

22ND ANNUAL
CONSERVATION
CONFERENCE
"NAVIGATING CHANGE IN
THE PACIFIC ISLANDS"

July 15 - July 17, 2014



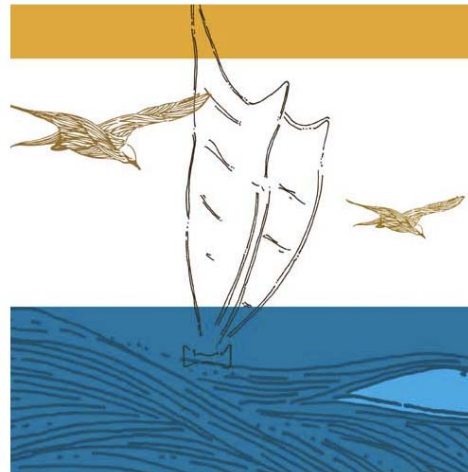
Social Media report

2014 Hawai'i Conservation Conference

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Taming Tech For Good

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Facebook Following

Project initiated May 2014

May 1, 2014: 840 Page likes

July 21, 2014: 941 Page likes

Total increase of 101 likes (12%*)
in an 82 day period

** Compared to 6% increase in Page likes during
prior three month period (Feb.1 - Apr.30)*

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Facebook Engagement

	# Posts	New Likes	Engaged Users	Total Reach	Total Impressions
Feb 01 - Apr 30	14	60	157	2,464	9,270
May 01 - Jul 21	94	121	1,430	14,469	37,722
% increase	571%	102%	811%	487%	307%
HCC week	25	24	671	4,870	12,792

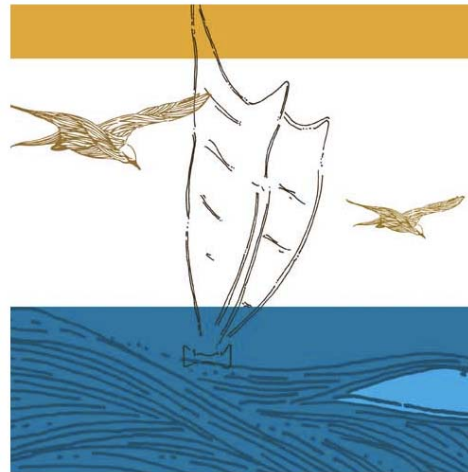
Engaged users = the unique number of people who liked, commented, shared, or click on HCA posts

Total reach = the number of people who were served any activity from your FB Page including posts, posts by other people, mentions, and check-ins.

Total impressions = the number of times a post from your FB Page was displayed; people may see multiple impressions of the same post.

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Twitter Following

Project initiated May 2014

May 1, 2014: 327 followers

July 21, 2014: 427 followers

Total increase of 100 followers
(31%*) in an 82 day period

** Compared to 12% increase in followers during
prior three month period (Feb.1 - Apr.30)*

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Twitter Engagement

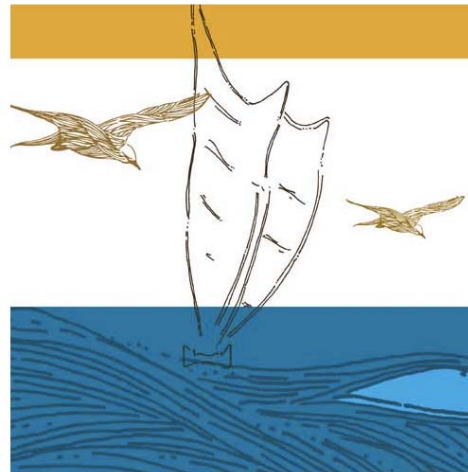
	# Tweets	Impressions	Engagement
Feb 01 - Apr 30	20	0	5
May 01 - Jul 21	84	17,631	293
<i>% increase</i>	<i>320%</i>		<i>5760%</i>

Impressions = number of times users saw the tweet on Twitter

Engagement = number of times users interacted with a tweet or user profile; includes all clicks anywhere on the tweet, as well as retweets, replies, follows, and favorites

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Key Take Aways

- Having a consistent presence (i.e., near daily activity) on Facebook and Twitter significantly boosts HCA's overall engagement on these social networks
- Including photos on Facebook posts, even when sharing a link or event, generally increased post reach
- A richer conversation and even greater reach could be achieved on social media with more input from HCC team (staff, planning committee, volunteers) and throughout planning period (i.e., not just in final months)
- Missed opportunity: utilize Twitter to solicit audience questions during plenary and breakout sessions rather than text messaging:
 - If a lot of questions are received, they can be monitored via multiple handheld devices (rather than the one phone receiving texts)
 - Questions (and potentially the answers) are made available to a much wider audience