

**Alberta Conservation Association  
2022/23 Project Summary Report**

**Project Name:** Social Media

**Information, Education and Communications Program Manager:** Don Myhre

**Project Leader:** Budd Erickson and Cassandra Hewitt

**Primary ACA staff on project:** Budd Erickson, Cassandra Hewitt, Tara Holmwood, and Don Myhre

**Partnerships**

Not applicable

**Key Findings**

- 4,025 new audience members across all platforms
- 52 newsletters sent
- 17 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 2022/23, our social media audience has grown overall:

- 57,220 Facebook followers (2,827 followers gained)
- 7,045 Twitter followers (4 followers lost)
- 6,919 Instagram followers (619 followers gained)
- 2,716 LinkedIn followers (459 followers gained)
- 120,400 Constant Contact subscribers (37,266 contacts gained)
- 845 YouTube subscribers (124 subscribers gained)

### *Top Performing Posts*

We developed several notable posts that interested our audience:

- Kids Can Catch Wabamun 2023 (Paid Promotion)
  - Content: “Looking for something new to do this winter with the kids? Come out to ACA's Kids Can Catch event at Wabamun Lake on February 18! <https://www.ab-conservation.com/events/kids-can-catch/wabamun/>.”
  - Total statistics: 36,206 people reached, 1,541 engagements, and 25 shares.

- Ice Fishing Photo Contest (Paid Promotions)
  - Content: “Back again for 2023 is our Ice Fishing Photo Contest! Enter the contest by filling out the entry form on our website (<https://bit.ly/3WMqSUA>)! This year we have three amazing prizes for the 1st, 2nd and 3rd placed photos. 1st place will get a \$300 prize pack from The Fishin’ Hole, 2nd place will receive a \$100 gif card and 3rd place will receive a \$50 gift card gift card for The Fishin’ Hole! The contest runs from February 1 to March 1 at 12pm MST. Special thanks to The Fishin' Hole Canada for their generous sponsorship of the contest! We can’t wait to see all your photos!”
  - Total statistics: 26,488 people reached, 1,183 engagements, and photo entries received.
- ABHuntLog (Paid Promotion)
  - Content: “Get your data in and WIN! WIN A LEUPOLD OPTICS PRIZE PACKAGE valued at over \$1300 donated by Korth Group Ltd. or one of FIVE \$200 gift cards. Entering is easy as 1, 2, 3! Don’t miss your chance to win—submit your surveys by November 30, 2022. Here’s how to enter: 1. Download the Alberta iHunter App. 2. Log in to ABHuntLog on the App and record your hunting trip. 3. Submit your ABHuntLog survey. Each valid survey submitted is an entry for a chance to win! Contest runs from September 1 to November 30, 2022. Winners will be notified through their ABHuntLog personal dashboard. Thank you to Korth Group for donating the grand prize.”
  - Total statistics: 14,780 people reached, 308 engagements and 76 link clicks.
- Congrats Paul
  - Content: “Congratulations to ACA Senior Biologist Paul Jones for winning the Prairie Conservation Award for Alberta! The Prairie Conservation Award is granted to a deserving recipient from each Prairie Provinces once every three years, recognizing significant long-term contributions to native habitat or species at risk conservation. Paul works on various projects at ACA, including the pronghorn projects, the ABHuntLog project and many more. Congrats again, Paul!”
  - Total statistics: 14,309 people reached, 440 engagements, and 7 shares.

### *Constant Contact e-newsletters*

- 52 newsletters sent (includes for Harvest Your Own, Taber Pheasant Festival, Annual Furbearer Update, Kids Can Catch, and media releases)
- 800,000+ sent newsletters opened by subscribers
- 36,000+ clicks to promoted links
- Ice Fishing Photo Contest:
  - 537 photo entries
  - 56,152 people reached
  - 2,087 engagements
  - Two newsletters sent
- SAR Contest:
  - 519 entries
  - 51,169 people reached
- ABHuntLog
  - 77,676 people reached
  - 1,964 engagements
  - 113 link clicks

### **Conclusions**

This past fiscal year, Facebook saw the largest follower increase ever with over 2,827 new followers. We also saw the most submissions ever with our Ice Fishing Photo Contest 2023 at 537 photo submissions. In 2022/23, 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



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



Photo 2. Ice Fishing Photo Contest. Photo: ACA

**Alberta Conservation Association**  
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 Thank you to Korth Group for donating the grand prize. — in Alberta.



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

8,041 People reached    357 Engagements    — Distribution score    [Boost again](#)

Photo 3. ABHuntLog Photo: ACA

**Alberta Conservation Association**  
 Published by Sprout Social • February 25 • ...

Congratulations to ACA Senior Biologist Paul Jones for winning the Prairie Conservation Award for Alberta!  
 The Prairie Conservation Award is granted to a deserving recipient from each Prairie Provinces once every three years, recognizing significant long-term contributions to native habitat or species at risk conservation.  
 Paul works on various projects at ACA, including the pronghorn projects, the ABHuntLog project and many more.  
 Congrats again, Paul!



Photo 4. Congrats Paul Photo: Paul Jones