



NATIONAL ENVIRONMENTAL TREASURE

Campaign Update

Charitable # 86964-8147-RR0001



Artwork by Leanne Cadden, NET artist-in-residence

WEBSITE

- Pageviews increased by 595% over 2019-2020 to 2020-2021 periods
- Traffic sources: social media, Google ad words, organic searches and direct searches.

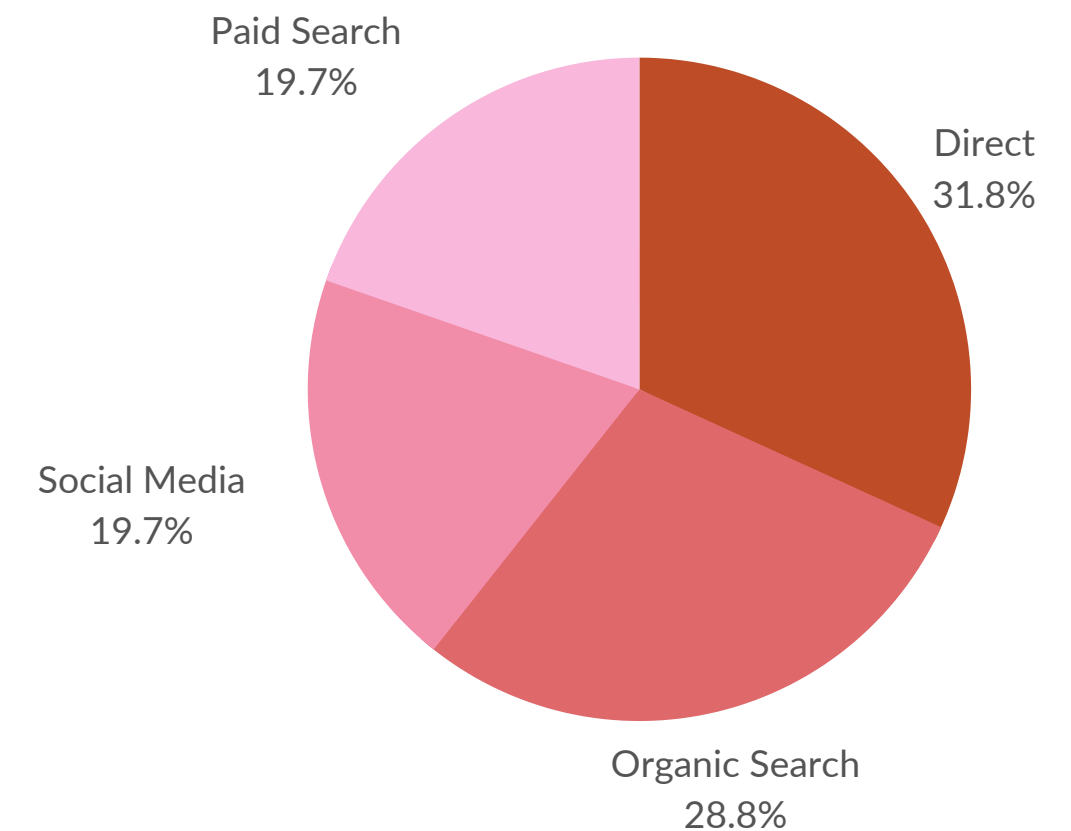
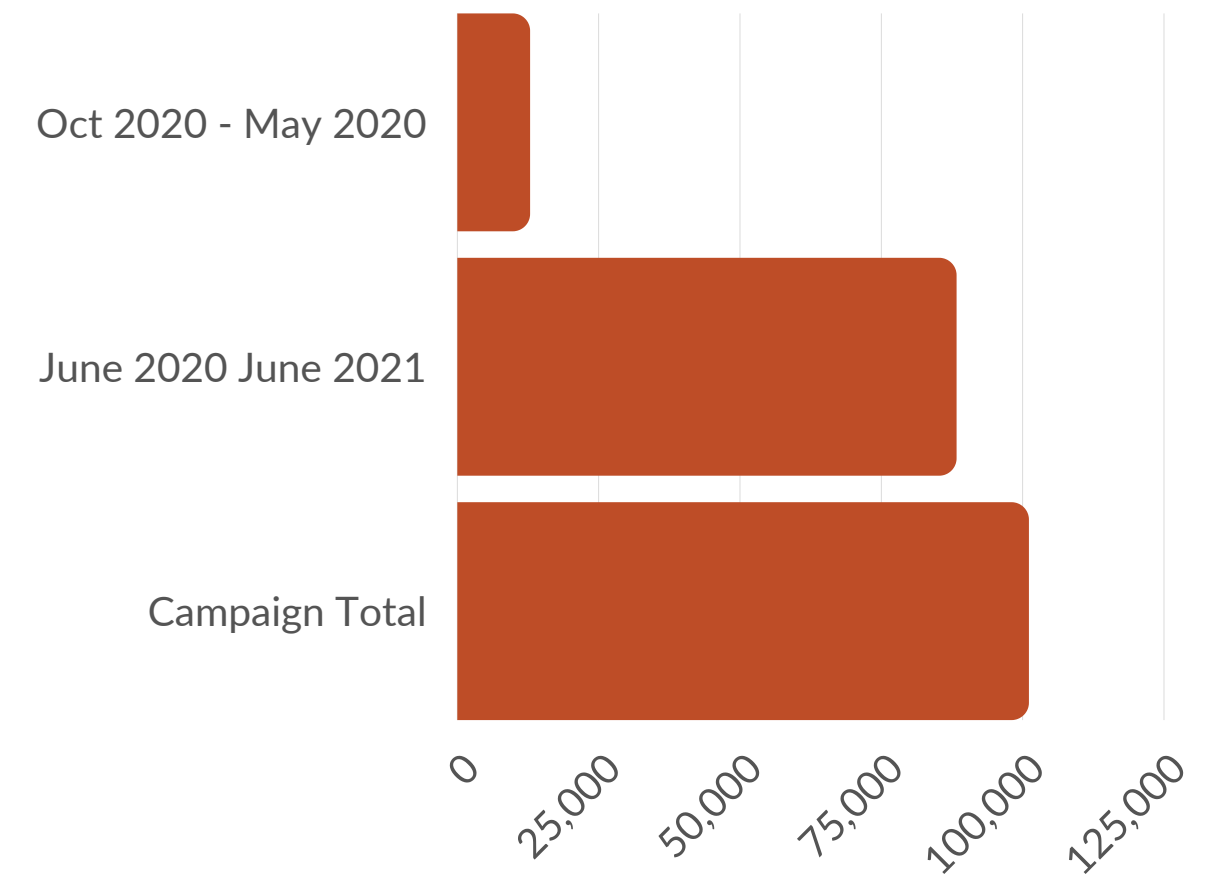
WEBSITE CONTENT

- 120 blog posts published to date - 74K pageviews
- 19 of 24 biodiversity action agenda items featured on blog - 10k pageviews

GOOGLE AD WORDS

- Awarded ads grant in July 2020 for \$10K/month indefinitely
- 44 ads currently running
- 14K clicks to date
- 151K impressions
- Women, 18-24 are main audience segment reached followed by women 35-44

Pageviews & Traffic Sources

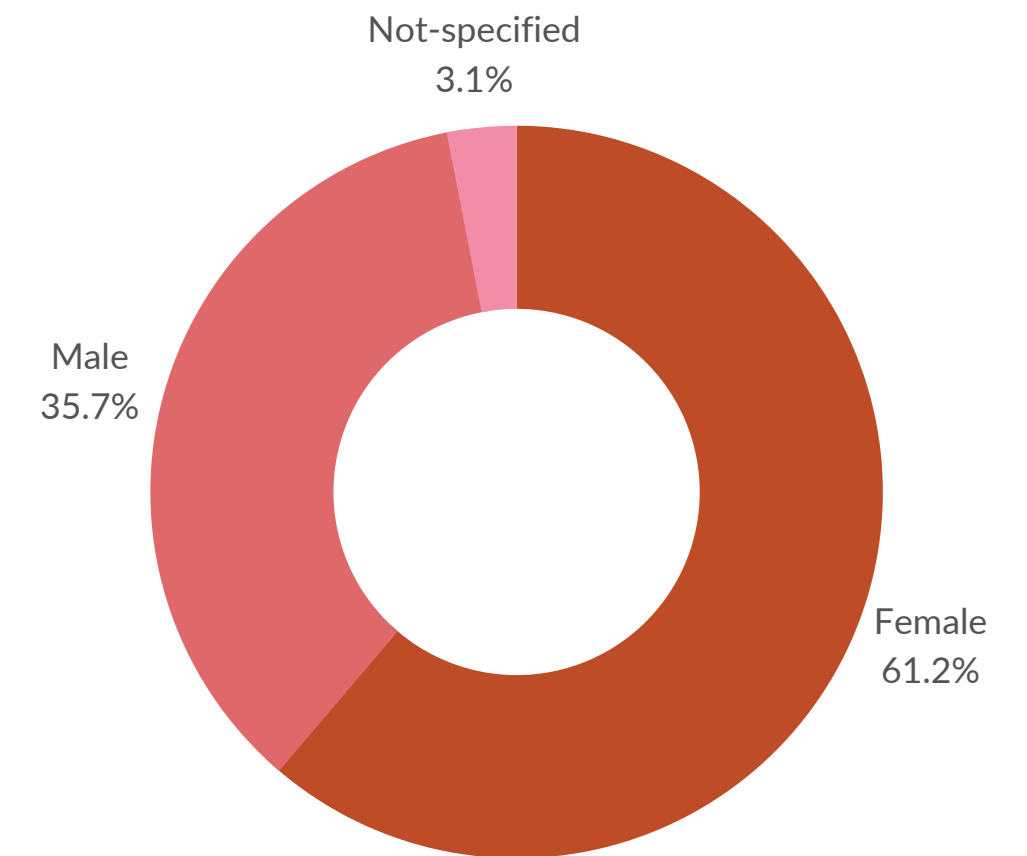
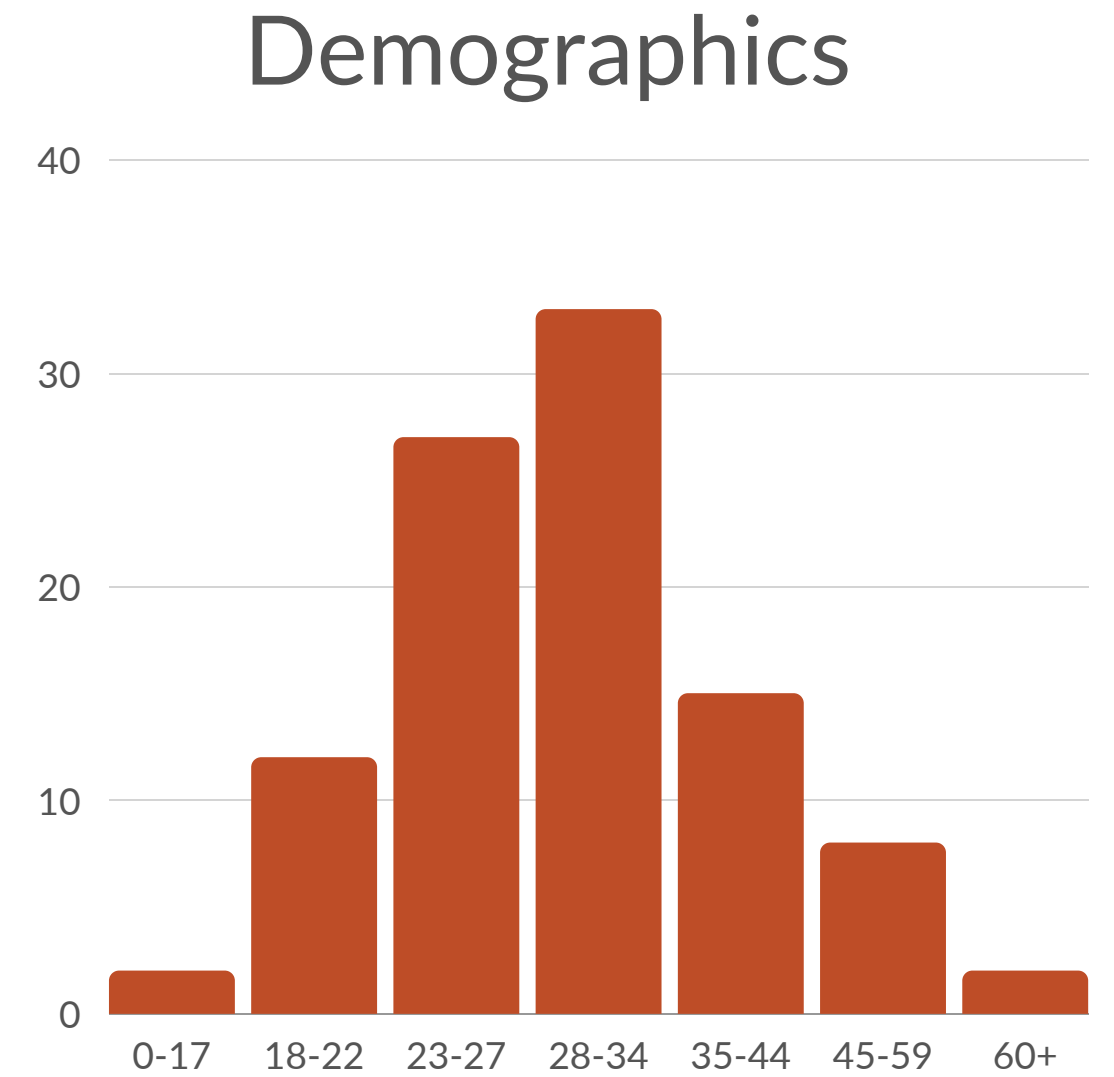


PODCAST

- On [Spotify](#), [Stitcher](#), [Apple Podcasts](#) & [Google Podcasts](#)
- 3485 plays across platforms
- Listeners from Canada, UK, US, Brazil, and Germany

EPISODE TOPICS

- **Episodes 1-9:** Soil Biodiversity, Protected Areas, Food and Biodiversity, Urban Biodiversity, Connecting to Nature, Giraffes, Beauty and Nature, Environmental Sector in Canada, and Native Bumble Bees.



Episode 9: Native bees with Dr Sheila Colla

What the f*** is biodiversity?

Follow

15 29:40 ...



FACEBOOK

CONTENT TYPES

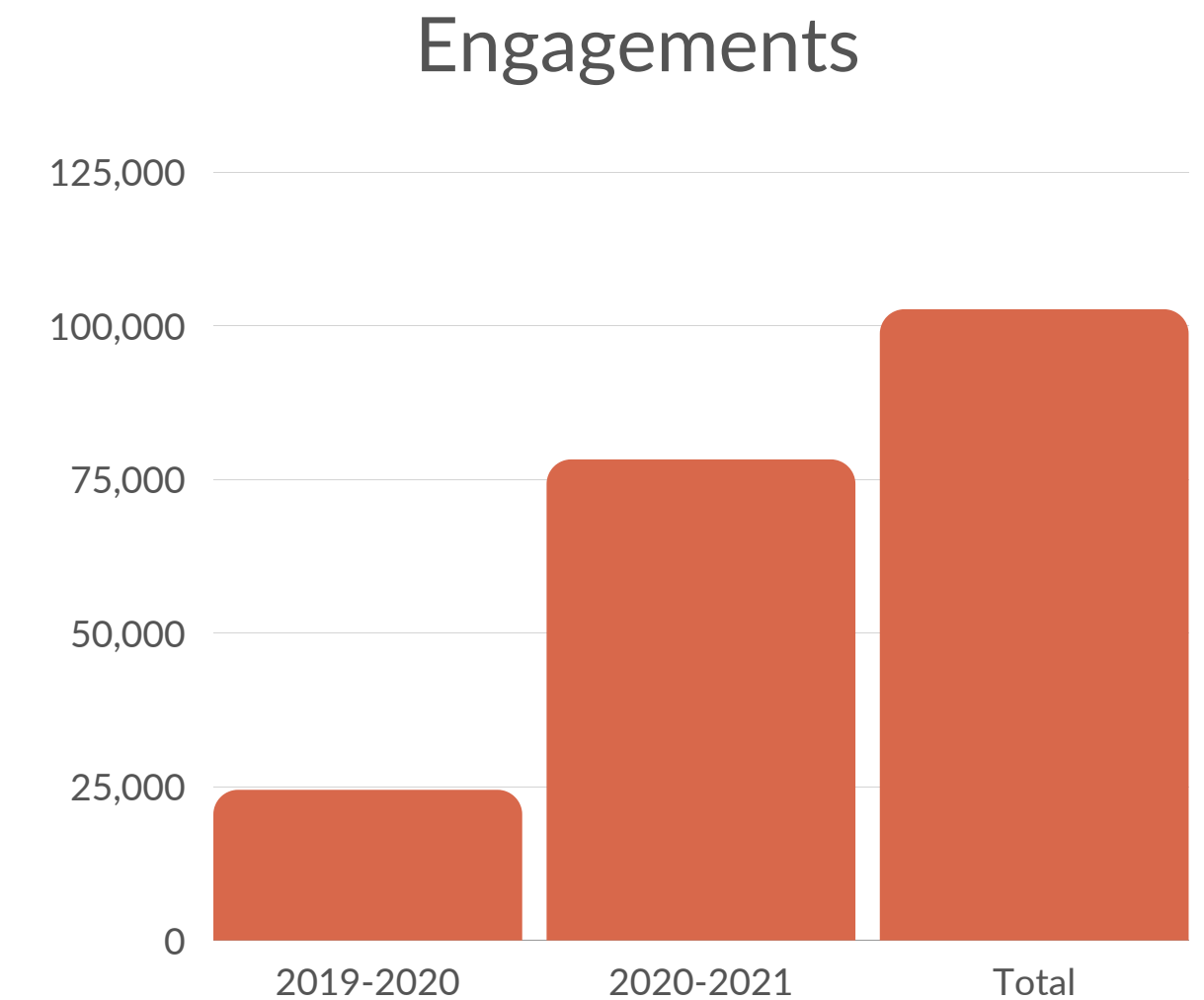
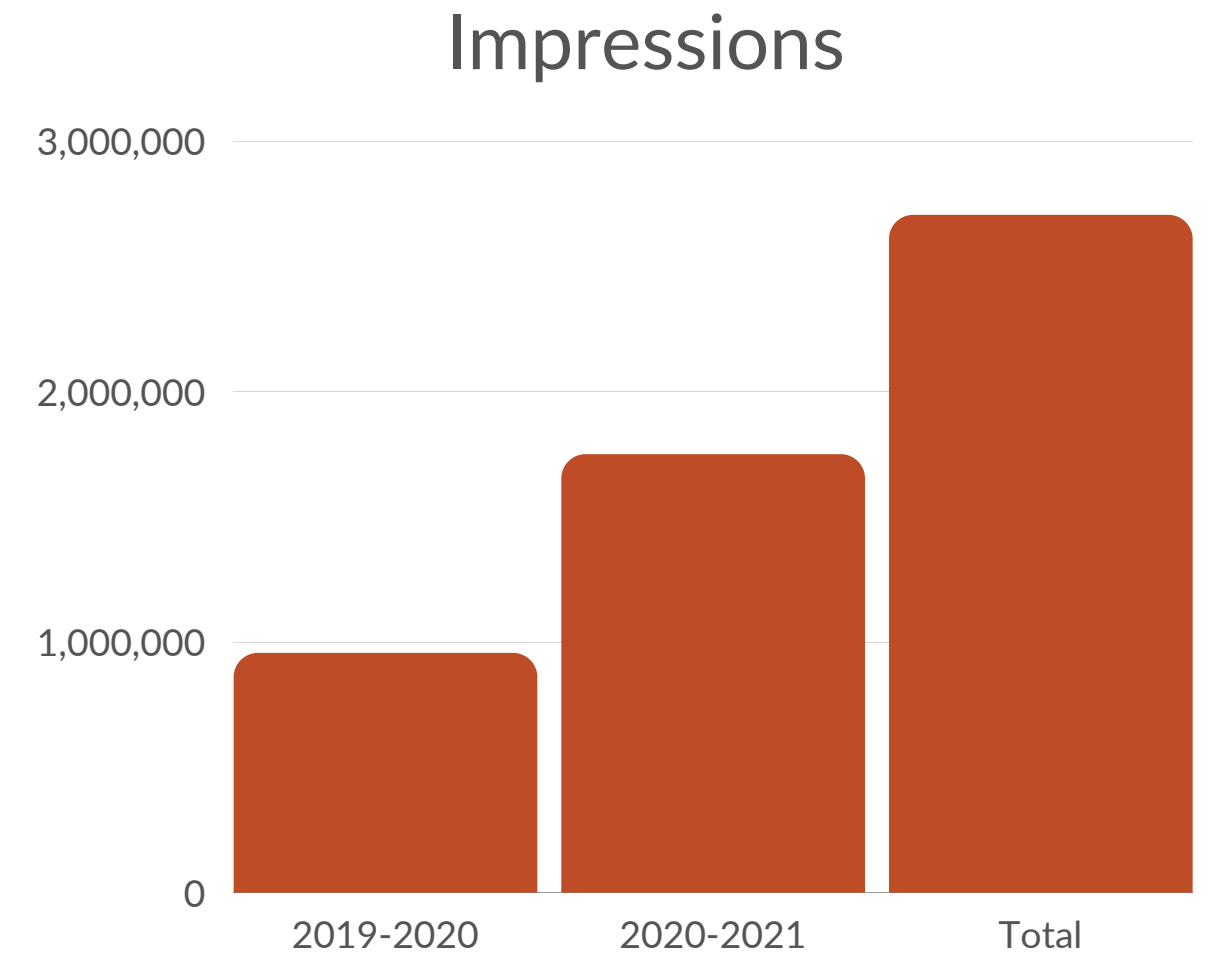
- Blog posts
- Podcast episodes
- Content Curation
- Ads
- Themed-days (i.e. World Oceans Day, Insect Appreciation Day)

SCHEDULING

- 2-3 posts per day, 5 days a week
- Scheduled during best posting times

DEMOGRAPHICS

- 3400 followers
- 66% of audience between 13 - and 44
- 69% women, 29% men, 2% non-binary/unspecified



INSTAGRAM

CONTENT TYPES

- Photographs, artworks, graphics, reels and stories

CAPTION TYPES

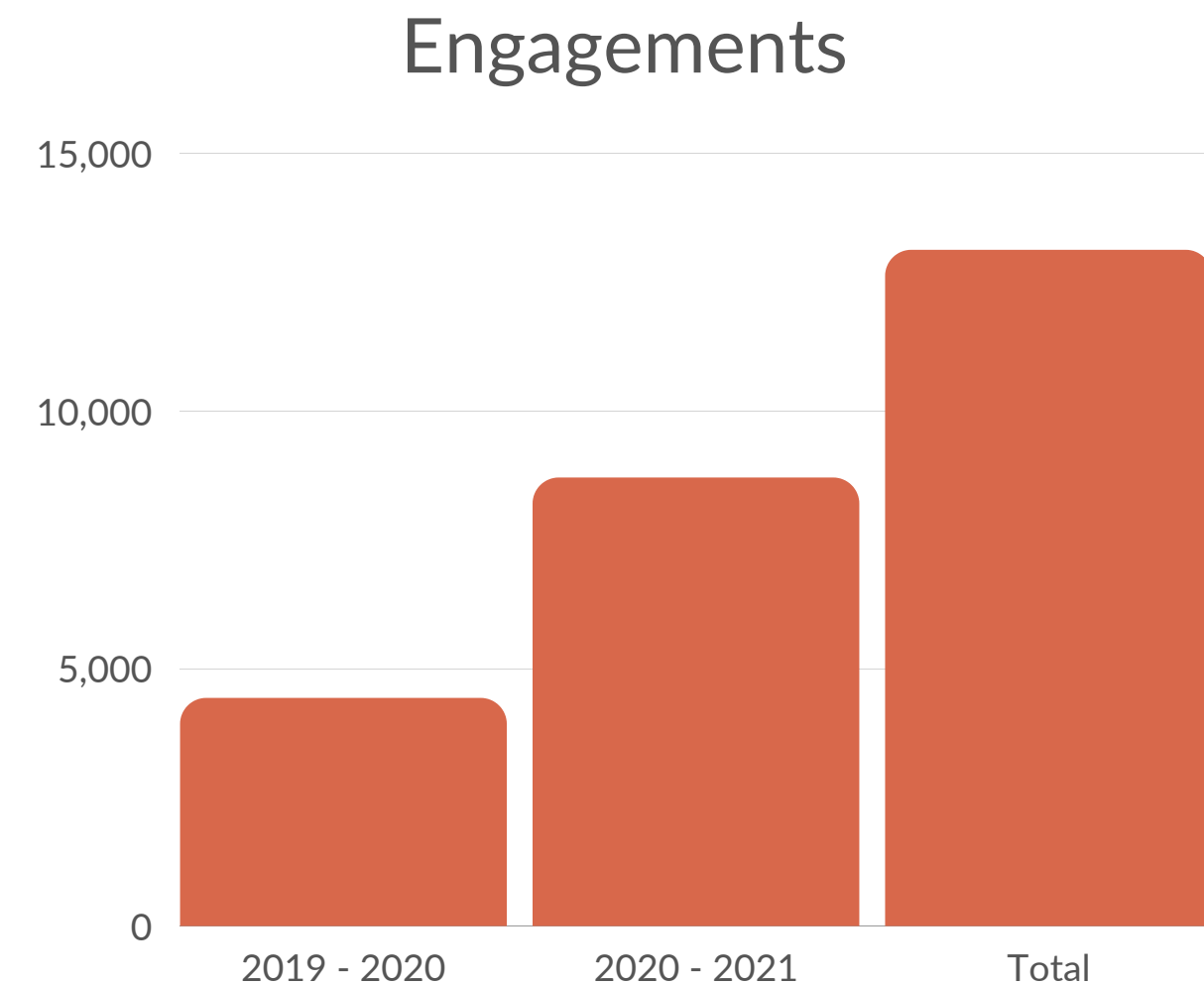
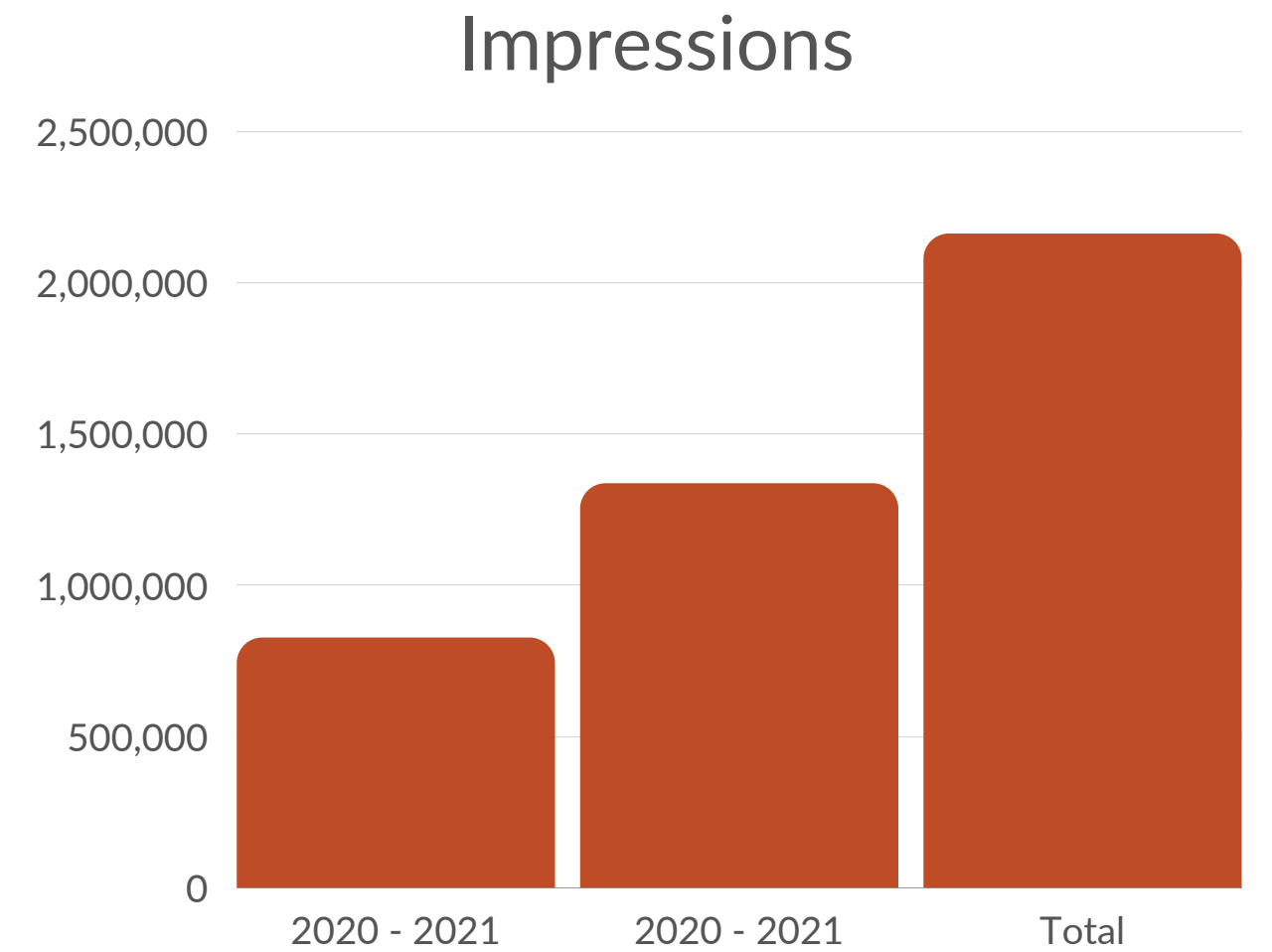
- Blog post excerpts, biodiversity facts, solutions, hashtag holidays

SCHEDULING

- 243 posts, including 27 reels
- 3 posts per week
- 3-10 Instagram Stories a week

DEMOGRAPHICS

- 2000 followers
- 78% of audience between 13 - 44
- 63% women, 28% men, 9% non-binary/unspecified



TIKTOK

Theme: "Spilling the tea on biodiversity."

CONTENT TYPES

- Green screen topic spotlights
- Spliced footage narratives
- Trending songs and internet trends

SCHEDULING

- Launched November 2020
- 2-3 TikToks published per week

STATS

- 64 TikToks
- 778 followers
- 6113 likes
- 37,320 views



64



778



6113



37,320

TWITTER

CONTENT TYPES

- Blog posts
- Podcast episodes
- Content Curation
- Themed-days (i.e. World Oceans Day, Insect Appreciation Day)

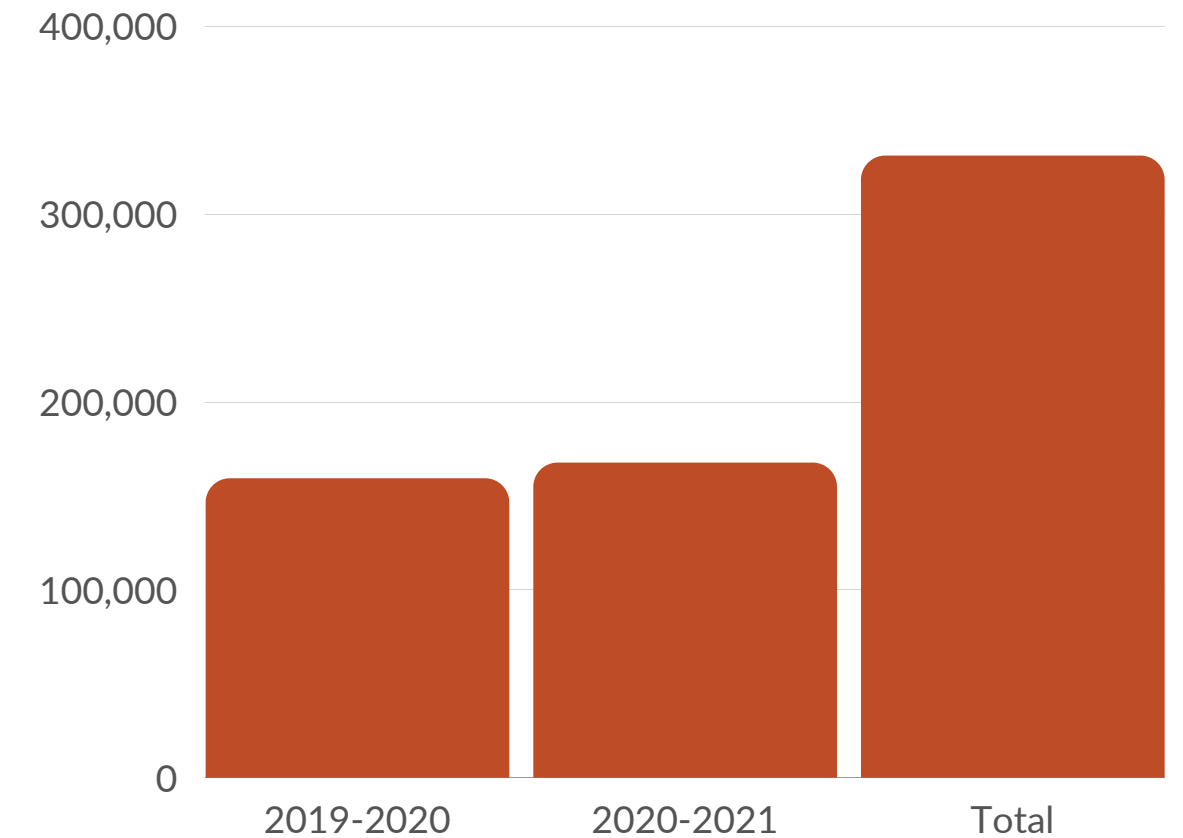
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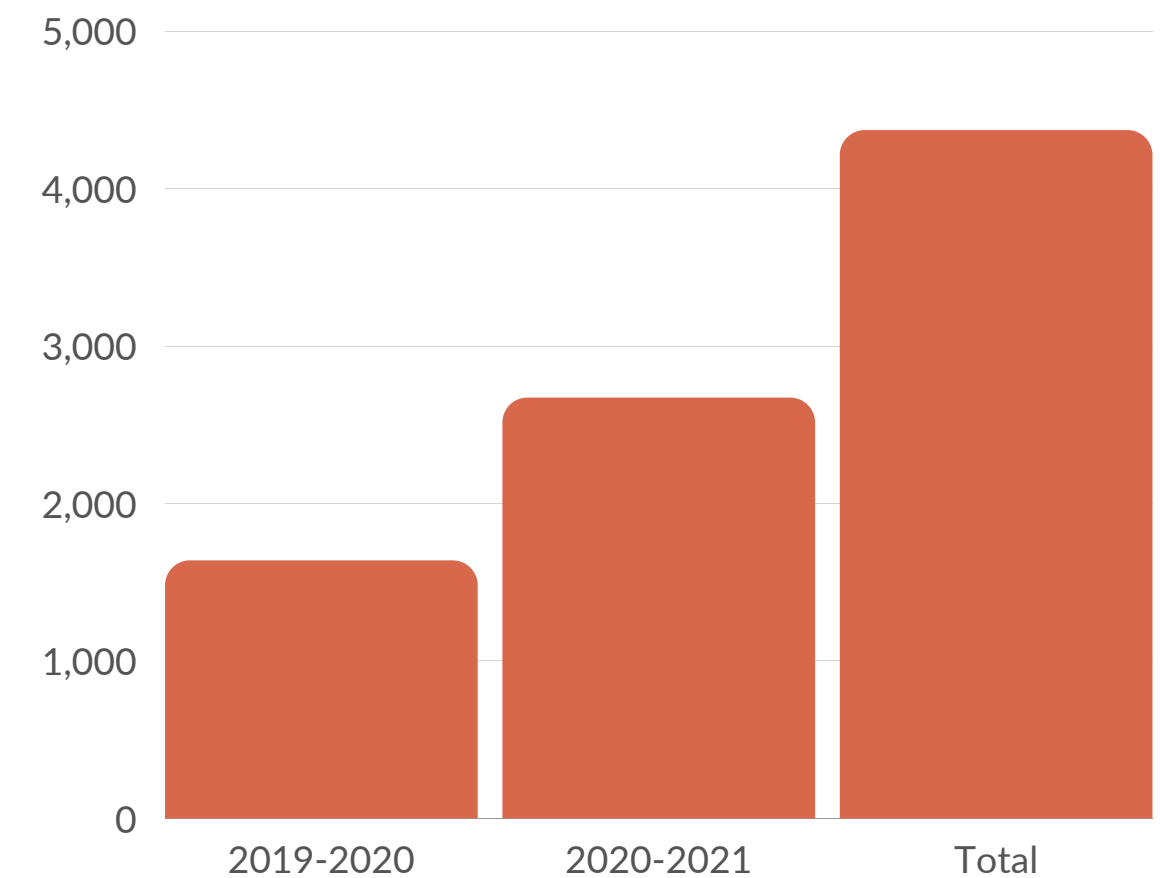
DEMOGRAPHICS

- 70% of audience are 35+
- 64% men and 36% women

Impressions



Engagements





**NATIONAL
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TREASURE**