

**Alberta Conservation Association
2023/24 Project Summary Report**

Project Name: Social Media

Information, Education, and Communications Program Manager: Tara Holmwood

Project Leader: Cassandra Hewitt

Primary ACA Staff on Project: Amanda Gill, Cassandra Hewitt, and Tara Holmwood

Partnerships

Not applicable

Key Findings

- 2,139 new audience members across all platforms
- 59 newsletters sent
- 19 paid advertising campaigns

Details

Social media allows Alberta Conservation Association (ACA) to connect with, inform, and grow audiences. By using Constant Contact, Facebook, Instagram, X (formerly 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.

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 X. 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.

In 2023/24, our overall social media audience has grown as follows:

- 57,813 Facebook followers (664 followers gained)
- 7,629 Instagram followers (651 followers gained)
- 3,472 LinkedIn followers (790 followers gained)
- 7,031 X followers (11 followers lost)
- 145,832 Constant Contact subscribers (24,889 contacts gained)
- 890 YouTube subscribers (45 subscribers gained)

In 2023/24, social media also provided support for some new initiatives such as the digital-only notices for lake aeration (provincial and regional posts), Angler Preference Survey (collaboration with Travel Alberta), Mule Deer Management Survey, Minister's Special Licence Raffle promotion, online haying and grazing bid packages, and native trout outreach.

Photos



Photo 1. Minister's Special Licence Raffle reel (video) promotion, Facebook post. Photo: ACA

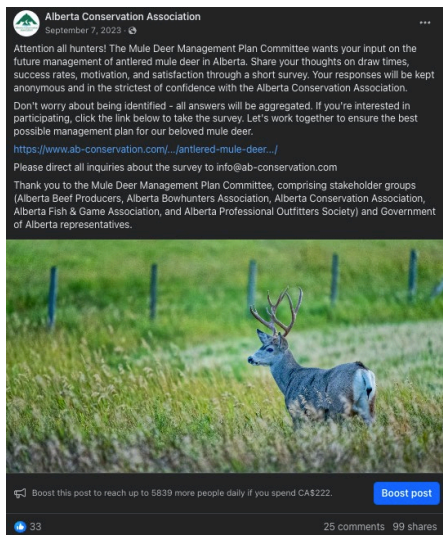


Photo 2. Mule deer management survey, Facebook post. Photo: ACA



Photo 3. Ice thickness awareness graphic, Facebook post. Photo: ACA

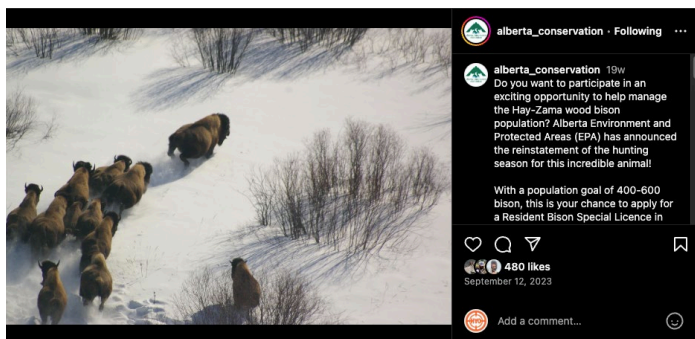


Photo 4. Hay-Zama wood bison licence, Instagram post. Photo: ACA

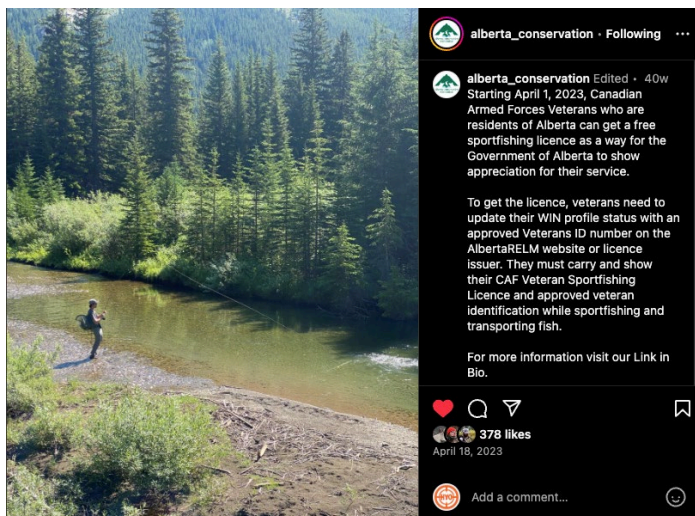


Photo 5. Canadian Armed Forces veterans fishing licence, Instagram post. Photo: ACA

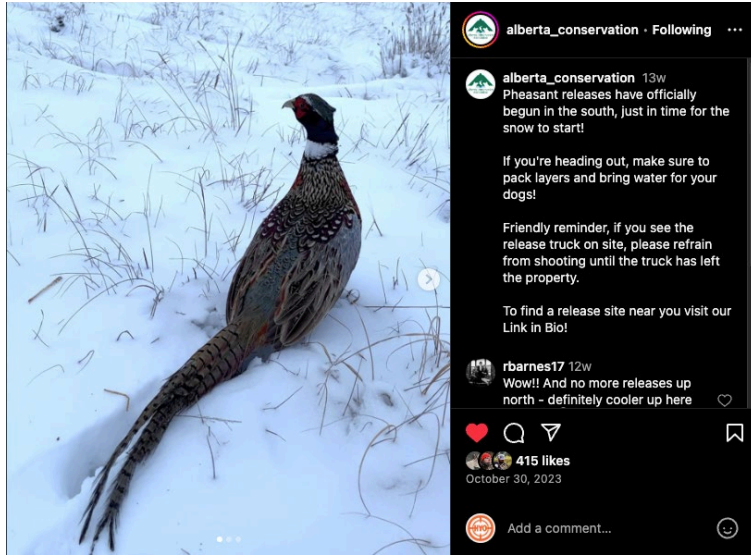


Photo 6. Pheasant releases in the South, Instagram post. Photo: Holly Reid, ACA.



Photo 7. Minister's Special Licence Raffle promotional newsletter. Photo: ACA.



Photo 8. Taber Pheasant Festival registration newsletter. Photo: ACA.

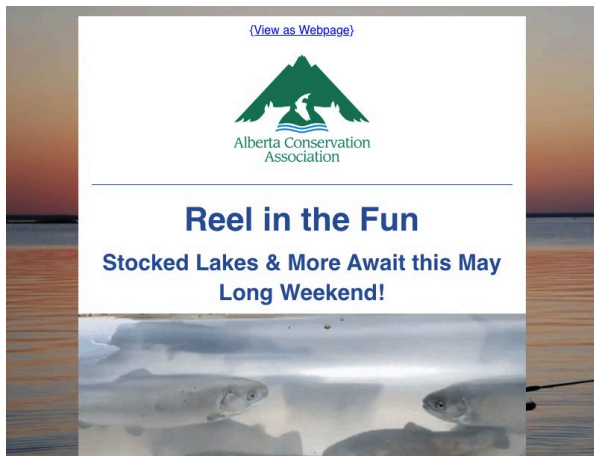


Photo 9. May Long Weekend and Kids Can Catch Fort Saskatchewan newsletter.
Photo: ACA.