

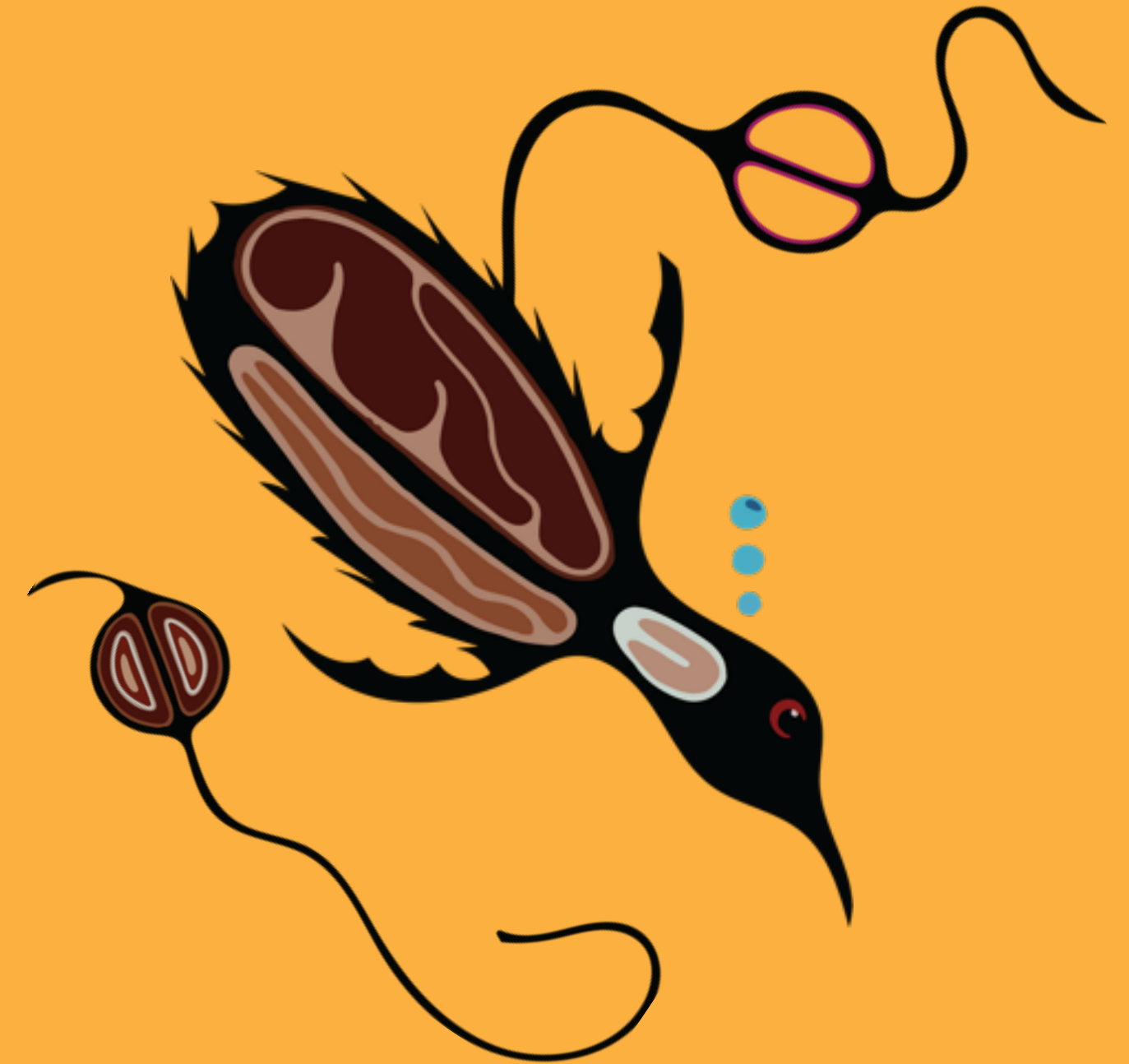


NATIONAL ENVIRONMENTAL TREASURE

Biodiversity Campaign Update
June 2020

WEBSITE

- Designed by Lot2.Media
- Art by Ojibway artist, Jason Adair
- Webpages include:
 - Biodiversity
 - Action Agenda
 - Podcast
 - Blog
 - About
- Designed as platform that:
 - defines biodiversity;
 - explains magnitude of biodiversity loss;
 - explores what is causing its decline;
 - shares actionable solutions.

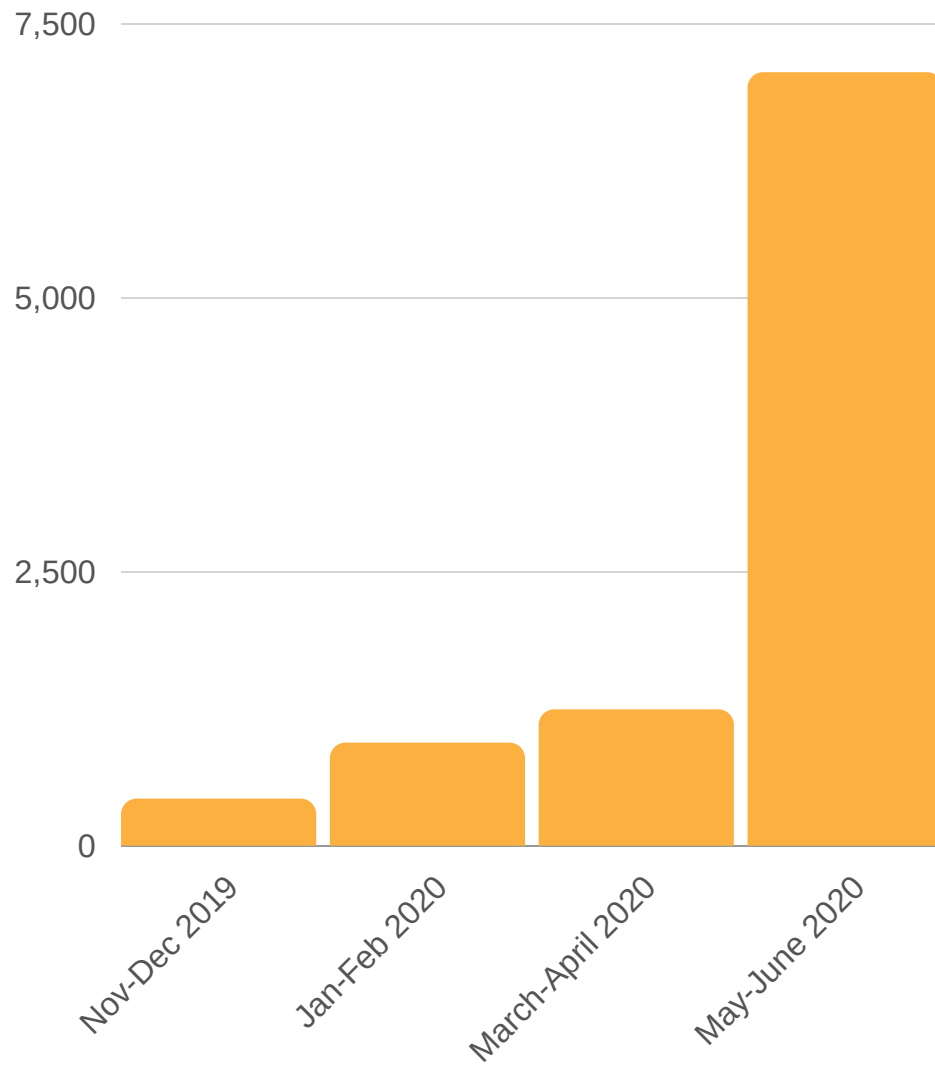


INTERACTIVE HOMEPAGE

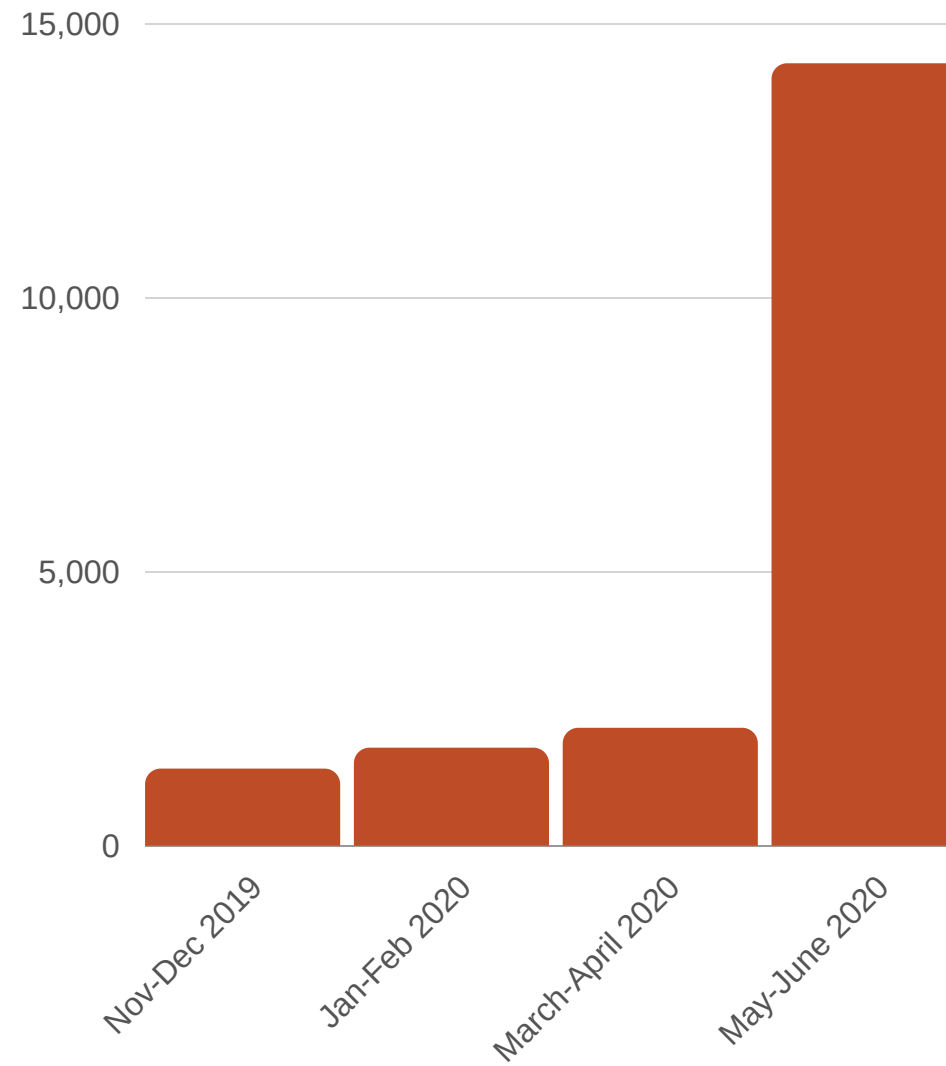


WEBSITE STATS

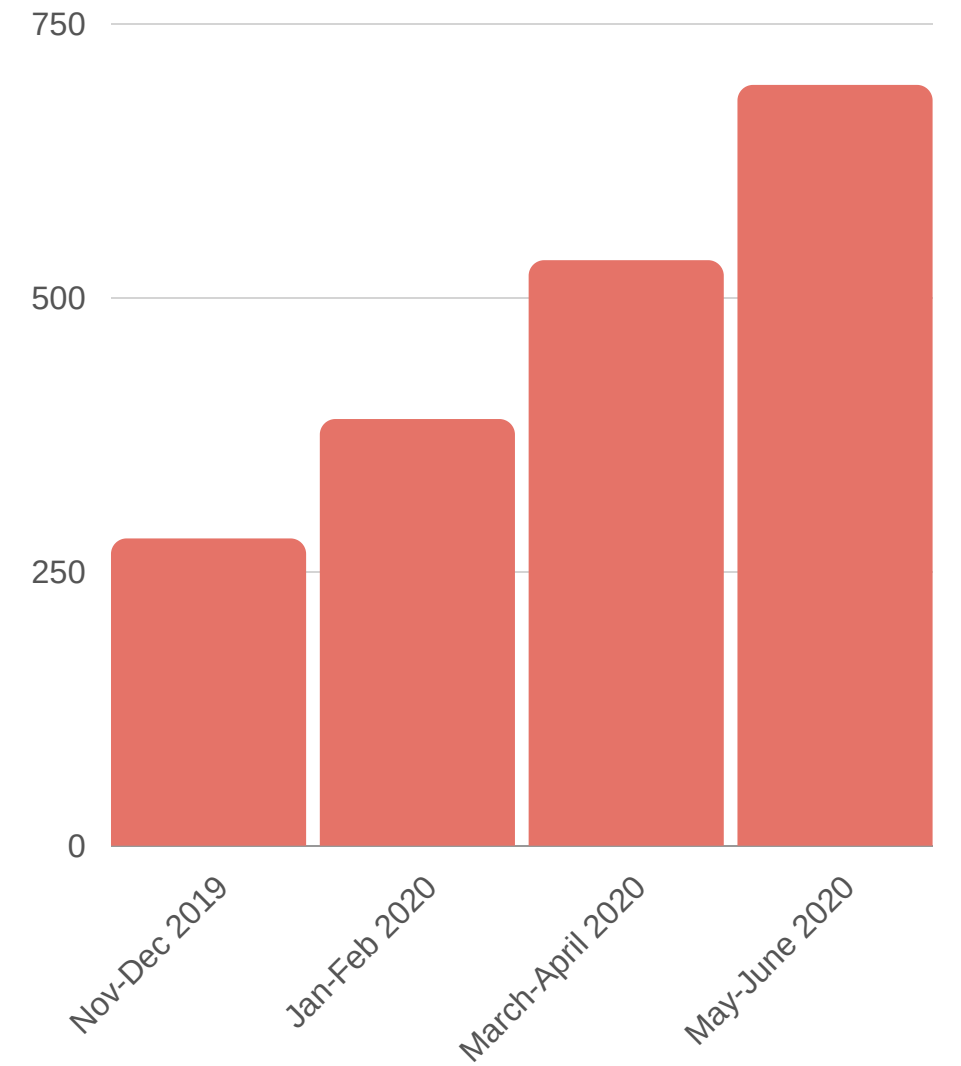
Users



Pageviews

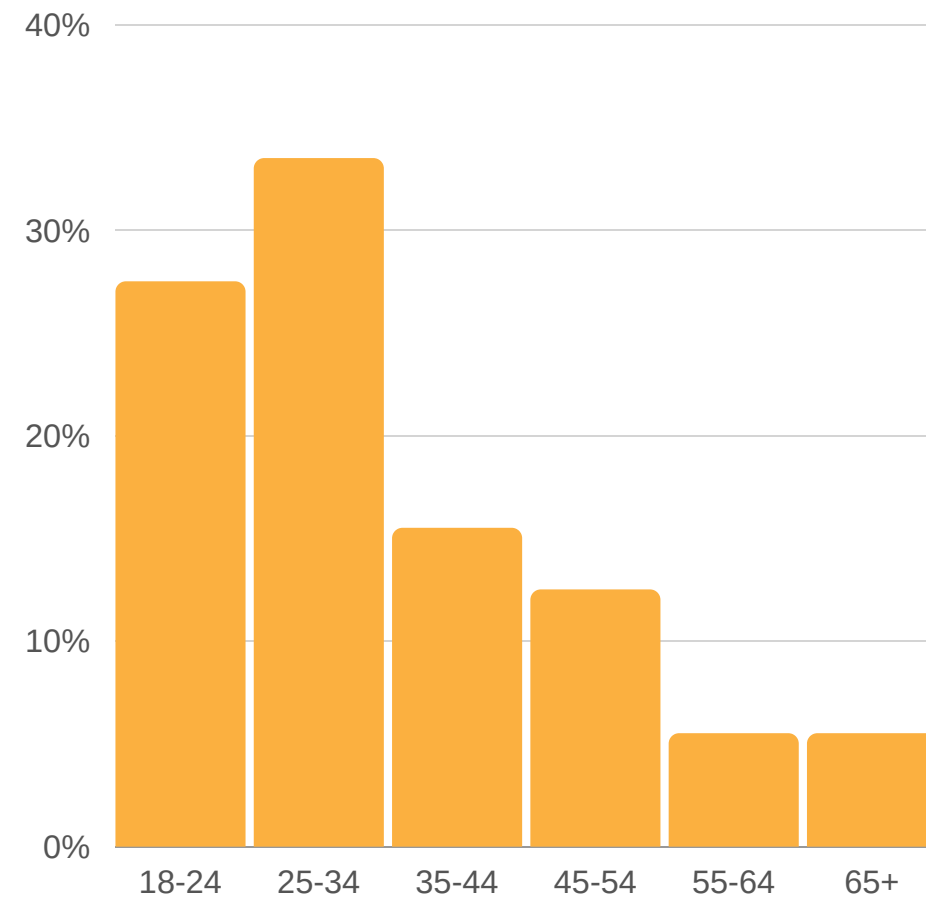


Social Media Referrals (organic, not from ads)

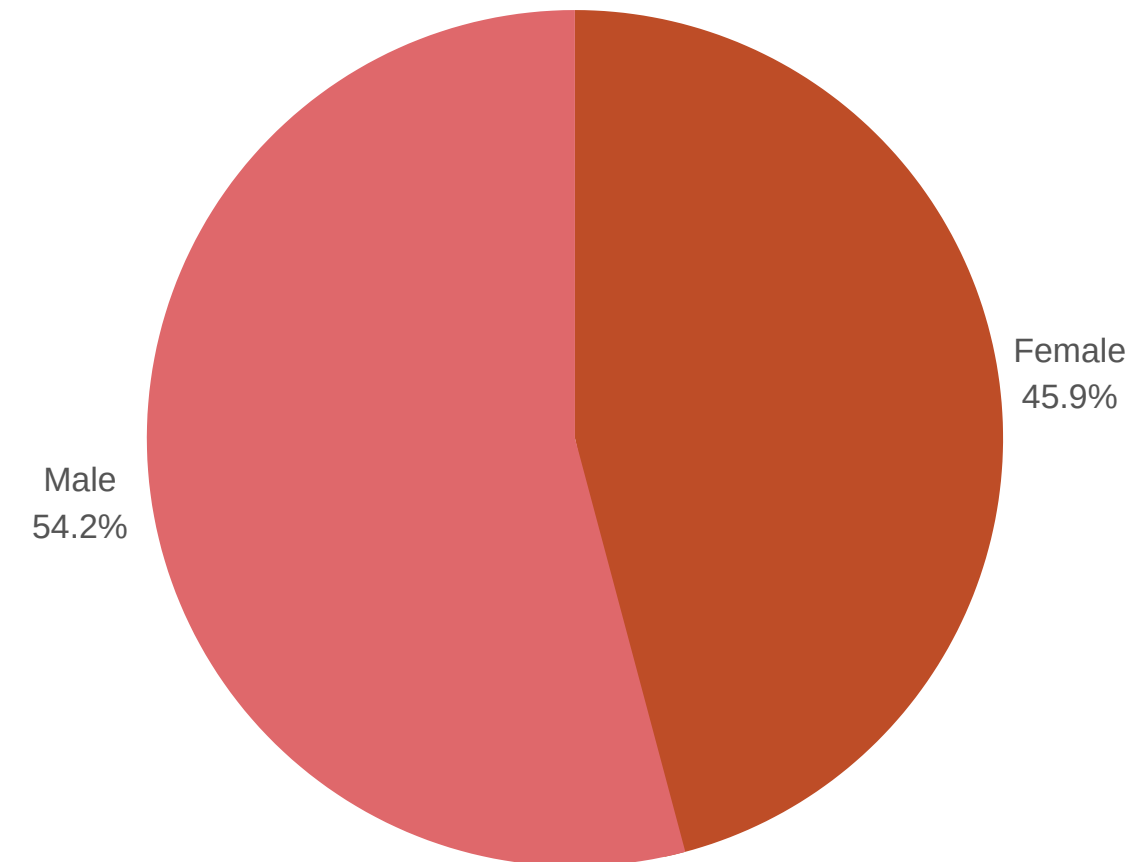


WEBSITE DEMOGRAPHICS

Age



Gender



PODCAST

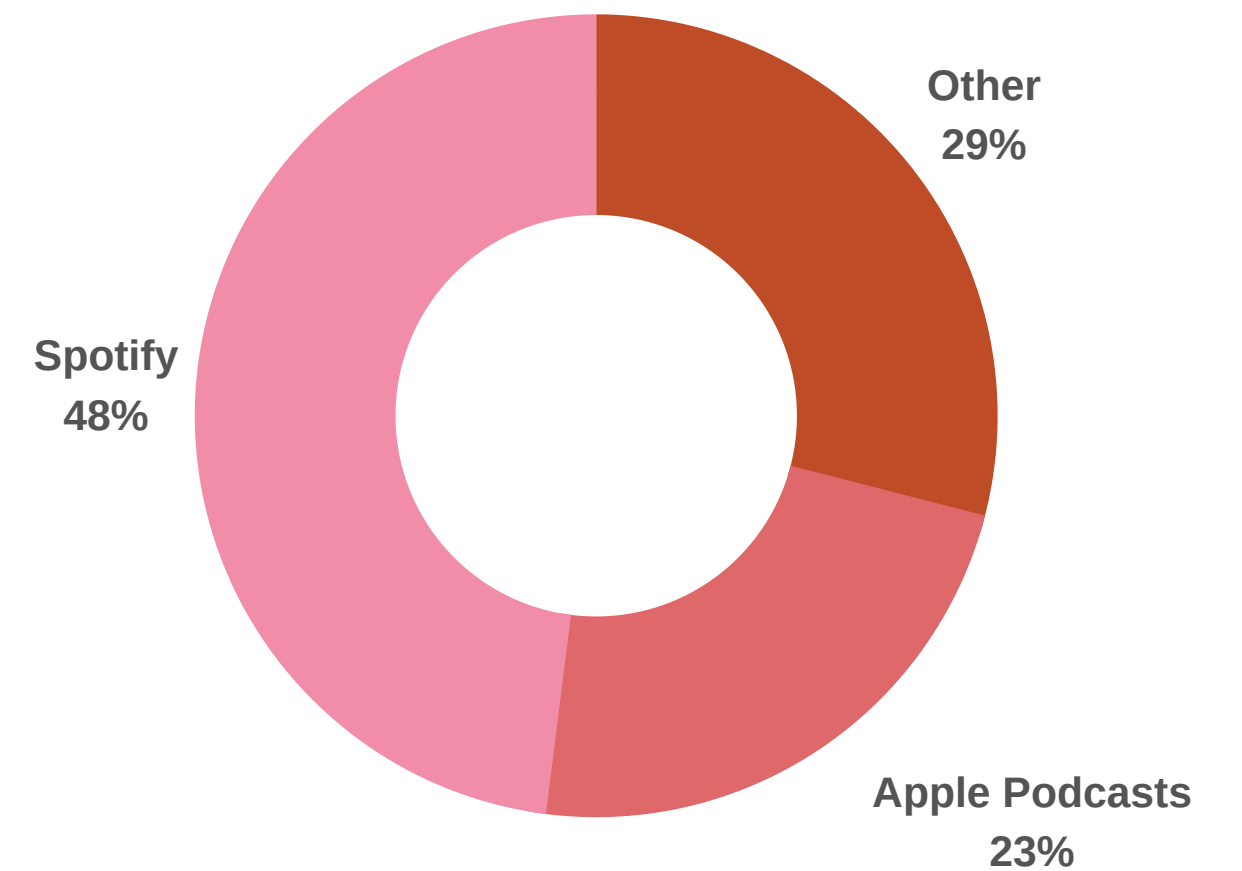
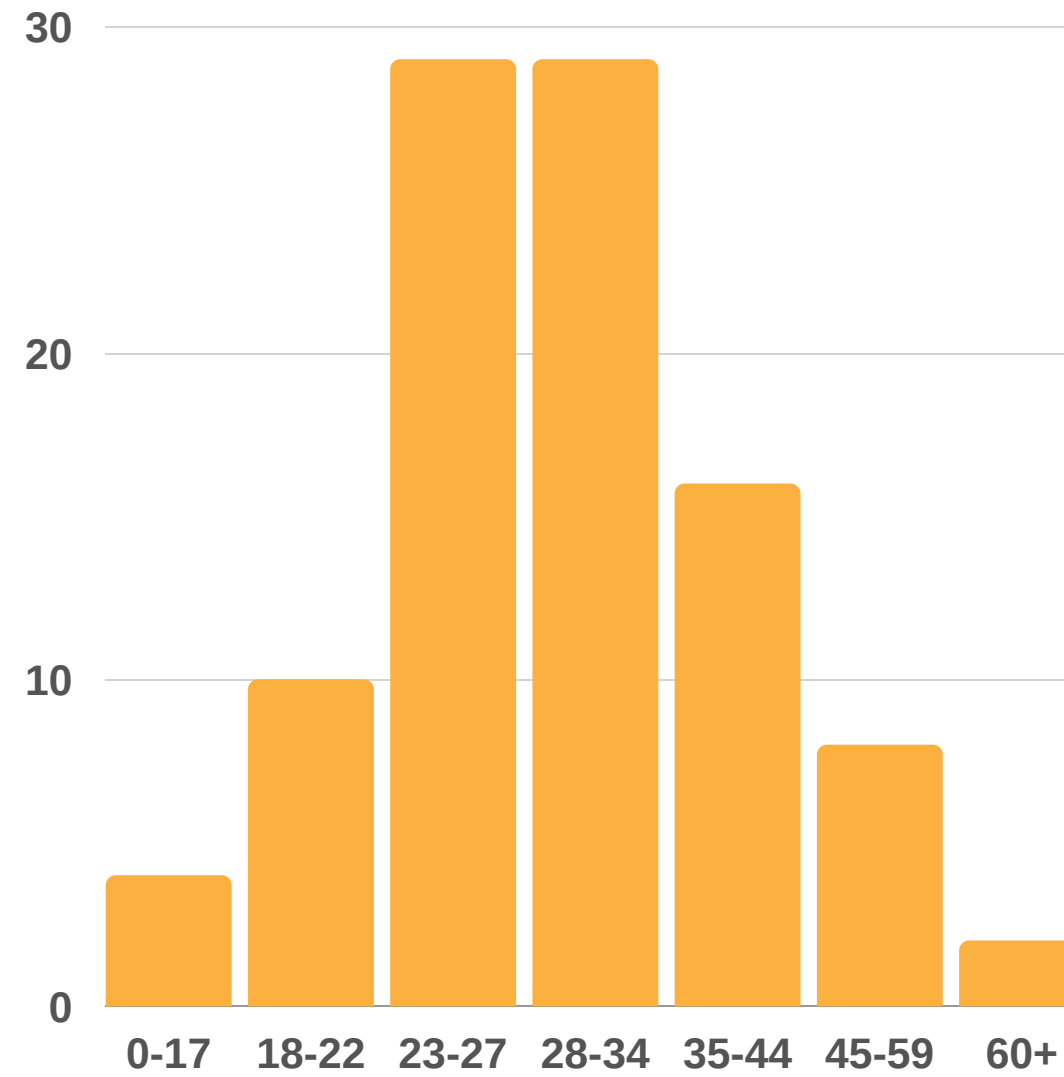
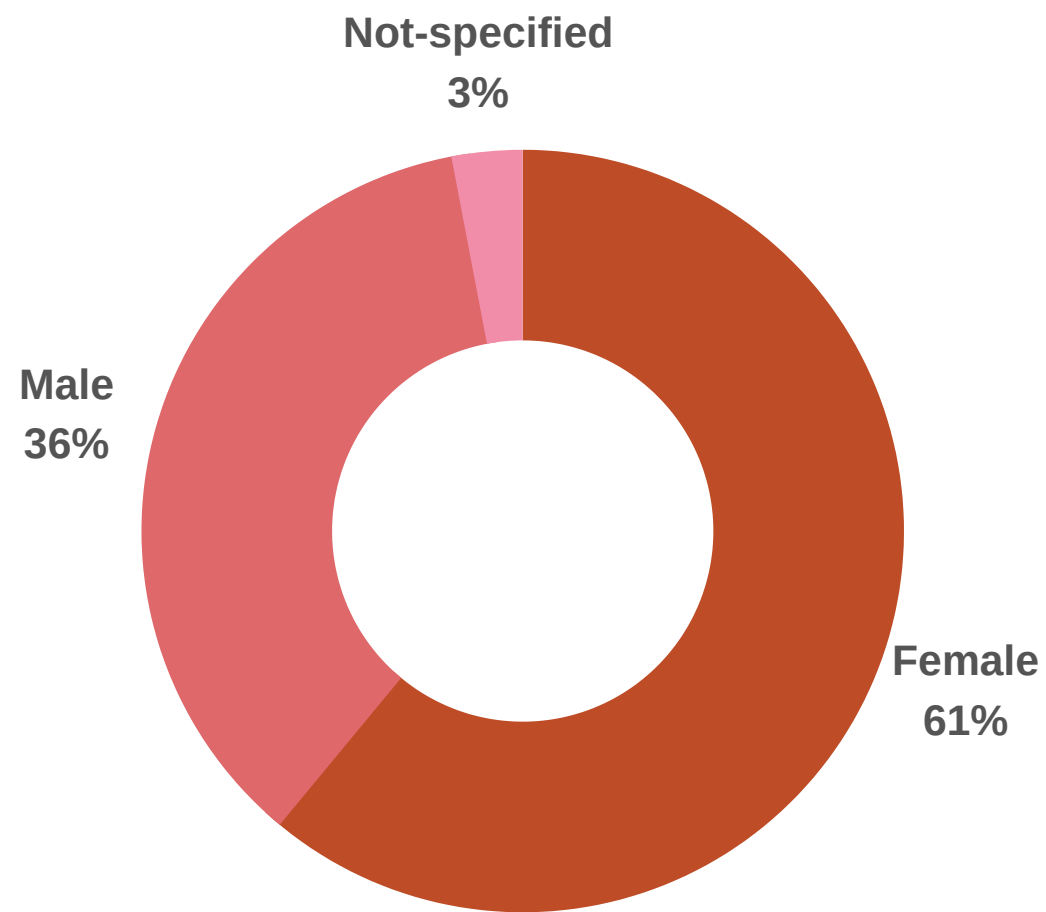
- Selected Anchor FM as hosting platform
 - Picked up by Spotify, Stitcher, Apple Podcasts, Google Podcasts, and 4 smaller platforms
- Artwork by Leanne Cadden and designed by Lot2.Media
- Released on May 22, the National Day for Biological Diversity
- The first 3 episodes
 - **Soil Biodiversity** with Dr. Valerie Behan-Pelletier (board member)
 - **Protected Areas** with Jeremy Guth (advisory committee member)
 - **Food and Biodiversity** with Dr. Lenore Newman
- **222** plays so far across platforms (as of June 19, 2020)
- Currently running ads on Facebook and Instagram
- Listeners from countries, including: Canada, UK, US, Brazil, and Germany

WHAT THE



BIODIVERSITY

LISTENER STATS



BLOG

CONTENT

- Biodiversity action agenda items written by experts (volunteer)
- Cross-post articles from Nature Conservancy of Canada Blog, 'Land Lines'
- Misc. subjects (i.e. what are ecosystem services, scientific reports highlights, art projects, animal spotlights, listicles, etc.)

SCHEDULING

- 1-2 posts per week

PROMOTION

- 7-day Facebook and Instagram ads, costing \$25, significantly increased readership (started in May)
- Instagram excerpt post
- Instagram 'link in bio' story
- Tweet with author mentions if they have a Twitter account

Biodiversity Action Agenda Item 3.5

Implement and enforce Canada's [Species at Risk](#) legislation (SARA).

A pandemic reminds us of what matters. Health, family and friends, and our connection with the world around us. Many of us have spent the last two months indoors, craving a walk in the park, a hike through the forest, and a connection with nature. While we have had to socially distance and many parks have been off limits, even walks along neighborhood gardens have provided enormous mental health benefits as we struggle to handle the stresses of this disease.

Maybe you, like me, have been hyperattentive to the return of birds from their wintering grounds and the cycle of flowers in bloom. Maybe you, like me, have appreciated our friends trying to bring more nature back into our lives with photos of animals, plants, and insects on Twitter and Facebook, perhaps with a bit of jealousy for those whose backyards provide glances of warblers and woodchucks.



'Robin Nestling', by Leanne Cobden, ink and watercolor work.

Absence makes the heart grow fonder, and COVID-19 has made our hearts grow even fonder for nature.

Nature needs us to hold onto that feeling. As we ramp up our activities and economy, wildlife needs our help to rebalance our priorities. We haven't been doing a great job making sure that the world's biological diversity can thrive alongside us.

Scientific surveys have shown that, since 1970, the abundance of wild vertebrates has declined by 60% (the [Living Planet Index](#)). A 2019 analysis of bird surveys and radar images found that there are 2.9 billion fewer birds alive today in the United States and Canada than in 1970. Grassland birds have been particularly hard hit, declining by over 50%.

THE OCEAN HAS A CHANCE TO RECOVER WITHIN 30 YEARS

Marine life, habitats, and ecosystems have a chance to recover **within 30 years** according to a new study in *Nature*. While this would require huge conservation efforts and **major policy changes**, we have the knowledge to make this happen by 2050. The researchers cited a series of smaller conservation success stories, like the Humpback Whale in Eastern Australia, the [Sea Otter in Western Canada](#), and Green Turtles in Japan along with the incredible resilience of marine life as evidence.

Centuries of overfishing, pollution, and coastal destruction have caused massive declines in marine biodiversity. Roughly one-third of fish populations face overfishing, almost half of all vulnerable marine habitats have been lost, and many marine species are threatened with extinction. However, one of the main messages from the study is that ocean biodiversity is resilient. If we stop killing marine life and double down on conservation efforts, they can bounce back.



Photo by Kate on Unsplash

CAMPAIGN VIDEO



DETAILS

- Released December 2, 2019
- Artwork by Jason Adair, graphic design by Chantelle Mussell, animation by Amy Mussell, script by B. Joel Cran, Chantelle Mussell and Jaime Clifton-Ross, voiceover by Ann Dale
- **20.6K** Facebook views
 - Ran Facebook Ads for 2 months at \$250
- **432** YouTube views
 - Organic reach, no paid promotion as Google ads are expensive
- Top audience: Women 65+ in Ontario

FACEBOOK

CONTENT TYPES

- Blog posts
- Podcast episodes
- Content Curation
- Ads
- Videos
- Themed-days (i.e. World Sea Turtle Day)

SCHEDULING

- 2-3 posts per day, 5 days a week
- Use Sprout Social to preschedule content and to determine best posting times

National Environmental Treasure
Published by Sprout Social [?] · 7 May · 🌐

Happy wildlife crossing week! Animal road crossings can ensure safe passage across dangerous highways for migrating animals as many travel through fractured habitat. Learn how ARC Solutions – Animal Road Crossings is building bridges, literally and figuratively.



OURSAFETYNET.ORG
Animal road crossings ensure safe passage for wildlife
Animal road crossings can ensure safe passage across dangerous...

181 People reached 15 Engagements Boost Post

8 2 shares

National Environmental Treasure
Published by Sprout Social [?] · 29 May at 10:18 · 🌐

This artist creates breathtaking mammals and insect illustrations from foraged wildflowers, weeds and marine algae.



THISISCOLOSSAL.COM
Dried Botanicals Pressed into Delicate Fauna Compositions by Artist Helen Ahpornsiri

424 People reached 35 Engagements Boost Post

25 2 shares

National Environmental Treasure
Published by Sprout Social [?] · 15 June at 12:01 · 🌐

Harriet Tubman traveled at night, employing deep knowledge of the region's environment and wildlife to communicate, navigate, and survive.



AUDUBON.ORG
Harriet Tubman, an Unsung Naturalist, Used Owl Calls as a Signal on the Underground Railroad

349 People reached 67 Engagements Boost Post

32 9 shares

Like Comment Share

National Environmental Treasure
Published by Sprout Social [?] · 30 April · 🌐

Re-establishing traditional Indigenous cultivation practices on the land can help landscapes prosper while tackling climate change. Learn more in our latest Nature Conservancy of Canada / Conservation de la nature Canada post.



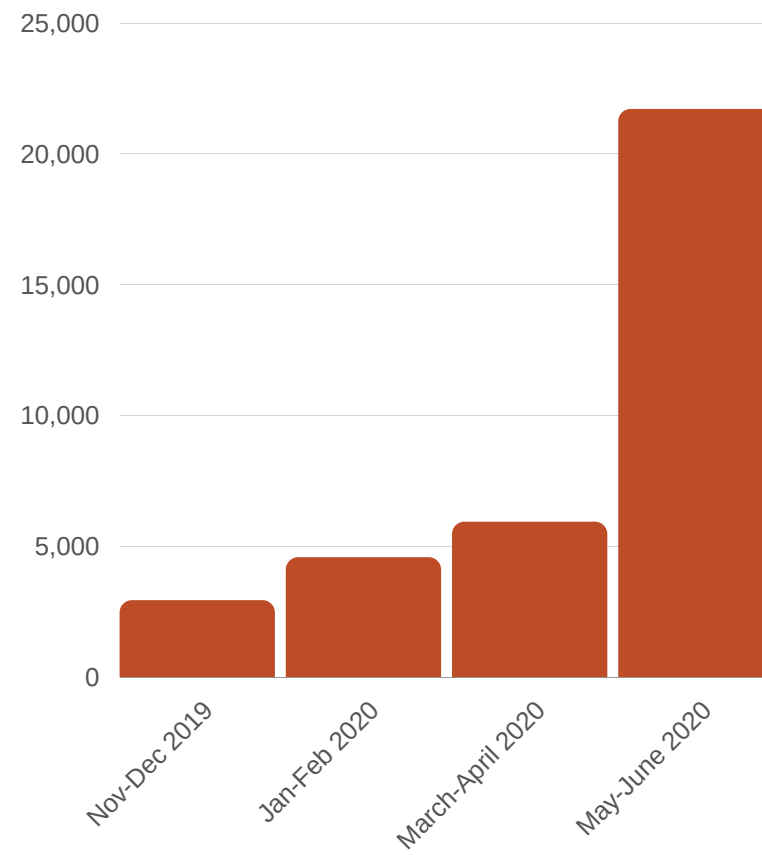
OURSAFETYNET.ORG
Cultivating climate change solutions: Nature-based solutions and traditional cultivation practices

4,674 People reached 114 Engagements Boost Post

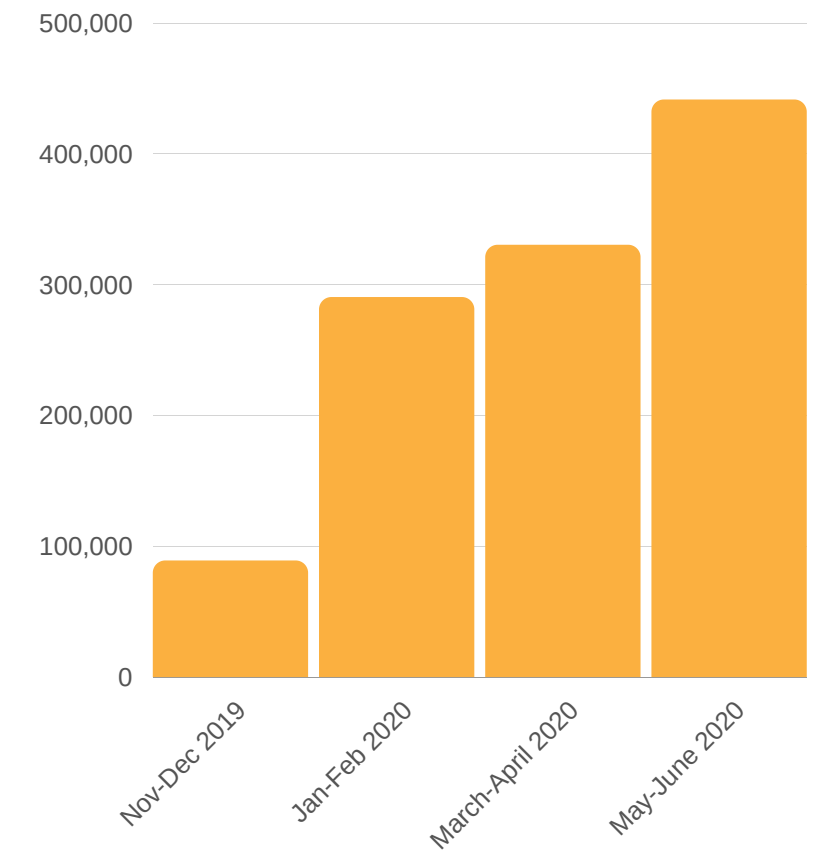
9 6 shares

FACEBOOK STATS

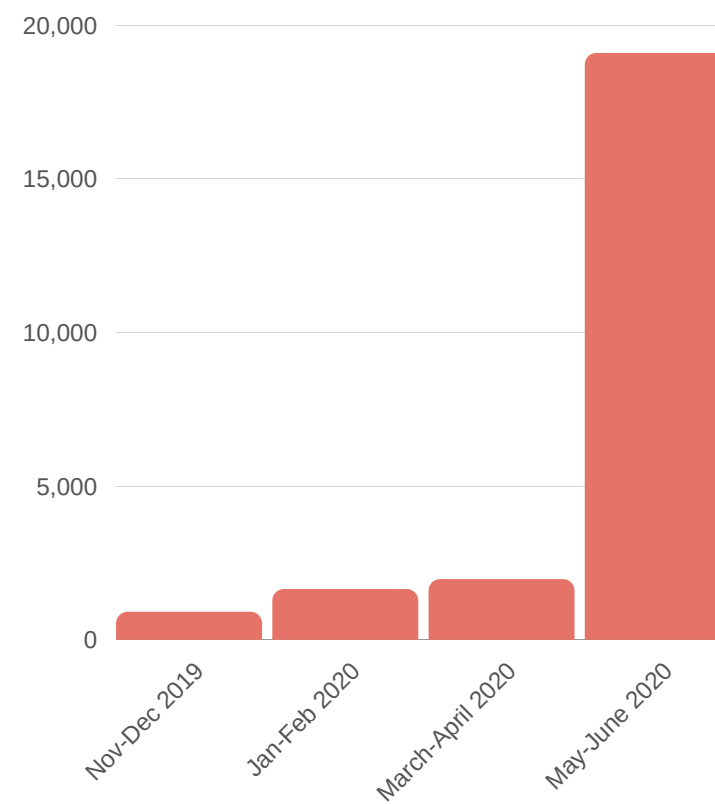
Engagements



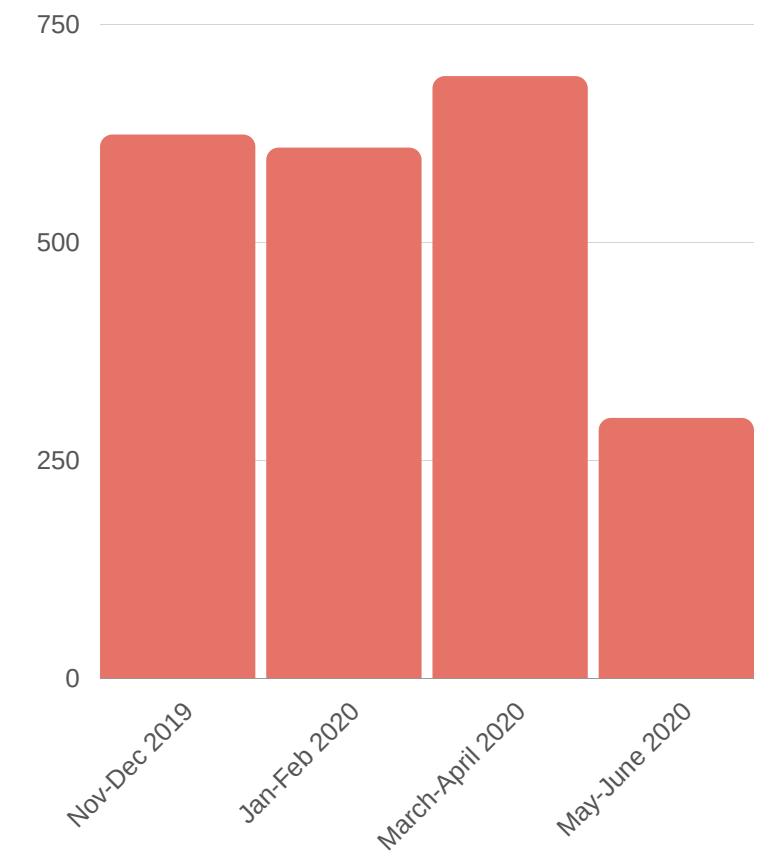
Impressions



Post Link Clicks

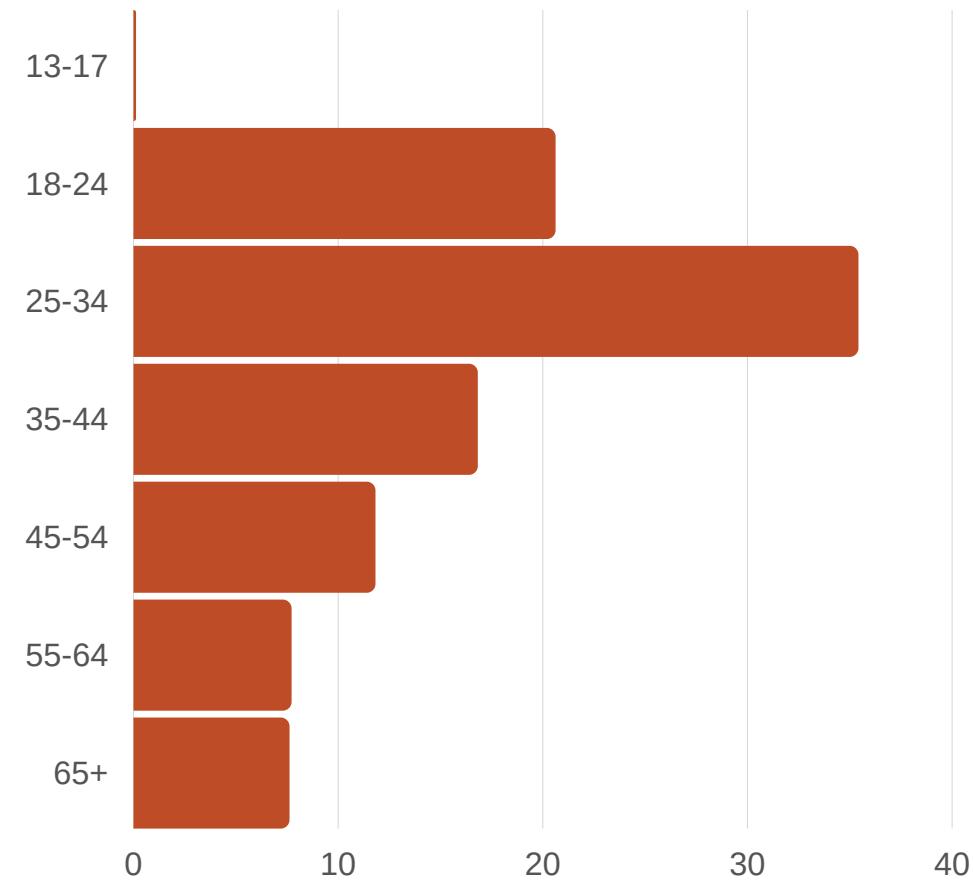


Followers

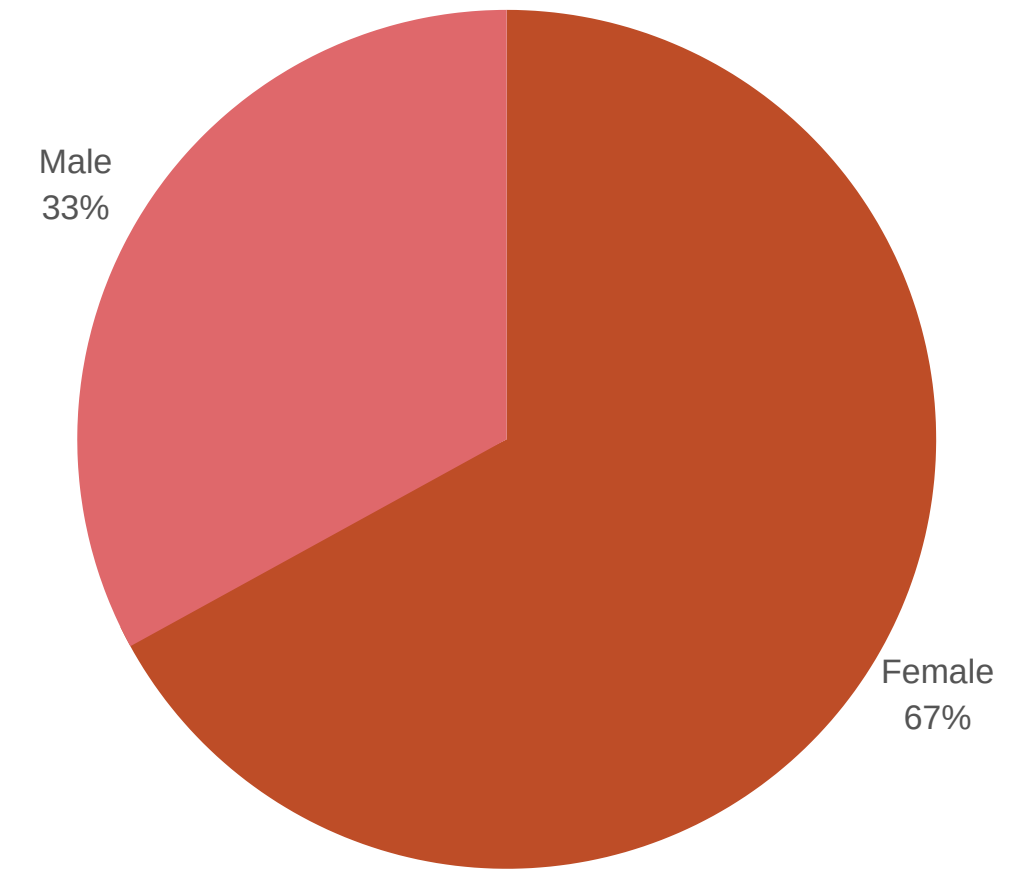


FACEBOOK DEMOGRAPHICS

Age



Gender



INSTAGRAM

CONTENT TYPES

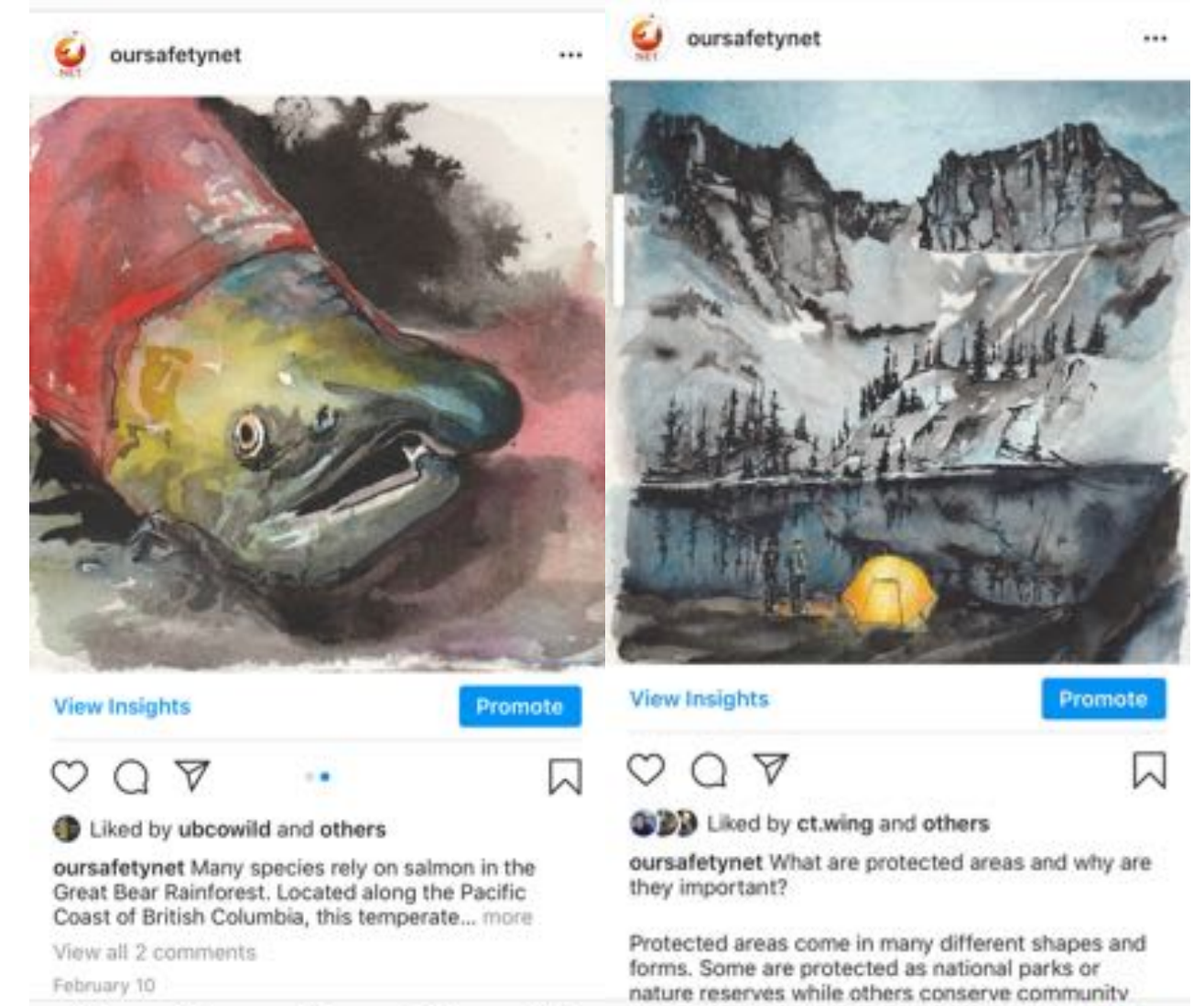
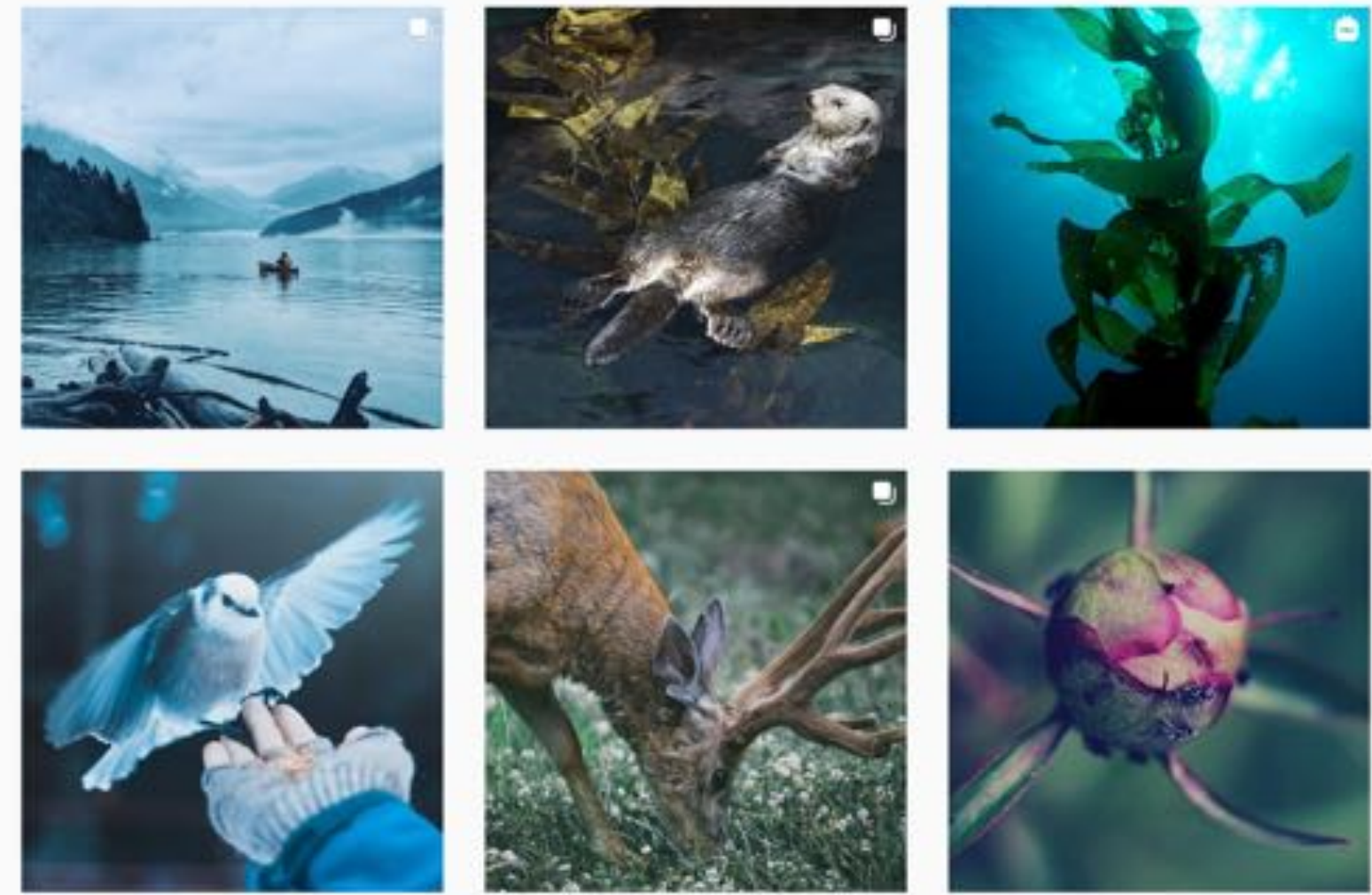
- Photographs
- Artworks
- Emphasis on human presence to dispell notion that humans are separate from nature

CAPTION TYPES

- Blog post excerpts
- Biodiversity facts
- Quotes
- NET campaign copy

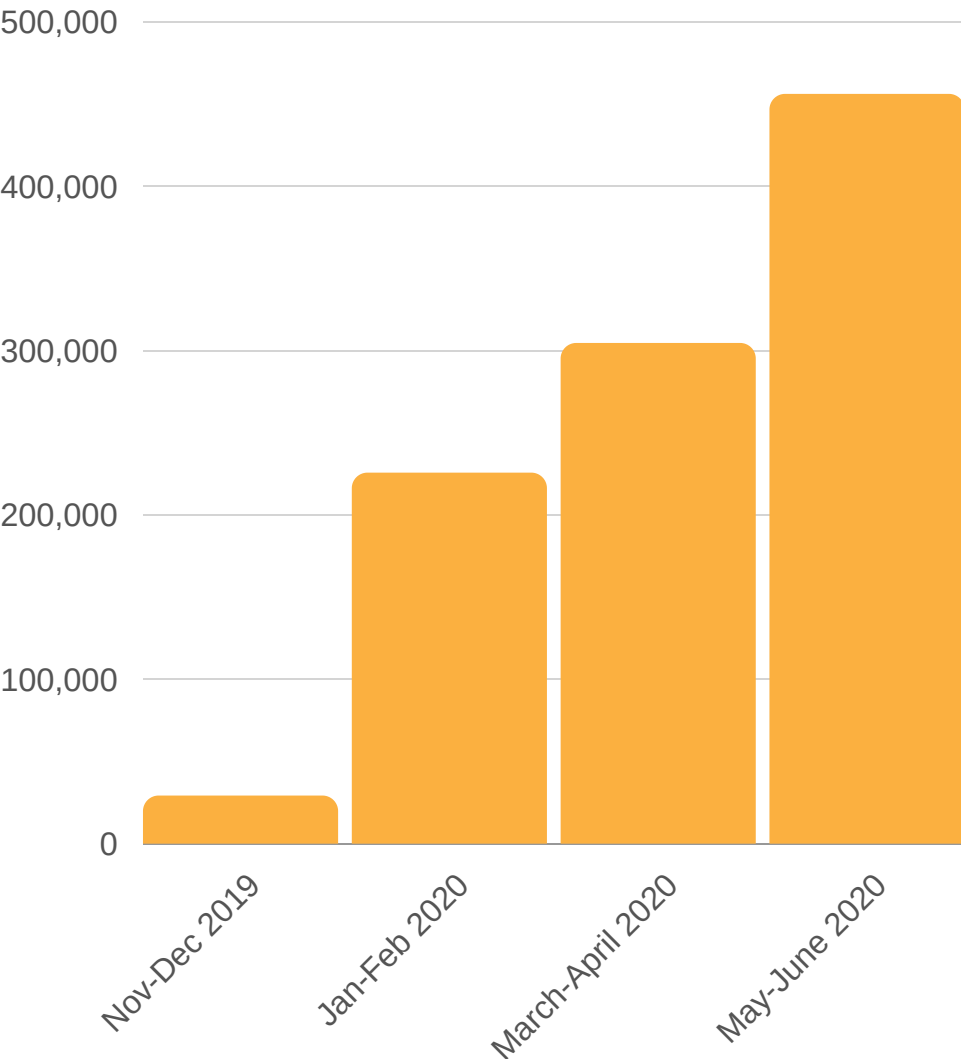
SCHEDULING

- 3 posts per week - Monday, Wednesday, Fridays
- 2-10 Instagram Stories a week (posted when time allows)
- Use Sprout Social to preschedule content and to determine best posting times

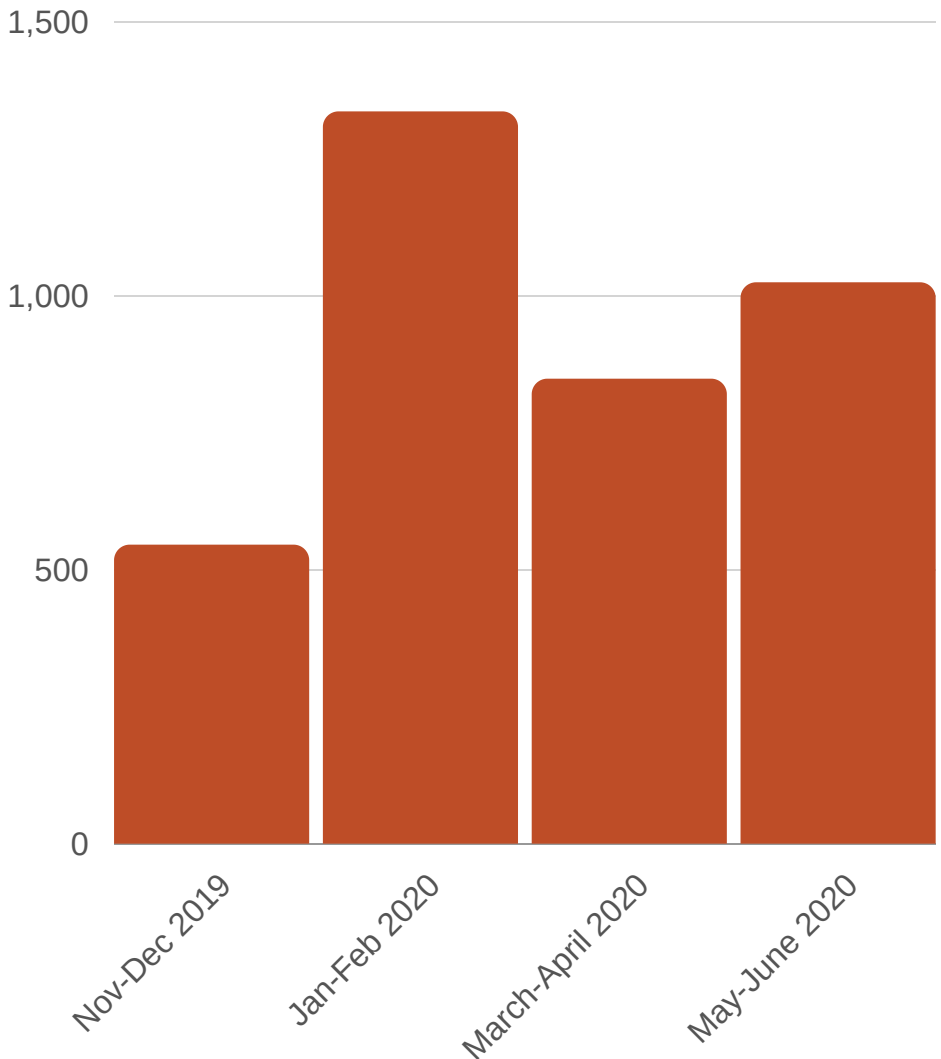


INSTAGRAM STATS

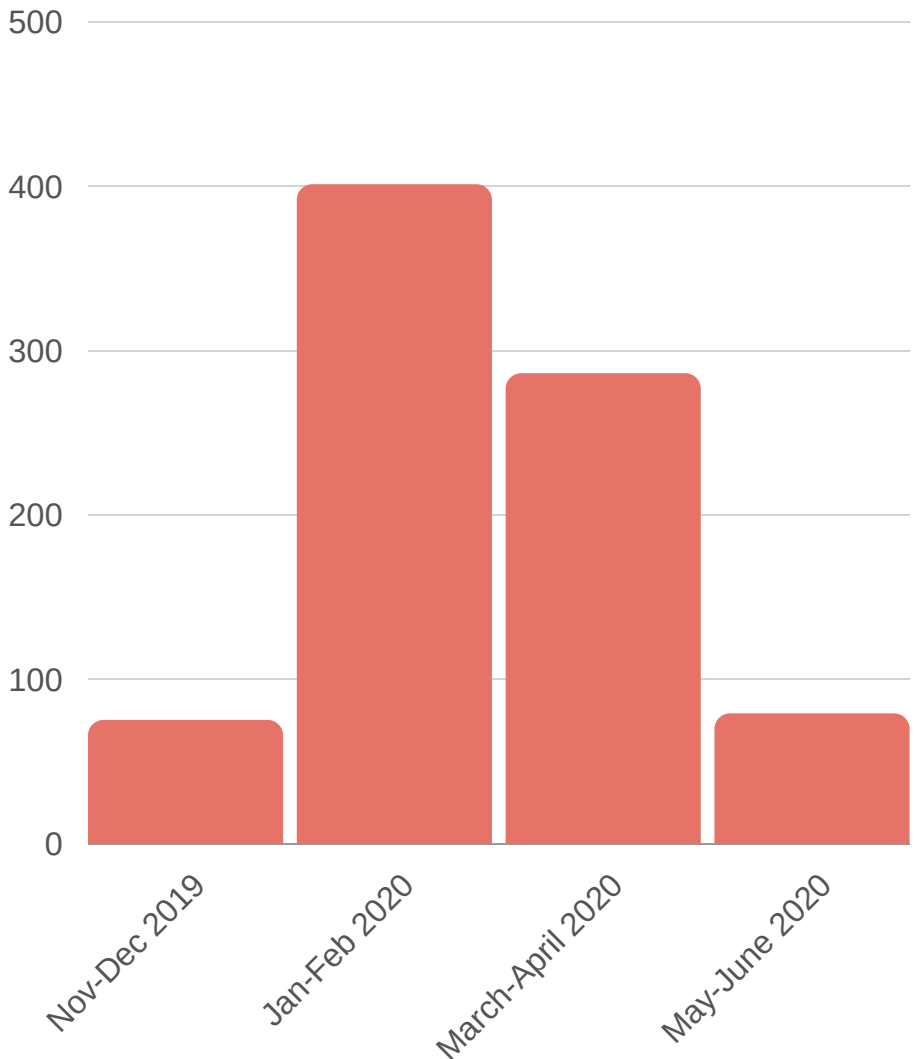
Impressions



Engagements

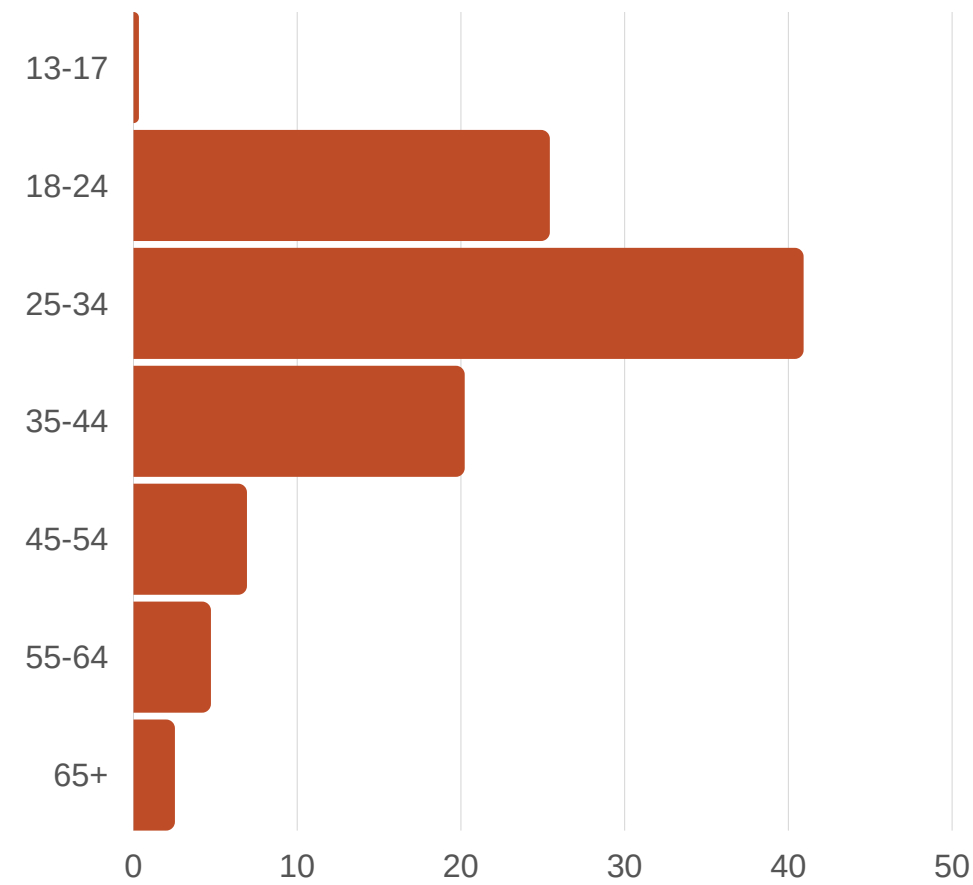


Followers

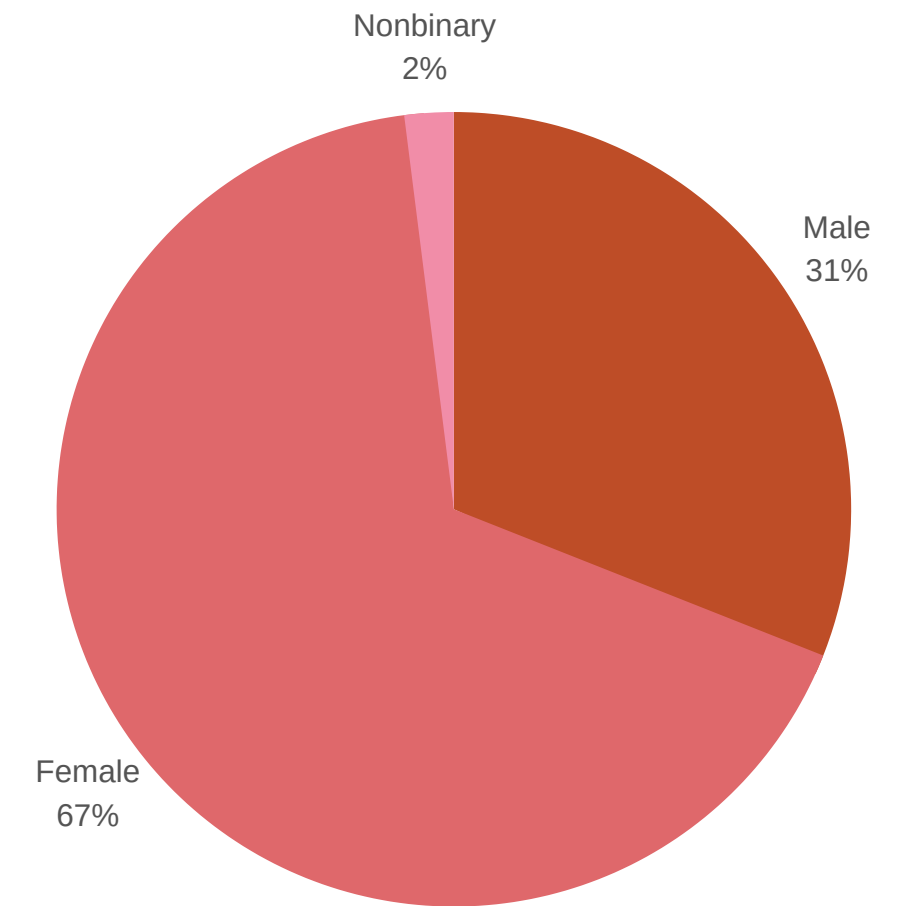


INSTAGRAM DEMOGRAPHICS

Age



Gender



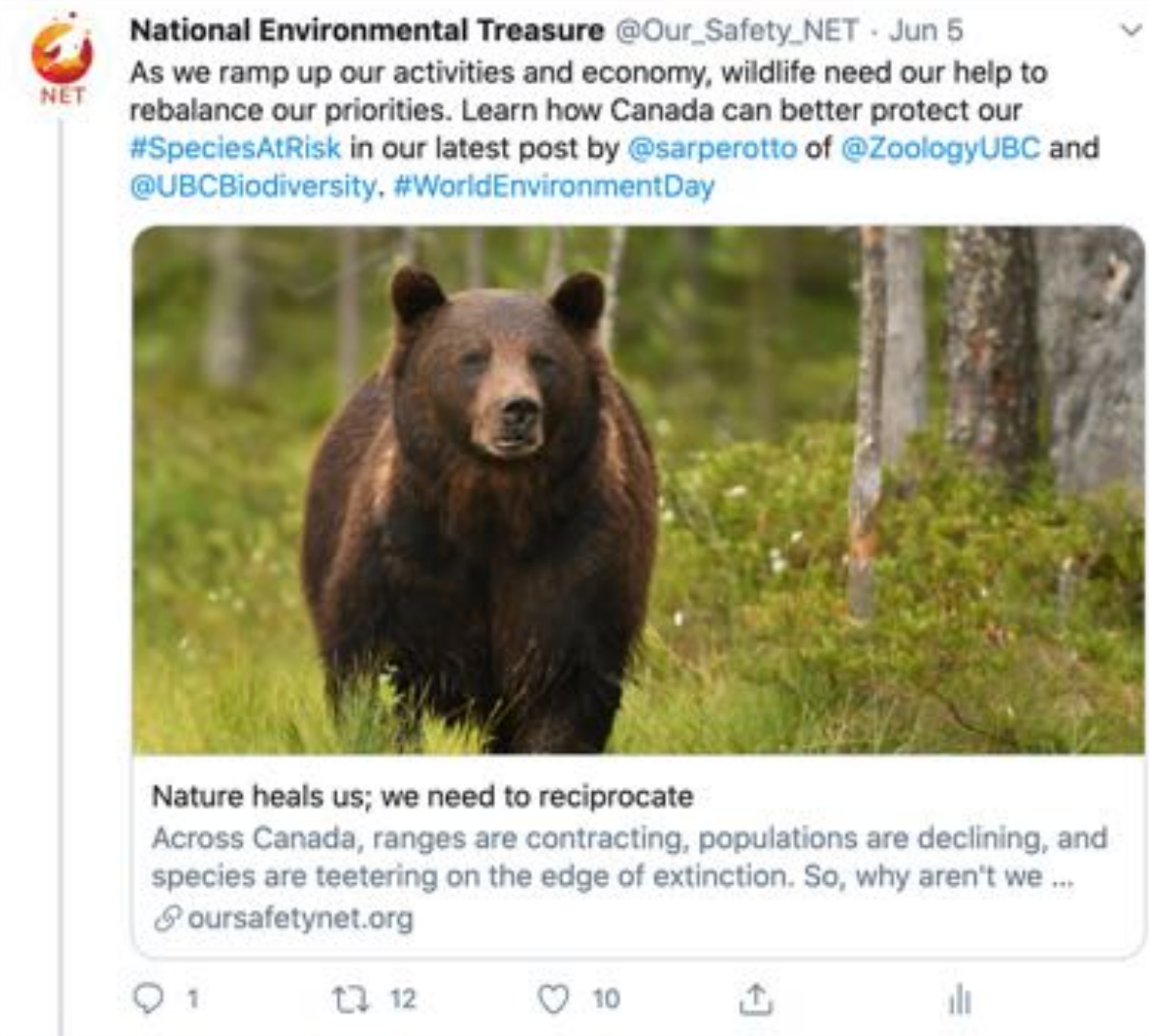
TWITTER

CONTENT TYPES

- Blog posts
- Podcast episodes
- Content Curation
- Videos
- Themed-days (i.e. World Sea Turtle Day)

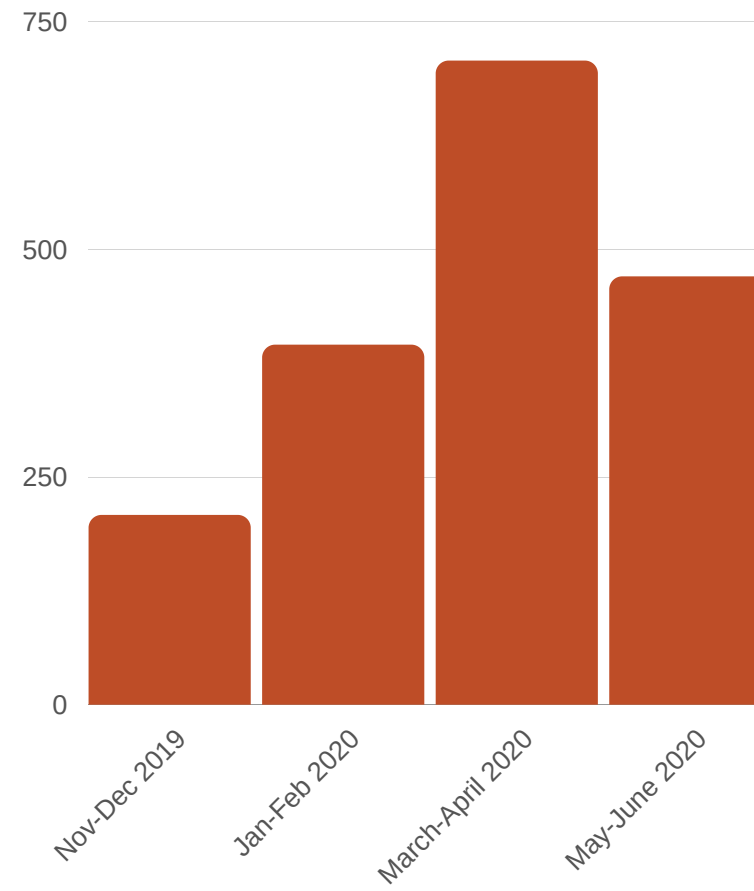
SCHEDULING

- 2-3 posts per day, 5 days a week
- Use Sprout Social to preschedule content and to determine best posting times

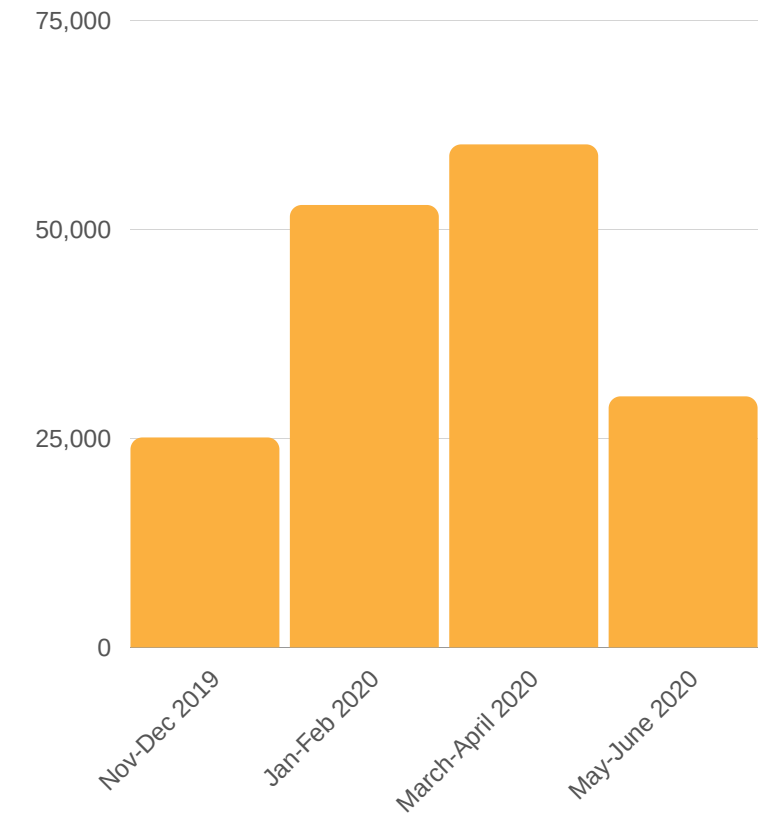


TWITTER STATS

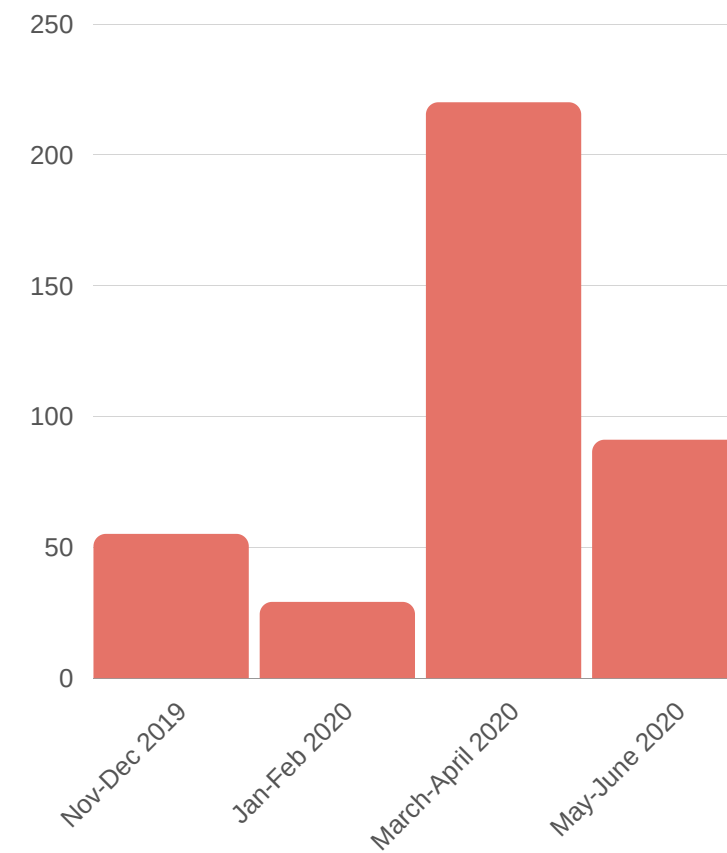
Engagements



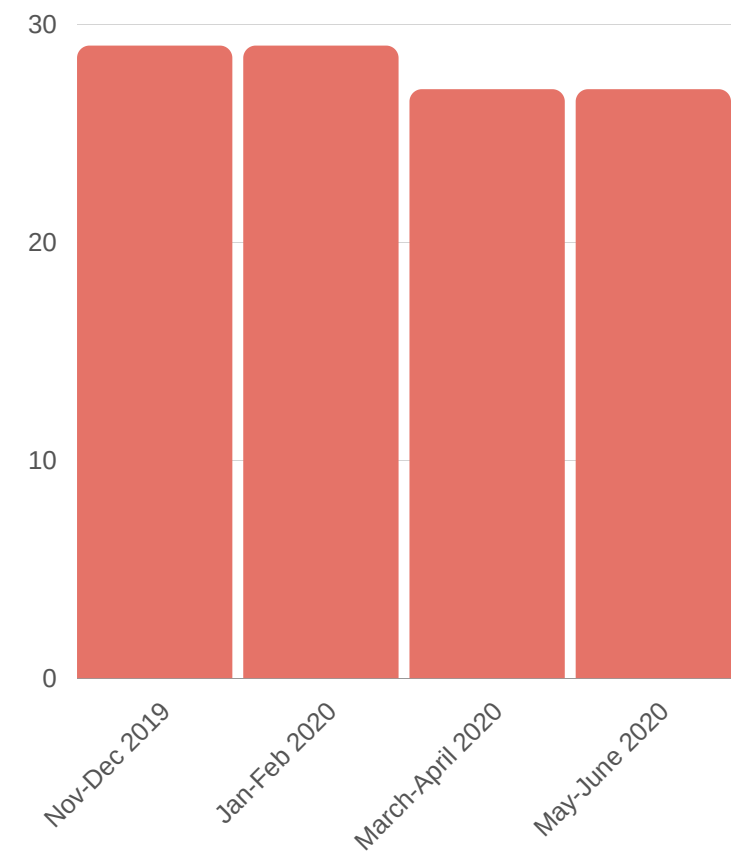
Impressions



Post Link Clicks

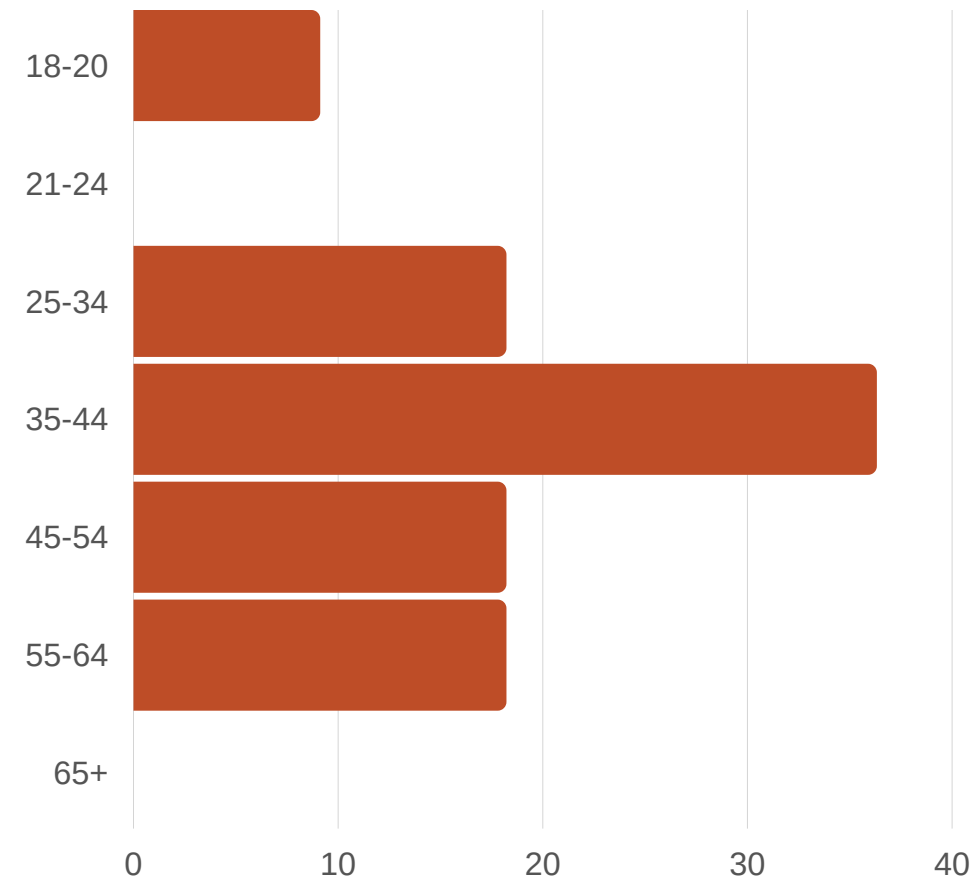


Followers

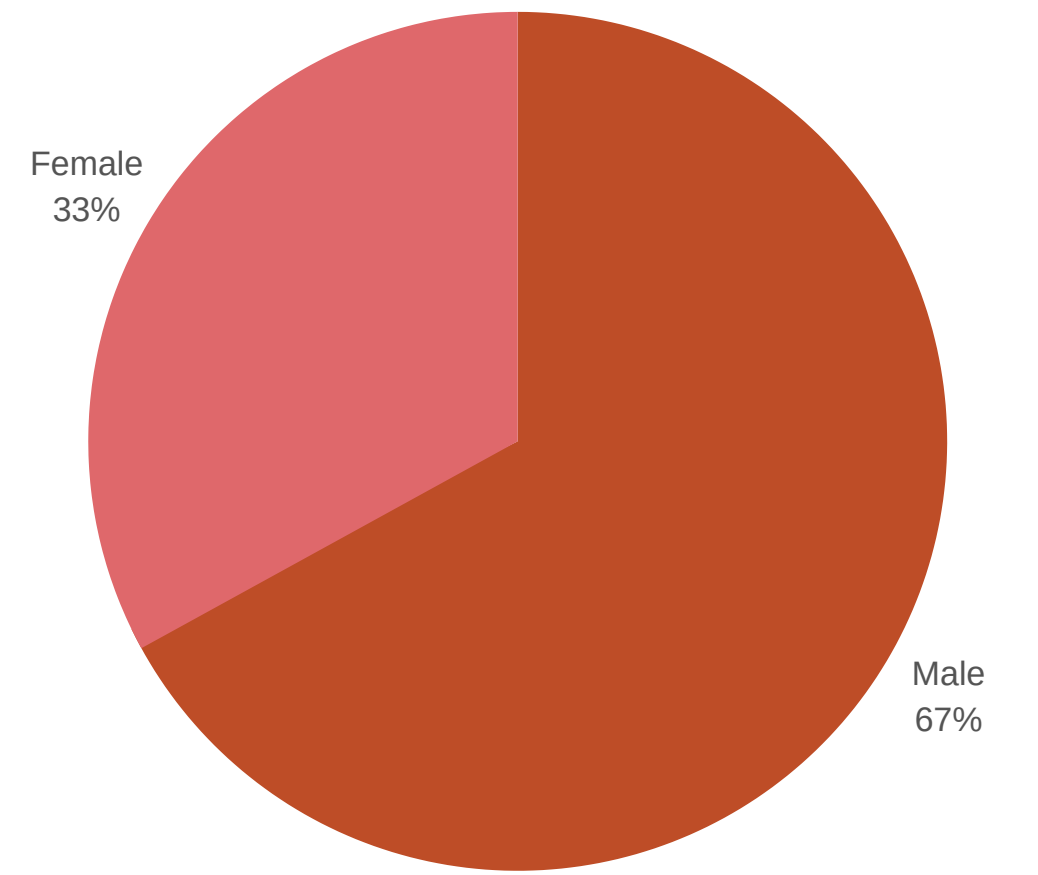


TWITTER DEMOGRAPHICS

Age



Gender





LEANNE CADDEN

Artist-in-Residence

PAINTINGS USED IN:

- Blog posts
- Instagram posts
- Instagram stories
- Facebook and Twitter blog post previews
- Social media ads
- Podcast artwork

WHY INTEGRATE ART?

- It helps convey science in compelling ways.
- It taps into both the heart and the mind.
- It helps NET stand out on social media.
- It enhances website design.

NEXT STEPS

SOCIAL MEDIA

- Develop new Instagram ad(s) to increase followers
- Create new audience segments to improve reach of Facebook and Instagram ad(s) performance
- Share more curated content on Twitter with mentions to prompt more retweets

PODCAST

- Produce 6 episodes by end of August
- Secure more guest bookings
- Research and potentially develop Patreon fundraising program

BLOG

- Recruit more volunteer blog writers
- Publish more action agenda blog posts (11 of 24 completed)

WEBSITE

- Improve search engine optimization to make website content more visible on Google
- Complete Google for Non-Profits registration to secure free \$10,000 a month Google Ads



**NATIONAL
ENVIRONMENTAL
TREASURE**