

**Alberta Conservation Association
2021/22 Project Summary Report**

Project Name: Social Media

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Budd Erickson

Primary ACA staff on project: Budd Erickson, Tara Holmwood, Don Myhre

Partnerships

Not applicable

Key Findings

- 29,186 new audience members across all platforms
- 36 newsletters sent
- 24 paid advertising campaigns

Abstract

Social media allows ACA to connect with, inform, and grow audiences. By using Constant Contact, Facebook, Instagram, Twitter, 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.

Introduction

Social media allows Alberta Conservation Association (ACA) to connect with, inform, and grow audiences. By using Constant Contact, Facebook, Instagram, Twitter, 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 ACA and promote our events, activities, initiatives, and member group projects. We produce and deliver a monthly or bi-weekly e-newsletter via Constant Contact that provides important details regarding conservation, hunting, or fishing news and events. We interact daily with audiences on Facebook, Instagram LinkedIn, and Twitter. 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

In 2021/22, our social media audience has grown overall:

- 54,393 Facebook followers (24,331 followers gained)
- 7,049 Twitter followers (198 followers gained)
- 6,300 Instagram followers (825 followers gained)
- 2,257 LinkedIn followers (626 followers gained)
- 83,134 Constant Contact subscribers (3,116 contacts gained)
- 721 YouTube subscribers (90 subscribers gained)

Top Performing Posts

We developed several notable posts that interested our audience:

- Family Fishing Weekend
 - Content: “No fishing licence needed this weekend! July 3 and 4 is Family Fishing Weekend. Albertans are encouraged to give fishing a try on waterbodies with open fishing seasons, all other regulations still apply.”
 - Facebook statistics: 104,000 people reached, 2,390 engagements, and 767 shares.

- Kids Can Catch Giveaway (Paid Promotions)
 - Content: “Missing our Kids Can Catch events? Try our Kids Can Catch Giveaway instead!”
 - Facebook statistics: 83,023 people reached, 3,897 engagements, and 524 artwork entries received.
- Hunter Access Survey (Paid Promotion)
 - Content: “Our Hunter Access Survey is now open!”
 - Facebook statistics: 64,680 people reached and 6,444 engagements.
- Turkey Translocation
 - Content: “More turkeys incoming! We are collaborating with Alberta Environment and Parks on a new management plan for wild turkeys in Alberta.”
 - Facebook statistics: 42,227 people reached and 3,541 engagements.

Constant Contact e-newsletters

- 51 newsletters sent (includes for Harvest Your Own, Taber Pheasant Festival, Annual Furbearer Update, Kids Can Catch, and media releases)
- 673,000+ sent newsletters opened by subscribers
- 40,000+ clicks to promoted links

Contests

- Kids Can Catch Giveaway:
 - 430 entries
 - 31,000 people reached
- Ice Fishing Photo Contest:
 - 530 photo entries
 - 98,000 people reached
 - 4,000 engagements
- SAR Contest:
 - 971 entries
 - 27,000 people reached

Conclusions

This past fiscal year, Facebook saw the largest follower increase ever with over 24,000 new followers. We also saw the most submissions ever with our Ice Fishing Photo Contest 2022 at 530 photo submissions, and nearly 400 entries into our Kids Can Catch Ice Fishing Giveaway. In 2021/22, social media also provided support for some new initiatives such as the Hunter Access Survey, ABHuntLog, online grazing bid packages, and native trout outreach.

Communications

Not applicable

Literature Cited

Not applicable

Photos

25 Alberta Conservation Association January 24 · 🌐

Missing our Kids Can Catch events? Try our Kids Can Catch Giveaway instead!

Have your child or anyone in your family draw an ice fishing picture, fill out the form at the link below, and upload a photo of their artwork.

Each entry will be entered into a draw for a chance to win one of 50 family ice fishing kits! Each kit will include 2 ice fishing rods, a tackle box with tackle, hand warmers, and a multi-tool.... [See more](#)

kids can catch GIVEAWAY!

Drawing submitted by Heather Golekamp

Alberta Conservation Association Nonprofit Organization [Learn more](#)

83,023 People reached 3,897 Engagements [Boost again](#)

Boosted on	By	Status	People Reached	Link clicks
Jan 31, 2022	Budd Erickson	Completed	31.8K	240
Jan 26, 2022	Budd Erickson		> 4	

View results

👍❤️😄 Azure Johnson, Sean Leblanc and 169 others 53 Comments 188 Shares

👍 Like 🗨 Comment ➦ Share 🌐

Photo 1. Kids Can Catch Giveaway Promotion. Photo: ACA



Alberta Conservation Association

December 1, 2021 · 🌐



Our Hunter Access Survey is now open!

Do you hunt on private land? Please take a few minutes to answer our survey. Sharing your experience and perspective can help build mutual understanding, and that's good for conservation. Survey closes Dec. 19th.

All survey data and identity of participants will remain anonymous....

[See more](#)



64,680
People reached

6,444
Engagements

[Boost again](#)

Boosted on Dec 1, 2021
By Budd Erickson

Completed

People Reached **44.2K**

Post engagement **2.9K**

[View results](#)

Julio Morales, Brian Frerichs and 815 others

32 Comments 78 Shares

Photo 2. Hunter Access Survey Promotion. Photo: ACA



Alberta Conservation Association

February 22 · 🌐



More turkeys incoming!

We are collaborating with Alberta Environment and Parks on a new management plan for wild turkeys in Alberta. This plan has multiple objectives such as expanding wild turkey range in Alberta, increasing population size in current range, and eventually increasing hunting opportunities.

Work has already begun with private landowners to redistribute some birds from areas of high winter population densities to areas with low densities. In addition, we are i... [See more](#)



Get more likes, comments and shares
When you boost this post, you'll show it to more people.

42,227

People reached

3,541

Engagements

Boost post



Bobbi Wilson, Sanowar Hossin Job and 406 others 43 Comments 71 Shares

Photo 3. Turkey Translocation Promotion Photo: ACA