Getting started with the Landcarer website

It is an open forum **accessible by everyone.** There are no barriers to viewing information and content and it's FREE to use.

It is for **anyone** passionate about conservation, land management and agriculture.

You can reach and interact with a broad range of individuals and groups **from all over Australia.**

Community participants include; individuals, environmental organisations, groups, land managers, land holders, farmers, volunteers, teachers, students, academics, scientists and more...

Landcare Australia

Use Landcarer to further **amplify, promote and share** what you are doing with a broader national audience.
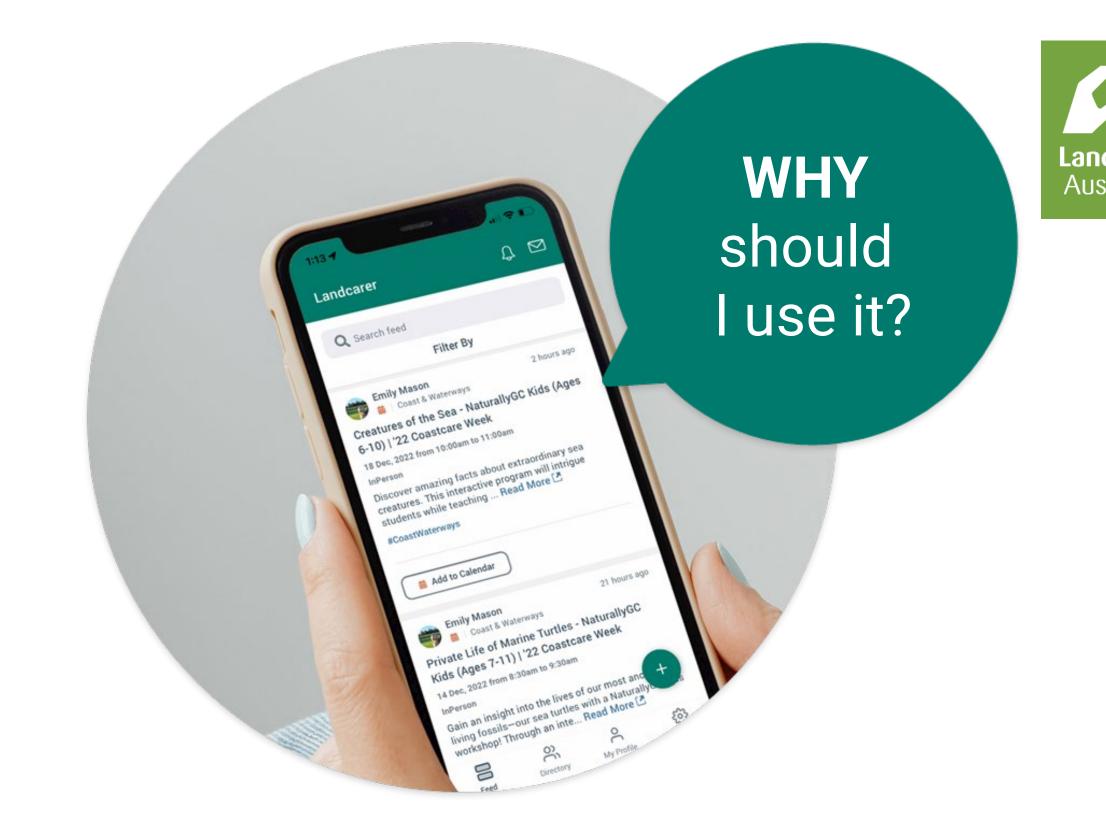

WHY should I use it?

Landcare Australia

Already have a website or established social media channels? Fantastic... Landcarer does not replace this. **Use it as an additional channel to promote your great work!**

The online community is a great way to let more people know who you are, what your organisation does and **link back to your website** or social channels.
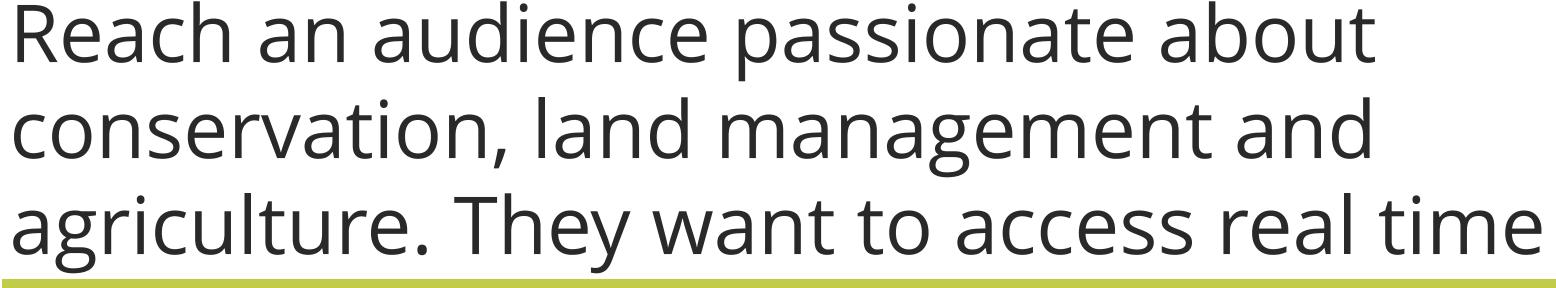
One of Australia's largest calendars for environmental events & days. 1 in 5* Landcarer events listings appeared in top 10 Google Search Results

Easy to use platform to publish your own content. Get even more engagement – the online community is also accessible through the app.

*Data Source: Landcarer.com.au Google Search Console, 1 August 2022 to 1 August 2023

Reach an audience passionate about conservation, land management and agriculture. They want to access real time **announcements, news, publications, resources, shared experiences, knowledge and ideas.**

Landcare
Australia

Search Engine Optimisation - SEO
Build quality backlinks to your website or social channels and find more ways for your information to be indexed by search engines.

Publish or link to OFFICIAL information
Publish program outcomes, case studies, strategies and reports.

Engage & start discussion
Engage directly with people in the community - gauge sentiment and receive feedback in real time.

Promotional tool
Share information, links, publications regarding new policies, programs and campaigns

Authorship & personal profile building
Build your reputation, through your fully customizable personal profile (set your own privacy level, share the information you want to). Badges function available to help community members verify the authenticity of your profile and content you publish.

Community outreach tool
Share information about financial assistance or community support programs, and tag it at a localised level. Private messaging feature is available to engage one-on-one if required.

Events
Share information, manage RSVPs, send reminders for upcoming events, webinars, seminars, conferences, forums and workshops.

Grants
Share and distribute grants information, resources and instructions.

Resource library
Host resources or share links and publications in the community libraries.

Freedom & ease of publishing comms
Sometimes websites can have limitations to how you can publish or format information. Landcarer is super easy to use and gives you the ability to publish several types of content in many different formats.
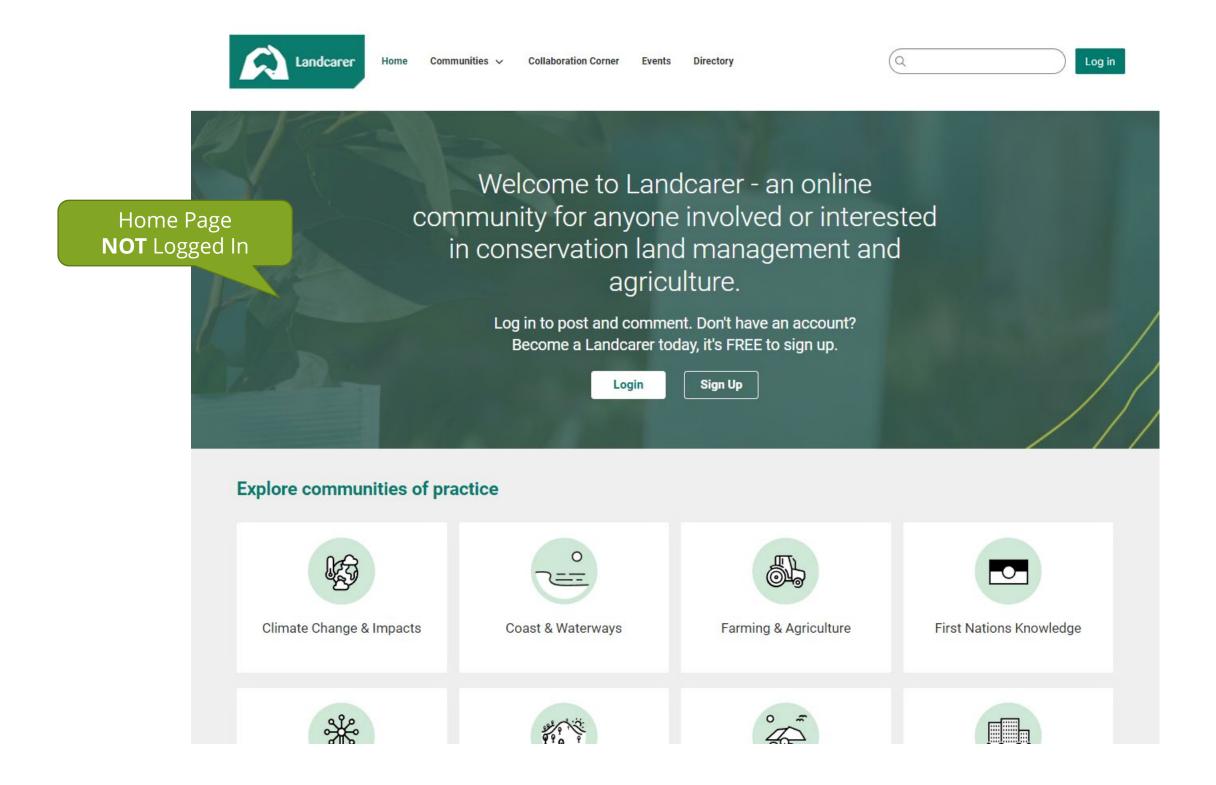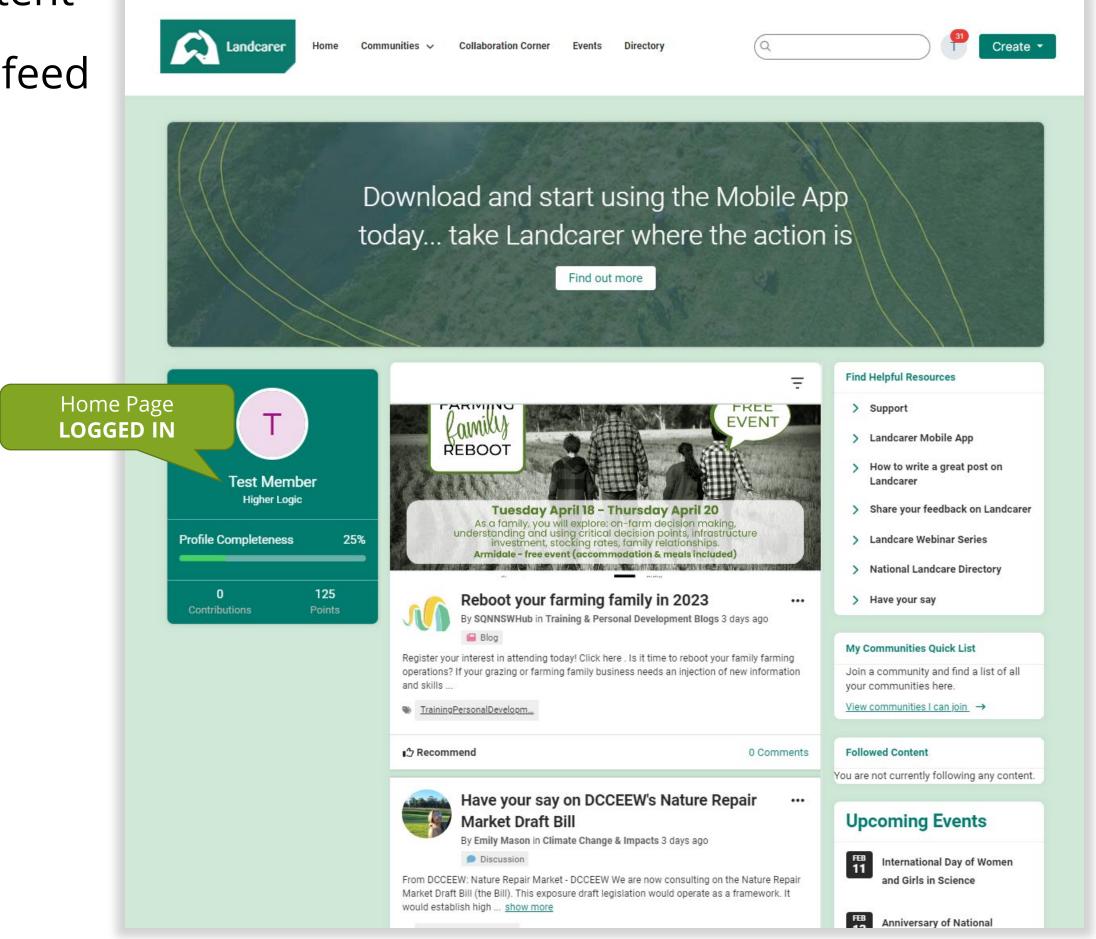
How to use Landcarer

Account or No Account? That is the question

- Everyone can browse and view content (Accessible by Public)
- **Sign up or login** to engage with the community or content
- **Sign up or login** to view content via your personalized feed

Home Page **NOT** Logged In
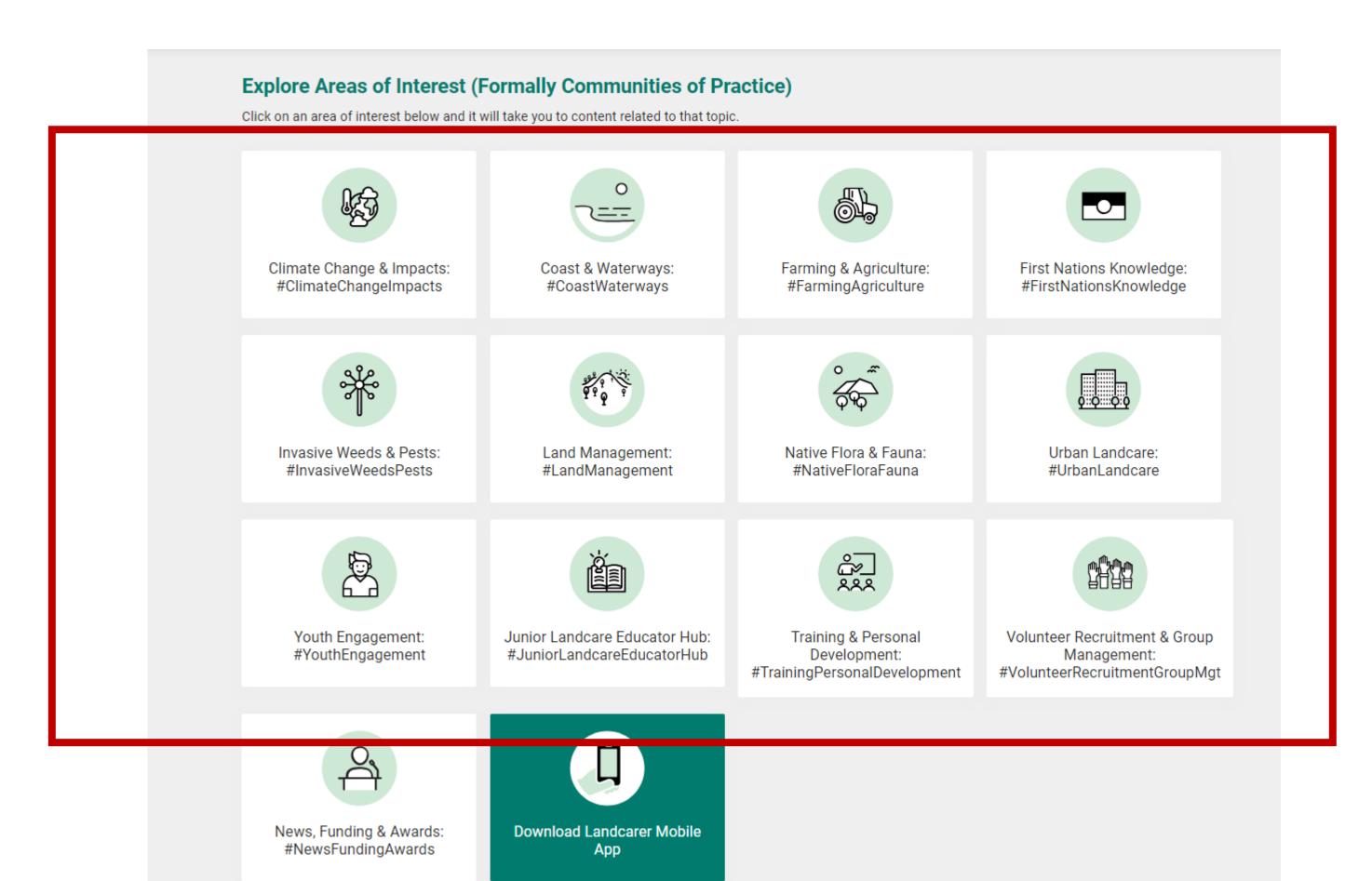
Home Page **LOGGED IN**

Topic based communities

- Content is added and browsed via 12x main topics which can be searched using # hashtags and key words

- These topics can be viewed by anyone (logged in or not)

Explore Areas of Interest (Formally Communities of Practice)

Click on an area of interest below and it will take you to content related to that topic.

Climate Change & Impacts: #ClimateChangeImpacts

Coast & Waterways: #CoastWaterways

Farming & Agriculture: #FarmingAgriculture

First Nations Knowledge: #FirstNationsKnowledge

Invasive Weeds & Pests: #InvasiveWeedsPests

Land Management: #LandManagement

Native Flora & Fauna: #NativeFloraFauna

Urban Landcare: #UrbanLandcare

Youth Engagement: #YouthEngagement

Junior Landcare Educator Hub: #JuniorLandcareEducatorHub

Training & Personal Development: #TrainingPersonalDevelopment

Volunteer Recruitment & Group Management: #VolunteerRecruitmentGroupMgt

News, Funding & Awards: #NewsFundingAwards
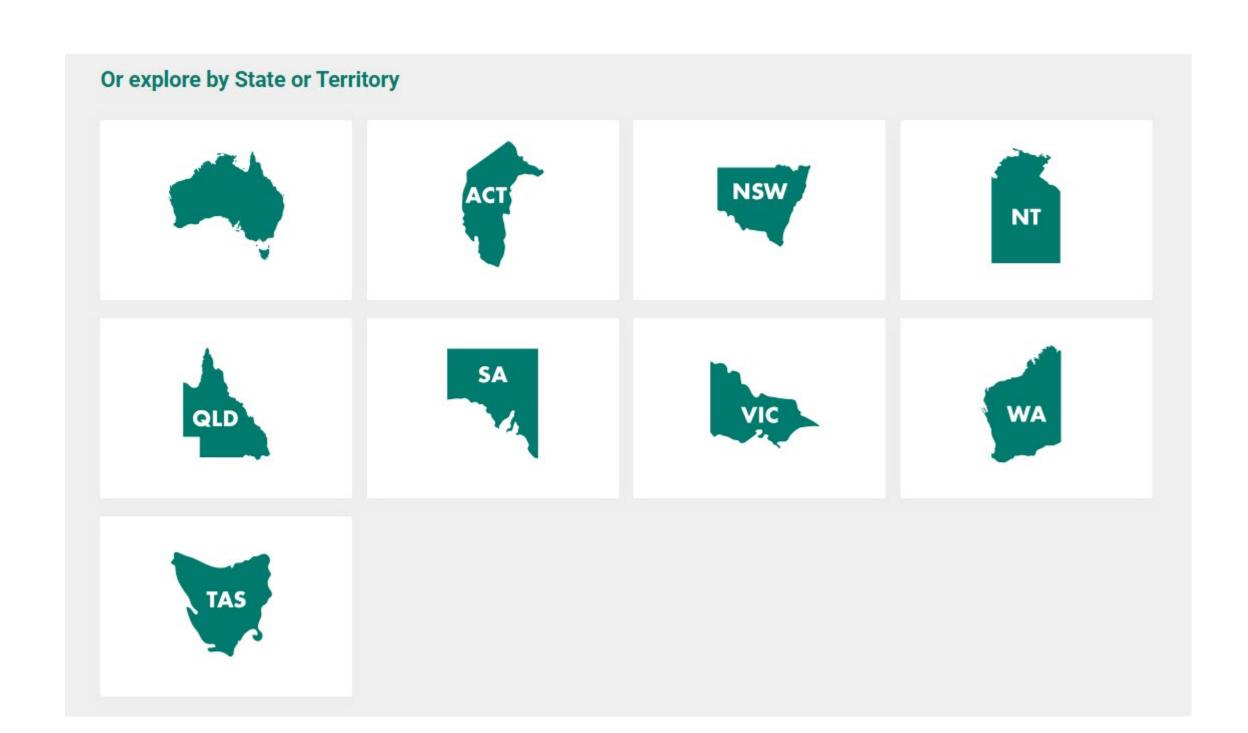
Download Landcarer Mobile App
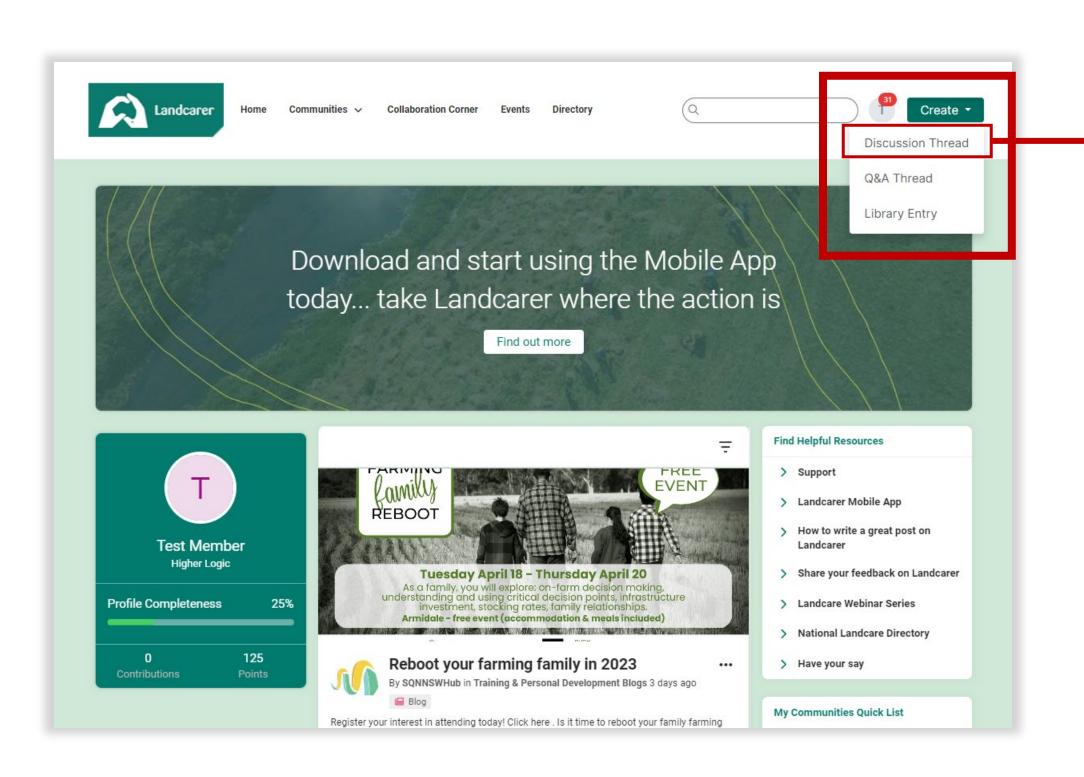
Location based communities

- Content is added and browsed via State & Territory or on a National level.

- These location-based communities can be viewed by anyone (logged in or not)

- User who have signed up for an account can "join" any location community and opt-in to community/topic specific notifications and email digests to keep up-to-date with all content that gets posted

- Each community has it's own discussion board, library, blog and event calendar (the home page and personal feed (when logged in) show a)

Or explore by State or Territory

How to post content

- Make sure you have an account and login

- Select "Create" button in top right corner

- Select the type of content you want to add; "Discussion Thread", "Q&A Thread", "Library Entry"

1. Select Community/Topic

2. Insert your content (format text, add images, add links, add video, add hashtags, mention other users, add attachments etc)

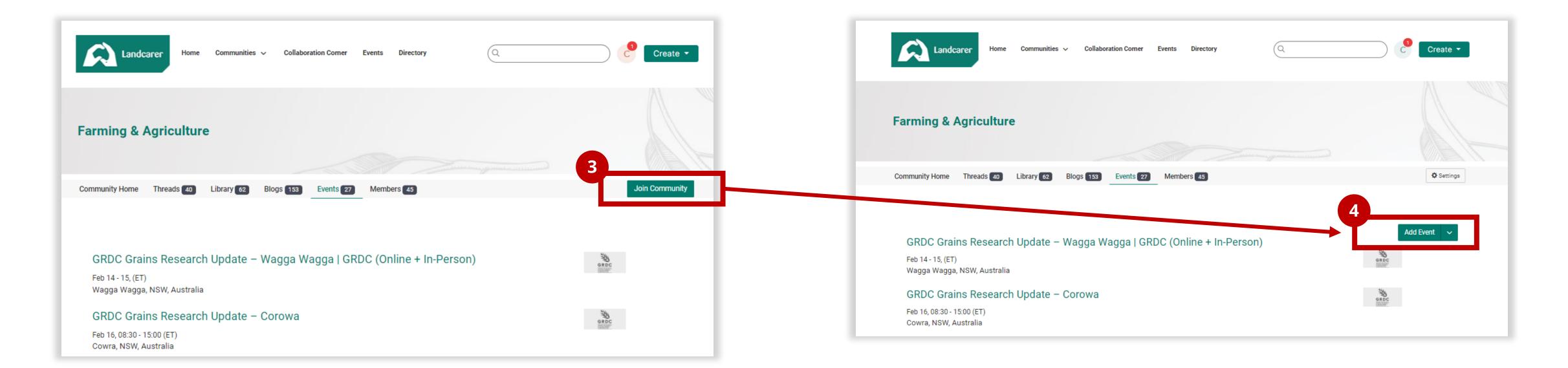3. Toggle to see your signature settings

4. Publish or Schedule your post!

How to add an event

1. Make sure you have an account and **login**

2. Go to the community you wish to post your event to

3. IMPORTANT: Make sure you have **joined the community** in which you wish to post the event

4. Click "Add Event"

How to add an event

1. Insert short but descriptive title for your event

2. Select "Event Type"
There are a few options to choose from which can change your options in the form beyond this point. Options are: Awards Ceremony, Conference, Field Trip, Information Session, Knowledge Cafe, Landcare Group/Organisation Meeting, Other, Professional Development, Special Observance, Volunteering and Webinar. Depending on what you select, you may also get additional fields to toggle whether your event is displayed in the events list or in search results on the website.

3. Select Community
This should per-populate with the community you were browsing

4. Insert Event Description
Insert all your event details here. You can format text, include links, images, videos, tags , mentions etc. This is where you can also insert <embed> code from Youtube or chosen platform if you are live streaming.
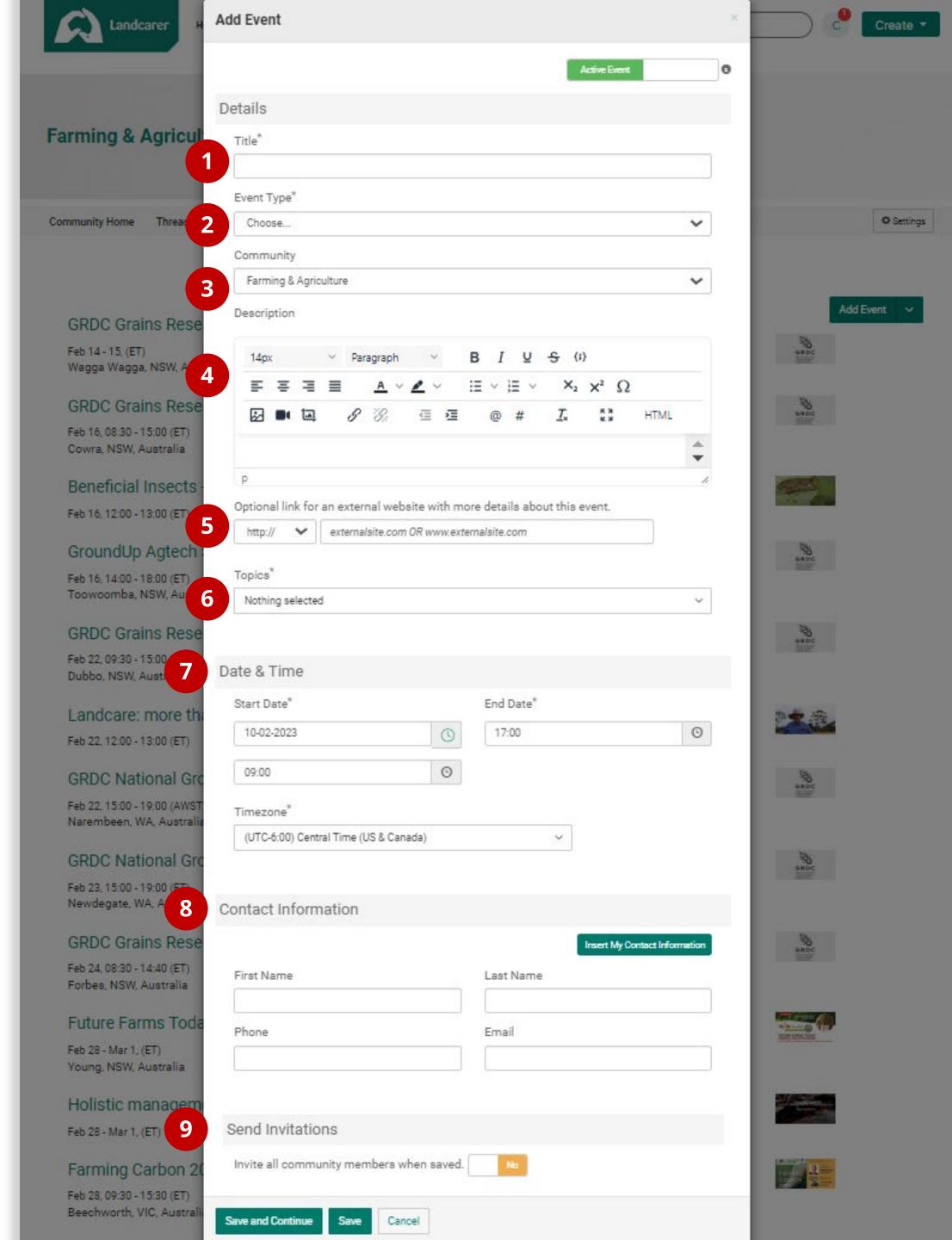
5. More information link
You can link to your own website or and events page outside of Landcarer if you have more comprehensive information hosted elsewhere.
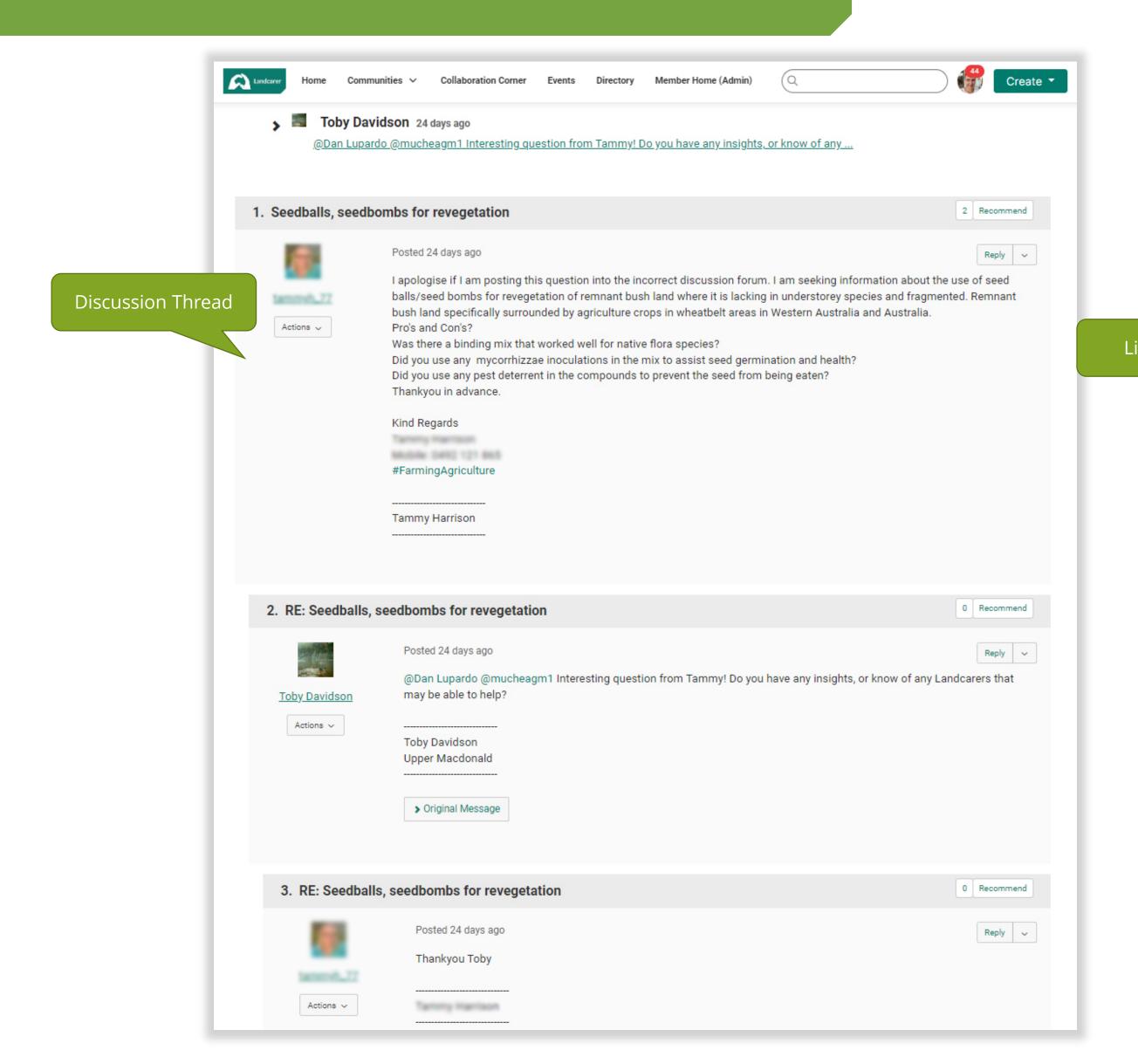
6. Select the community topic from the list
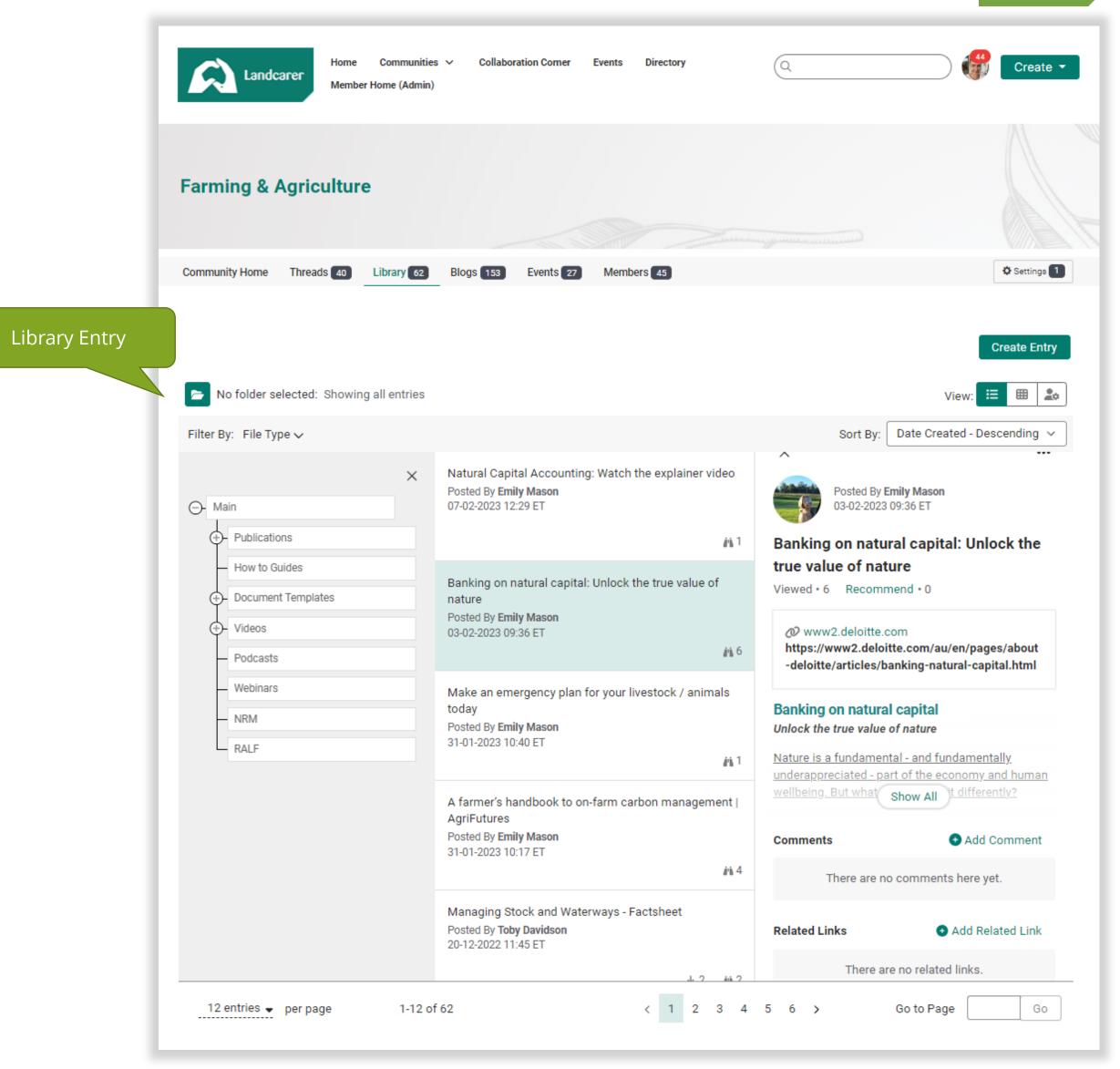This is the topic associated with your event/community your posting in.

7. Insert date and time, if you selected an offline in-person event type, you may also have to select a location and input an address here.

8. Insert the event organiser contact details to be displayed with this event. Depending on the type of event you selected, you may also need to **add a registration form link in this section** – this is where the RSVP button will link to, otherwise the platform will collate RSVP information for you.

9. You can toggle the setting to send the invite to all members of that community (pending individual privacy settings)
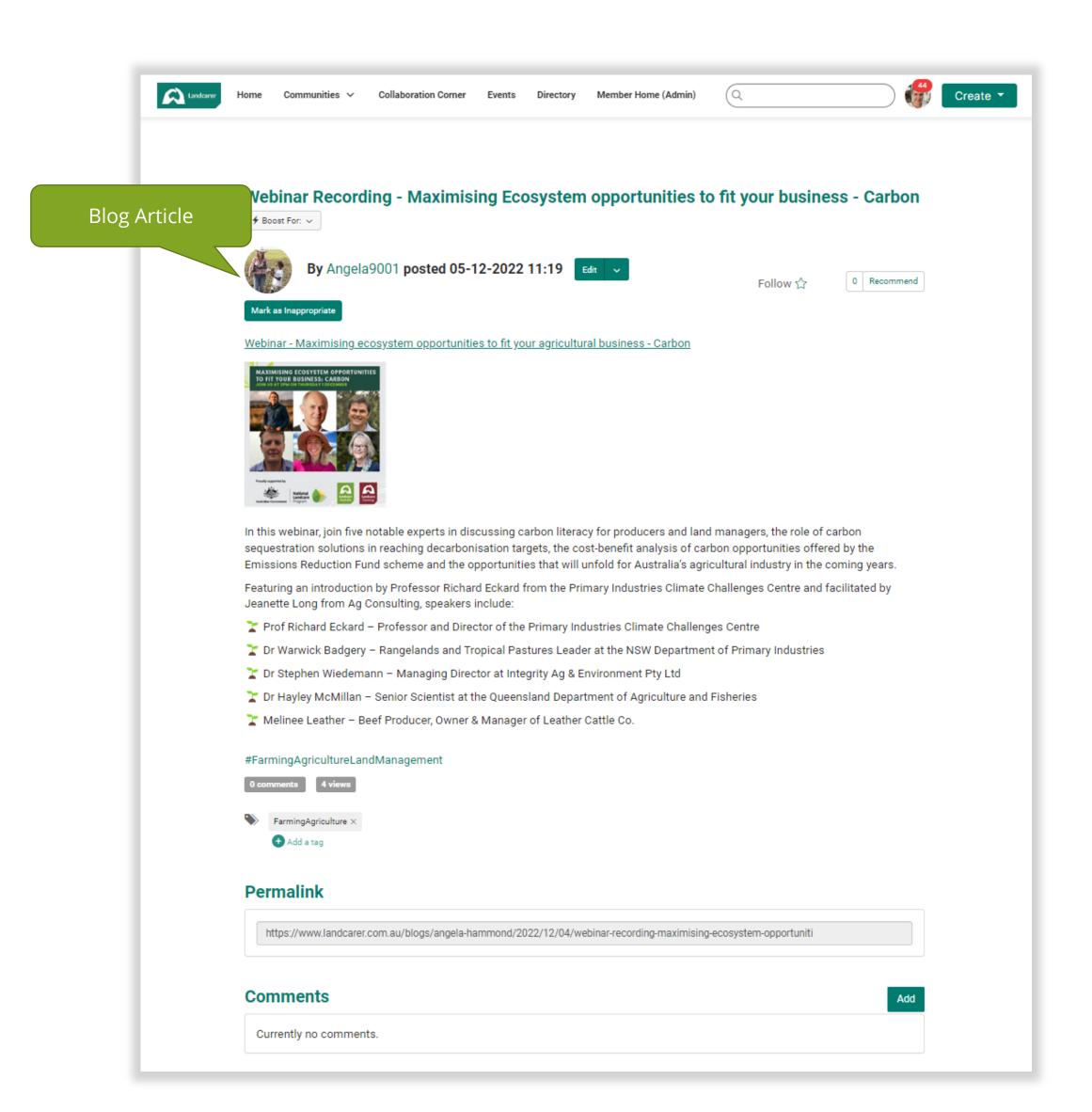
Content types

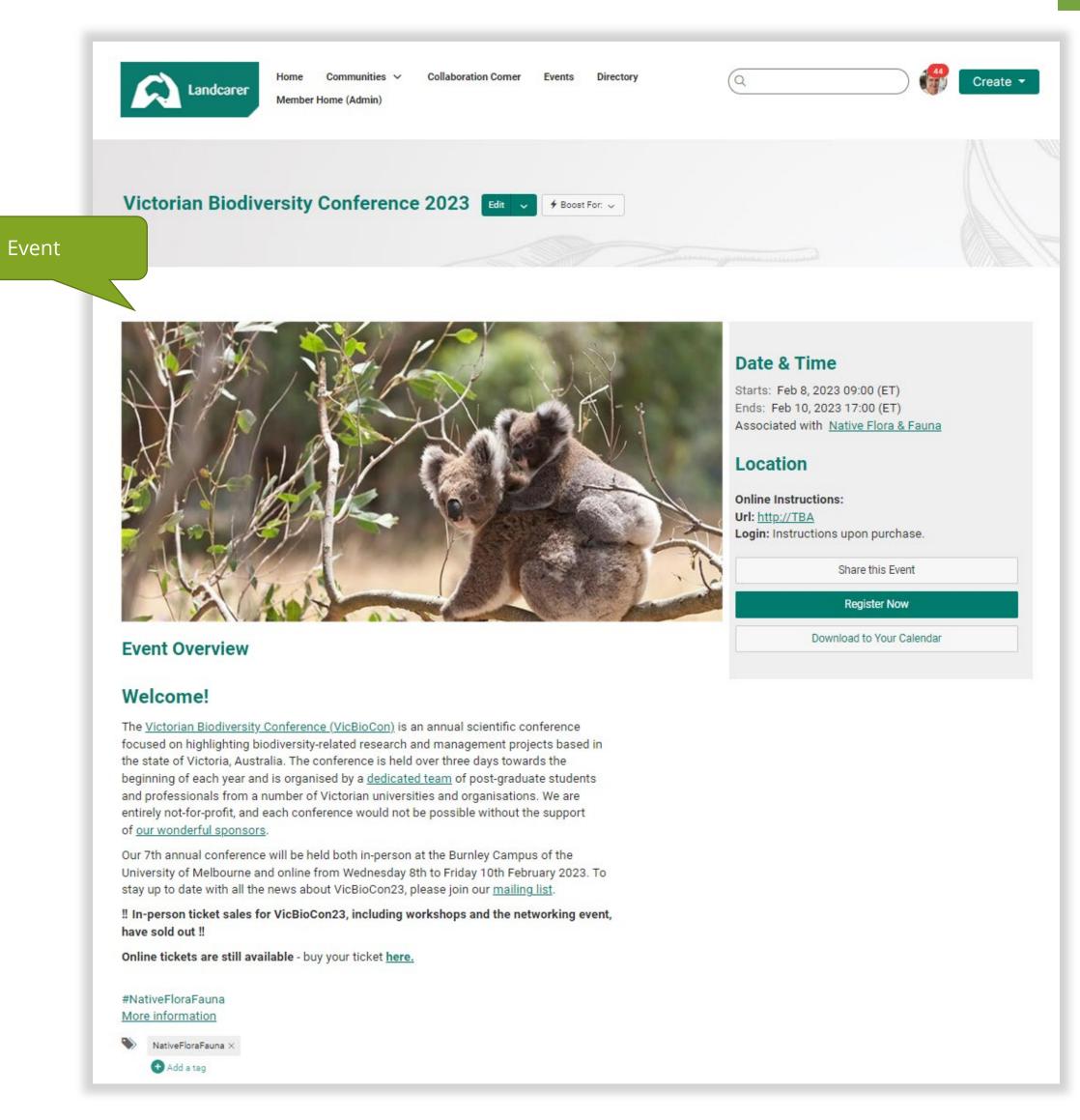Discussion Thread

Library Entry

Content types

Blog Article

Event

Personal Profile

1. **Username**
   If you don't want to use your name, you can update this to anything you like. By default it is set to your first name followed by a number sequence when you sign up.

2. **Profile Image**
   Insert a photo here to personalise your profile.

3. **Contact Details**
   Insert location, email, phone number, social media channels, website etc here. You can add just what displays to other signed in users and the general public in the privacy settings.

4. **Ribbons & Badges**
   Gamification feature – users can earn ribbons or badges for various community engagement activities, as well to identify specific topic champions etc.
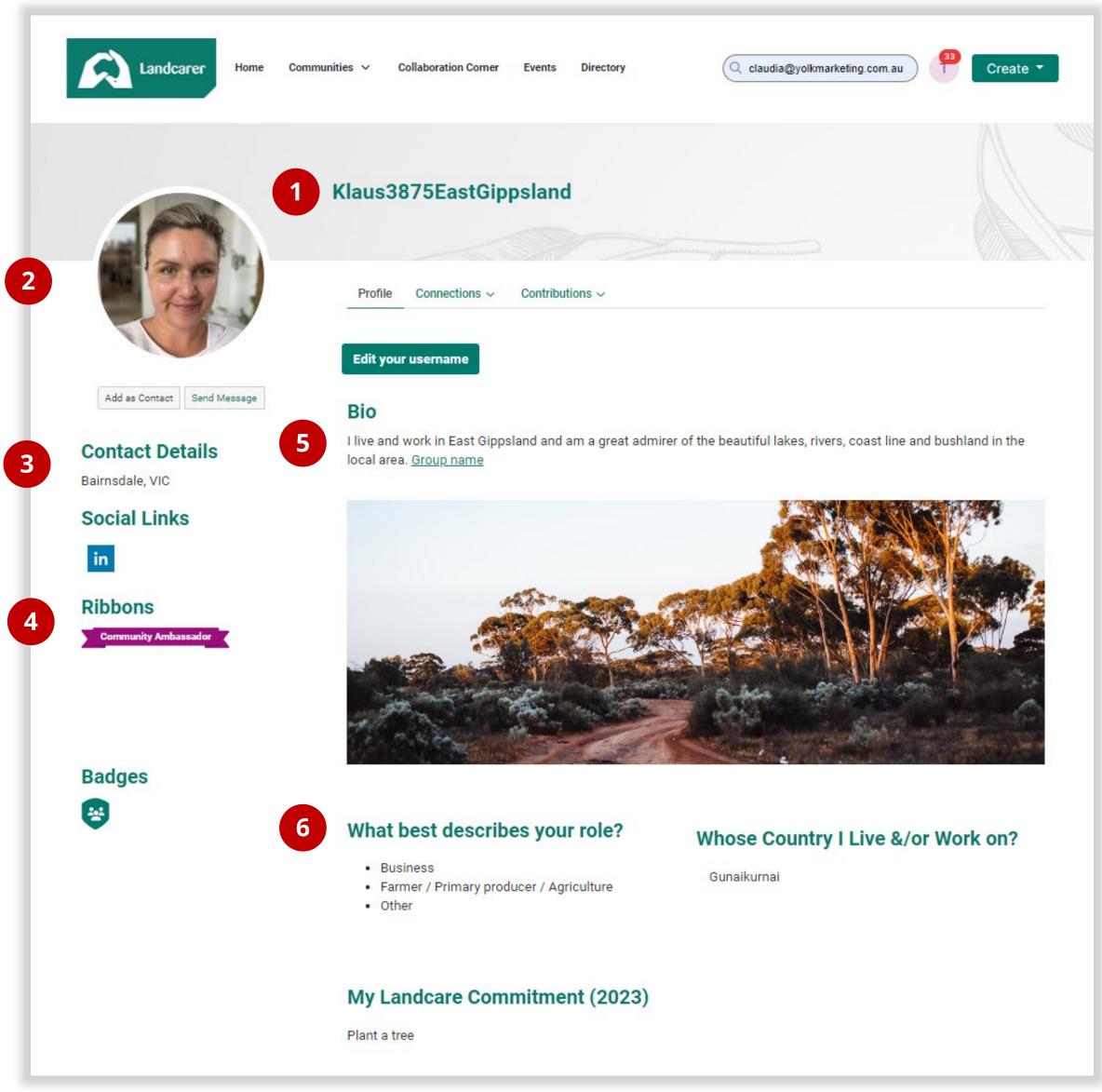
5. **Bio**
   Add as much or as little information about yourself, your work, your interests etc here. You can insert images, links, videos, hashtags and more in this area.
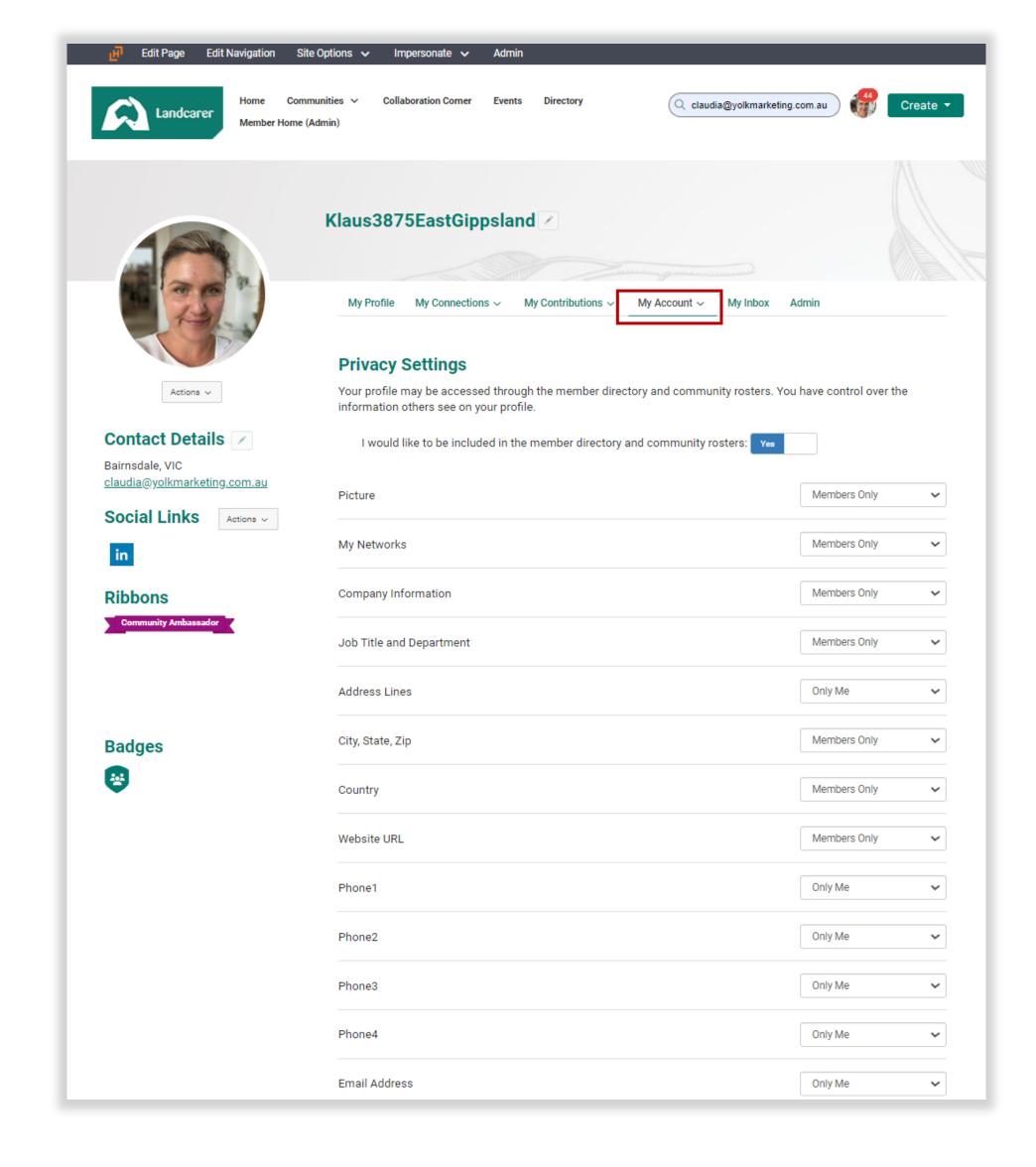
6. **Additional profile information**
   We have added some pre defined additional areas that users can chose to populate.

Managing Privacy & Notifications

Go to "My Account" drop down on your profile page to change your settings. You can toggle options to what you are most comfortable with.

Contact Us

For further information, contact: dianna.crisp@landcareaustralia.com.au