



# SOCIAL MEDIA

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## SOCIAL MEDIA

Reels/TikToks

Facebook/Instagram Posts

Animations

Graphics

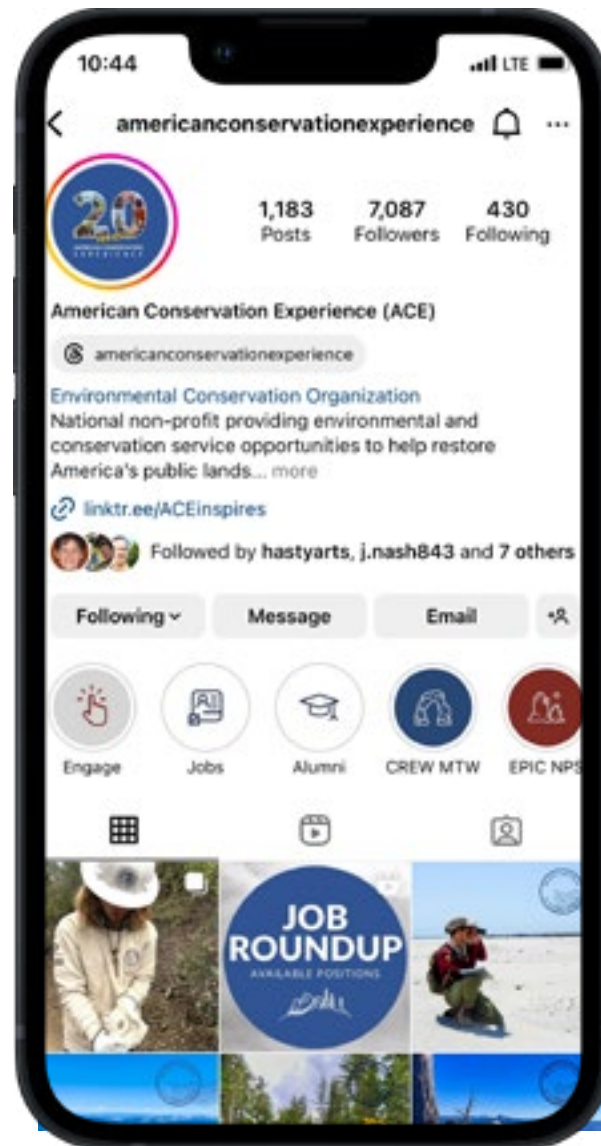
Strategy and Statistics

Writing Sample

Blogs

Newsletters

THANKS!



### Project Description/Goals

1. Grow social media following to increase brand awareness and drive organizational growth.
2. Drive user engagement by marketing to current crew members with relatable content as well as informational content for new users.

### Creative Process and Staregy:

Design and implement strategic campaigns to increase Instagram engagement, including:  
 “20 Themes of Conservation Campaign” for ACE’s 20th year anniversary.

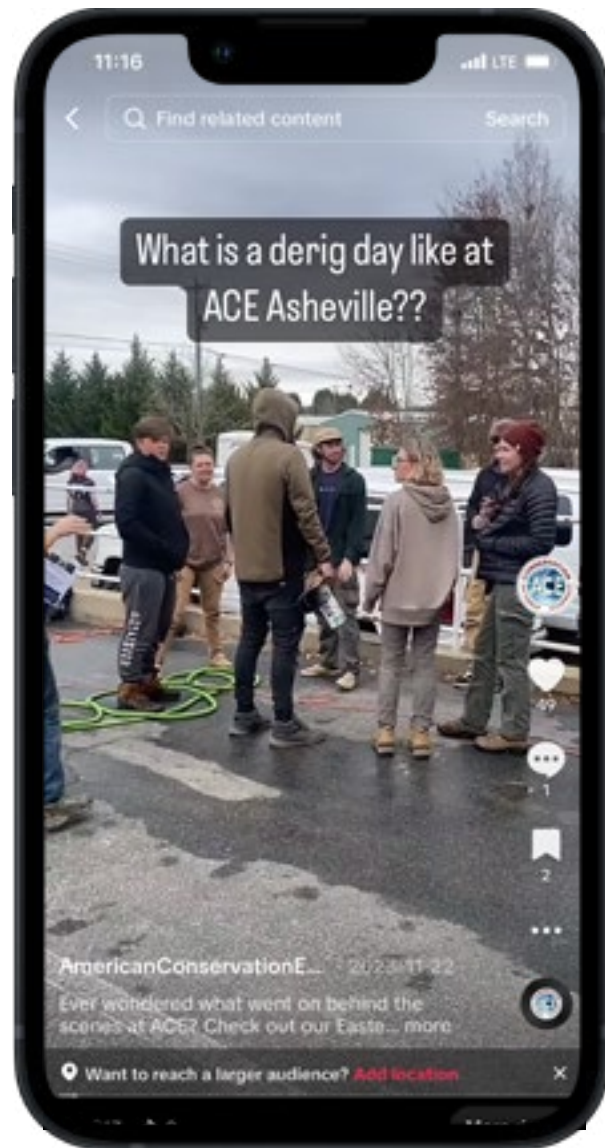
Write compelling copy for Facebook, Instagram, and the brand’s website that matches the brands voice.

Maintain consistent interactions with followers on all platforms, fostering a sense of community and building organization loyalty.

Capture high-quality content of crews and members, and create visually appealing digital content for the brand’s social media accounts and website.

## American Conservation Experience

# Reels/TikToks



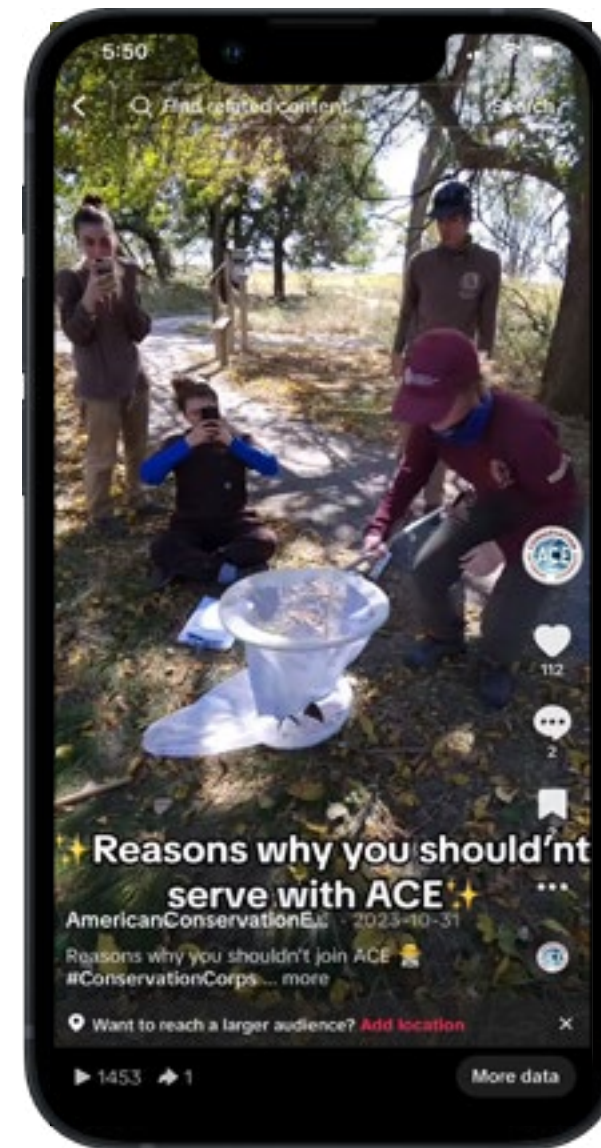
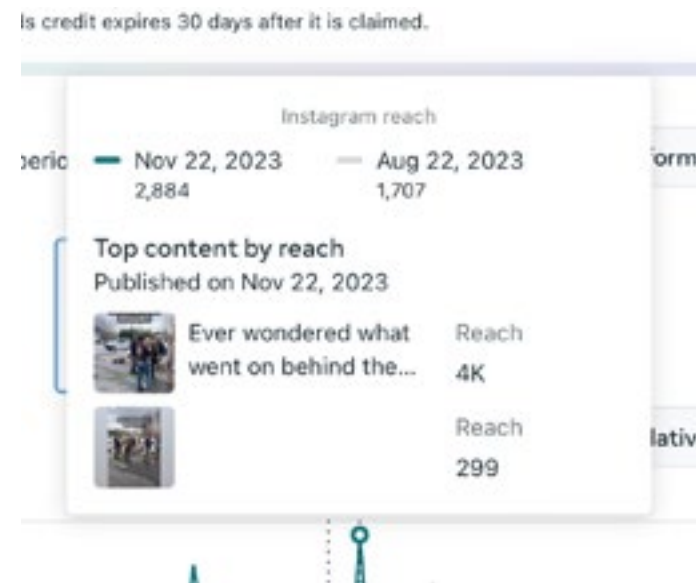
## Derig Day Video

Visit ACE Asheville to capture content for social media. Eight crews were coming back from hitch so I spent a few days at the office meeting the crew and capturing the process

This performed well on Instagram in collaboration with ACE Eastern.

Voiceover, Capture Content

Find on [Instagram](#) and [TikTok](#)

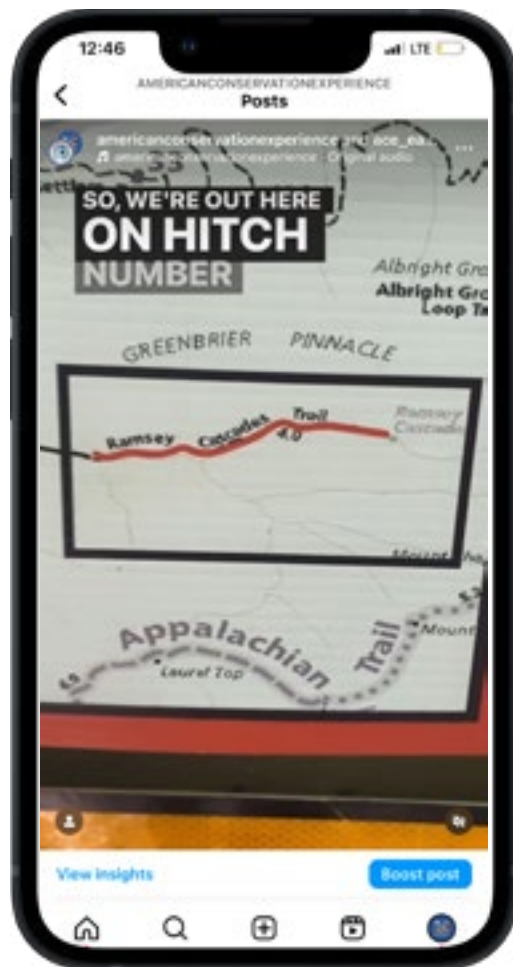


## Reasons why you shouldn't Trend

Find on [Instagram](#) and [TikTok](#)



# Reels/TikToks



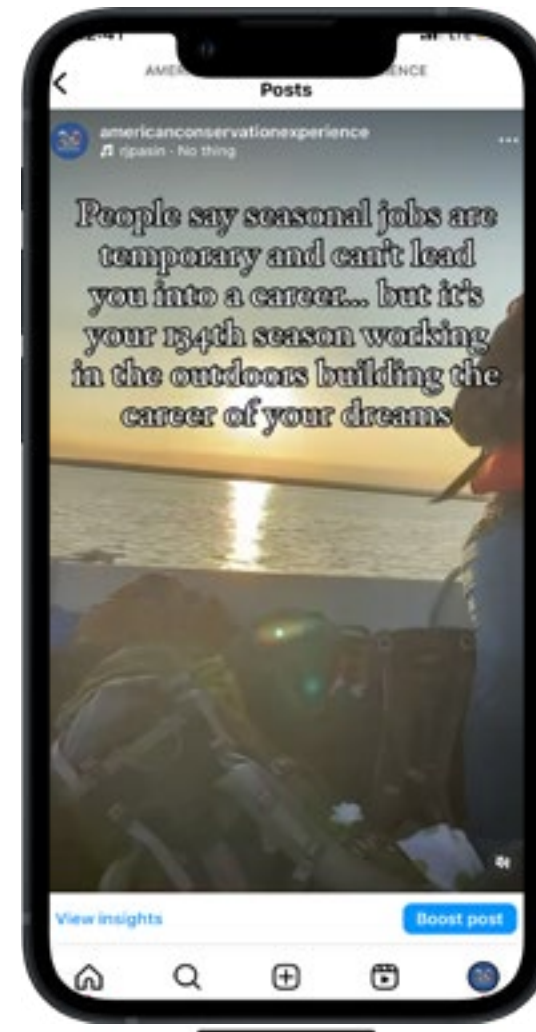
## Site Visit

Met up with a crew working at Ramsey Cascades, Great Smokey Mountains National Park. Was able to get interviews from each of the crew members and capture content for this video and other social media purposes.

This performed well on Instagram in collaboration with ACE Eastern.

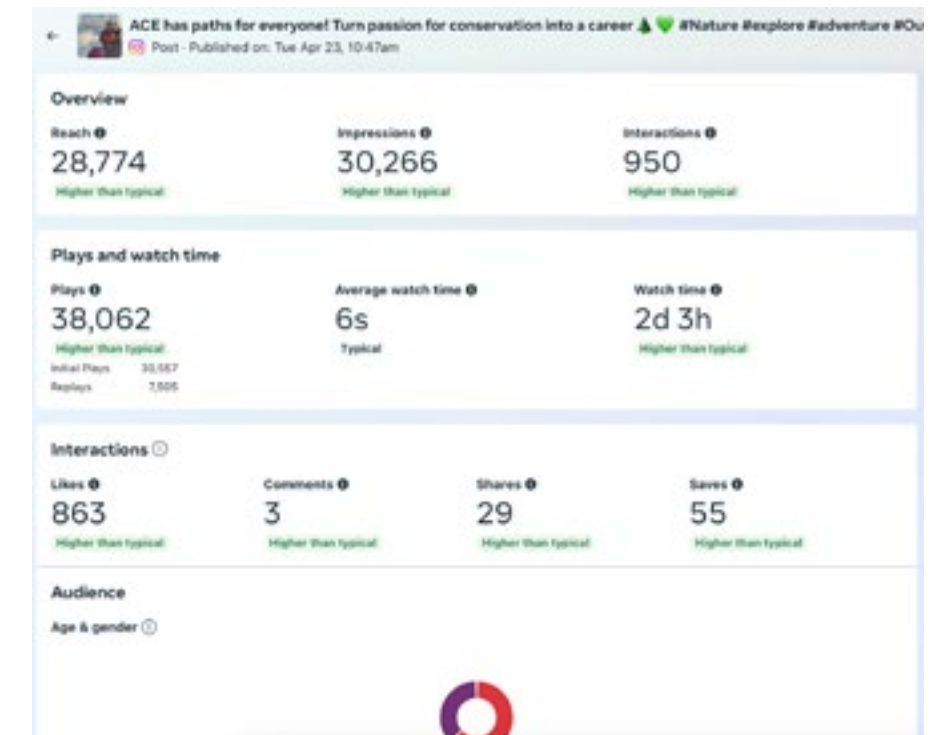
Member Interviews, Capture Content

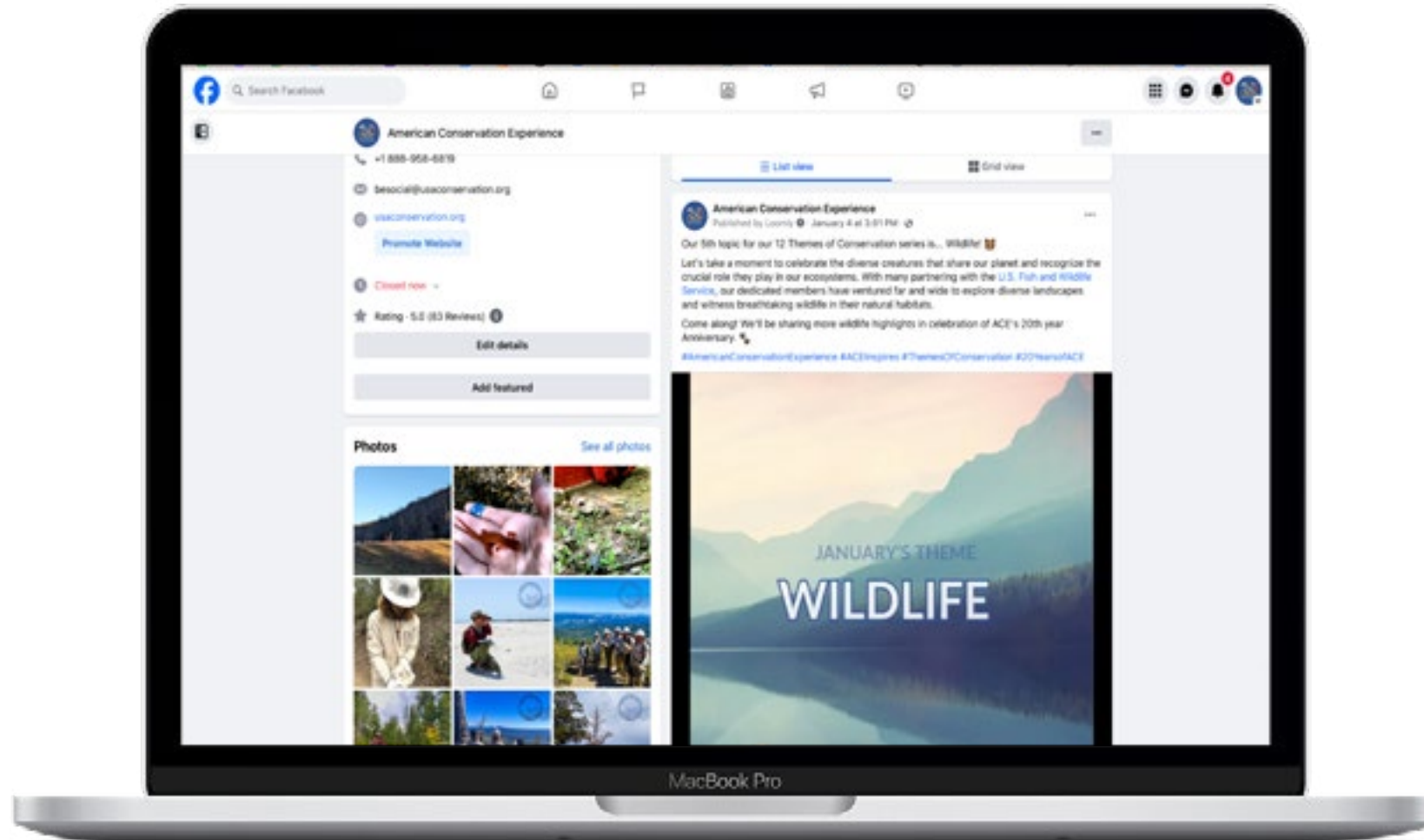
Find on [Instagram](#)



## Viral/Highest performing video

Find on [Instagram](#)

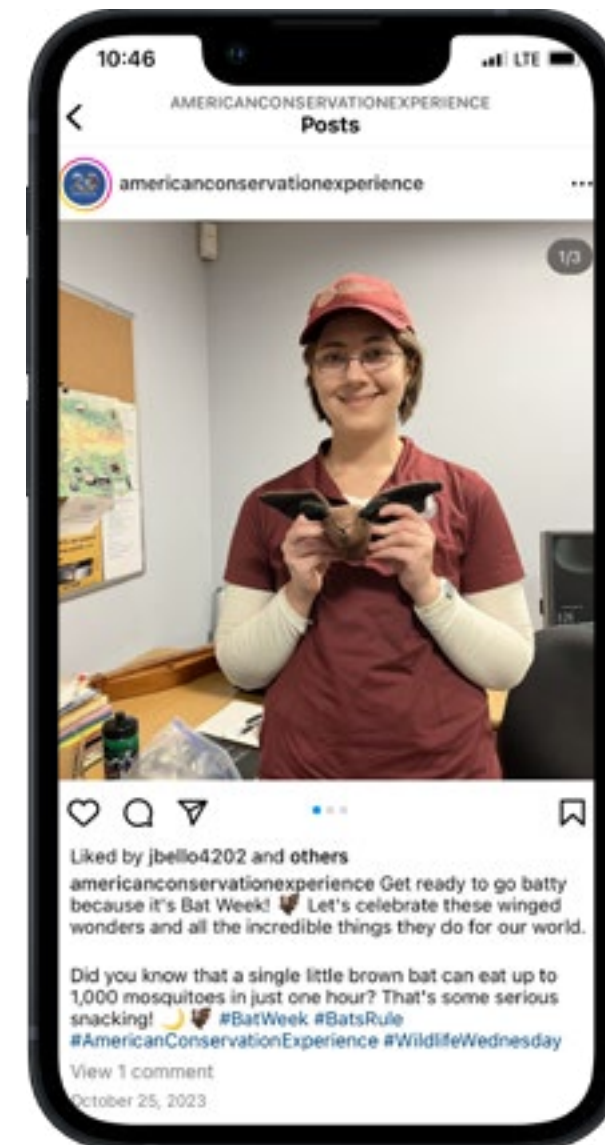




## DESCRIPTION:

12 Themes of Conservation Social Media Campaign for ACE 20th anniversary. Tailored tone to fit with LinkedIn informational tone.

Find on [LinkedIn](#)

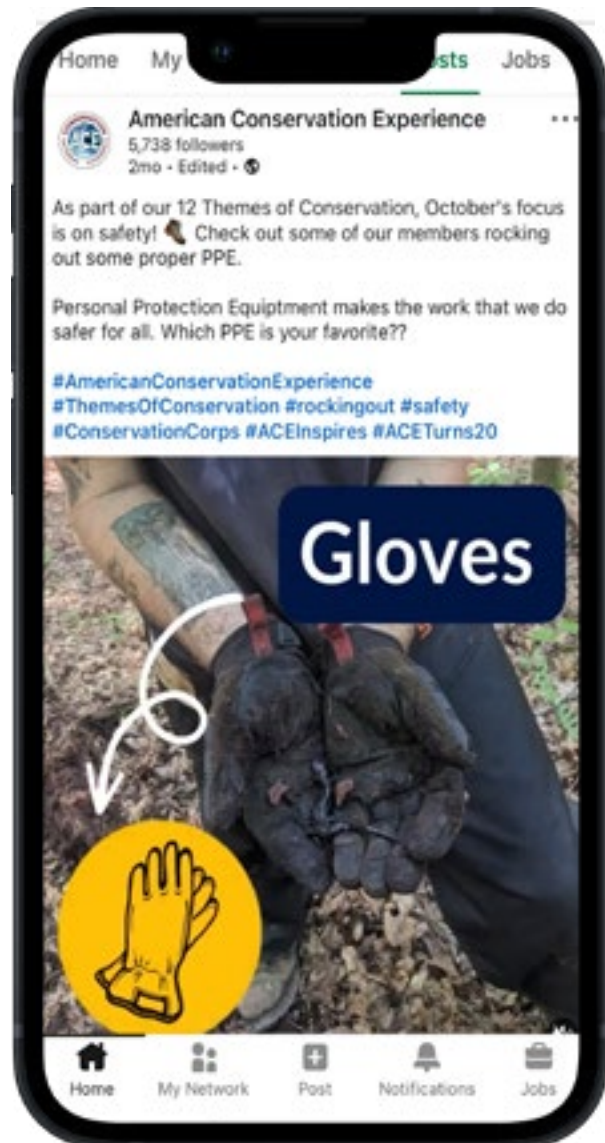


## Bat Week Post

Photos chosen and Copy written for Bat Week post.

CopyWriting, Canva, Asset Management

Find on [Instagram](#)

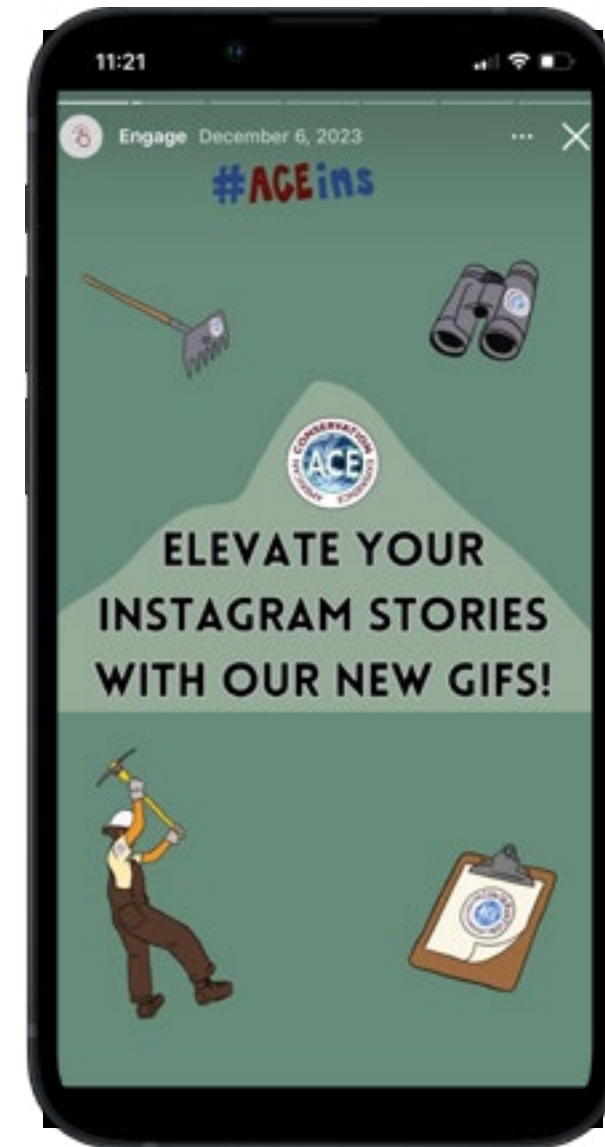


## Social Media Campaign

12 Themes of Conservation Social Media Campaign for ACE 20th year anniversary.

Canva, Asset Management, Social Media Campaign

Find on [LinkedIn](#), [Facebook](#), [Instagram](#)



## ACE BRANDED GIPHY

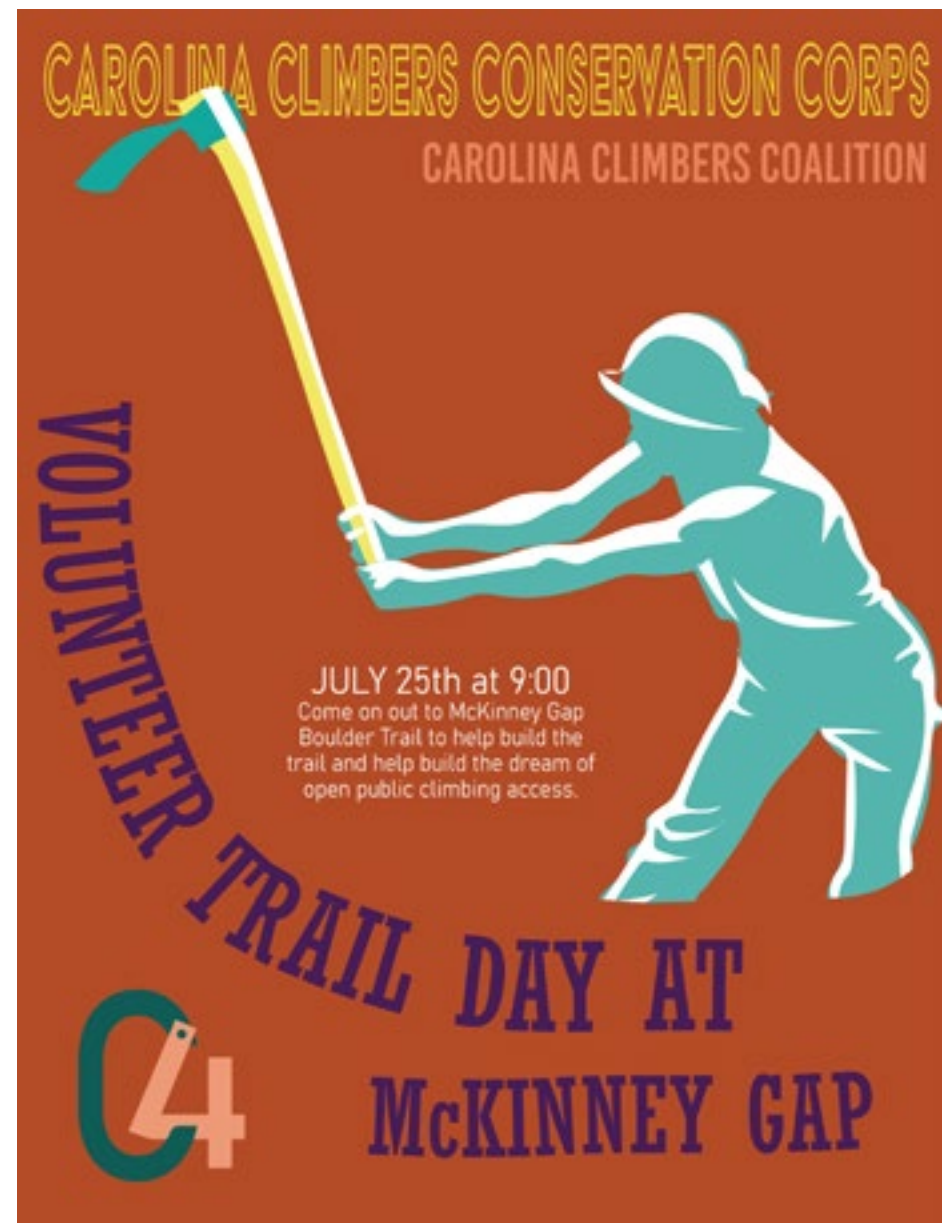
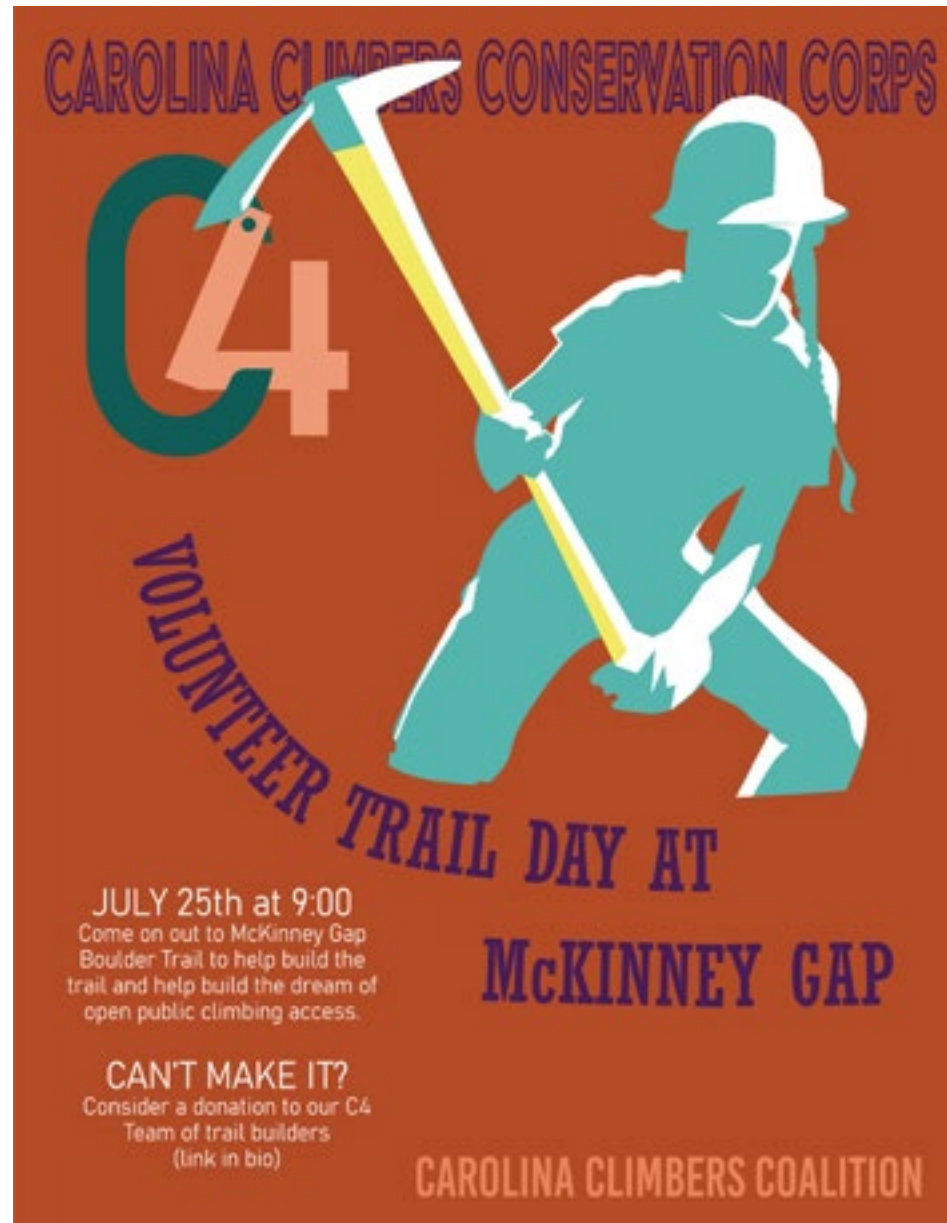
Launched ACE's new Giphy channel with branded GIFS. Open for public use on Snapchat and Instagram

Procreate, GIPHY, Canva, Hand Drawn

Find the launch post [here](#)



# Graphics



## Canva Templates

Created editable templates in Canva for the CCC.

Illustrated several variations of trail crew members using tools.



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# WRITING SAMPLE

## Storytelling Video Project: Heart of Resilience in Rural Appalachia

One of the most enriching and rewarding experiences I have been able to work on was embarking on a storytelling video project that delved into the heart of a small neighborhood community nestled in the woods of rural Appalachia. Immersing myself in this tight-knit community, I quickly found myself captivated by the values, morals, and traditions that defined their way of life.

While camping for weeks in Linville Gorge, I encountered a group of people climbing. Intrigued by their warmth and openness, I spent the day getting to know them and they invited me back to their home. I ended up camping with them for weeks and built a strong connection to their deep connection to nature, neighbors, and heritage. I felt compelled to create a video that would capture this unique experience and shed light on the sacred and vibrant space they had cultivated in the heart of rural Appalachia.

The storytelling video project became a window into their world, enabling viewers to walk alongside me as I got to know their struggles, triumphs, and aspirations. As I navigated the lush green hills, quaint houses, and time-honored traditions, I realized that their values were deeply rooted in simplicity, self-reliance, and a profound respect for their surroundings, and most importantly...climbing.

My personal journal became a canvas for expressing my own heartfelt emotions, offering a glimpse into my intimate connection with the community. Additionally, I cherished the opportunity to incorporate the journals of the locals, allowing their unique perspectives and energies to color the narrative. Through combining the use of digital and hand-drawn techniques, I aimed to convey not only the beauty of the land but also the rich tapestry of feelings that bind the community together, fostering a profound sense of connection and understanding for viewers.

This project taught me that beyond the surface, every community has a treasure trove of stories waiting to be told. It reinforced my passion for using the medium of video to shed light on marginalized voices, cultures, and traditions, fostering a deeper appreciation for the rich tapestry of human experiences.

In the future, I hope to continue exploring and sharing stories that ignite connections and empower others to explore their backyard.

Find this project [here](#) :)



# Creatives in Conservation Blog

## Creatives in Conservation Personal Story

by Jeanine Hasty | Jan 18, 2024 | ACE Alumni, ACE Main Blog, Corps to Career, Crew



### **DESCRIPTION:**

I wrote and edited blog posts for ACE, focusing on our theme of Creativity. In this particular piece, I share my personal journey of discovering my path as a Creative in Conservation.

Find it [HERE](#)



# email newsletters

Issue 52 | December 2023  
STAFF INTERNAL NEWSLETTER

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## The National Trail Inventory Project



Between 2019 and 2022, 24 of our incredible ACE members embarked on compiling a comprehensive database cataloging every trail and its assets within the FWS system. Crews worked in Puerto Rico, Alaska, as well as all across FWS lands, meticulously surveying trails. The culmination of this phase of the National Trails Inventory, achieved in late 2023, marked almost five years of dedicated planning, extensive fieldwork, and systematic data organization. This monumental effort involved sending our field teams to over 400 FWS stations and thoroughly documenting data for over 3,100 miles of trails.

You can access the comprehensive dataset [here](#). Your efforts preserve these trails for future adventurers—thank you for your dedication!

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## Crew Spotlight Capulin Volcano National Monument



Shoutout to our ACE crews working alongside the National Park Service at The Capulin Volcano National Monument. To combat erosion and preserve this geological marvel, They've replanted and vegetated damaged trail areas and the volcano's slopes with native grasses. This vegetation stabilizes the soil, preventing erosion, especially during the monsoon season.

Crews also constructed a single-tier rock retaining wall on the heavily used Boca trail to prevent fast-moving water from summer storms from cutting through the trail, reducing erosion. The improved path now encourages visitors to stay on track, preserving surrounding vegetation. The crew also worked on the Lava Flow trail, adding steps to mitigate erosion during monsoons. Well done!

## DESCRIPTION:

Organized and crafted email newsletters using Mailchimp to send out to staff and larger audiences.