

**Alberta Conservation Association
2019/20 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, Tara Holmwood, Don Myhre, Mary McIntyre, and Rhianna Wrubleski

Partnerships: N/A

Key Findings

- 20,010 Facebook followers
- 6,203 Twitter followers
- 3,358 Instagram followers

Abstract

Social media allows ACA to connect with, inform, and grow audiences. By using Facebook, Twitter, Instagram, Constant Contact, and YouTube, we can inform 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, activities, and our initiatives and the initiatives of our member groups.

We produce and deliver a monthly e-newsletter via 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

- 20,010 Facebook followers
- 6,203 Twitter followers
- 66714 Constant Contact e-newsletter subscribers
- 433 YouTube subscribers
- 3,358 Instagram followers

Notable Achievements

Top Performing Post of the Year (Organic Promotion)

- Content: “We’re going stocking crazy! Find a lake near you and get out there this weekend”
- Type: GIF video, rainbow trout sliding down tube into lake
- 281,800 People Reached
- 42,840 minutes viewed

15 Kids Can Catch Facebook Events (Paid Promotions)

- 53,951 People Reached
- 1,756 Event responses
- Many Corporate Partners in Conservation (CPIC) thanked and added as co-hosts

Species at Risk Contest with 3 Quizzes (Paid Promotion)

- 28,031 people reached
- 1,652 clicks

- 933 completed quizzes/participants

Ice Fishing Photo Contest (Paid Promotion)

- 8,808 People reached
- 1,084 Engagements
- 350+ photo submissions

Conclusions

ACA's social media grows every year and brings more attention to the great hunting and fishing opportunities that Alberta has to offer. More than that, it is a critical medium for attracting attention and raising awareness about conservation issues, ACA events and fundraisers, or simply inspiring the public with quality photos and interesting information about Alberta's wildlife and habitats.