

Alberta Conservation Association 2015/16 Project Summary Report

Project Name: Social Media

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Budd Erickson

Primary ACA staff on this project: Budd Erickson

Partnerships: N/A

Key Findings

- 8,355 Facebook followers
- 3,537 Twitter followers
- *Constant Contact* e-newsletter sent to 78,548 subscribers
- 310 YouTube subscribers

Introduction

Social media is a way for ACA to connect with, inform and grow our audience. By using Facebook and Twitter, we can tell our followers about our projects, share news about upcoming events, and answer questions and comments about conservation in Alberta.

Methods

We use social media to increase public awareness of ACA and promote our events and activities. We produce and deliver a monthly e-newsletter full of important news and events, and we interact daily with audiences on Facebook and Twitter. We also use social media to increase awareness of conservation issues, such as aquatic invasive species, and member group activities, and we assist our member groups and other organizations and partners with social media resources.

Results

We use social media to connect with our existing stakeholders and new audiences by highlighting projects and events undertaken by us and our member groups, as well as to highlight conservation issues in Alberta. Our social media program also assists Alberta Environment and Parks with promoting many of its projects, such as family fishing weekends.

Conclusions

Connecting with our audience through social media is a must-have media stream for increasing our public profile and circulating current information on conservation, hunting, angling and trapping in Alberta.

Communications

- Facebook
- Twitter
- *Constant Contact* e-newsletter
- YouTube