

Alberta Conservation Association 2016/17 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

- Used a variety of social media tools to connect with the public, including Facebook, Twitter, YouTube, and our *Constant Contact* e-newsletter
- Engaged nearly 3,300 new followers on Facebook, over 800 new followers on Twitter, and nearly 30 new subscribers on YouTube.

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 respond to questions and comments about conservation in Alberta.

Methods

We use social media (e.g., Facebook, Twitter, YouTube) to increase public awareness of ACA and promote our events and activities. We produce and deliver a monthly e-newsletter, *Constant Contact*, 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

- 11,594 Facebook followers (+3,299 new followers)
- 4,343 Twitter followers (+809 new followers)
- 76,958 *Constant Contact* e-newsletter (-1,590 subscribers)
- 336 YouTube subscribers (+26 subscribers)

Conclusions

Social media is an important tool for ACA to connect with, inform and grow our audience, and to promote our events and activities.