

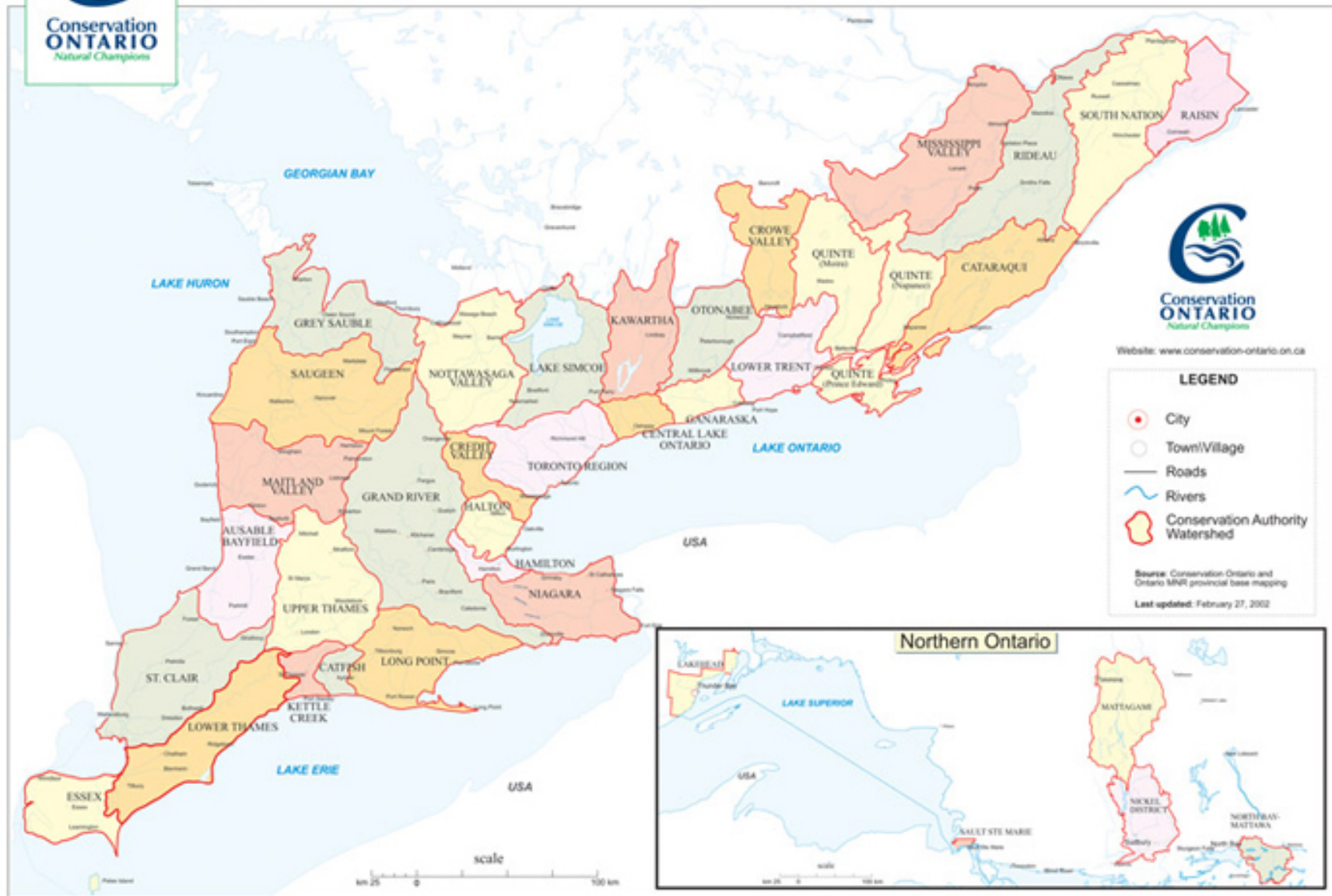


Conservation Ontario
Social Media
Strategy 2011



Conservation
ONTARIO
Natural Champions

CONSERVATION AUTHORITIES OF ONTARIO



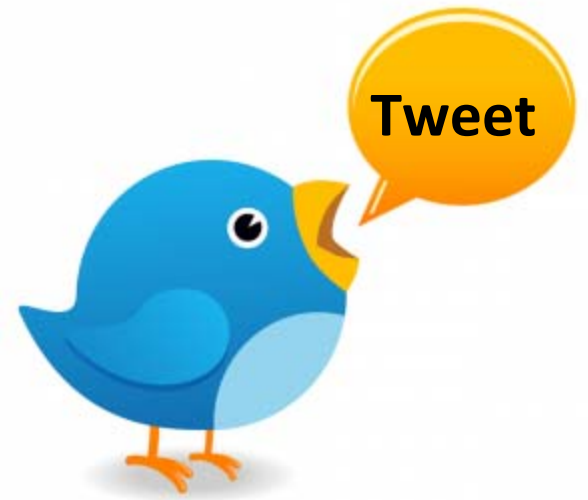


Umbrella Organization for Ontario's 36 Conservation Authorities (CAs)

Responsible for:

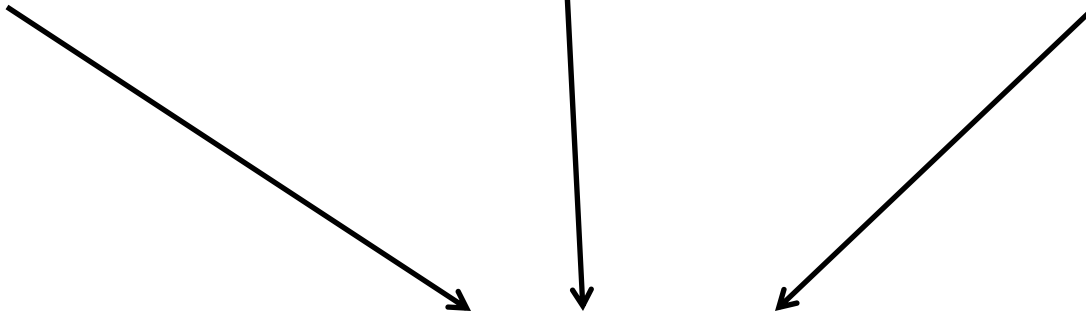
- Government Relations
- Policy & Program Development
- Building & Maintaining Partnerships
- Corporate Communications
- Research and Information
- Evaluation and Reporting
- Education and Training

Think BEFORE you



GOAL

Listen + Generate + Participate



**Increase Awareness
Trust**



So What?

A young woman with long, wavy brown hair is smiling warmly at the camera. She is wearing a grey textured blazer over a dark top and a necklace with several beads. Her right hand is raised, holding a small white rectangular card. The card has the text 'Build Relationships' written on it in a simple, black, sans-serif font. The background is a dark, solid color.

**Build
Relationships**

A woman with long, wavy brown hair is smiling and looking towards the camera. She is wearing a brown textured blazer over a dark top and a necklace with various beads. She is holding a small white rectangular card in her right hand. The card has the text "Promote work of CAs" written on it in a black, sans-serif font. The background is a dark, solid color.

Promote
work of CAs

A young woman with long, wavy brown hair is smiling warmly at the camera. She is wearing a grey textured blazer over a dark top and a necklace with several beads. Her right hand is raised, holding a small white rectangular sign with black text. The background is a dark, solid color.

Share Science
in accessible
format

A young woman with long, wavy brown hair is smiling warmly at the camera. She is wearing a grey textured blazer over a dark top and a necklace with several beads. Her right hand is raised, holding a small white rectangular sign. The sign has the text 'Adaptable Communication spaces' written on it in a black, sans-serif font. The background is a dark, solid color.

Adaptable
Communication
spaces





- 1. Decision Makers**
- 2. Provincial-level Partners**
- 3. CA Staff and Members**
- 4. General Public**



**Why it's
important to
listen**

**Yes...Even when
everyone's talking at
the same time**



content?!?

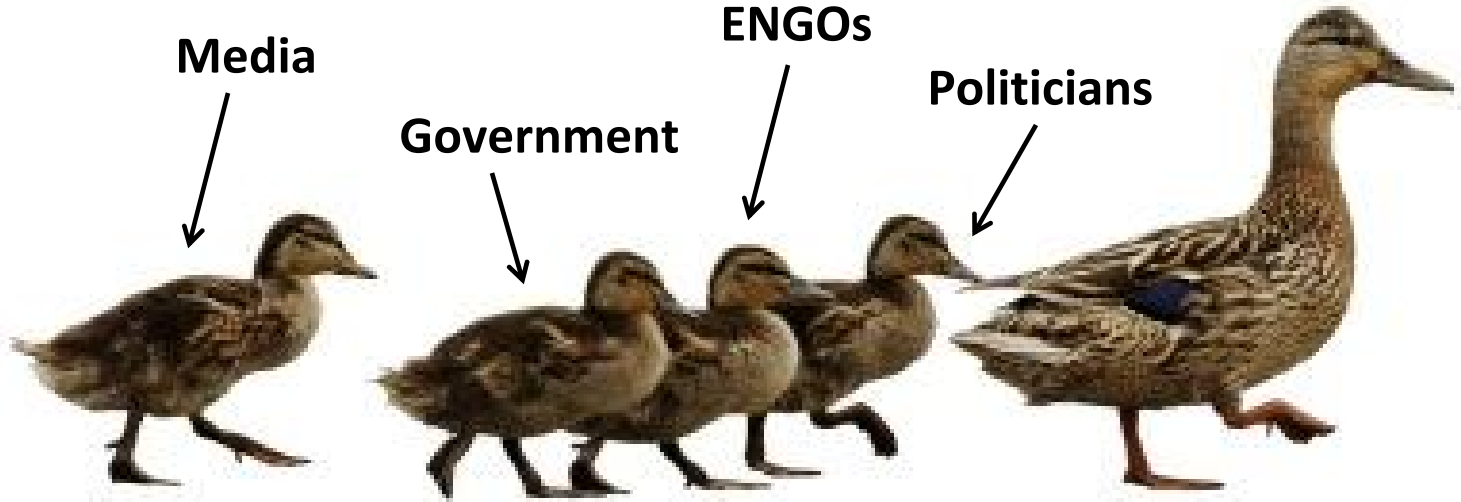
Measuring Success



Impacts?

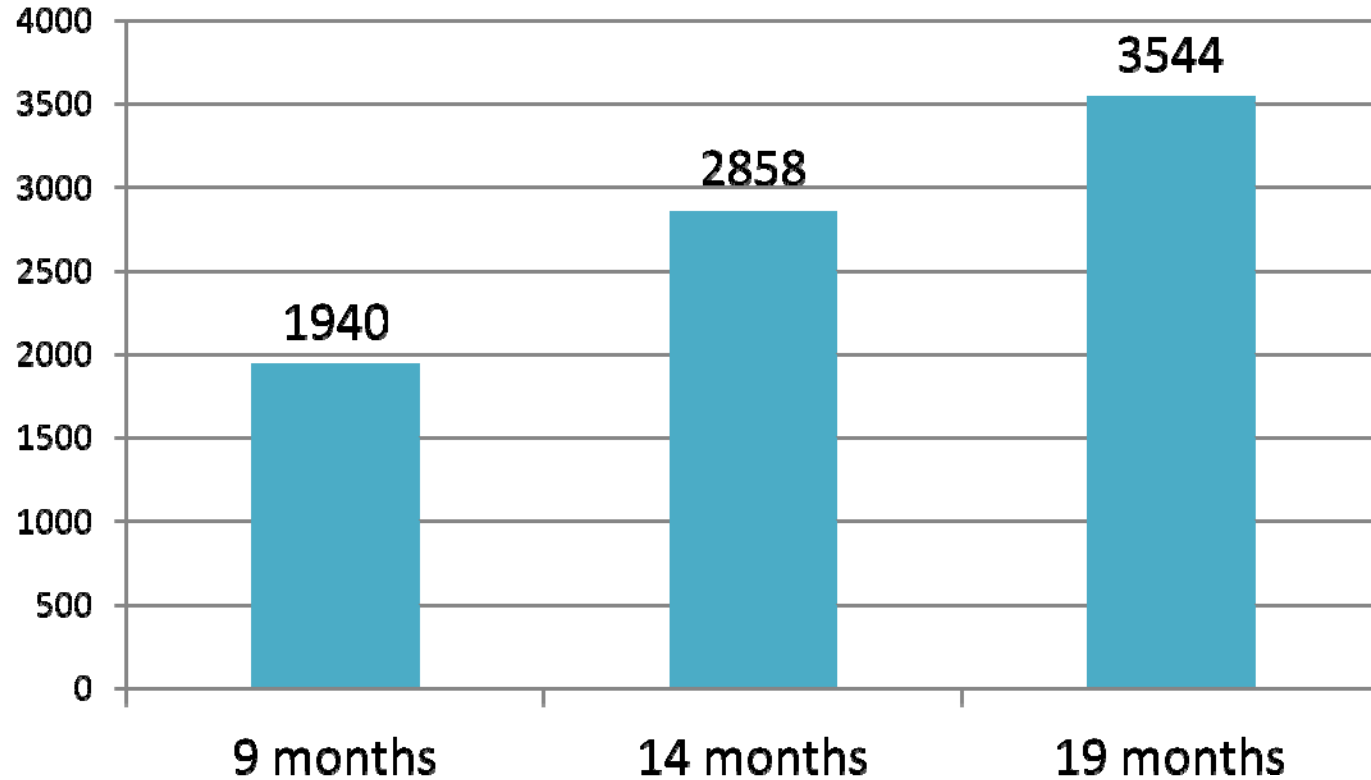


Who follows us? Who do we follow?



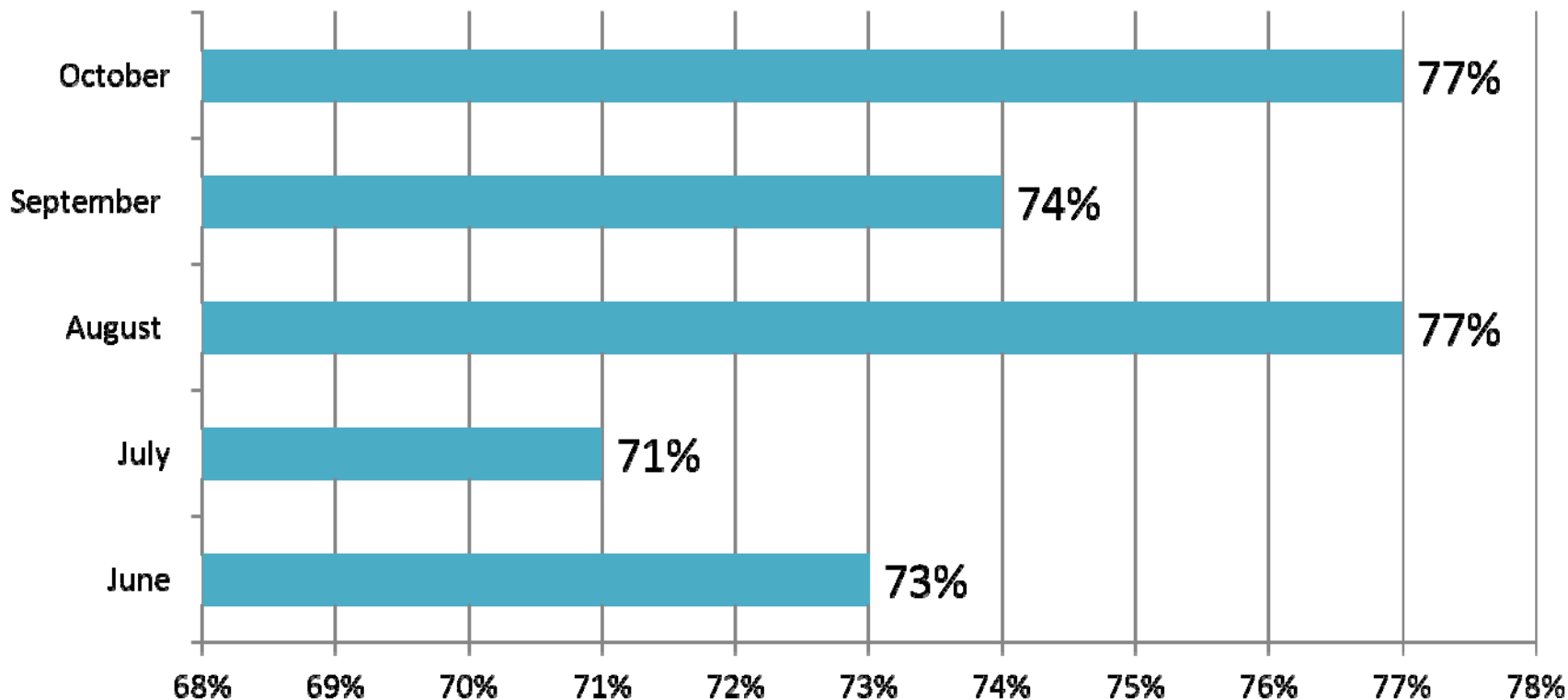


New followers every day



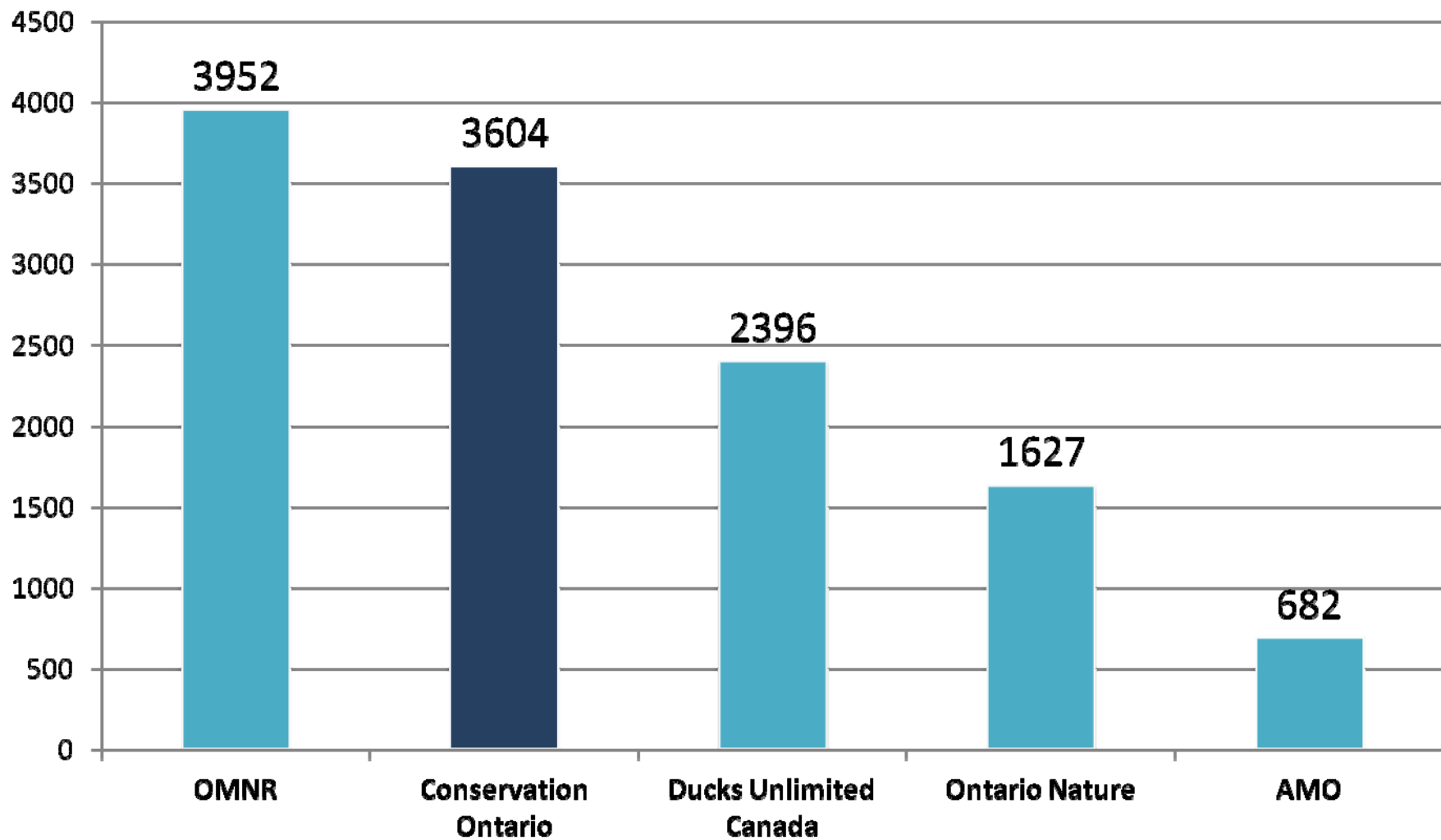


74% of original tweets retweeted



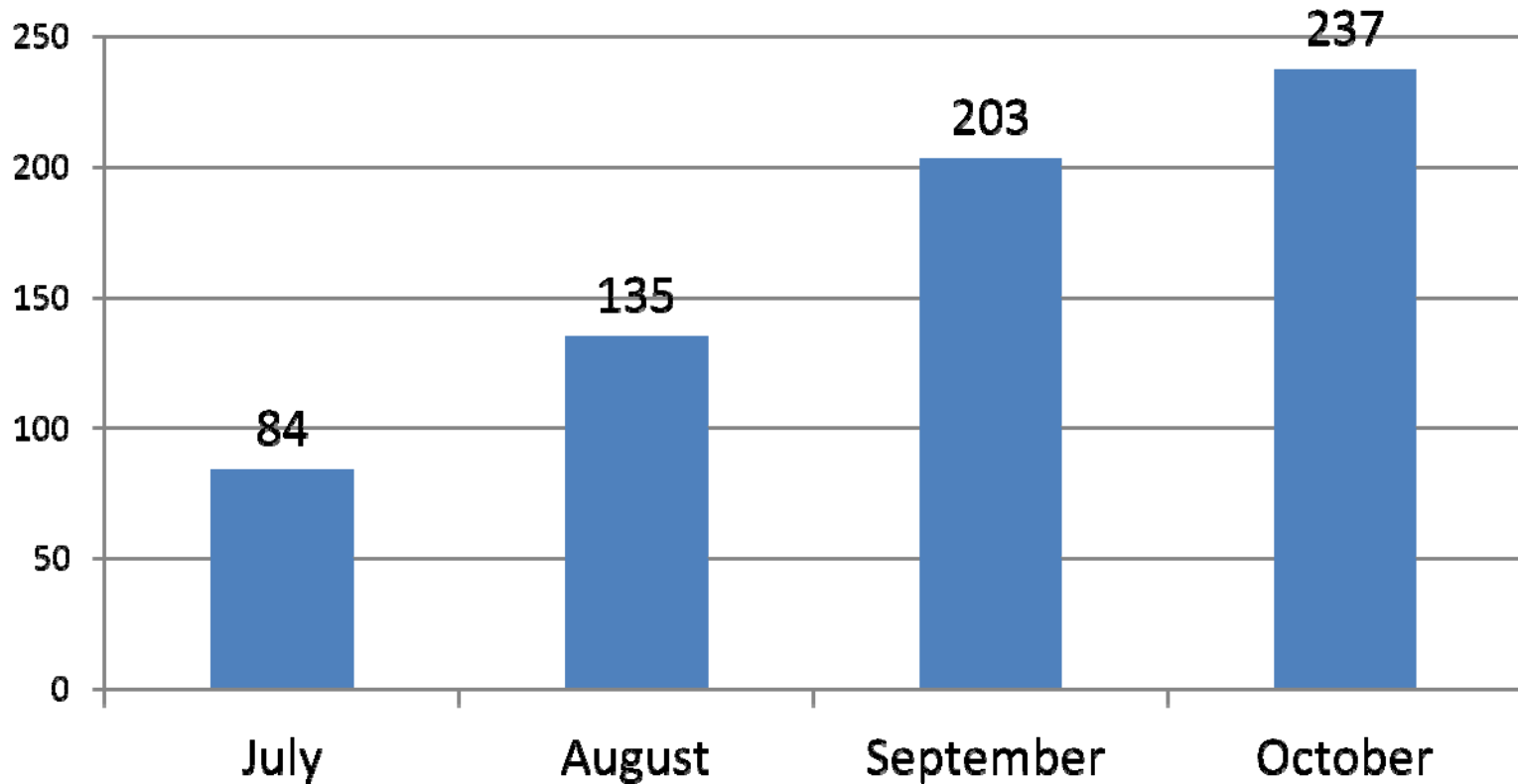


How do we stack up?



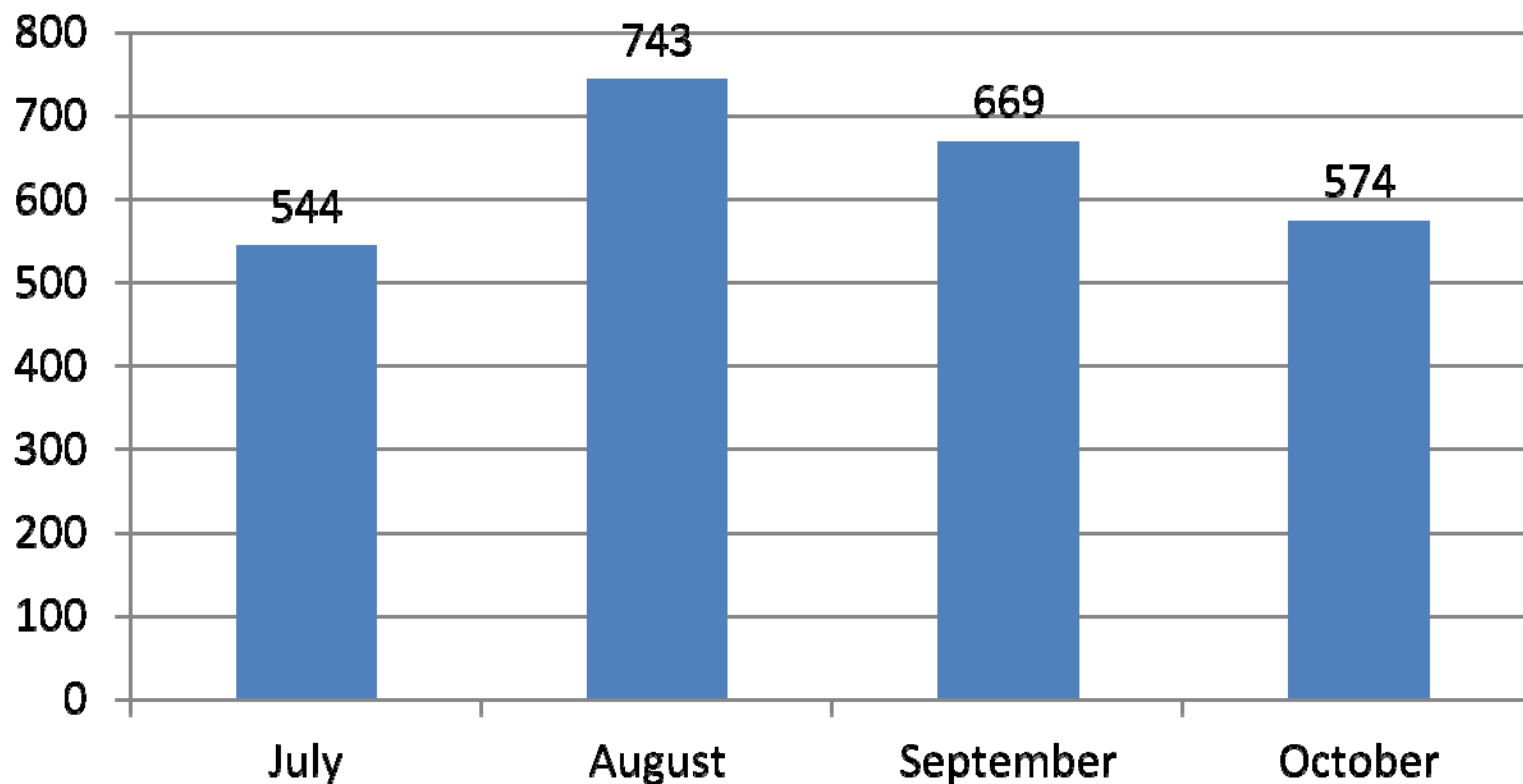


NEW Page...Steady increase in 'Likes'



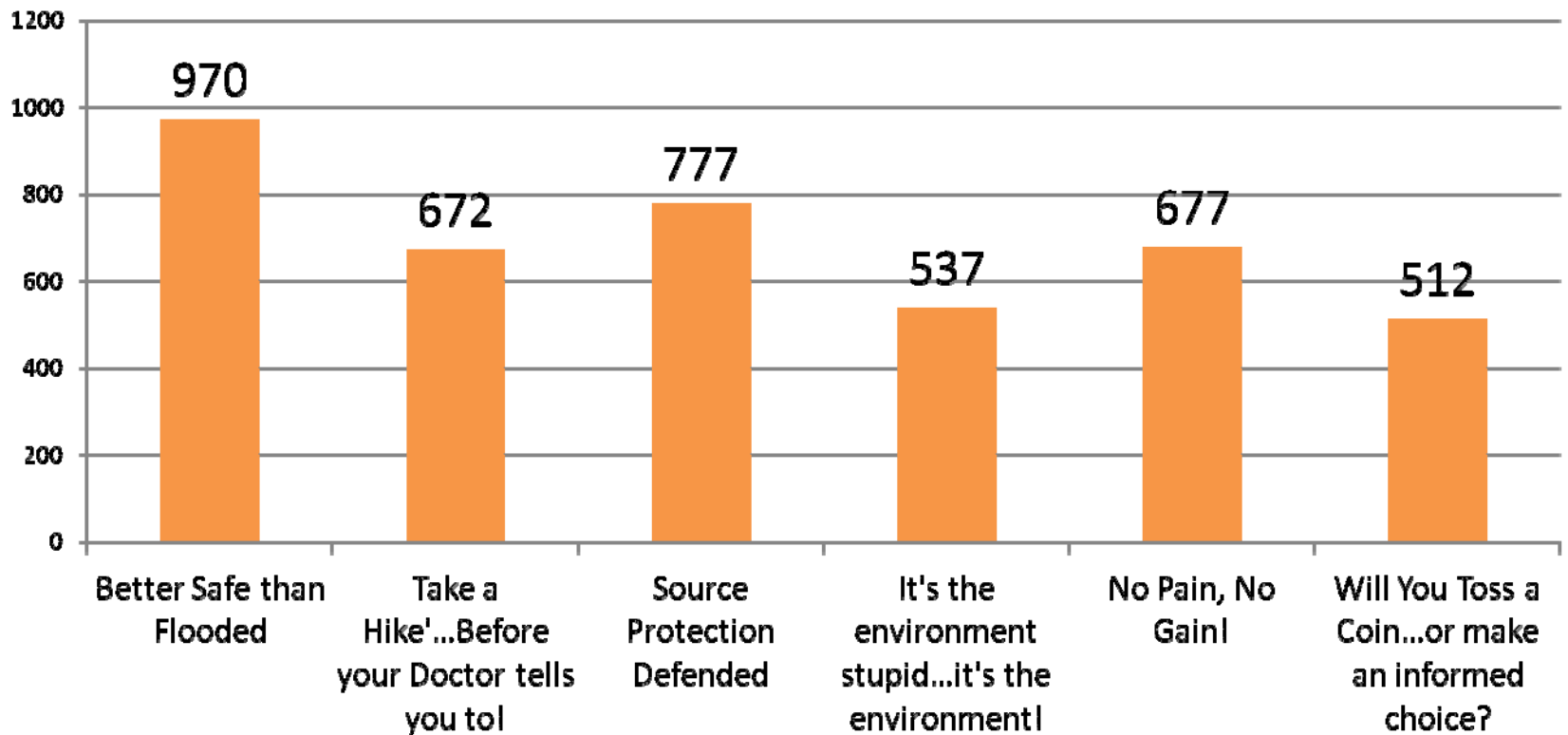


Average of **633 Impressions** per post





Average of 700 page views per post





**We're ALL
New!**

Learn from Mistakes



Don't
forget to
have fun...

