

**Alberta Conservation Association
2024/25 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

- 688 new audience members across all platforms
- 51 newsletters sent
- 11 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 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 2024/25, our overall social media audience has grown as follows:

- 56,934 Facebook followers (879 followers lost)
- 8,148 Instagram followers (519 followers gained)
- 4,503 LinkedIn followers (1,031 followers gained)
- 6,904 X followers (127 followers lost)
- 176,436 Constant Contact subscribers (30,604 contacts gained)
- 907 YouTube subscribers (17 subscribers gained)

In 2024/25, social media also provided support for some new initiatives such as the Summer Fishing Colouring Contest, online haying and grazing bid packages, job ads, and native trout outreach.

Photos



Photo 1. Summer Fishing Colouring Contest promotion, Facebook post. Photo: ACA



Photo 2. Intermediate Biologist – Peace River, Facebook post. Photo: ACA



Photo 3. Summer Fishing Colouring Contest promotional newsletter. Photo: ACA.

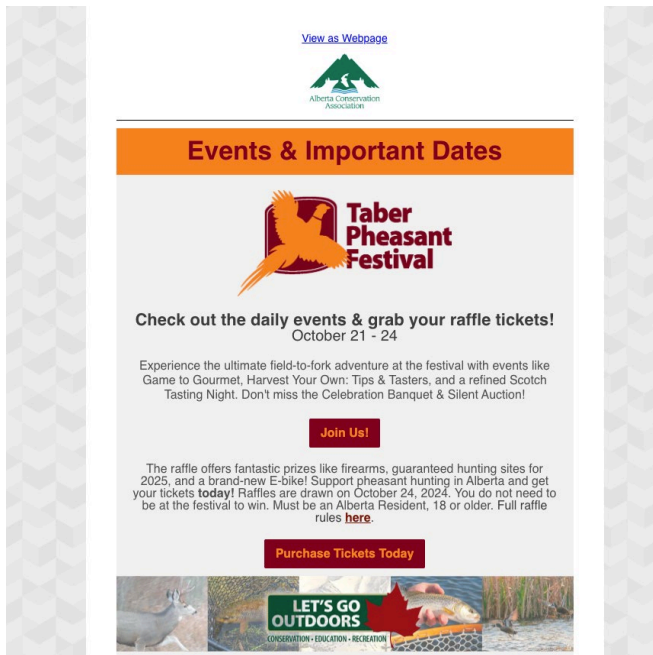


Photo 4. August ACA Monthly newsletter. Photo: ACA.