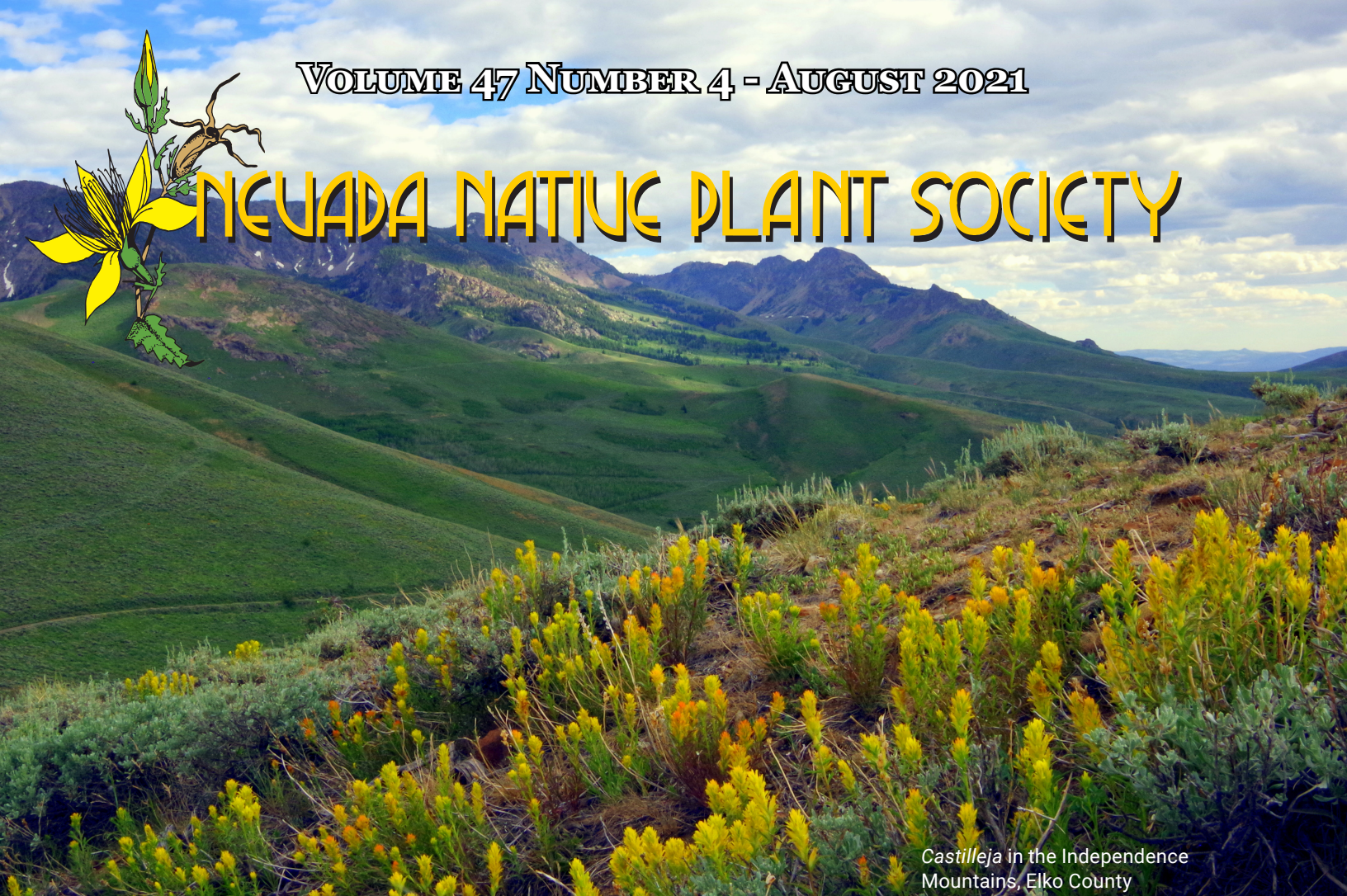




# NEVADA NATIVE PLANT SOCIETY



*Castilleja in the Independence Mountains, Elko County*

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## NNPS SOCIAL MEDIA COMMITTEE

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*Story by Emma Wynn*

Margaret Williams' initial message as founding president of the Northern Nevada Native Plant Society (now covering the state and known as the Nevada Native Plant Society) in 1975 outlined her goals for what the society could achieve: "It is my hope that this society will bring together people of all walks of life who share a common bond ... the love of native plants. Not all of us are interested in plants in the same way, or have the same training or experience, but we can learn from each other and hopefully pass our feelings for native plants on to others." Technologies have changed since Margaret established the Society. We now have social media, which is a low cost, highly accessible way of expanding outreach and building a community for lovers of native plants.

There is an increasing interest in native plants among the general public, fueled in part by activities of the Society and our members' interest in pollinator and native plant gardening. Social media is an informal way to provide quality support and education about native plants, as well as promote an appreciation of native plants and their role in the environment. Social media is also a way to further support our Society website and encourage the public to learn more about Nevada native plants. By our Society taking the initiative to support and educate people interested in native plants, we ensure the public is receiving accurate information on our Nevada native plants.

The Society has had a social media presence since February 2012 when a



## Nevada Native Plant Society

@NevadaNativePlantSociety · Nonprofit Organization

Contact Us

[nvnps.org](https://nvnps.org)

Facebook page was created by a member who was the sole editor. Managing social media is very time consuming and cannot effectively be done by one person, especially someone with a demanding, full-time job. Our initial Facebook presence built a good following; there were 1,339 page likes and 1,369 followers by February 2021.

At the 2021 Society board meeting, the creation of a social media committee was discussed. A formal proposal was sent to all board members following the meeting and a mail vote was taken, the proposal was accepted, and the committee formed. The committee is headed by me and includes Society members who are not on the board. The role of the committee is to manage and develop our social media outreach. This includes keeping guidelines up to date, ensuring posts are relevant and accurate, soliciting feedback, and monitoring the success of our outreach. The Social Media Committee developed guidelines for all current and future social media administrators, editors, and moderators.

To date, our social media outreach is limited to our Facebook page: <https://www.facebook.com/NevadaNativePlantSociety>.

Since the formation of the Social Media Committee, we have been scheduling three posts a week and sharing additional information such as Society meetings, job postings, news articles, posts from other societies and organizations that are relevant to our native plants. The scheduled posts always include photos; we share a plant of the week on Mondays, other posts include information such as life histories, adaptations, plant-pollinator relationships, plant hunters, binomial names, indigenous peoples' use of native plants and more. As of August 2021, we have 1,695 page likes and 1,819 followers. Our reach is also being increased by people sharing our posts to their personal pages and organizations. We hope to add an Instagram account soon; Instagram and Facebook posts can be linked, so we are not doubling our workload, but simply casting a wider social media net.

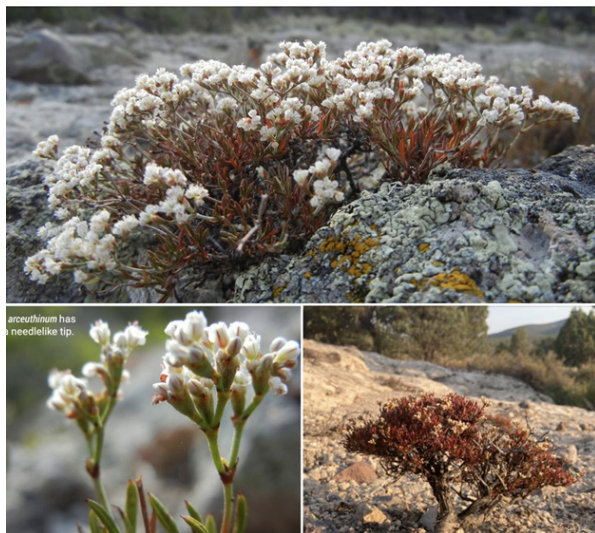
We are looking for volunteers to join the Social Media Committee so we can share the workload, ensure we represent the flora of the entire state, and the variety of interests of our members. Committee members will not necessarily become Facebook or Instagram editors; we need assistance on post ideas,



Nevada Native Plant Society

June 26 at 6:03 AM · 🌐

The Nevada Native Plant Society (NNPS) Margaret Williams research grants program awards up to two grants, of not over \$1000 each, annually. In March 2020 Teague Embrey, freelance botanist in Tuscon, Arizona, was awarded a grant to support field research on E... [See More](#)



post content, and monitoring content. This can be done via email and occasional Zoom meetings. If you are interested in helping with our social media outreach, please email me at: [emhwynn@gmail.com](mailto:emhwynn@gmail.com).

If you are a Facebook user, please like our page and share our posts.



Nevada Native Plant Society

June 5 · 🌐

Thistles get a bad rap, not all thistles are invasive, evil, spiny plants. Thistle flowers are gorgeous, thistles provide incredible resources for pollinators and their seeds are nutritious wildlife food. Many native plant societies and conservation organiza... [See More](#)



*Emma Wynn joined NNPS in 2016 after moving to Nevada from Indiana. She volunteers at the University of Nevada, Reno herbarium, is a NNPS board member, and is a tremendous asset to the Society.*

## VALLEY OF FIRE STATE PARK BIOBLITZ

**When:** Intro and how-to class on Saturday, September 18, 2021; BioBlitz on Sunday.

**Where:** Valley of Fire State Park, located approximately 1 hour northeast of Las Vegas on the Valley of Fire Highway off of I-15.

**Cost:** The BioBlitz is free, but there is an park entry fee per vehicle, \$10 for Nevada residents, \$15 for non-residents.

Join [Valley of Fire State Park](#) for a pollinator species bioblitz using the [iNaturalist](#) app. With the iNaturalist app, you simply take a picture of a pollinator (bee, butterfly, bat, etc.) or plant, and the online community will help identify the species. You can participate by exploring the nature and wildlife in Valley of Fire State Park. Any

observation you make will count during our event.

For times and information or to sign up, email Kayla Wolfe at [kwolfe@parks.nv.gov](mailto:kwolfe@parks.nv.gov) or go to <https://www.inaturalist.org/projects/parks-for-pollinators-2021-valley-of-fire-state-park>



Nevada Native Plant Society  
PO Box 8965  
Reno NV 89507-8965

RETURN SERVICE REQUESTED



## MEMBERSHIP APPLICATION

Name\_\_\_\_\_

Phone\_\_\_\_\_

Mailing Address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_ Zip\_\_\_\_\_

Email\_\_\_\_\_ ☐ Renewal

Newsletter preference: ☐ Paper ☐ Electronic

- |   |          |  |
|---|----------|--|
| • Individual, family or group for one year .....    | \$20.00  | Dues are for the calendar year in which you join. Membership expiration dates are on the mailing labels. |
| • Individual, family or group for three years ..... | \$50.00  |  |
| • Student or senior citizen, each year .....        | \$15.00  |  |
| • Life membership .....                             | \$500.00 |  |

Gifts, and bequests are tax deductible.

Your donation in any amount is appreciated \$\_\_\_\_\_

Please make checks payable and mail to: NNPS • P.O. Box 8965 • Reno, NV 89507