



# How to

# MAKE THE MOST OF THE PANDA AMBASSADOR ONLINE COMMUNITY



P A N D A   A M B A S S A D O R



Whether you're just joining the Panda Ambassador online community on Mobilize, or you're just looking for an easy way to learn how to make the most out of it, this collection of tips is the right tool for you!

We moved the Panda Ambassador online community from Facebook Groups to Mobilize in 2021, after hearing from Ambassadors that they want easier ways to connect with each other. Mobilize is an exclusive online platform that allows for direct messaging, posting of text, image and video, and events, and sharing files as resources. The platform has superior data security, and makes connecting with the Panda Ambassador community very easy.

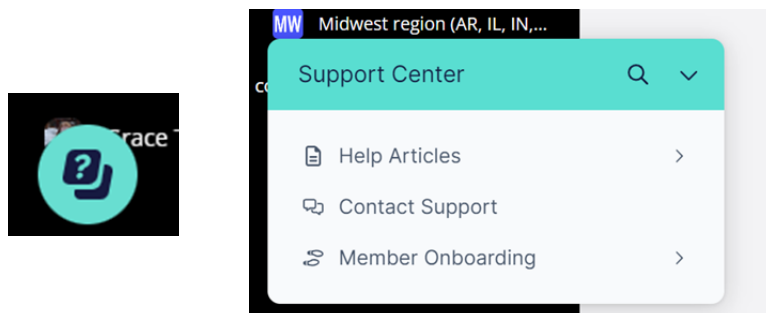
Panda Ambassadors are asked to create at least **2** original posts per year, as well as regularly check the community and interact with others' posts in order to foster a supportive environment for everyone's work. Ambassadors are spread all over the country and connecting on Mobilize is the perfect way to feel like a tightly-knit network working to protect nature together!

Here you'll find some tips and ideas for using Mobilize as a Panda Ambassador.

## Getting started

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1. **Register** [here](#) if you don't already have an account. The information you enter in the registration form is used in your profile so that Panda Ambassadors can find you when they filter the member directory based on a specific interest area or location.
2. Once you are admitted, you will find yourself in the **Lounge** – the area of the Online Community that all Panda Ambassadors are part of. In addition to this, there are regional groups and at least one thematic group. The purpose of the groups is to keep us from inundating the main Lounge with information that is more niche.
3. **Take a look around!** Mobilize has a similar interface to Facebook Groups. You can scroll to view posts, make your own content, browse the member directory or the events calendar, and check out resources. **Take a quick tutorial by clicking the circle help button in the lower left corner and selecting "Member onboarding"**.



4. Install the **mobile app** to keep up from your phone; it can be found in your respective app store.

5. Check and adjust your **notification settings**. Click on your profile in the upper right corner and select "Profile settings" from the drop-down menu. We recommend that you at least subscribe to the weekly highlights email in order to keep up with the community and interact with fellow Panda Ambassadors.

6. **Introduce yourself!** You can drop a comment under [this post](#) or make your own post sharing a bit about who you are and what you hope to accomplish as a Panda Ambassador.

7. From the Groups tab on the sidebar, browse and join the **regional group** to which your state belongs. Regional groups are intended for more locally-relevant discussions that don't need to go in the Lounge. We used the way the National Park Service divides states to create the regional groups:

- *Southeast* - AL, FL, GA, KY, LA, MS, NC, SC, TN, PR, U.S. Virgin Islands
- *Intermountain* - AZ, CO, MT, NM, OK, TX, UT, WY
- *Northeast* - CT, DE, MA, ME, NH, NJ, NY, PA, RI, VT
- *Midwest* - AR, IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI
- *National Capital* - DC, MD, VA, WV
- *Pacific* - CA, HI, ID, NV, OR, WA, AS, GU

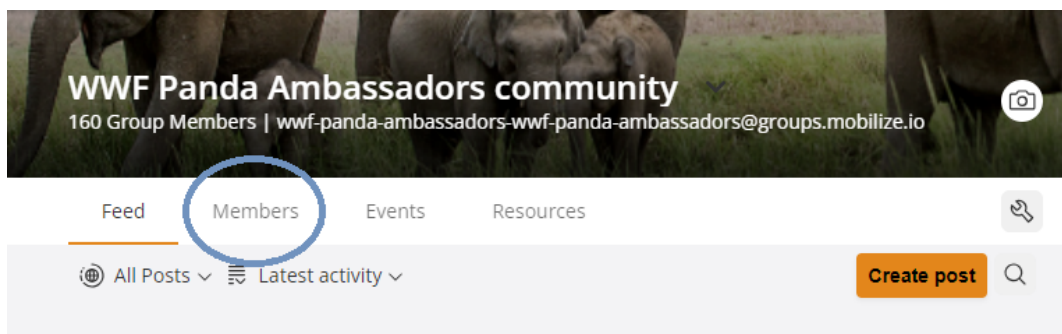
## Connecting with other Ambassadors

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Through the Online Community, you can find Panda Ambassadors to collaborate with or get advice from, or even just chat about environmental things. Even if there aren't any Ambassadors near where you live, you don't have to feel alone in your work and care for the planet! Here are some tips about how to connect with each other using Mobilize.

### The member directory

- You can **view** all current and alumni Panda Ambassadors that are on Mobilize by clicking on the "[Members](#)" tab in the Lounge. The button is located right below the header, next to "Feed".



- **Click on “Filters”** to narrow down your search. For example, you may be looking for someone who is interested in Sustainability and is in your city or state. Or you may simply be searching for Panda Ambassadors in your general area.
- Clicking on a member’s profile will expand it.
- You can also direct message members. Create a group chat by clicking the + next to “Conversations” on your left sidebar and selecting all members you’d like to add.

Other ways to find connections are posting in the main lounge or in a regional group. You can also send a private response to someone else’s post which functions a bit like a direct message, except it’s directly connected to the post they made. Reply privately by clicking the post in question to open it up in full, then selecting “Private Replies” from the comment section.

## Posting and engaging

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We want Mobilize to be your go-to for tapping into the Panda Ambassador community. This requires each Ambassador’s attention and participation: liking each other’s posts, commenting with ideas and helpful answers, or even just encouragement, and paying attention to the happenings in the community. **Fostering an engaged and supportive community depends on each of its members.**

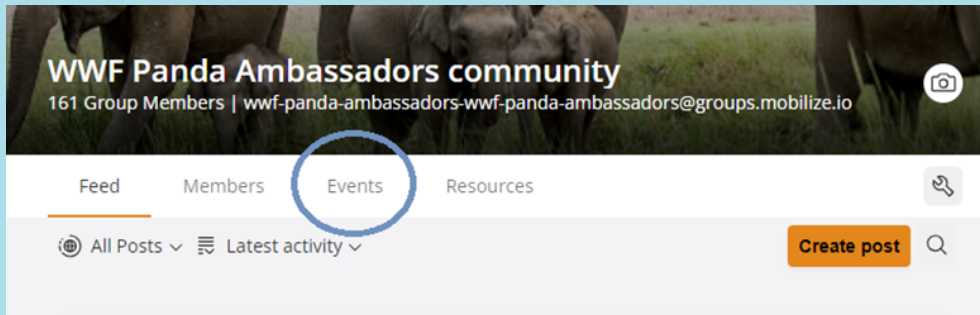
Here are ideas for what to post or how to engage.

### Original posts

- talk about how a recent project went or recount an old one for the sake of sharing experience and knowledge with fellow members; don’t forget to attach photos if you have them!
- ask Ambassadors for tips related to a project idea;
- create an event post for your virtual project, if it’s open to other Ambassadors; when you invite members, they will get an email and a reminder if they RSVP;
- ask a conservation-related question on a topic you’re having trouble finding info about;
- post a poll sourcing opinions on a project idea;
- give a fellow Ambassador a shout out;
- share a bit about a recent trip you took in nature and how that inspired you;
- offer to give fellow Ambassadors environmental career advice;
- link to a documentary that had you fired up about conservation;
- share a recent nature-related article that made an impression to you in the Environmental News group, or something hyperlocal in the group dedicated to your area;

## How to create an event

1. In the Lounge or in any of the other groups, navigate to the 'Events' tab.



2. Click the orange 'Create Event' post.

3. Enter all of your event information, including a banner image, if you have one.

4. Don't invite all group members if your event is in person. Instead, once you publish your event, you can choose specific members in the vicinity to invite.

5. You can add updates to the event in the form of posts! These will appear only in the event itself, and anyone who has RSVP'd 'yes' will be notified about them. This is a good way to send reminders or additional information.

## Engaging with others' content

- scroll through the lounge or a local group and see if you missed any recent posts;
- hit "appreciate" to show support for a fellow Ambassador's post;
- comment with an idea or answering a question, or even just words of encouragement;
- use the "search" bar at the top to look up a key word on a topic you're interested in; other Ambassadors might have posted about it in the past;
- check out the "Events" tab for any events to RSVP to.

### *Did you know?*

In many cases, you can create or interact with posts and even respond to personal messages right from your email! Read more about how to do that [here](#).

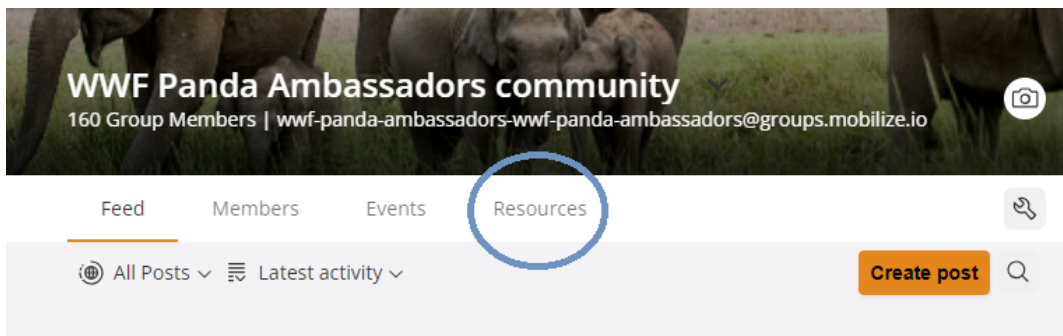
# Exclusive resources

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The [Panda Ambassador Toolkit](#) is the main hub for resources like how-to guides and PowerPoint presentations. However, there are many one-off materials, articles and news that we share on Mobilize when relevant to global events or a hot conversation topic; examples include resources on talking about heat waves and climate change, materials about environmental career advice and opportunities, or relevant non-WWF events. **Mobilize is where we curate timely information and resources exclusively for Panda Ambassadors.**

## Key resources

- The [Resources tab](#) in the Lounge has links to **past monthly call recordings** and **useful files** that aren't on the Toolkit.



- The [Events tab](#) in the Lounge may feature useful **webinars, trainings, in-person gatherings and more**. If you RSVP 'yes', you will get a reminder from Mobilize about the event. Check your regional group about local events too.

On a weekly basis, WWF staff share timely information and materials, such as our conservation career spotlight series or this post about [native gardening](#). Keep checking the Lounge's feed for these.

**For more information about using the Mobilize platform, including when faced with technical difficulties, please browse the [Help Center](#). You may always email us at [panda.ambassador@wwfus.org](mailto:panda.ambassador@wwfus.org) with any questions.**