



WOLDUMAR **Nature Center**

Content Creation Guide 2021



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Content Creation Ideas

- **Introductory posts** for each staff member/volunteer to establish a more personal connection with the audience and share experiences and stories about Woldumar
- Upload Woldumar's **testimonials** from YouTube to Facebook, Twitter and Instagram (via story) to share members involvement and receive more views on videos
- **Photos/video recaps** from previous camps and programs to get the audience more of an idea of what your programs look like
- “What You Don’t Know About Woldumar” series





Content Creation Ideas

- Interact and engage with your audience more by potentially doing a **giveaway** to gain more traffic
 - Photo entry giveaway
 - Free day pass
 - Woldumar t-shirt
 - Care package



@DannyAz

Website

Latest Collection

Support

Contact us

Linktree profile example

Content Creation Ideas

Linktree - Bio Link Tool

- What is Linktree?
 - Create a personalized and easily-customizable page. It houses all the important links you want to share with your audience.
 - Non-profit examples: <https://blog.linktr.ee/linktree-for-learning-productivity-inspo>
- Instead of only having woldumar.org linked in Woldumar's social media bios, use Linktree to **add Woldumar's website, Facebook, YouTube and Twitter to make followers aware of all social media platforms**
 - <https://linktr.ee>
 - Signing up is free and easy
 - Once you've set up your Linktree and added all your links, simply copy your unique Linktree URL. Paste it into the 'Website' field of your Instagram or Twitter bio or share it in Facebook posts and YouTube Videos.



Content Creation Ideas

Instagram Stories

- **Utilize Instagram stories "quiz" feature** instead of posting Trivia Thursdays on your Instagram feed
 - **Engagement:** Followers may be more inclined to click trivia posts. They can find the correct answer immediately rather than commenting.
 - **Design:** You have more potential for various font and color options
 - **Highlights:** Keep them on your Instagram profile by creating a "Trivia" story highlight. This allows users to find them easily and revisit content they missed.
 - **Cross-platform use:** Instagram allows users to save stories before posting. You can upload a picture of the post to Facebook!

HAPPY TRIVIA

THURSDAY!

HOW MUCH SAP DOES IT TAKE TO
MAKE A GALLON OF MAPLE SYRUP

A 5 gallons

B 35 gallons

C 40 gallons

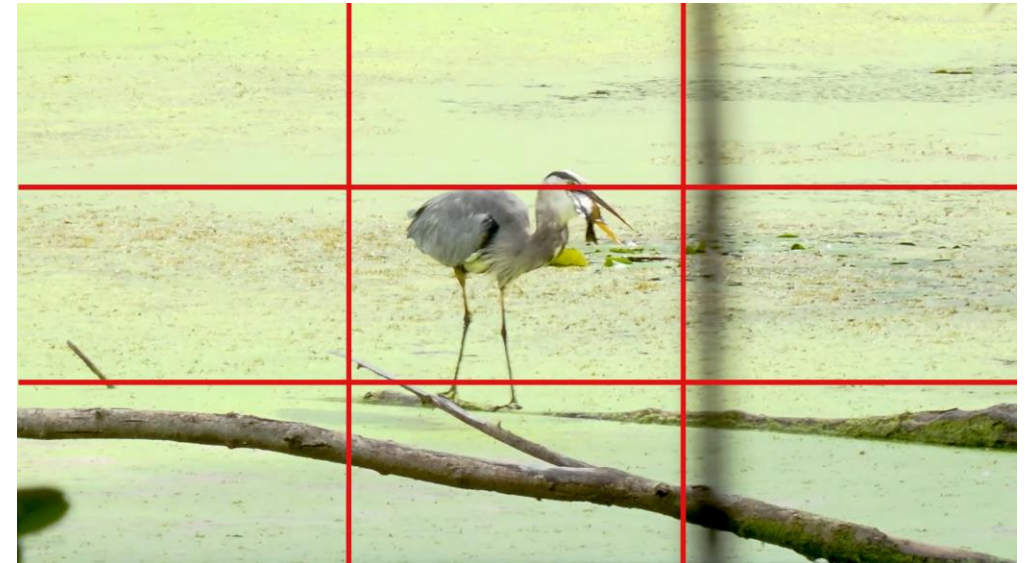
D 16 gallons



Photography Techniques

Portrait

- Double check that your ***subject is in focus.***
- ***Avoid any harsh shadows*** on their face
 - When outdoors, avoid taking pictures at noon unless it is cloudy, or you have a shady location.
- Use the ***Rule of Thirds*** for composition.
 - Have the subject's eyes be on the upper horizontal line.
 - Center the subject or position them to be on either the L or R vertical line of the grid.



This picture follows the Rule of Thirds guidelines, with the crane centered in the middle of the photo.

Photography Techniques

- Have a little bit of ***space above and below the subject's head.***
- Use a ***shallow depth of field*** (subject in focus, background blurry) to draw focus to the subject.
 - On a camera, you can do so with a low f-stop/aperture (1.4, 2, 2.8)
 - On a phone, most have a "portrait" mode. This automatically creates the effect for you.
- ***Keep the ISO setting as low as you can,*** or the image will become grainy.

- There is an ***Auto setting for white balance*** on phones and cameras. If you use "manual," follow the guidelines below:
 - White balance keeps the colors balanced in your pictures.



Shadow (7000k)



Cloudy (6000k)



Flash (5500k)



Daylight (5600k)



Fluorescent (4000k)



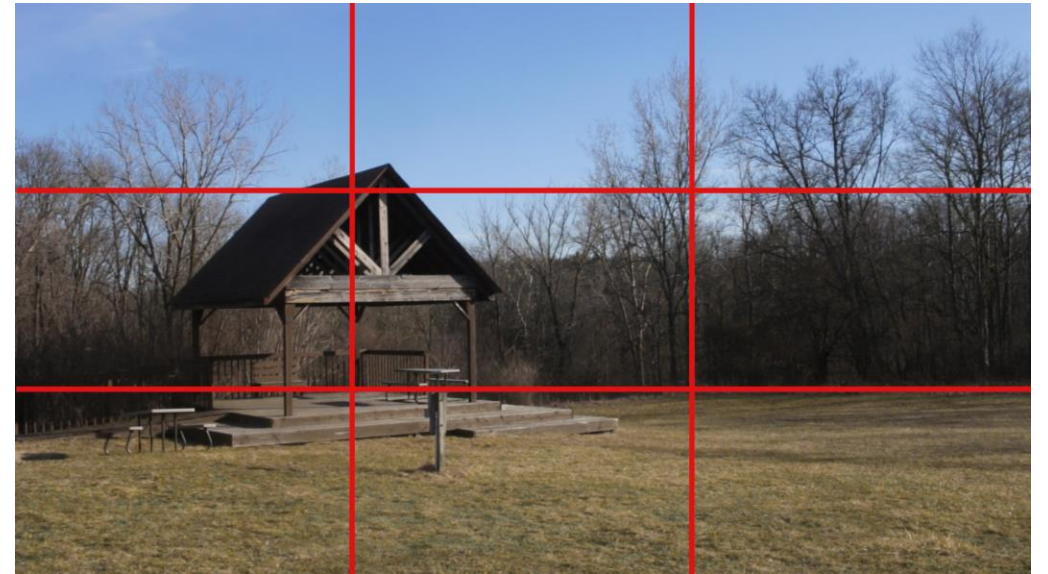
Tungsten (3200k)



Photography Techniques

Landscape

- Compose with the ***Rule of Thirds***.
- ***Create depth***
 - Have some objects in the foreground, while other objects are in the background
- Get ***wide and expansive*** pictures
 - If you are shooting with a camera, use wide angle lenses.
 - On a phone, you may want to shoot horizontally if you want to capture a wide expanse.
- ***Dawn or dusk lighting*** can help make outdoor scenery even more beautiful.



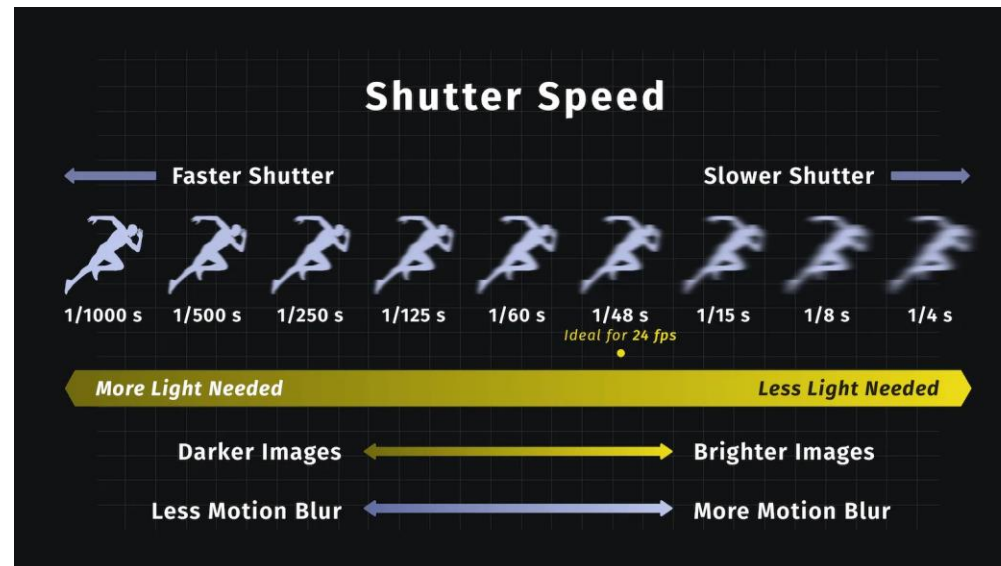
Sunrise Pavillion sits on intersections of the Rule of Thirds, making it the focus of the photo.



Videography Techniques

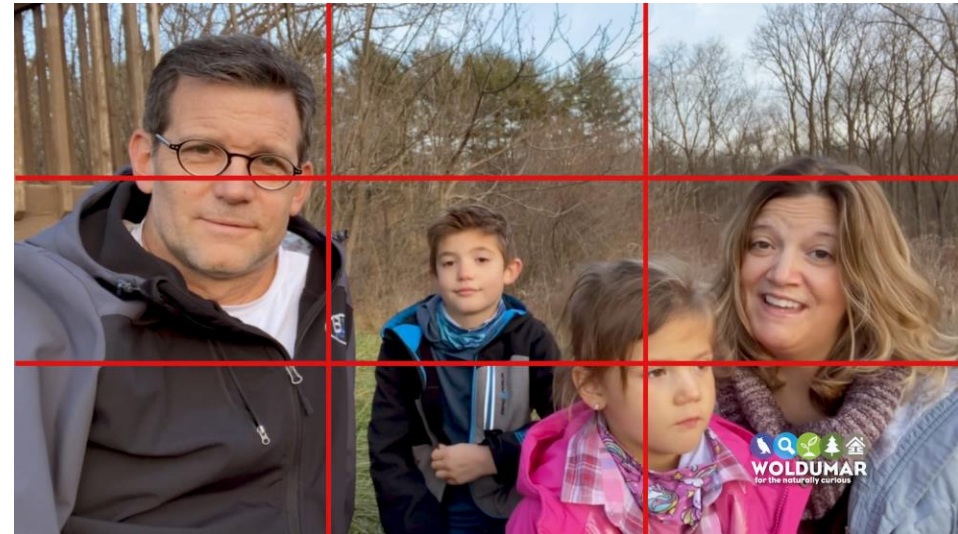
- On a phone, frame rate and shutter speed will already be set.
- On a camera, make sure your settings are **24 frames** with a shutter speed of **1/50** (or as close as you can get depending on the camera).
 - Another acceptable option is *29/30 frames* with a shutter speed of *1/60*.
 - You always want your shutter speed to be 1 over double the frame rate for accurate/natural-looking motion blur.

**Motion blur is important to consider when filming because our eyes are accustomed to a certain amount of blur when we see objects in motion. If the video does not match that, it will look unnatural.*



Videography Techniques

- If you are ***shooting an interview***, remember the ***portrait guidelines***.
- ***Stabilize*** your camera/phone.
 - You can either use a tripod, or stack large items behind the camera or phone to prop it up.
- ***Avoid a noisy area*** when you film.
 - *Test the audio first.*
 - If you just have camera audio, place a phone next to them in a hidden spot to record better audio.
 - Clap in front of the camera to help sync audio between the phone and the camera footage when editing.
- ***Avoid plain walls*** when filming people.
 - Give them a more expansive background that isn't too distracting.
 - Keep the subject as the focus in your composition.



Website Navigation

Keep Fonts Uniform

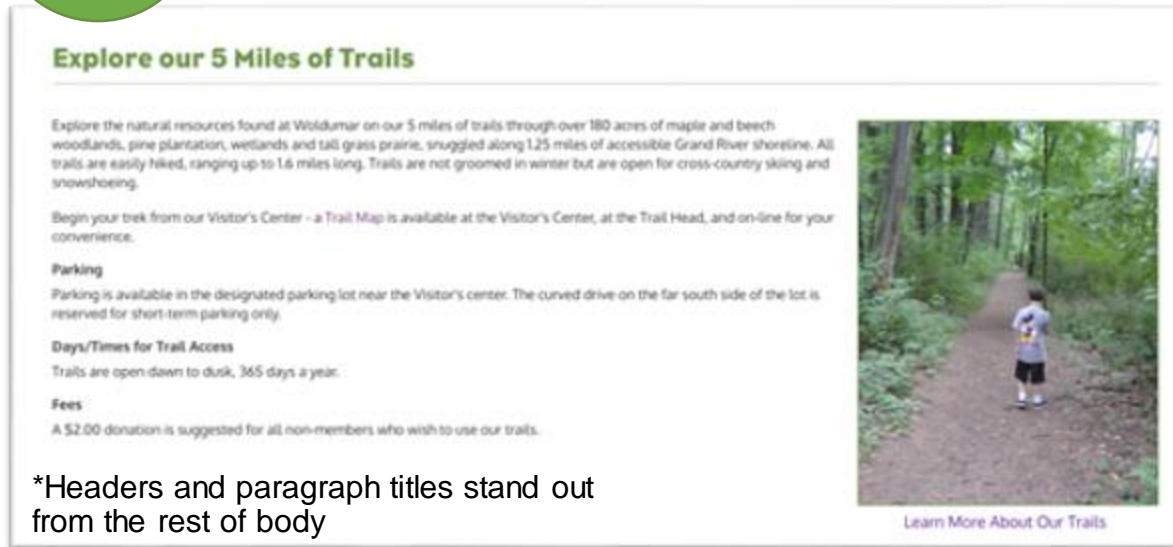
- Improves readability
- Keep typeface uniform through pages throughout the site

Limit links on page

- It's less confusing, as it declutters the page

DO

(from 'take a hike')



Explore our 5 Miles of Trails


Explore the natural resources found at Wadumar on our 5 miles of trails through over 180 acres of maple and beech woodlands, pine plantation, wetlands and tall grass prairie, snuggled along 1.25 miles of accessible Grand River shoreline. All trails are easily hiked, ranging up to 1.6 miles long. Trails are not groomed in winter but are open for cross-country skiing and snowshoeing.

Begin your trek from our Visitor's Center - a Trail Map is available at the Visitor's Center, at the Trail Head, and on-line for your convenience.

Parking
Parking is available in the designated parking lot near the Visitor's center. The curved drive on the far south side of the lot is reserved for short-term parking only.

Days/Times for Trail Access
Trails are open dawn to dusk, 365 days a year.

Fees
A \$2.00 donation is suggested for all non-members who wish to use our trails.

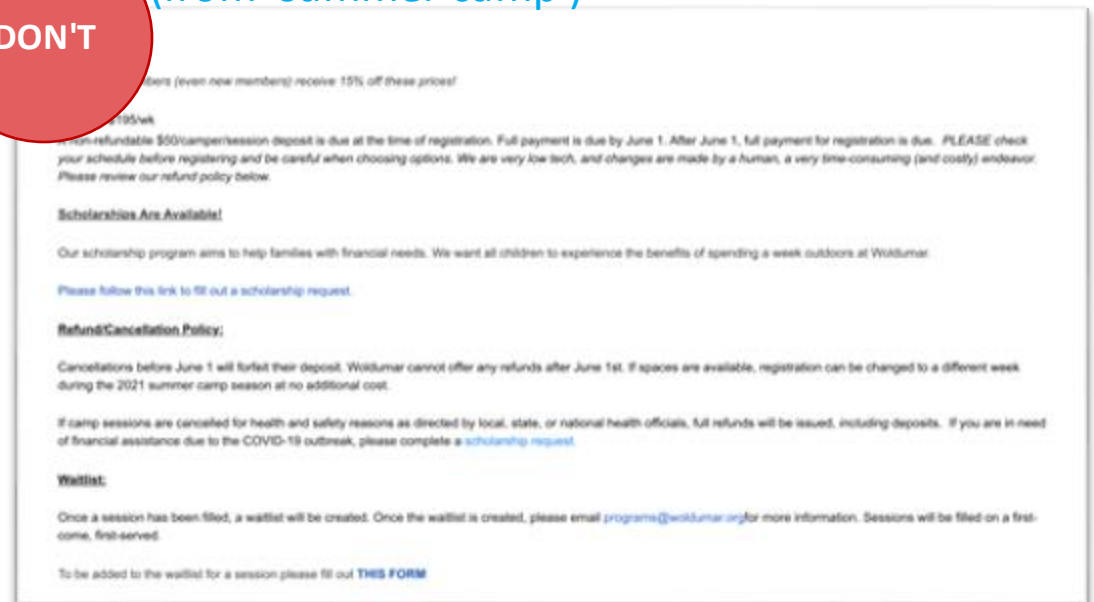


[Learn More About Our Trails](#)

*Headers and paragraph titles stand out from the rest of body

DON'T

(from 'summer camp')



...ers (even non-members) receive 15% off these prices!

...\$115/wk

...non-refundable \$50/camper/session deposit is due at the time of registration. Full payment is due by June 1. After June 1, full payment for registration is due. **PLEASE** check your schedule before registering and be careful when choosing options. We are very low tech, and changes are made by a human, a very time-consuming (and costly) endeavor. Please review our refund policy below.

Scholarships Are Available!

Our scholarship program aims to help families with financial needs. We want all children to experience the benefits of spending a week outdoors at Wadumar.

[Please follow this link to fill out a scholarship request.](#)

Refund/Cancellation Policy:

Cancellations before June 1 will forfeit their deposit. Wadumar cannot offer any refunds after June 1st. If spaces are available, registration can be changed to a different week during the 2021 summer camp season at no additional cost.

If camp sessions are canceled for health and safety reasons as directed by local, state, or national health officials, full refunds will be issued, including deposits. If you are in need of financial assistance due to the COVID-19 outbreak, please complete a [scholarship request](#).

Waitlist:

Once a session has been filled, a waitlist will be created. Once the waitlist is created, please email programs@wadumar.org for more information. Sessions will be filled on a first-come, first-served.

To be added to the waitlist for a session please fill out [THIS FORM](#)

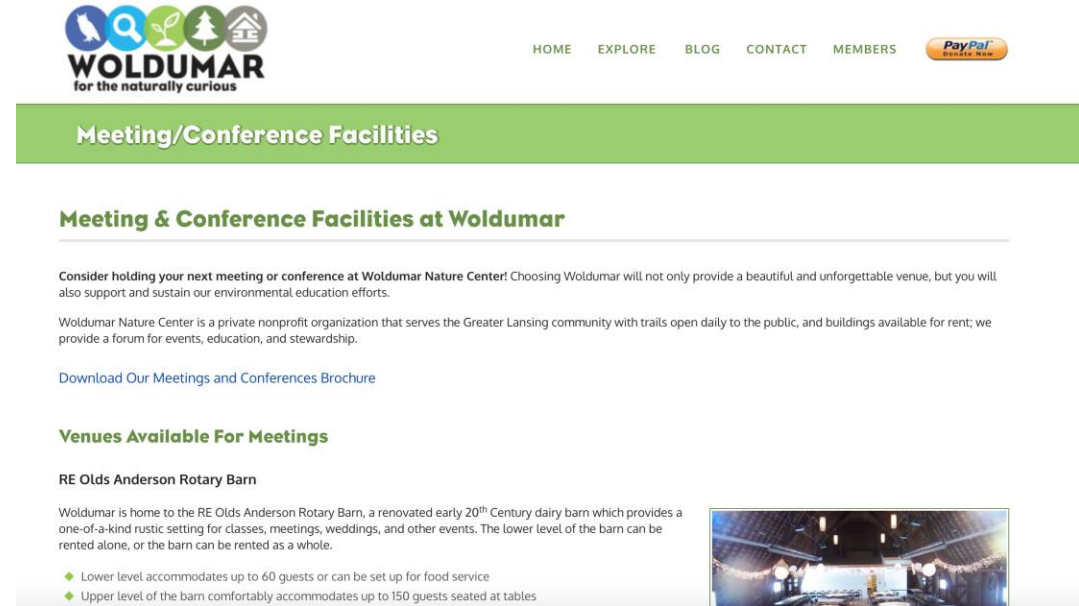
*Font/typeface is different from rest of website here

**too many links; scholarship form is redundant, as it's linked twice




Website Navigation

- Declutter pages to improve readability
 - Keep paragraphs and pages organized
 - (esp. on pages under '*programs*', '*rental facilities*' and '*learn about our history*')
 - Remember to keep photos updated so that it's relevant to audience
 - (e.g. On pages: '*rental facilities*', '*about woldumar*' > *photo gallery*),
 - Include prices in *rental facilities* and other revenue-generating pages to keep things clear.



WOLDUMAR
for the naturally curious

HOME EXPLORE BLOG CONTACT MEMBERS 

Meeting/Conference Facilities

Meeting & Conference Facilities at Woldumar

Consider holding your next meeting or conference at Woldumar Nature Center! Choosing Woldumar will not only provide a beautiful and unforgettable venue, but you will also support and sustain our environmental education efforts.

Woldumar Nature Center is a private nonprofit organization that serves the Greater Lansing community with trails open daily to the public, and buildings available for rent; we provide a forum for events, education, and stewardship.


[Download Our Meetings and Conferences Brochure](#)

Venues Available For Meetings

RE Olds Anderson Rotary Barn

Woldumar is home to the RE Olds Anderson Rotary Barn, a renovated early 20th Century dairy barn which provides a one-of-a-kind rustic setting for classes, meetings, weddings, and other events. The lower level of the barn can be rented alone, or the barn can be rented as a whole.

- ◆ Lower level accommodates up to 60 guests or can be set up for food service
- ◆ Upper level of the barn comfortably accommodates up to 150 guests seated at tables

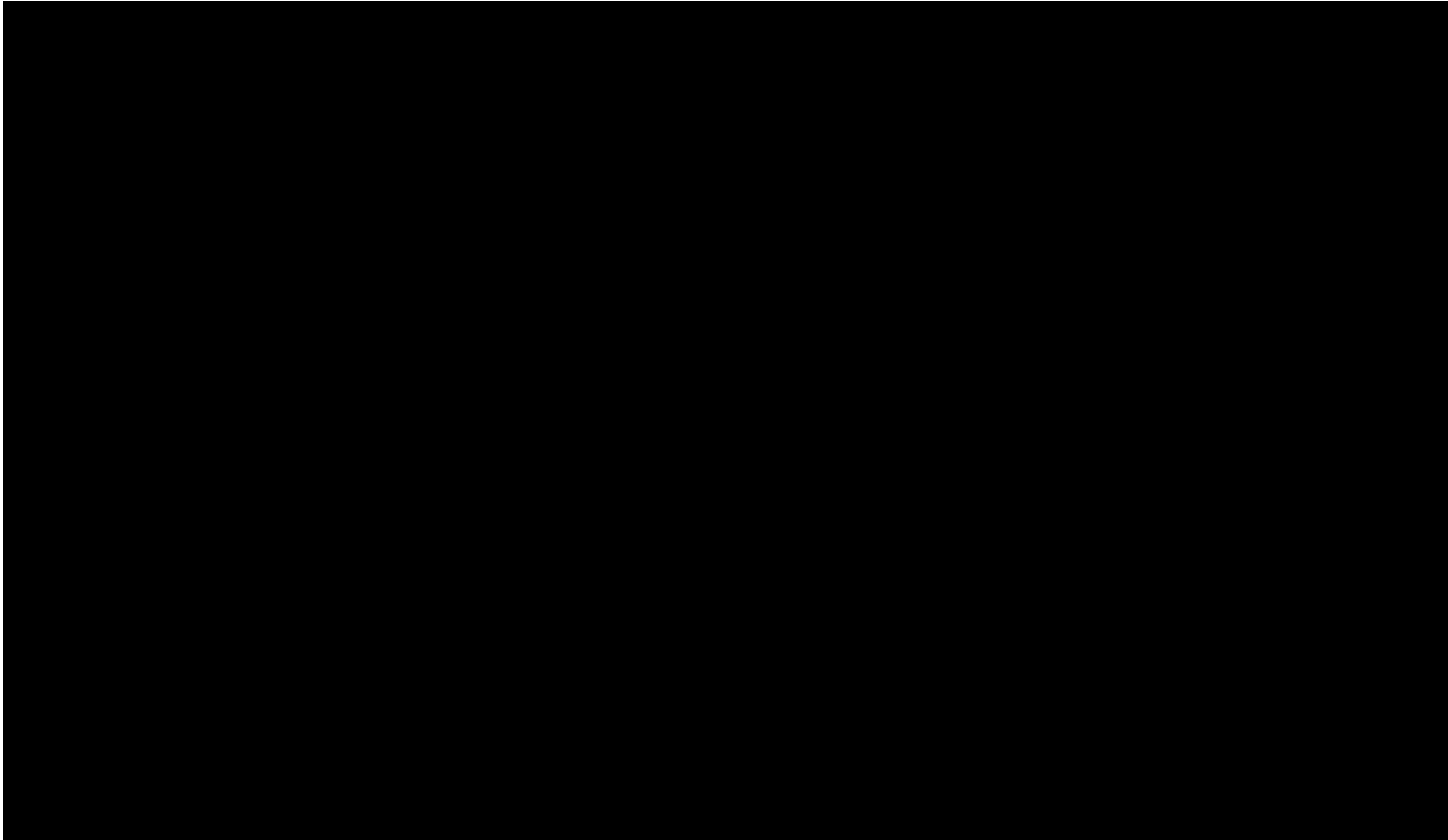


(For example: The 'meeting/conference facilities' page is well organized. Use this as a blueprint.)



UX Video


A 3-minute walkthrough on different things that can be updated to the Woldumar Website surrounding navigation, accessibility and summer camps



Other Suggestions for Pages

Visit Woldumar

- More info on your 'accessible trail' and about the central campus; this could be on a separate page or more prominently listed.

<p>Accessible Trail</p> <p>The blue trail is our shortest trail at about a mile. It winds through meadows and light woodlands and gives individuals who may be mobility impaired an opportunity to enjoy nature on their own terms! This trail covers terrain that is flat and has no stairs or hills, but the trail does include grassy tufts and roots that may impede wheelchair users. However, the central campus area at Woldumar is fully accessible, enabling all to enjoy nature!</p>	 <p>Pine Plantation</p>
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Explore Programs

- More descriptions of '*Summer Camp*' activities, what makes each week unique? (Could benefit from a table, perhaps?)
- Increase diversity



Other Suggestions for Pages

Plan an Event

- Include prices on more pages > chance to increase transactions
- Remove unnecessary slideshow transitions: *Wedding & Reception Venues* > *Reception Venue slideshow*
- Include more photos and activity descriptions: *Birthday Parties*

Members

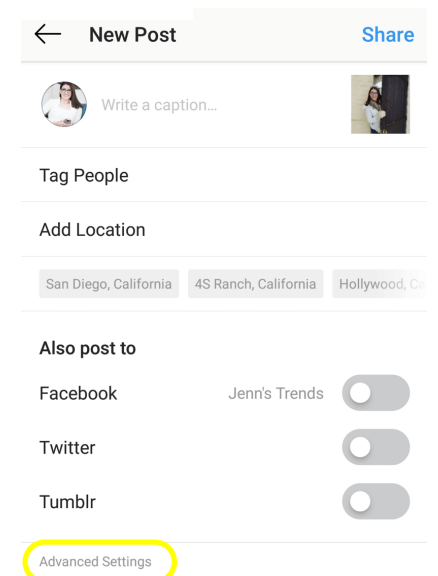
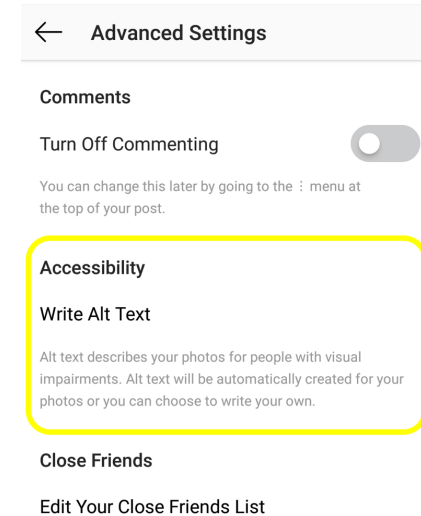
- Redundantly linked under both "*Members*" and "*get involved*"
 - Consider combining these or keeping under one "get involved" section in the navigation bar?



Improving Accessibility

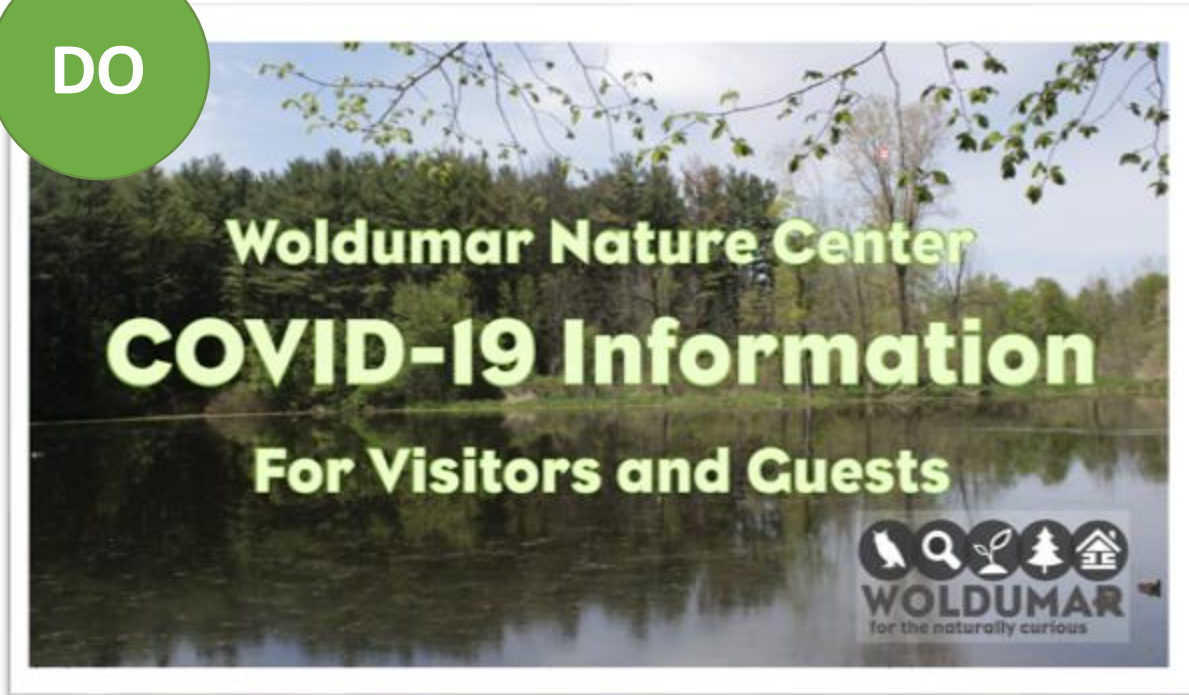
In order to be inclusive to a larger crowd of differently abled people, consider adding...

- **Closed Captions**
 - For videos posted to social media (YouTube, Instagram)
- **Alternative Text (aka Alt Text)**
 - For Instagram photos and on website, if able, too
 - Instagram: (advanced settings > accessibility: Write Alt Text)
 - This is beneficial, especially for text-heavy visuals

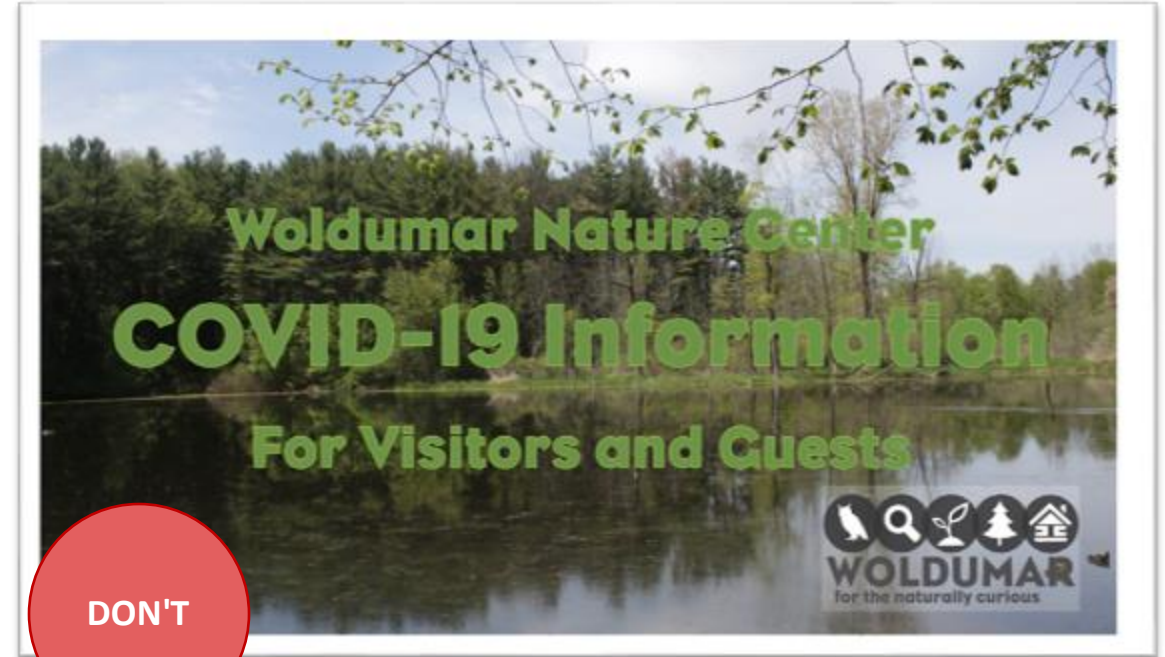


Improving Accessibility

DO



DON'T



Ensure high contrast for text over photos (website)

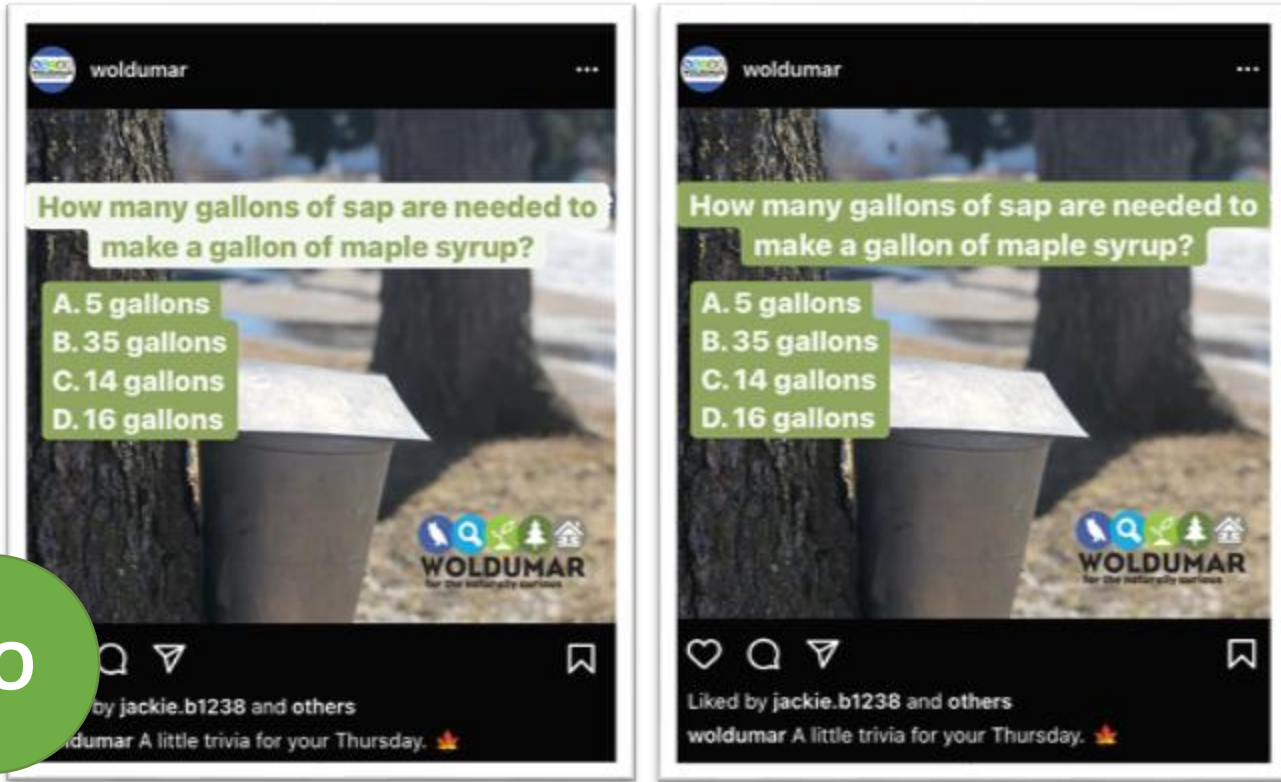
- Improves readability
- High contrast between text and background

(The website, [Contrast Checker](#) can be used to check if text and background color pass as accessible)

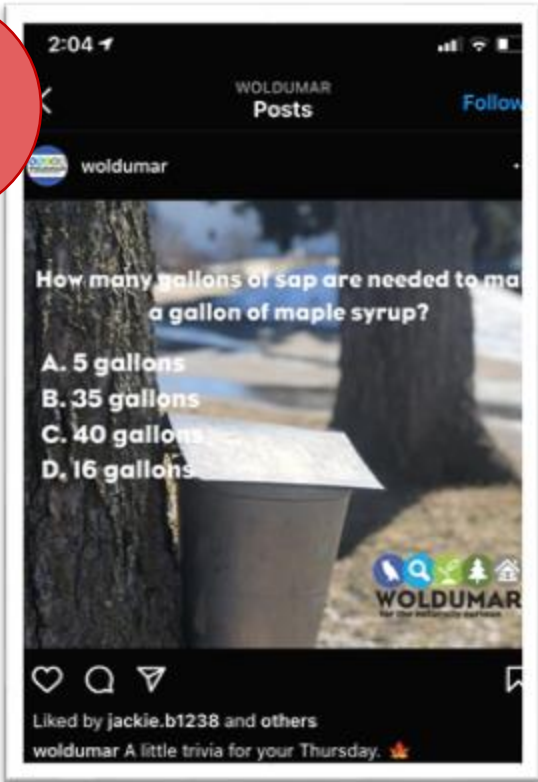


Improving Accessibility

DO



DON'T



Ensure high contrast for text over photos (social media)

- Improves Readability
- Chance to increase interactions



Diversity & Inclusion

In order to represent a diverse community, it's important to show it in your visuals.

- Diversity (by race, age, ability, etc.) in images
 - Esp. on website pages generating revenue
 - (e.g. wedding/reception booking pages, camp pages)
- Inclusivity in Activities
 - Just a reminder: Are the camp activities representative of...
 - Different income levels?
 - Different genders?
 - Different abilities?
 - Sensory sensitivities?



Additional Apps

These are some apps to consider promoting, that help people engage more with nature.

*All family and child friendly!

**All compatible for both IOS or Android users (iPhone and iPad compatible, too)



- **Seek (by iNaturalist)**
 - “Earn badges for seeing different types of plants, birds, fungi and more!”
 - Free

Additional Apps



- **Skyguide**
 - "Makes Stargazing simple" by identifying stars, constellations, planets, satellites and more
 - \$2.99



- **Merlin Bird ID**
 - Identify birds through captured photos or short identification questions
 - Free