



Artwork by Leanne Cadden, NET artist-in-residence

NATIONAL ENVIRONMENTAL TREASURE

Campaign Update
June 2021 - October 2022



Charitable # 86964-8147-RR0001

WEBSITE

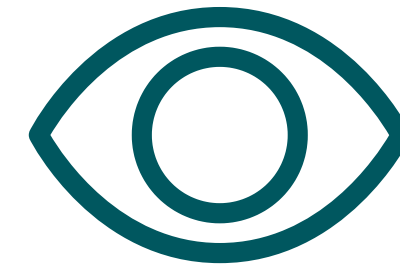
- Traffic sources: social media, Google ad words, organic searches and direct searches.

WEBSITE CONTENT

- 151 blog posts published to date
- 19 blogs published since July 2021

GOOGLE AD WORDS

- Google ads grant - \$10K/month indefinitely
- 339K impressions
- 29K clicks
- 40 Google ads currently running



339,000

Impressions



29,000

Clicks



40

Current ads

PODCAST

SUMMARY

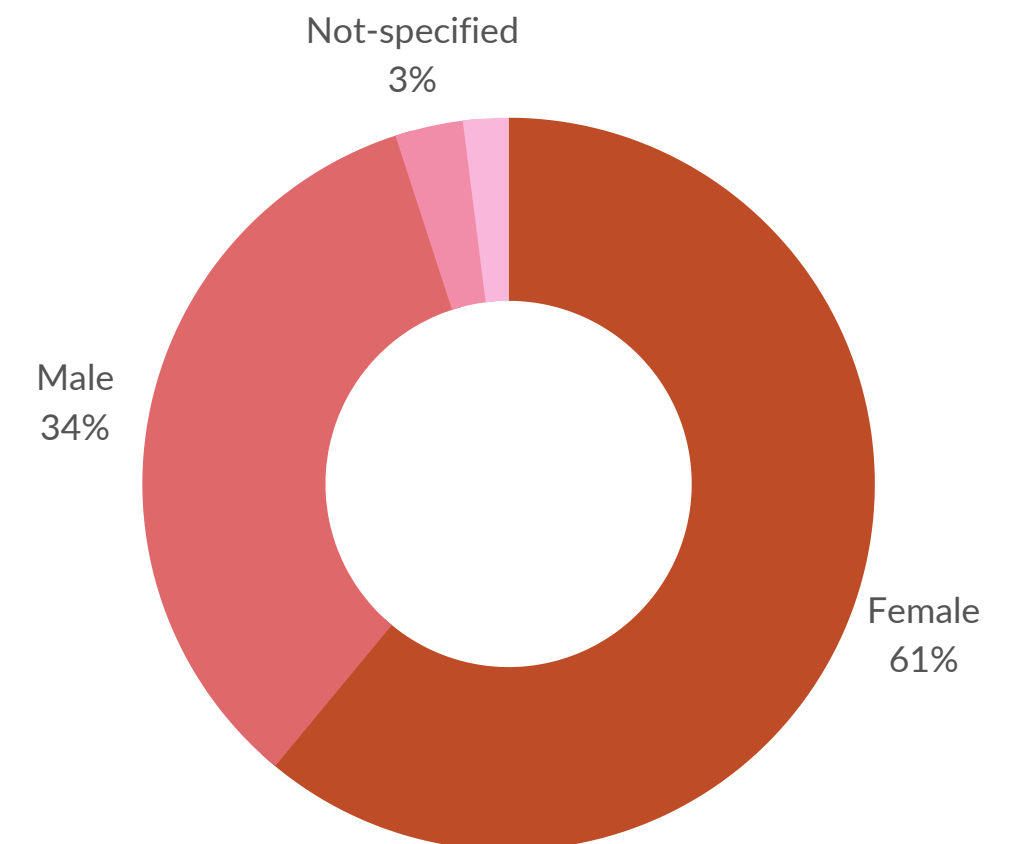
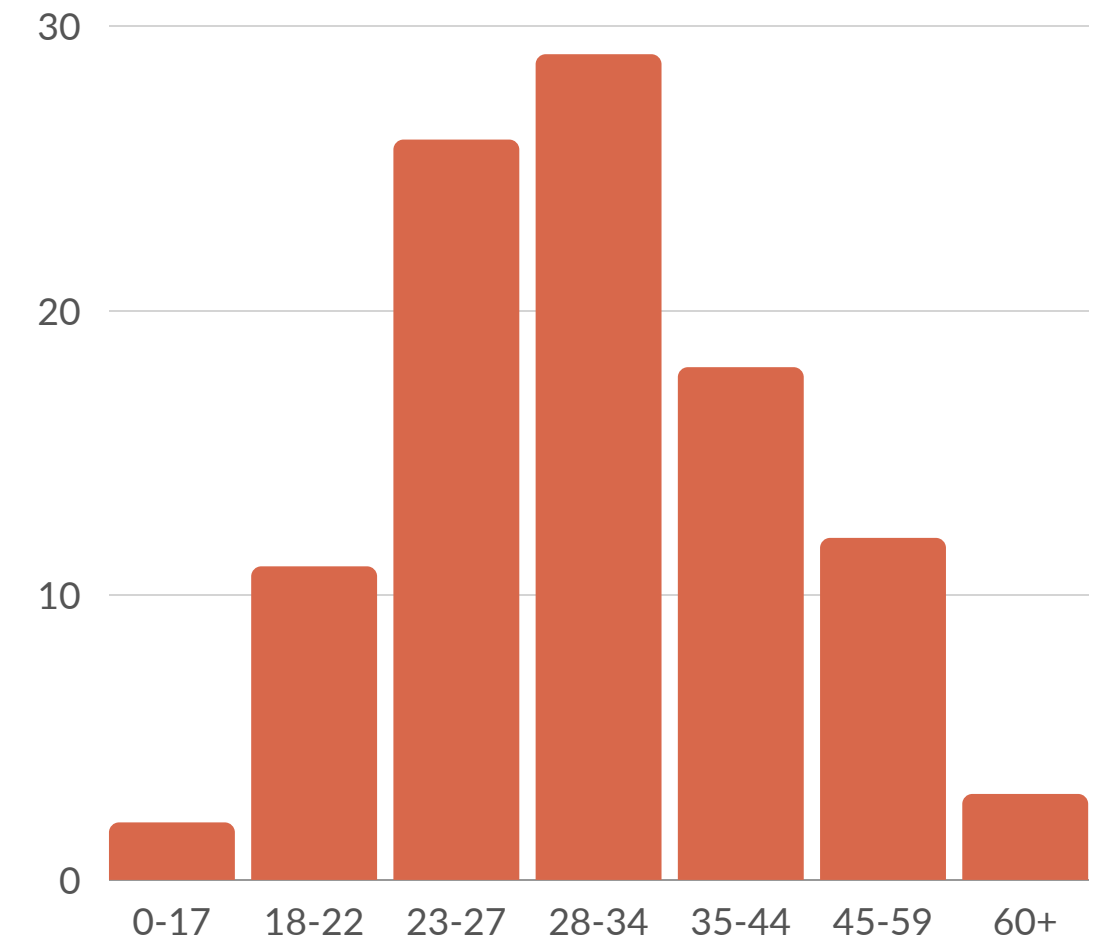
- 7,281 plays across platforms and episodes
- Top audiences in Canada, U.S. and U.K.
- Fourth batch release - September 22, 2021

ADS FOR PODCAST

- Three Facebook Ads - February and March

NAME	LENGTH	PLAYS
Episode 12: A systems perspective, policy and planning with Dr Robert Newell	46:33	629
Episode 11: Creative reciprocity and wild empathy with Dr Julie Andreyev	34:26	249
Episode 10: Protecting nature for people and planet with Dr Aerin Jacob	32:55	277

Demographics



FACEBOOK

CONTENT TYPES

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

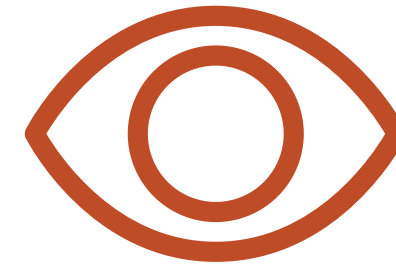
SCHEDULING

- 3-5 post per week
- Scheduled during best posting times using Hootsuite



3,300

Followers



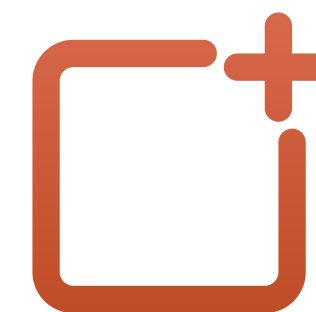
127,000

Impressions



2,100

Engagements



300

Posts

TWITTER

CONTENT TYPES

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

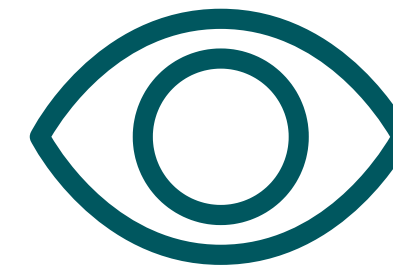
SCHEDULING

- 3-5 posts per week
- Scheduled during best posting times using Hootsuite



280

Followers



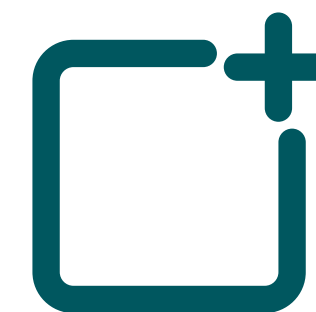
47,000

Impressions



1000

Engagements



320

Posts

INSTAGRAM

CONTENT TYPES

- Photographs, artworks, graphics

CAPTION TYPES

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

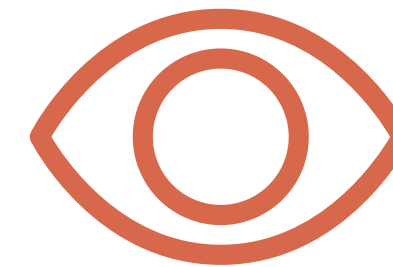
SCHEDULING

- 59 posts
- 1 posts per week/bi-weekly



1,900

Followers



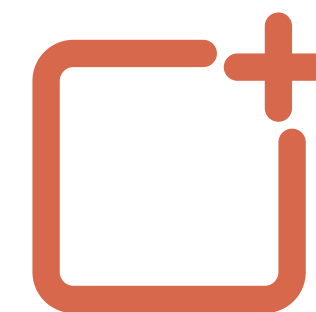
21,000

Impressions



2,600

Likes



59

Posts

TIKTOK

Theme: "Spilling the tea on biodiversity."

SCHEDULING

- TikTok campaign - November 2020 - July 2021

STATS

- 76 TikToks
- 1102 followers
- 8865 likes
- 55,800 views



76

Posts



1102

Followers



8865

Likes



55,800

Views



**NATIONAL
ENVIRONMENTAL
TREASURE**