

Social media information for AMC Boston H/B leaders

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How do I post AMC social media content?

Email your content to us!

- 1) Please review the guidance below before you email the social media team.
- 2) Send material to the social media team at webcontent@hb.amcboston.org or message our “page” on Facebook. Relevant material will be posted to our Facebook page (the “public face” of HB) and cross-posted to our group (a “discussion forum”). It will also be cross-posted to Instagram soon!

On Facebook you can:

- 1) Follow AMC HB Facebook page at <https://www.facebook.com/amcbostonhb/> –like and share posts that you find interesting
- 2) Join AMC HB Facebook group at <https://www.facebook.com/groups/amcbostonhb/> –here you can engage in discussion with others interested in the H/B Committee. Although this is a private group (you have to ask to join, and only members can see posts) it is *not* restricted to leaders–participants and others are in the group.
- 3) And there’s the AMC Boston Gear Sale group:
<https://www.facebook.com/groups/amcbostongearsale/>

Instagram: You will be able to follow us on Instagram soon.

You can mention all of these on your hikes and in your followup email.

Social Media Guidance and Principles

Content Guidance

We greatly appreciate social media content from H/B leaders–things we’d love to see:

- Photos, videos, hiking how to’s and tips, and other cool things from recent H/B hikes.
- Post upcoming hikes (*please limit this to hikes that aren’t full!*)
- Other material of interest to HB participants and/or AMC members: posts from other outdoor organizations, other relevant events in the area, new books and movies, etc.

Principles of Content

Keep in mind two principles: does the material support AMC's mission of conservation, recreation, and education? And is it relevant to our audience of Boston-area hikers (broadly defined). Be creative—National Donut Day is the first Friday in June, so providing donuts as summit treats in late May gives us a great opportunity for fun summit photos!

We do check that a post would be compliant with AMC's social media policy—please don't be discouraged if we bounce something back, we're checking this so you don't have to worry about it.

The more complete the material you provide us, the more quickly we can get it out! Please include:

- A photo (or many!) if at all possible. This will post to Instagram best if it's cropped to a 1:1 ratio; we can do that for you if necessary. For trips, your listing photo from ActDB will be great!
- A description / text suitable for posting. If referencing something outside of AMC, please try to word this as an item of interest, not an endorsement. For trips, a condensed version of your ActDB listing is appreciated (otherwise we'll do the condensing and you might make other choices!)
- *Very important:* a relevant link if it exists. Please don't make us do a lot of searching on Google or the ActDB—a direct ActDB link for your upcoming hike is the way to make sure we can point participants in the right direction! Obviously in some cases (e.g. pictures from previous hikes) there is no relevant link—that's fine.

We are *happy* to help with any of the above.

Notes on pictures:

- Although we do not require a photo waiver, please make sure all your participants know you intend to post pictures on Facebook and get their verbal okay.
- We will respect requests to remove photos from people in the photos.
- If you *do* get a [photo waiver](#), let us know! That gives us more freedom to use the photo across our social media.
- Pictures of people happily engaged in the activity are best! There are lots of landscape pictures out there and it's the happy participants that make our hikes unique.

If people ask how we use photos:

- Photos from our hikes that have visible faces are used only in posts talking about those hikes on the H/B Facebook and closely related pages (Instagram, FB group).
- Pictures with no people, with people that aren't identifiable (no faces), or where the people visible have signed a photo waiver are more widely used—we might use them in other social media posts not related to that hike, or for ActDB listings, or other promotions.
- People can always request removal of a photo that they're in.

And thank you!

Other Public Engagement

The **H/B website** at <https://hb.amcboston.org/> . The social media team doesn't manage the website but we work together with the volunteers that do. The current web coordinator is listed at <https://hb.amcboston.org/about-us> if you have website questions.

The **HB Announce email newsletter** contains H/B trip listings and goes out twice a month. You don't need to do anything to have your hikes included in HB Announce. The link to join is on the main HB page. If you have other material that you think might be of interest to HB Announce subscribers (e.g. activities in other committees or chapters), or for other HB Announce questions, the HB Announce Editor is listed at <https://hb.amcboston.org/about-us> –as with the website, the social media team doesn't manage HB Announce, but we work together.