

What's the best **engagement** bang for your **outreach** buck?



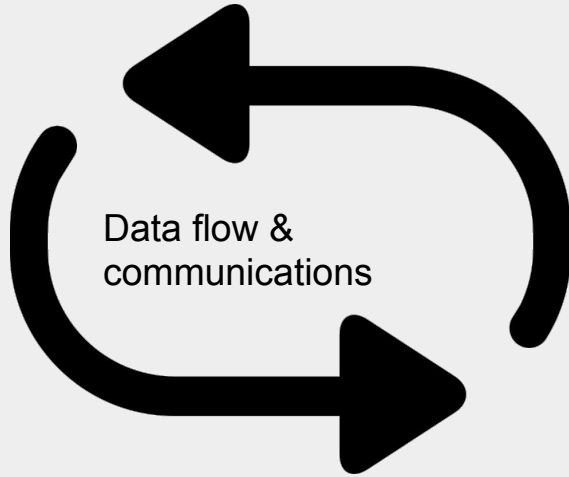
Comparing feedback outlets for sharing results with citizen science volunteers.

Logos and people

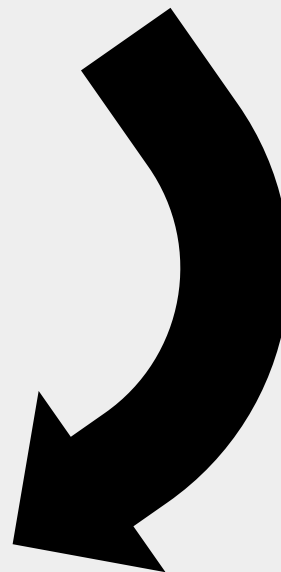
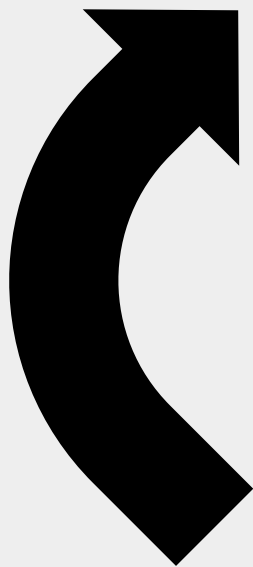
Citizen Science as a 2-way Street



Scientists



Citizens

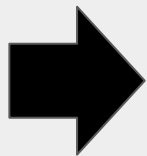


Feral pigs, Macon County, October 2018

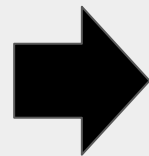
How it Works



**Online
Training**



**Set
Camera**



**Upload
Data**

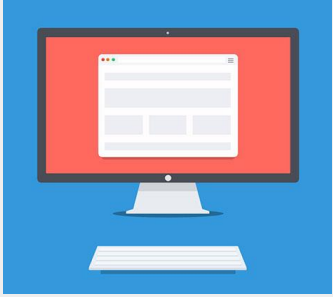
Goal 1: Wildlife Data



Goal 2: Public Engagement and Education

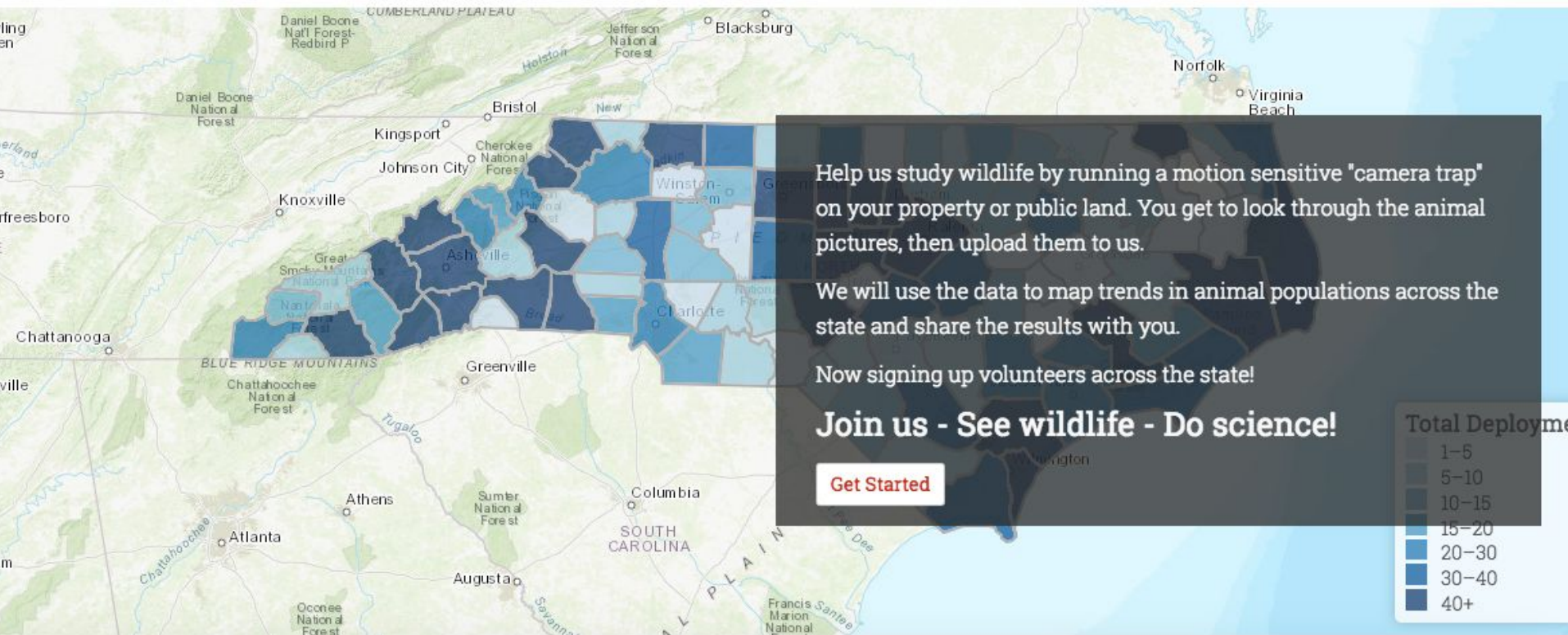


Outreach 101: Our Planned Outlets





**CANDID
CRITTERS**

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CANDID
CRITTERS

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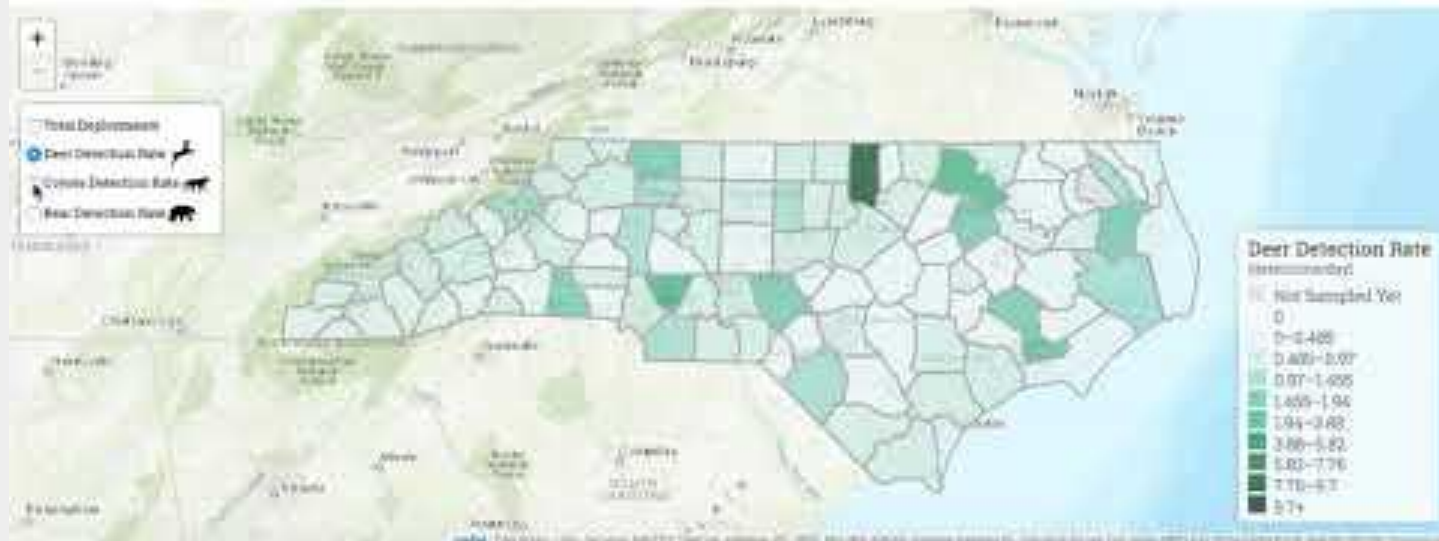
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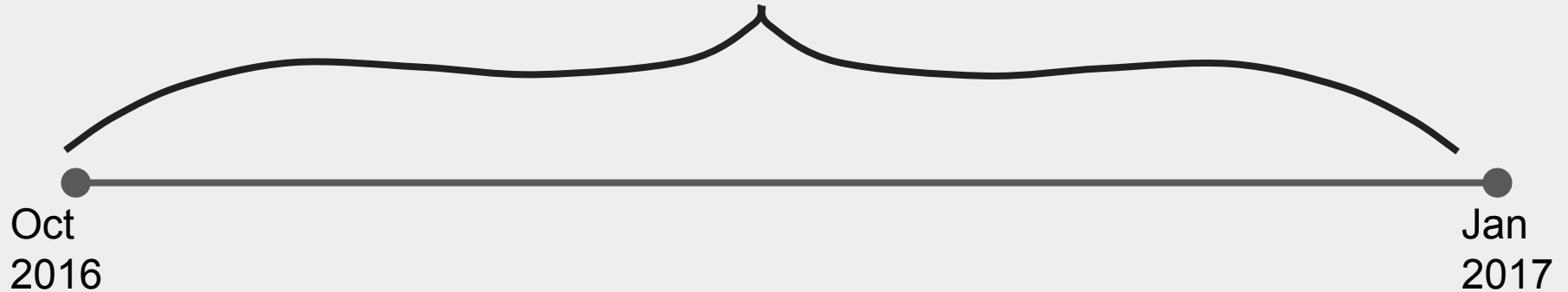
[BEST PICTURES](#)

[BLOG](#)





7,149 website visits



~80 visits / day

Social Media Schedule

Monday

CRITTER QUIZ
TIME!!

Tuesday

Wildlife in the
News

Wednesday

Project
Updates/ News

Thursday

Caption This!

Friday

Photo of the
Week

Sat/Sun

Natural History
Facts



North Carolina's Candid Critters

Create Page @Username

Home

About

Photos

Events

Reviews

Videos

Posts

Community

Info and Ads

Promote

Manage Promotions

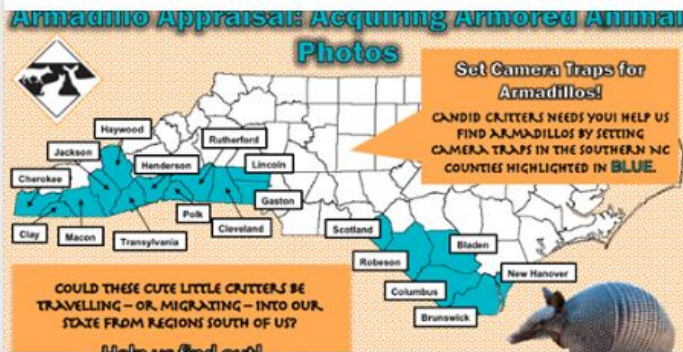
Like Following ▾ Share ...



North Carolina's Candid Critters

January 23 · 🌐

We've now seen one in Macon County, but are armadillos prevalent across the rest of North Carolina? Help us find out by setting a critter camera in one of the counties below! Sign up at www.NCCandidCritters.org



Learn More ↗

<http://NCCandidCr...> Promote Website

Organization

Suggest Edits

Team Members



Monica Lasky

Pages Liked by This Page



Charlotte Parent Magazine



NC Department of Natural & Cultural Resources

English (US) · Español ·
Português (Brasil) · Français (France) ·
Deutsch



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Facebook © 2019

Chat (60)



Failed Targeted FB attempt

Spent \$\$ to do a facebook outreach

Social Media Response



1,524
followers



45
engagements
per post



696
followers



17
engagements
per post

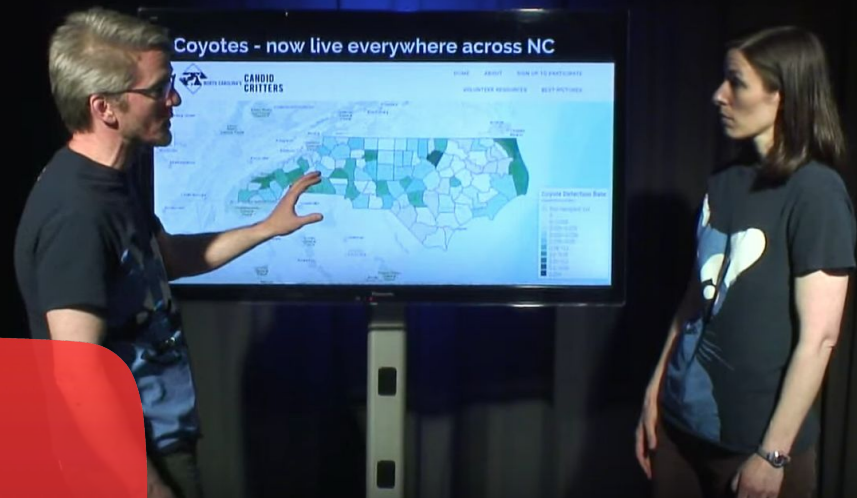


452
followers



37
engagements
per post

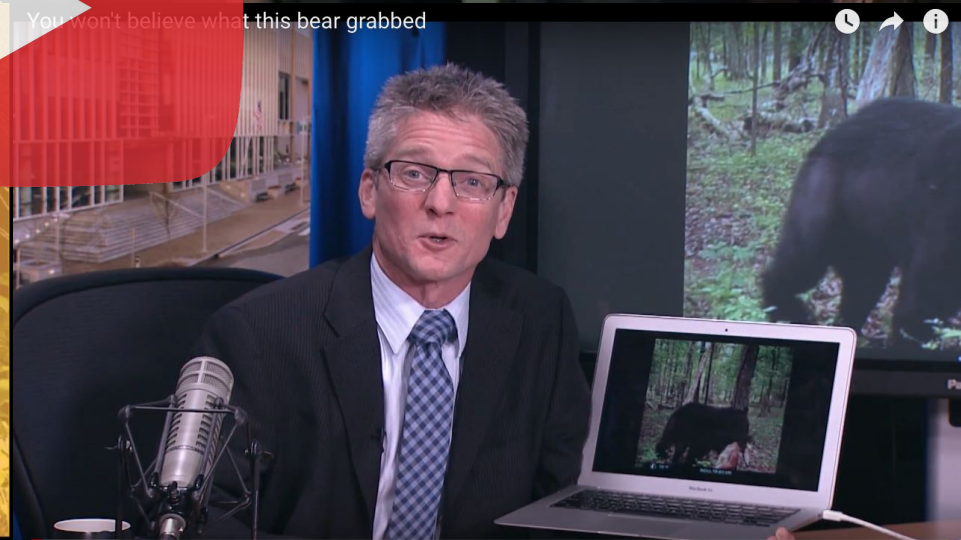
Candid Critters in the Classroom



North Carolina's Candid Critters



August 2018





Youtube Views

(3) Classroom Instruction - 510

(4) Species Specific - 800

(3) Project Updates - 3,500

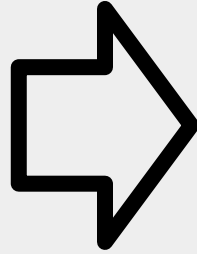
(7) You Won't Believe Series - 81,200

**Over 85,000
Channel Views**

**“Chupacabra”
video alone had
>70,000
views - how?**

You Won't Believe Series - 81,200

**“Chupacabra”
video alone had
>70,000
views - how?**



**Story highlighted
by local newspaper**

You Won't Believe Series - 81,200

Volunteer Reach by 35 SendPulse Campaigns

86502

Sent emails

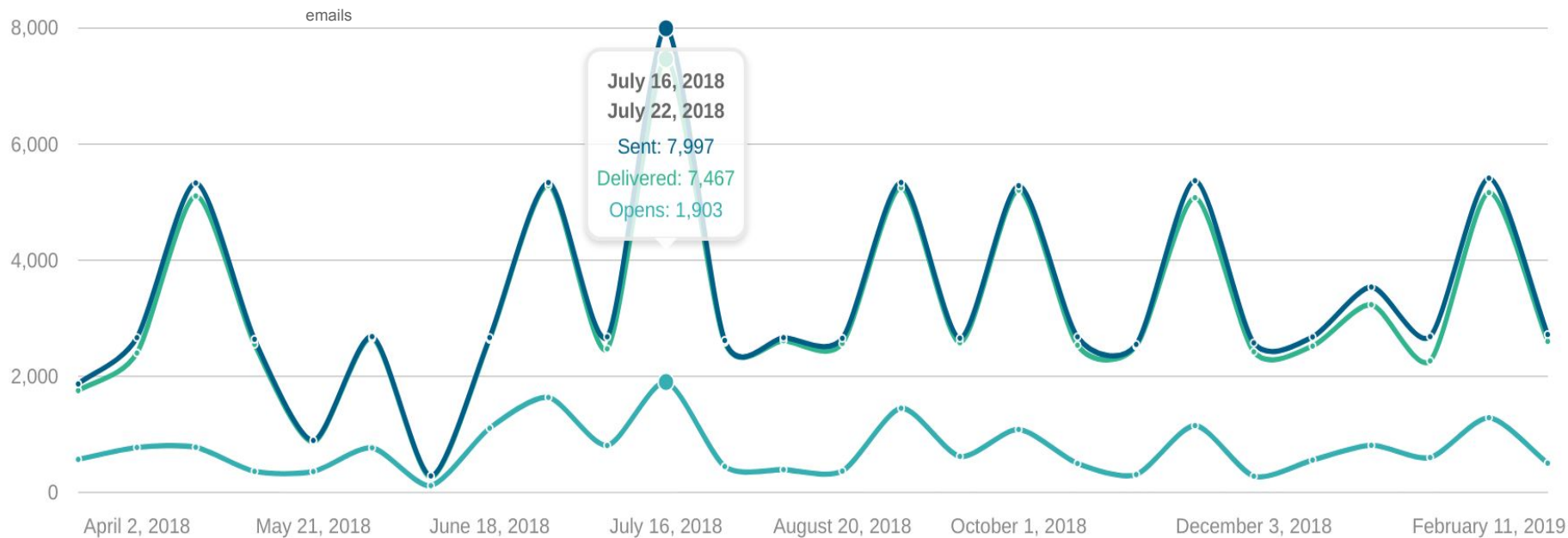
82622

Delivered emails

19558

Opens

By weeks ▼



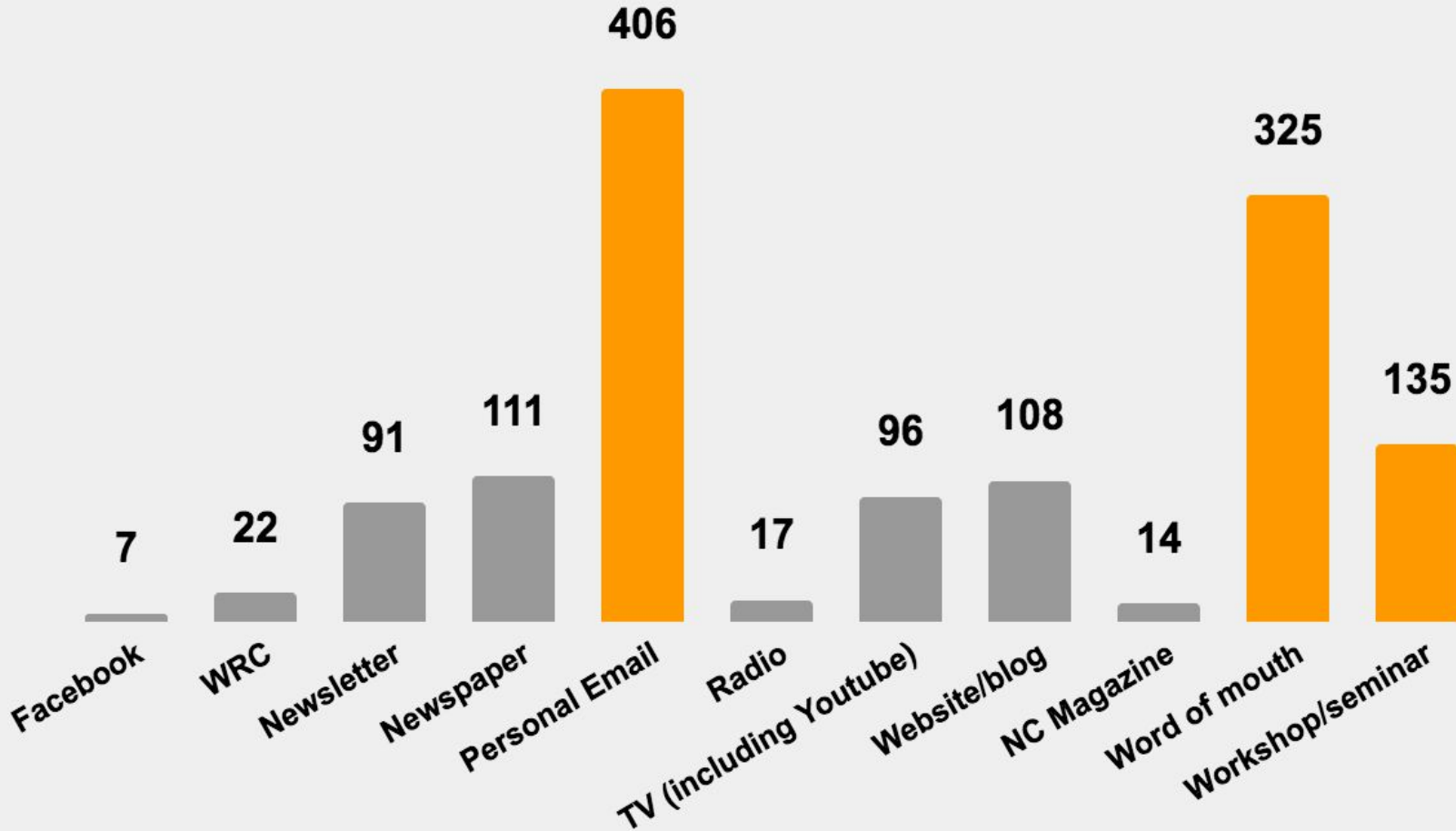
Volunteer Feedback: Success?

- Social Media
 - 45 daily engagements on Facebook
 - 17 daily engagements on Twitter
 - 37 daily engagements on Instagram
- Youtube - ~85,000 views overall
- Emails - ~20,000 opens overall

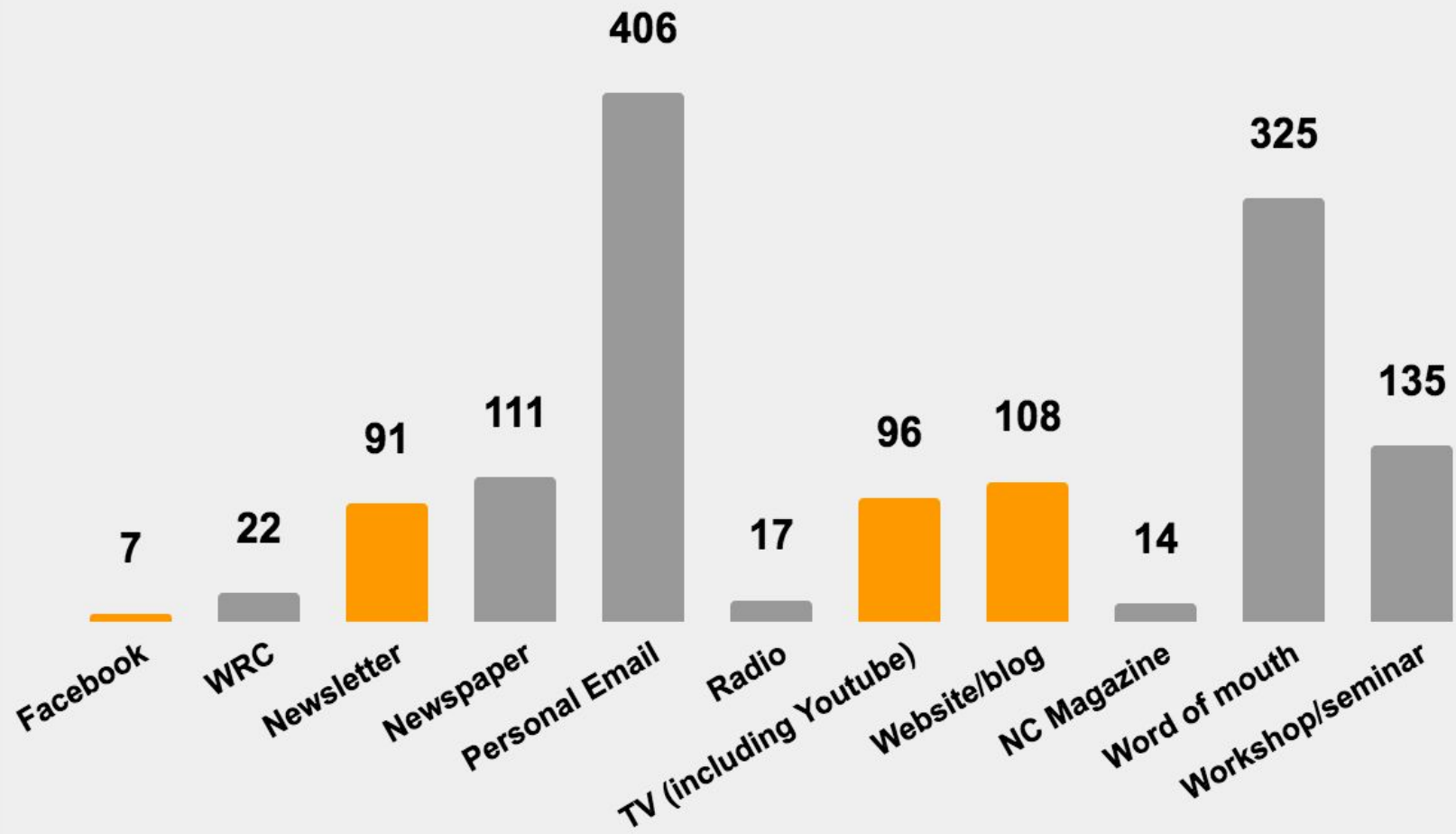
Effect on recruitment?

Volunteer Sign Ups - “Where did you hear about this project?”

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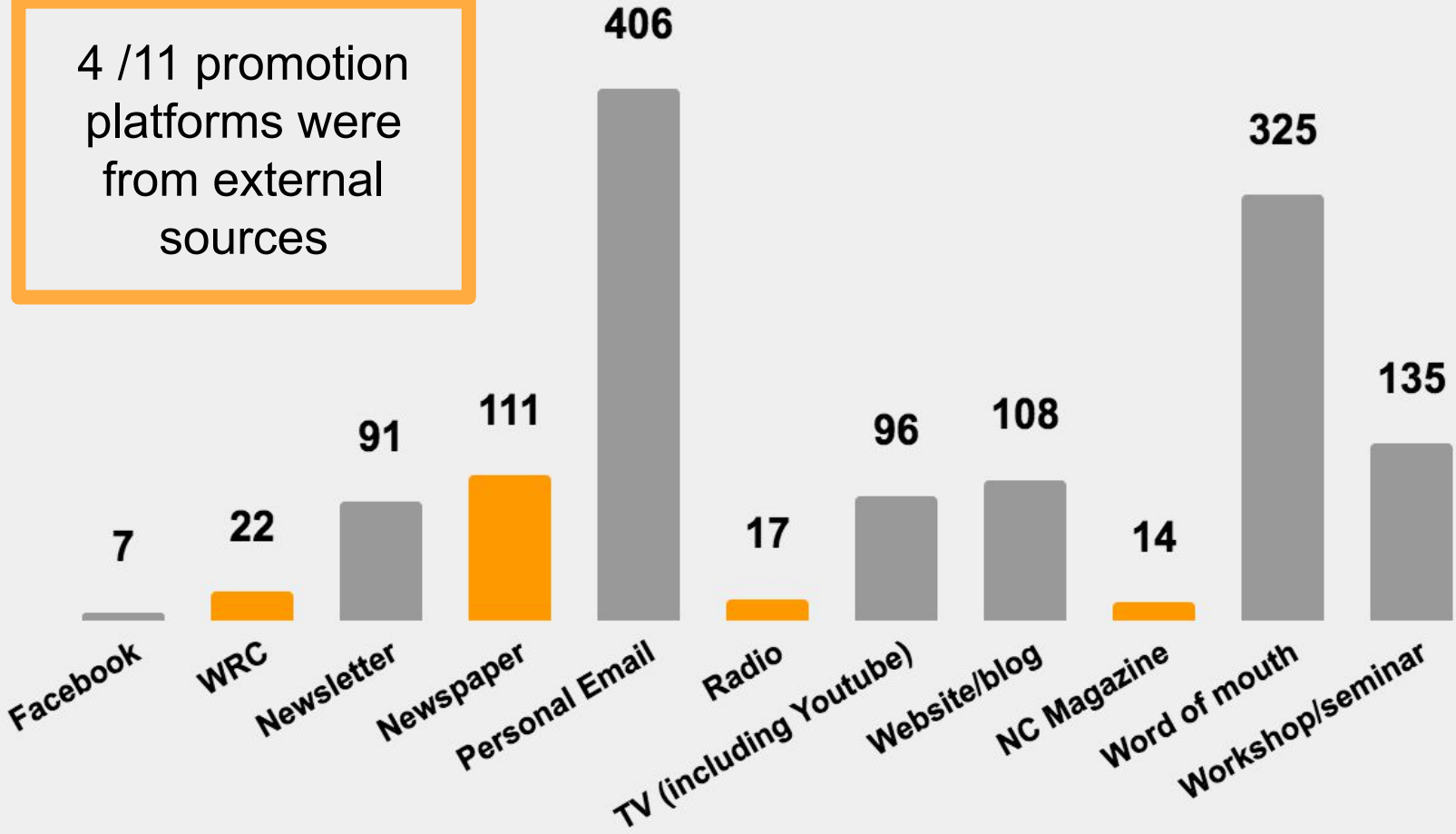


Volunteer Sign Ups - “Where did you hear about this project?”

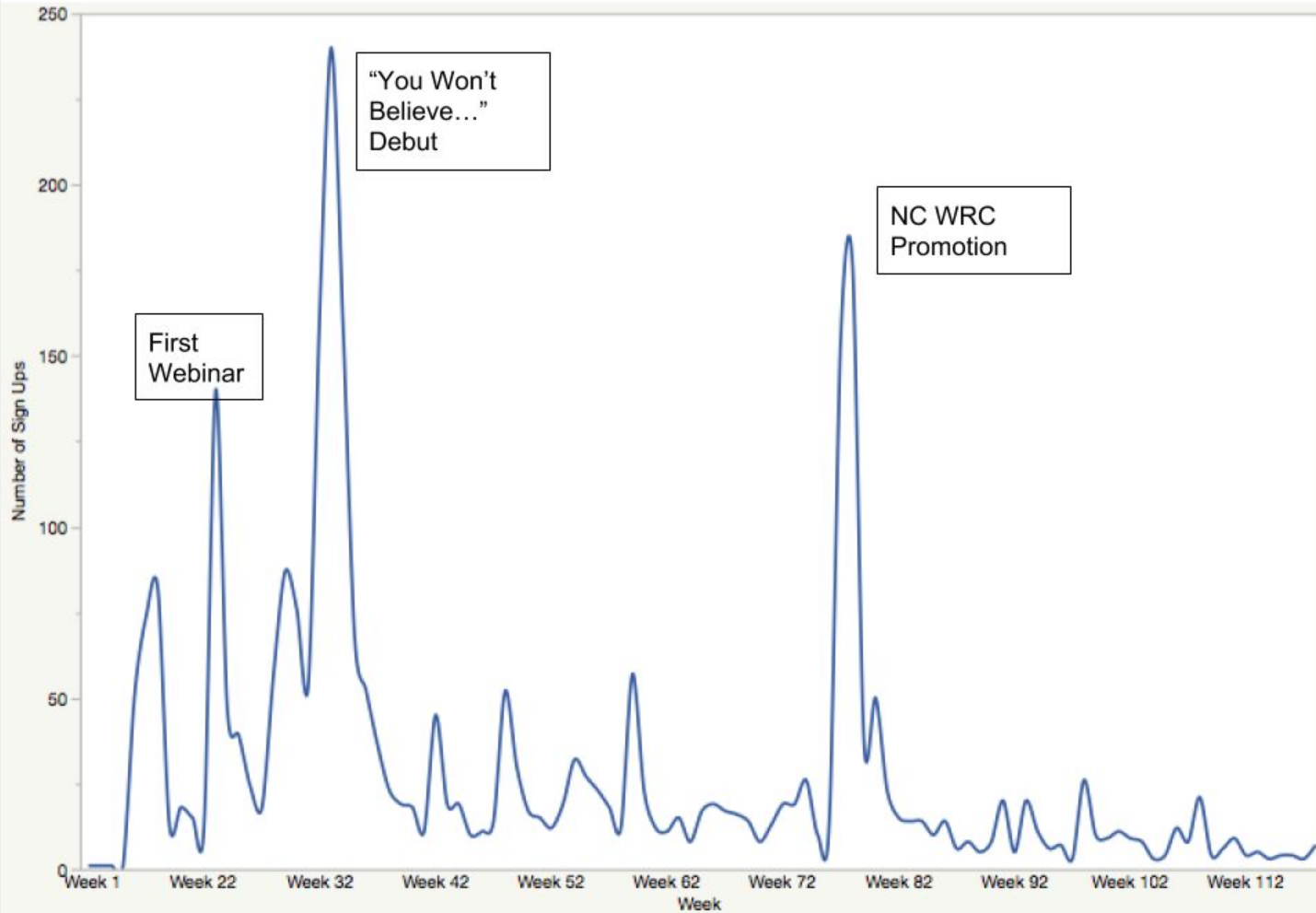


Volunteer Sign Ups - “Where did you hear about this project?”

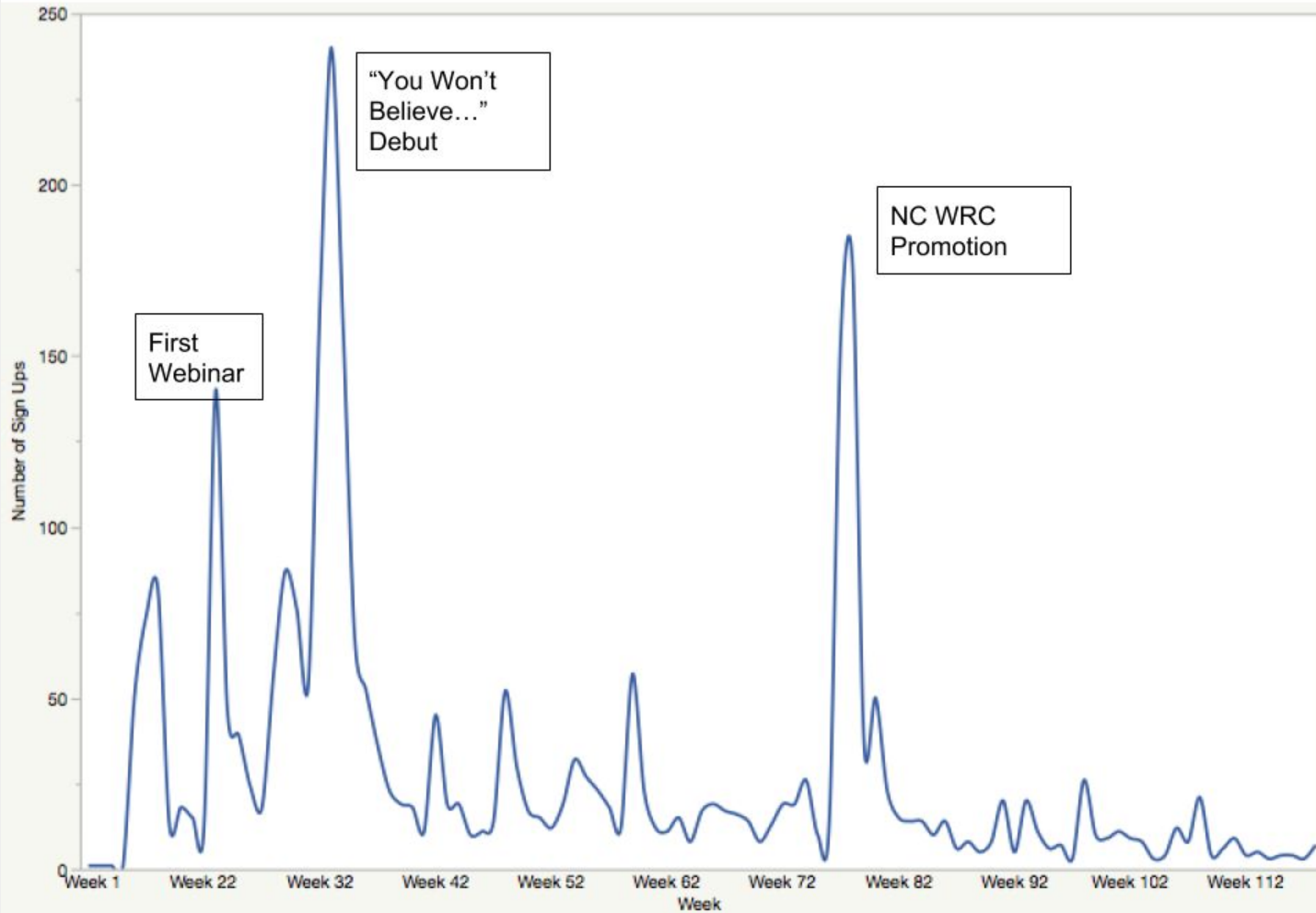
4 /11 promotion
platforms were
from external
sources



Project Sign Ups between June 2016 and January 2019



Project Sign Ups between June 2016 and January 2019



Project Sign Ups between June 2016 and January 2019

