Draft Strategy to promote Glocal Portals on social media:

This document is intended to outline our social media approach and share our thoughts. We are aware that everyone in team Naturalliance is very busy, so while we would welcome any feedback, we also don't expect everyone to engage with the social media dimension of this project.

The most used and most effective four social media channels are Facebook, Twitter, Instagram, and YouTube. It is possible to create a project or organizational account on each of these. We expect each forum to create an account with at least one channel that is most appropriate locally.

Steps:

1) Decide on Name for Portals (Restoration, Sustainable Use: Naturalliance) (AGREED)
   - With frequent use of Hashtags such as rstor, etc.
   - Incorporate terms such as "Restoration Portals, Wise-Use Portals, Nature-Use Portals, Restorative-Use Portals" to flag for different audience types.

2) Create Facebook, Instagram, Twitter and Youtube accounts for Portals (JM - August)

3) Regional teams develop links with organizations in their areas for nature-passion activities (e.g. groups for Indigenous People, gathering, fishing, hunting, zoos, wildlife watching and tourism linked to these) to arrange links for them on Naturalliance satellites and seek reciprocation into their social media activities by agreeing with the relevant people how and when to promote it (e.g. write an email to each and invite them to a zoom meeting to show and explain portals). This has already been done for a number of national organisations (see below) and now needs to devolve to satellite teams for regions, then countries. JM and RK will help provide useful contacts.

   a) <u>Direct content creation</u>: JM to draft and RK to review a number of initial social media posts. We could also get site leads to post once a month on their (or if possible their organizations) social media to promote it. (JM+RK – August)

   b) <u>Indirect collaborators</u> (encouraging allied and sympathetic organizations to feature and promote the portals):

      i) ESUG: JE has organized a Facebook page (see [here](#)). This could be expanded, perhaps through cross postings?

      ii) IAF[1]: Arrange for
         (1) Weekly social media posts promoting the portals and new content (can be shared from content we produce on the new social media presence). (JM to draft original content and discuss with AO, BH, IC and FK to share on different IAF social media pages and profiles - August).

         (2) Every two months one of the IAF portals should feature in an IAF eBulletin with a tie into a particular IAF WG, project or conference/event. (JM to draft and discuss with GT - August)

         (3) A feature in the 2023 journal (JM to discuss with SC - August)

         (4) In conjunction with SUME coordination, get IAF Latin America Working Group to create a new team to put new content on sites once a month to begin with. Some of it can be the same as facebook posts that were already done in the past. (JM – August-Started)

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[1] International Association for Falconry & Conservation of Birds of Prey, under MoU with IUCN-SUME

iii) FACE[2] and CIC[3]: Discuss with relevant staff if FACE and CIC could share a content item to their social media from our new pages once a month. (JM with JS, KH & SD – August)

4) Create a social media rotation plan (when which network or feature will be promoted and through which sort of post – posts can be planned and scheduled on most platforms ahead of time). See example in Appendix below. (JM+RK - Site editors and site leads may wish to contribute to this centralised plan on the *Restoration by using Nature* social media platforms or might like to pursue their own initiatives).

APPENDIX.
Example for a (really busy) social media programme, just to give some ideas. An actual campaign might be at less frequent intervals and with much less material.

Month 1: Create Social Media accounts and populate with pictures, "about" information and links.

Month 2: Week 1: - Post explaining what IPBES[4] is and the importance of the Assessment on Sustainable Use of Biodiversity (ASUB) with links to Summary for Policy Makers.
Week 2: - Post tying Naturalliance into IPBES ASUB with examples of the importance of sound information in several languages (highlighting multi language feature of Glocal Networking)
Week 3: - Post linking to Naturalliance Page on Human Conflict and Conservation and a brief text on how interconnected different dimensions of nature conservation are.
Week 4: - Perdixnet Introduction Post (showing what the network is about with some screenshots and links)

Month 3, Week 1: - Naturalliance Introduction Post (showing what the network is about with some screenshots and links)
Week 2: - Post 1 link explaining the difference between a hub site and satellite sites detailing that satellite sites are featured in a language and have content specific to the national or regional example that they are designed for.
Week 3: - Post 2 showing that hub sites have the same centrally agreed content translated into a number of languages.
Week 4: - Post showing the mapping function of SYCL networks with FalConet LA as an example.

Month 4, Week 1: - Post on Sakernet showcasing success of survey and history of the project with links to Raptors MoU and electrocution.
Week 2: - Sakernet Introduction Post (showing what the network is about with some screenshots and links).
Week 3: - Post on all portals linking with youths from different cultures and announcing role at coming panel conference.

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[2] Federation of Associations for Hunting and Conservation of the European Union
[3] International Council for Game and Wildlife Conservation
[4] Intergovernmental Science-Policy Panel on Biodiversity and Ecosystem Services