

**Alberta Conservation Association
2018/19 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 2018/19, we have 2,375 new Facebook followers, 470 new Twitter followers, and 885 new Instagram followers.

Introduction

Social media allows ACA to connect with, inform, and grow our audiences. 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, Twitter, and Instagram. 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

- 16,895 Facebook followers (+2,375 new followers)
- 5,634 Twitter followers (+714 new followers)
- 71,755 *Constant Contact* e-newsletter (-1,345 subscribers)
- 433 YouTube subscribers (+71 subscribers)
- 2,018 Instagram followers (+885 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