**Last Name**
3	mwhite@student.hathaway.edu	Maya	White
4	bmwangi@hathaway.edu	Benjamin	Mwangi
5	enemec@hathaway.edu	Elizabeth	Nemec
6	eruiz@hathaway.edu	Edward	Ruiz

4. Save the file in CSV format.

To import your contacts to Mailchimp, follow these steps:

1. Click 'Audience.'

2. Go to 'Audience Dashboard.'

3. Then press 'Manage Audience drop-down' and choose Import contacts and click 'Upload file'.

How would you like to add contacts?

Build your Mailchimp audience by adding or importing contacts you already have permission to market to. Learn how consent impacts email delivery

Import from another service
Add contacts automatically from tools you already use.

Upload a file
Import contacts from a CSV or tab-delimited TXT file.
More info

Copy and paste
Directly paste in new contacts from a spreadsheet or similar list.

4. Now click on 'Continue to Upload. Click 'Browse' and choose the CSV file from your computer and click upload.

5. Click Continue to Organise and Tag'. Here you can assign tags to help differentiate each contact.

6.   Now click 'Continue to Match.' And match the columns in your file to the audience fields.

Match column labels to contact information

**25** contacts were recognized in this file

✎ First Name ☑	✎ Last Name ☑	✎ Email Address ☑
Todd	Harr	tharr@freddiemail.com
Harry	Hunt	hhunt@freddiemail.com
Beverly	Warren	bwarren@freddiemail.com

1 - 3 of 20

4 columns will be imported. 16 columns will not be imported.

7. Click 'Finalise Import', this will give you one last chance to look at make sure everything is looking good and then click "Complete Import' when you are ready.

Once you have uploaded your contacts, head back to the dashboard, then click create a new campaign. Then choose the 'Regular Email' option.
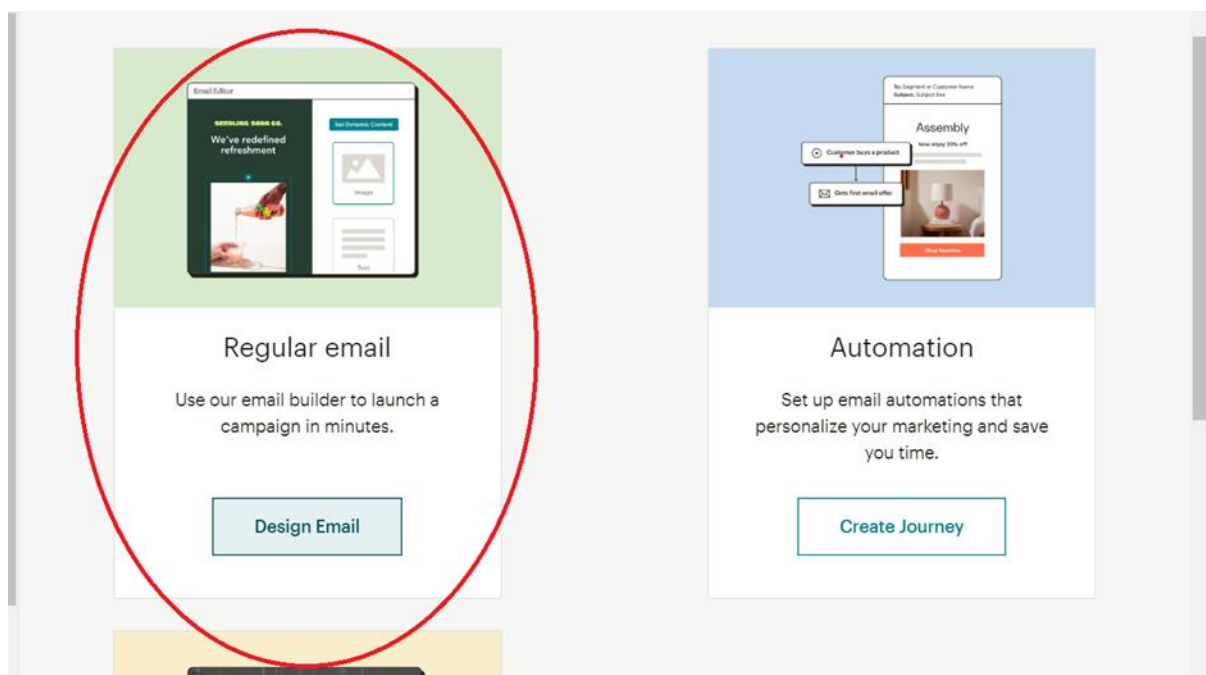

Now choose an 'Audience list'; Mailchimp will give you a tally of how many people will receive the Email.

You will also be prompted to add the name of the group or team member; the name you enter here will appear in everyone's inbox as the email sender.

Steps to create a campaign in MailChimp

Step 1. Choose a template; the determine determines the shape and appearance of the email. Choose a template that works for you; Mailchimp will help you assemble everything in the next step.
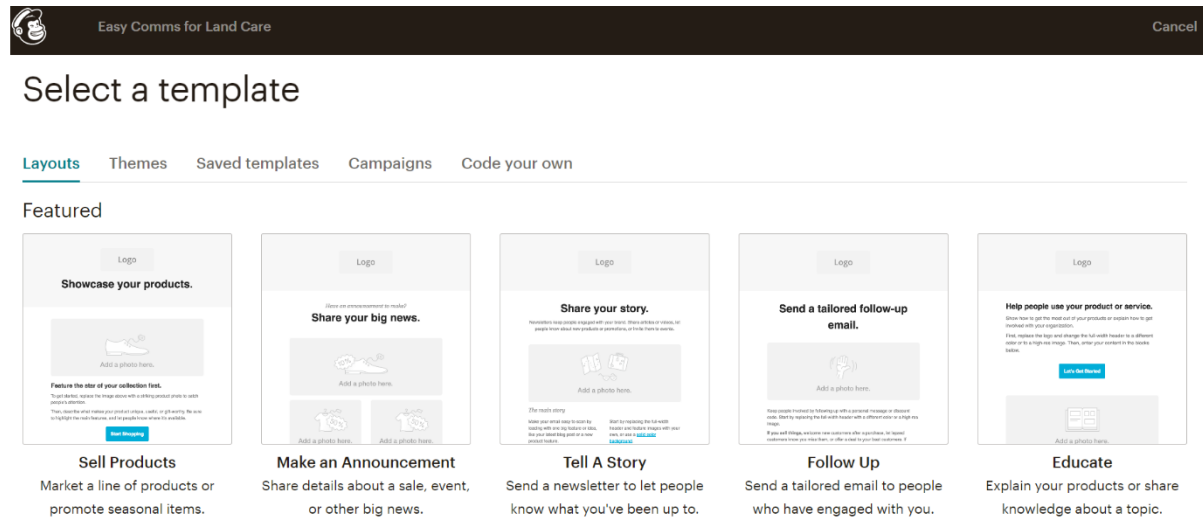

Step 2. Design your email, this process is simple; you click on the individual content boxes and add what is needed.

For example, you can upload pictures in the image boxes and write headings and paragraphs in the text sections.
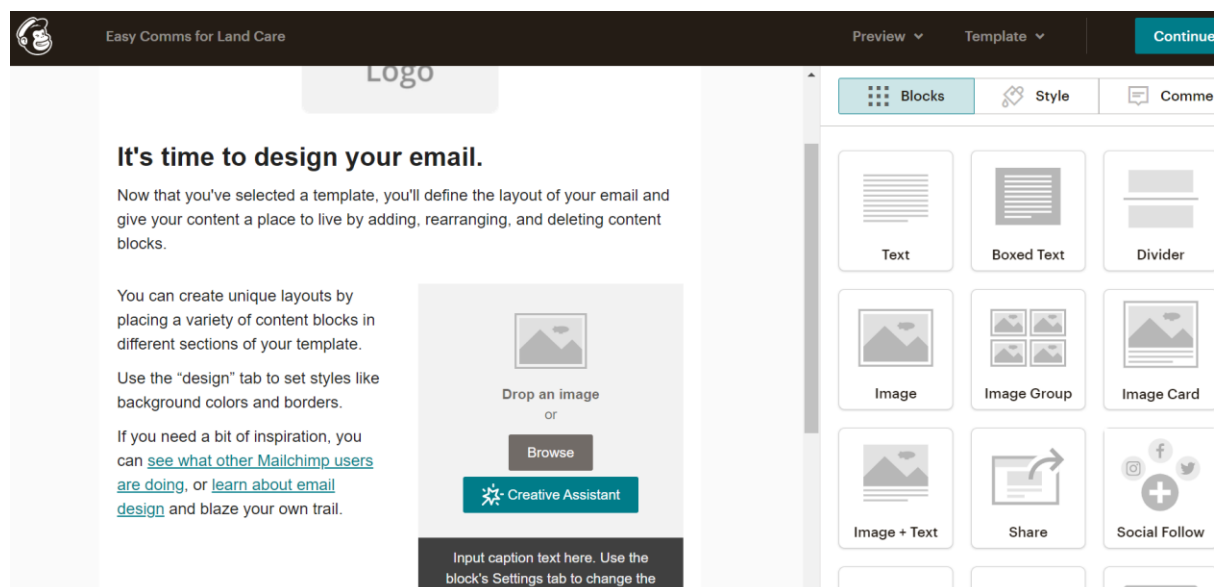
When uploading text, the editor box will open on the right side of the screen; here, you can type or paste in your desired text. Make sure you click save and close to finish.
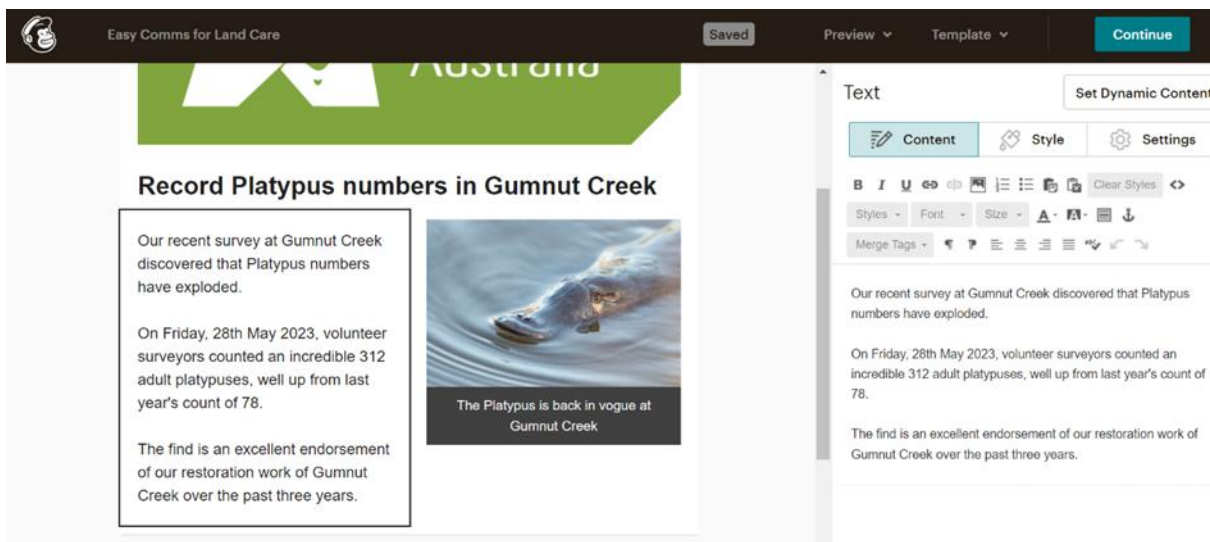
Uploading images is also simple; follow the prompts, upload your chosen picture, then click save and close again.
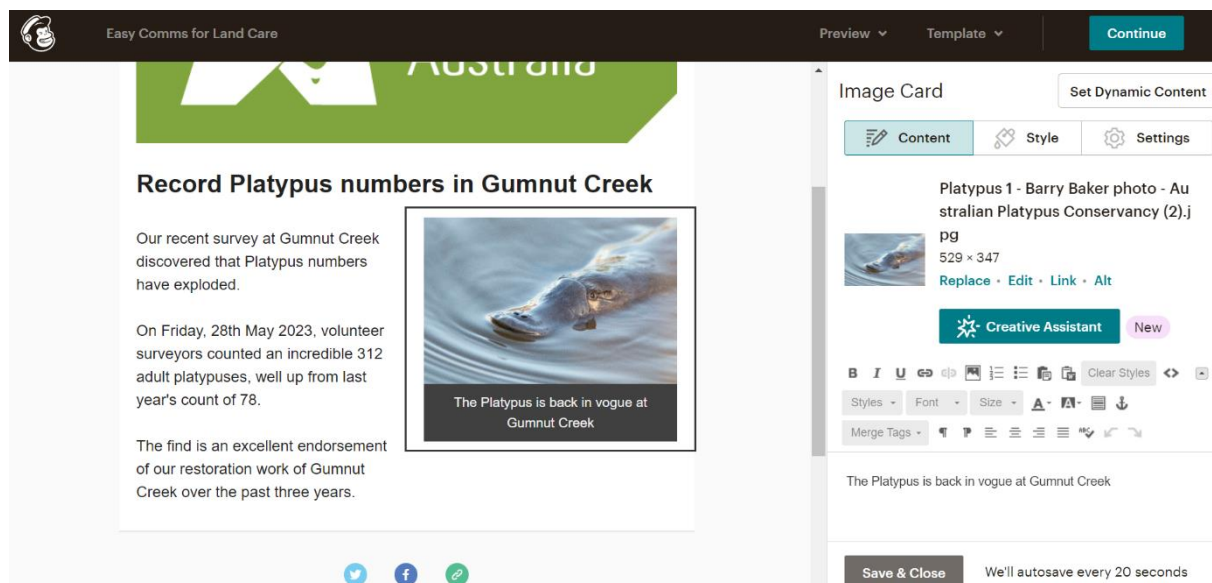
Once you are done, click next, and you will be given another chance to review everything and double-check the details, including the subject, audience, etc.

You can now preview the email; Mailchimp will show you how the email will look on a smartphone or a computer. Then make sure you send a preview email to yourself to ensure everything looks good.
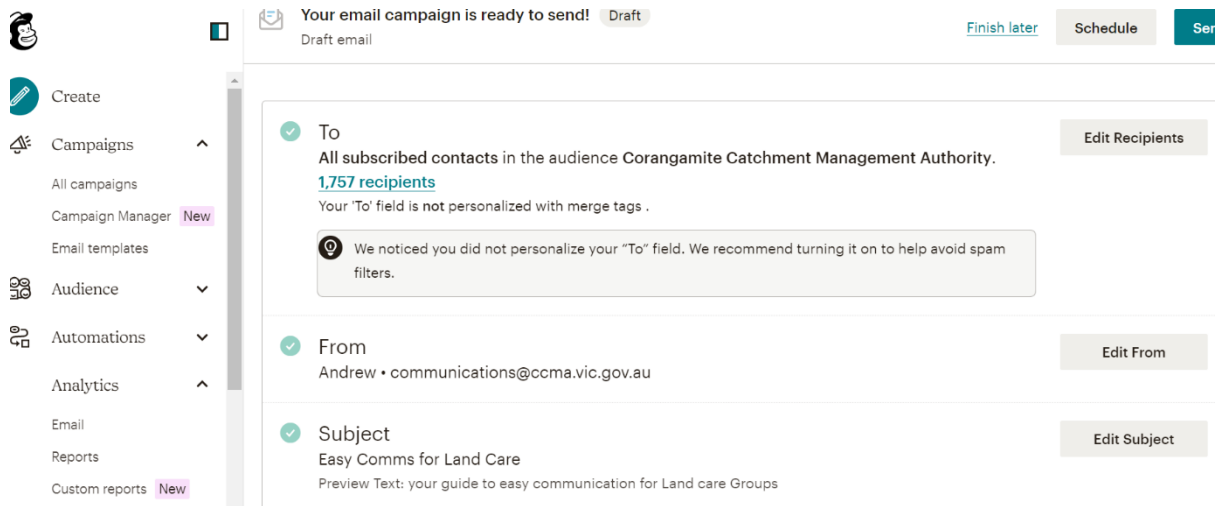
Then once you are ready, hit send. It's that simple. Your e-newsletter has now left the building.

Now the best part of Mailchimp is once you have set up your desired template, you can duplicate the same campaign in the future to save you time; all you will have to do is add fresh content.

You're about to send a campaign to:

High Fives!

Your mail is in the send queue and will go out shortly.

Rock on!

Your email has been scheduled.

Helpful Resources

https://www.environment.vic.gov.au/resources-hub-for-environmental-volunteers/resources-hub-for-environmental-volunteers

https://www.environment.vic.gov.au/resources-hub-for-environmental-volunteers/resources-hub-for-environmental-volunteers/attracting-and-recruiting-volunteers

https://www.facebook.com/help/104002523024878?helpref=about_content

https://www.socialmediaexaminer.com/how-to-manage-your-facebook-page-effectively/

https://www.environment.vic.gov.au/__data/assets/pdf_file/0023/608126/DELWP-Communications-toolkit_16-Nov.pdf

https://www.environment.vic.gov.au/__data/assets/pdf_file/0024/607560/Media-release-template.pdf

https://www.landcarevic.org.au/resources/using-social-media/

https://www.landcarevic.org.au/landcare-magazine/summer-2020/how-to-win-at-social-media/

https://landcareaustralia.org.au/instagram/