



2018 SER-WC Annual General Meeting Media Coordinator Report

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Overview

2018 started off strong with the SER-WC Restoration for Resilience Conference in February 2018. Many volunteer hours were dedicated to the success of this event. The conference tested our communication strengths and weaknesses, offering guidance on how to develop ourselves and plan further as we progressed into the year. This event also enabled us to update our marketing materials, including a new event banner, Chapter graphics, and event swag.

Apart from the conference, I continued to execute the communications plan, and made updates where necessary. Another annual review of the plan will be required for December 2018. This review should examine new areas to explore, and ways to engage current social media the organization is already utilizing. As stated in this plan, monthly reports are provided to the Board.

The SER membership database is working exceptionally well, and reports are easy to download from this site. These reports have been saved in the organization Dropbox folder. The group email and blog post functions are very useful, and allow us to contact members directly regarding important information or event details.

Our Chapter website www.serwc.ca continues to be our main point of contact with our members, potential members, and interested parties. Following the conference, updates were made to the webpage to make it more visually appealing. Such changes should continue to happen moving forward.

In summary, the SER-WC has seen growth across all of its social media platforms, and growth in the number of subscribers to its quarterly e-newsletter. Summer time is less active across these platforms likely as a result of the field season, but activity levels rise significantly in September. The Chapter website, SER-WC YM site, Twitter, LinkedIn, and Facebook accounts continue to be the primary hubs for sharing and receiving

information amongst members, organizations, businesses, practitioners, academics, and various other individuals.

In response to the conference, and post-conference wrap up a couple months saw my monthly hours decrease. Following the conference, focus was placed on uploading the Conference Proceedings to the website, and maintaining our job opportunities and workshop pages. There should be a refocus on the Restoration Showcase and outreach initiatives in 2019.

Advertising continues to be sporadic. There is a strong focus on event-specific advertising such as upcoming workshops and training opportunities, rather than business-specific advertisements. Continued focus will need to be placed on this area in 2019.

In sum, I believe the SER-WC had a productive year seeing increased exposure across social media, valuable discussions with partner organizations, and a continued focus on providing its membership with relevant and timely information and resources. The upcoming year should see continued exploration of advertising and revenue generation opportunities, a focus on outreach initiatives, formalization of the Restoration Showcase, and the continued growth of social media accounts.

Section Summary

Social Media

Highlights

- There has been growth across all of our social media platforms since December 2016:
 - Facebook: 44 new page likes
 - Twitter: 84 new followers
 - Instagram: 48 new followers
 - LinkedIn: 36 new connections
- Worked with Katherine Stewart to produce student-led restoration tips
- Continued “Weekend Read” and “Webinar Wednesday” campaigns

Moving Forward

- Continue to grow all social media accounts, especially the Instagram account. Plans to form a student-led committee, with a focus on

environmental communications and framing restoration through photographs and captions.

Website

Highlights

- Continues to be the primary hub for information to our membership and other interested individuals and organizations.
- Website received a new wallpaper giving it a fresh new look following the conference.
- Updates were made to the website to expand the resources available including:
 - Add the Restoration Resource Centre
 - Added the Student Opportunity page
 - Added a Strategic Planning page

Moving Forward

- Continue to refresh wallpaper to capture our Chapter's image and update resources as necessary. Think about starting a Chapter blog to review relevant journal articles, discuss new methods/practices, etc.

E-Newsletter

Highlights

- Published an AGM, Winter, Spring, Summer, and Fall e-newsletter.
- E-Newsletter saw 146 new subscribers since December 2017, largely as a result of the conference.
- Maintained a 34% open rate (19.9% industry average)
- Maintained a 9% click rate (2.2% industry average)

Moving Forward

- Will publish a 2018 AGM newsletter mid-October with highlights on the various presentations
- Continue to promote increased subscription through relevant content
- Explore event-specific advertising

Advertising

Highlights

- Retained University of Victoria as an advertiser
- Course/Conference advertising from Saskatchewan Prairie Conservation Action Plan, Salmtec
- Continue to share advertising package to reflect various advertising and sponsorship opportunities with the organizations

Moving Forward

- Need to revisit advertising and define specific parameters surrounding its implementation (ie. who do we charge to advertise courses on our website or should this be a space free to anyone who wants to advertise courses?)

Restoration Showcases

Moving Forward

- Formalize the process for submitting projects (ie. a standard form that is completed and submitted)
- Focus on acquiring projects in the Yukon and Northwest Territories
- Create a database that tracks ongoing restoration projects and points of contact.
- Continue to reach out to partner organizations for showcase information.

Goals for Upcoming Year

- Update Chapter marketing materials as necessary
- Continue to grow social media accounts
- Advertise and promote the student-led committee focused on highlighting restoration projects across Canada
- Explore the possibility of writing and publishing blog posts weekly/monthly
- Continue to explore advertising and revenue generation opportunities