

Alberta Conservation Association 2017/18 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 and Rhianna Wrubleski

Partnerships: N/A

Key Findings

- In 2017/18, we gained 2,821 new Facebook followers, 714 new Twitter followers, 26 new YouTube subscribers, and 1,116 Instagram followers.

Introduction

Social media is a way for ACA to connect with, inform, and grow our audience. By using Facebook, Twitter, Instagram, Constant Contact, and YouTube, 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 started an Instagram account this year to take advantage of our impressive photo library. We 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 (+2,821 new followers)
- 4,343 Twitter followers (+714 new followers)
- 75,968 *Constant Contact* e-newsletter (-1,010 subscribers)
- 362 YouTube subscribers (+26 subscribers)
- 1,116 Instagram followers (+1,116 followers)

Conclusions

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

Communications


Facebook

Twitter


YouTube


Instagram

Constant Contact





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Today is National Hunting, Trapping and Fishing Heritage Day! 🎆
Cook some wild game for friends, or just go hunting or fishing!
"Hunters, trappers and anglers represent some of Canada's most dedicated conservationists, contributing billions of dollars to conservation projects across Canada through the purchase of tags, licences and stamps, in addition to countless hours spent in conservation efforts." - Outdoor Canada



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