

**Alberta Conservation Association
2020/21 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

Abstract

Social media allows ACA to connect with, inform, and grow audiences. By using Facebook, Twitter, Instagram, Constant Contact, YouTube, and now LinkedIn, we can inform the public and our followers about ACA projects, support our member groups, recognize and thank Corporate Partners in Conservation, promote upcoming events, and respond to questions and comments about conservation in Alberta.

Methods

We use various social media platforms to increase public awareness of Alberta Conservation Association (ACA) and promote our events, activities, and initiatives and member group projects. We produce and deliver a monthly or bi-weekly e-newsletter via Constant Contact which details important conservation, hunting, or fishing news and events, and we interact daily with audiences on Facebook, Twitter, Instagram, and LinkedIn. We use social media to increase awareness of conservation issues, promote hunting and fishing, drive donations to conservation fundraisers, boost attendance at relevant public events, showcase outdoor influencers, and assist member groups and other partners with social media resources.

Results

- 30,062 Facebook followers (10,052 followers gained)
- 6,851 Twitter followers (648 followers gained)
- 5,475 Instagram followers (2,117 followers gained)
- 1,631 LinkedIn followers (1,631 followers gained)
- 80,018 Constant Contact Subscribers (13,304 contacts gained)
- 631 YouTube Subscribers (198 subscribers gained)

Notable Achievements

Top Performing Post of the Year (ACA's first true viral post)

Content: "What do you do when your kid is misbehaving? Ground them!"

The American badger is considered a species of 'Special Concern' in Canada.

- Type: Video, badger pushing young into burrow
- 16,000,000+ people reached
- 3,000,000 minutes viewed

Kids Can Catch Giveaway (Paid Promotions)

- 29,000+ people reached
- 524 artwork entries received
- 50 ice fishing kits distributed
- Many Corporate Partners in Conservation (CPIC) thanked

May Long Spring Fishing (Paid Promotion)

- Most cost-effective campaign at \$0.03 per click (due to extremely high engagement)
- 32,000+ people reached
- 4,000+ clicks

Ice Fishing Photo Contest 2021

- 240 photo submissions
- 76,286 Impressions
- 10,343 Engagements

Constant Contact Newsletters

- 21 newsletters sent
- 389,000+ newsletters opened by subscribers
- 31,000+ clicks to promoted links

Conclusions

This past fiscal year was ACA's biggest year on social media. We had our first viral post with millions of people reached and thousands of new followers, a pandemic-leveraging spring fishing campaign that saw unprecedented return on investment and engagement, new creative media development (GIFs and videos), and more contests and newsletters than any prior year. Every year ACA social media brings more attention to the many hunting and fishing opportunities that Alberta has to offer and the excitement of the outdoor lifestyle.

Communications

- www.facebook.com/AlbertaConservationAssociation/
- www.twitter.com/ConserveAlberta
- www.instagram.com/alberta_conservation/
- www.linkedin.com/company/alberta-conservation-association
- www.youtube.com/user/ConserveAlberta



Alberta Conservation Association



Published by Hootsuite [?] · June 29, 2020 · 🌐

No fishing licence required this weekend and the weather looks awesome!
July 4th and 5th is Family Fishing Weekend - Albertans don't need a fishing licence to give fishing a try (national parks not included). All other fishing regulations still apply. <https://mywildalberta.ca/.../family-fishing-week.../default.aspx>



Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.

204,337

People Reached

14,772

Engagements

Boost Post



Lisa Roper and 172 others

115 Comments 1,700 Shares



Alberta Conservation Association



Published by Budd Erickson [?] · January 6 · 🌐

One of our wildlife biologists and avid angler, Mike Jokinen, wanted to share an ice fishing catch-and-release technique he visualized last season while out on the ice.

Instead of flopping your catch onto the ice where it can't breathe and gets covered in ice, try an making an ice fishing live well! You can find the full how-to article inside the current issue of *Outdoor Canada & Outdoor Canada West* magazine. <https://www.outdoorcanada.ca/>

Ice livewells have many benefits. They give the angler extra time to carefully remove hooks and measure the fish, they prevent damage to the fish's eyes and gills from the freezing air, and they make it easier to snap some great photos of your catch!



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When you boost this post, you'll show it to more people.

48,395

People Reached

4,378

Engagements

Boost Post



Joy Steele, ClearYourGear.ca and 152 others

28 Comments 90 Shares



Alberta Conservation Association



Published by Hootsuite [?] · December 4, 2020 · 🌐

Hulking rainbow pulled out of Swan Lake this past week. Anyone going ice fishing this weekend? The weather looks mild!

Swan Lake is aerated by ACA and stocked by Alberta Environment and Parks.

Special thanks to [Municipal District of Greenview No. 16](#) for supporting fish stocking at this lake.



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18,481

People Reached

950

Engagements

Boost Post



Aaron Sauer, Jeffrey Stewart and 64 others

9 Comments 13 Shares



Alberta Conservation Association



Published by Hootsuite [?] · October 5, 2020 · 🌐

How many rattlesnakes can you spot?

Biologists were surveying for snake hibernacula last week! When winter looms, snakes make their way to hibernacula and remain dormant until spring. Hibernacula are afforded special management and legal protections under Alberta's Wildlife Act.



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7,509

People Reached

2,006

Engagements

Boost Post



Salman Salman, Darci Bleeker and 41 others

18 Comments 11 Shares



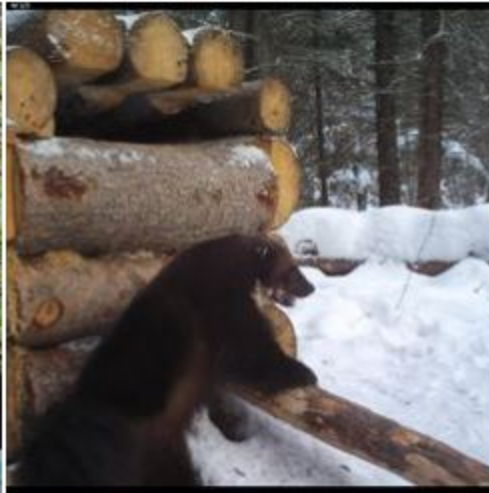
Alberta Conservation Association



Published by Hootsuite [?] · September 18, 2020 · 🌐

Tomorrow is National Hunting, Trapping and Fishing Heritage Day!

Hunters, anglers and trappers represent some of Canada's most dedicated conservationists, contributing billions of dollars to conservation projects across Canada through the purchase of tags and licences.



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When you boost this post, you'll show it to more people.

13,198
People Reached

1,199
Engagements

Boost Post

Rick Bell, Natural Canadian Fur Products and 111 others 1 Comment 46 Shares



Alberta Conservation Association



Published by Hootsuite [?] · August 24, 2020 · 🌐

Only one week until the first pheasant releases start!

Find a release site near you and make sure you check your hunting regulations for the area you plan to hunt in - <https://www.ab-conservation.com/.../provincial-pheasant-rele.../>

To add to the excitement, starting in mid-October we will be releasing a limited number of melanistic ringneck pheasants, along with our regular ringneck releases.... [See More](#)



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When you boost this post, you'll show it to more people.

8,778

People Reached

899

Engagements

Boost Post



Samantha Hawkins, Cody James and 93 others

16 Comments 20 Shares



Alberta Conservation Association



Published by Budd Erickson [?] · May 12, 2020 · 🌐

For the first time in many years, Hasse Lake has been stocked!

We are very excited to be working with Alberta Environment and Parks (who provided the fish yesterday), Parkland County and The Alberta Fish and Game Association to turn Hasse Lake back into an awesome Alberta fishing destination!



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When you boost this post, you'll show it to more people.

28,078

People Reached

8,281

Engagements

Boost Post



Michael Warren, Everett Hanna and 333 others

72 Comments 152 Shares



Alberta Conservation Association



Published by Budd Erickson [?] · April 1, 2020 · 🌐

This blueberry trout is being considered for our stocking program next year! Recent advancements in fish genetics are creating incredible stocking potential for Alberta's fisheries. While a blueberry flavoured trout may sound weird, trust us, it's delicious!

Do you have an idea for a great tasting fruit/trout hybrid? Let us know in the comments!



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When you boost this post, you'll show it to more people.

101,234
People Reached

20,417
Engagements

[Boost Post](#)

👍👍👍 710

193 Comments 425 Shares

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