South Nation Conservation
De la Nation Sud

Project Update

Communications Committee

July 11, 2018

www.nation.on.ca

Communications and Outreach Team

- John Mesman, Team Lead, Communications and Outreach

- Kelsey Smith, Communications and Outreach Assistant
- Karen Paquette, Fisheries Technician

- Department Updates:
- Taylor Campbell, Communications Specialist
- Samantha DeVries, Communications and Outreach Assistant
- Meagan Casalino, Communications and Outreach Assistant
- Cindy Saucier, Education Steward

Cache In Trash Out

- Saturday, April 28 in Clarence-Rockland
- Annual community clean up and geocaching event
- Approximately 80 people took part

Kelsey Smith, Communications and Outreach Assistant

Findlay Creek Tree Giveaway

- Saturday, April 28 at Diamond Jubilee Park in Findlay Creek (Ottawa)
- 100 trees and shrubs provided to residents, sponsored by the land developers

Moose Creek Tree Giveaway

- Saturday, May 12 at Moose Creek Community Centre
- 100 trees and shrubs provided to residents, sponsored by GFL Environmental

3 Millionth Tree Planting

- Saturday, May 5 at Camp Sheldrick in North Dundas
- Video: https://www.youtube.com/watch?v=1c-lZ6VtQDM

MacIntosh Park Family Day

- Sunday, May 27 at MacIntosh Park in North Stormont

Memorial Tree Planting – McIntosh Park

- SNC hosted the British Home Children AGM at the SNC Office and hosted a memorial tree planting at McIntosh Park
- All of the trees and benches in the McIntosh Park are donated through the Tree Dedication Program
- Tree donation cost is $300

Spencerville Mill Canoe Poker Run

- Saturday, May 26 in Edwardsburgh/Cardinal

- Video: https://www.facebook.com/SouthNationConservation/videos/10156508268850439/

Chesterville Kayak Club Poker Run

- Saturday, June 9 at Cass Bridge in North Dundas

- Video: https://www.facebook.com/SouthNationConservation/videos/10156594323605439/

Alvin Runnalls Forest Unveiling

- Sunday, June 10 in North Dundas
- SNC and SDG owned forest, opened as part of SDG's new forest naming initiative, which has named 7 County Forests
- 70 attendees

Kelsey Smith, Communications and Outreach Assistant

Stream of Dreams

- SNC has completed its 4th Stream of Dreams school program and mural
- June 13 & 14 at Mother Teresa Catholic School in Russell
- Over 400 students participated and painted a fish
- Funding received through the Great Lakes Guardian Community Fund

Karen Paquette, Fisheries Technician

Burr Oak Tree Planting in Russell

- Thursday, June 28 at the Russell Library
- 3 trees donated by SNC to the top 3 Russell Parade winners from the 2017 Canada 150 celebration; trees planted at library, sports dome and museum

Ian Mitchell Bench Dedication

- Saturday, July 7 at Reveler Conservation Area in North Stormont
- Benches dedicated through the Ian Mitchell Memorial Fund, honoring a true "Friend of SNC"

Youth Fishing Day Camp – Camp #1

- July 4 & 5 at High Falls Conservation Area in Casselman
- 15 kids registered each day (full capacity)

It's All About the River Fishing Tournament

- Saturday, July 21 at Morrisburg Waterfront Park
- 11 am – 4 pm
- BBQ, free fishing, live music, local vendors, family activities and prizes
- New event: St. Lawrence River

Geopassport Launch

- Saturday, July 21 at 1 pm, at Oschmann Forest in North Dundas
- Unveiling of Geopassport and Maple Education Program

John Mesman, Team Lead, Communications and Outreach

Friends of SNC Golf Tournament

- Thursday, August 9 at Nation Golf Club in Alfred-Plantagenet

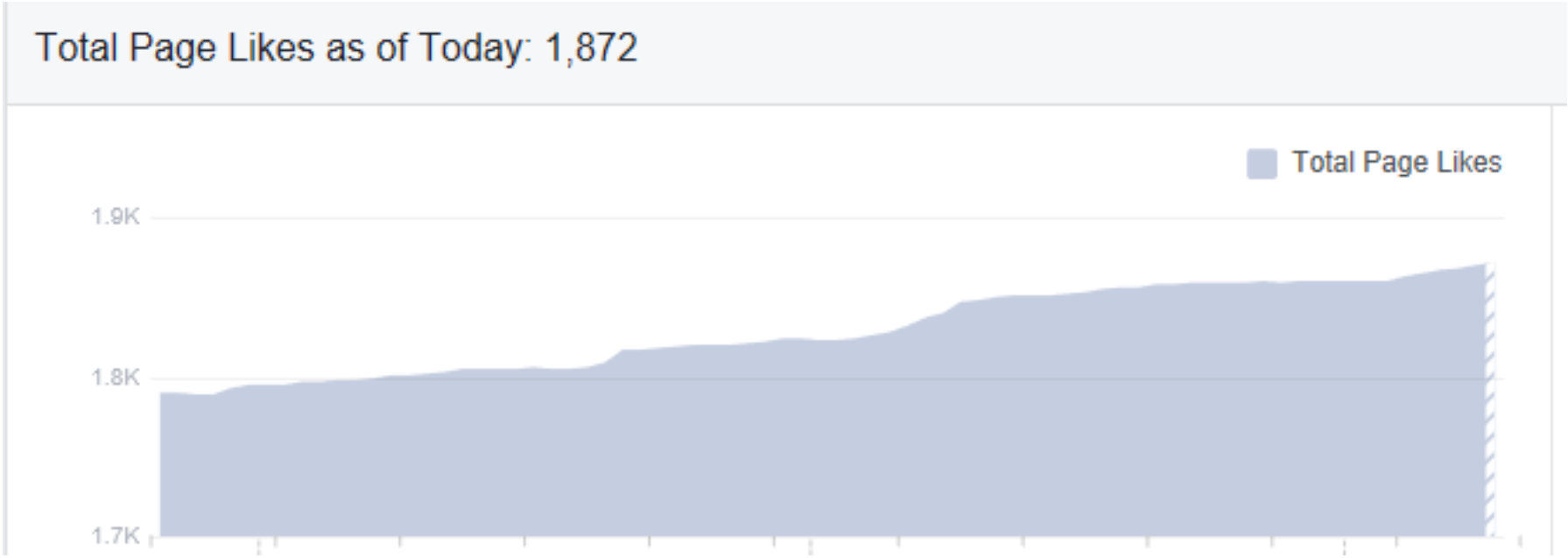
- 8:00 am breakfast,

9:30 am start time

Upcoming Events

- EscarpAction Jessup's Falls Festival – July 15
- Youth Fishing Day Camp # 2 – July 18 & 19
- MS Bike Tour – August 18 & 19

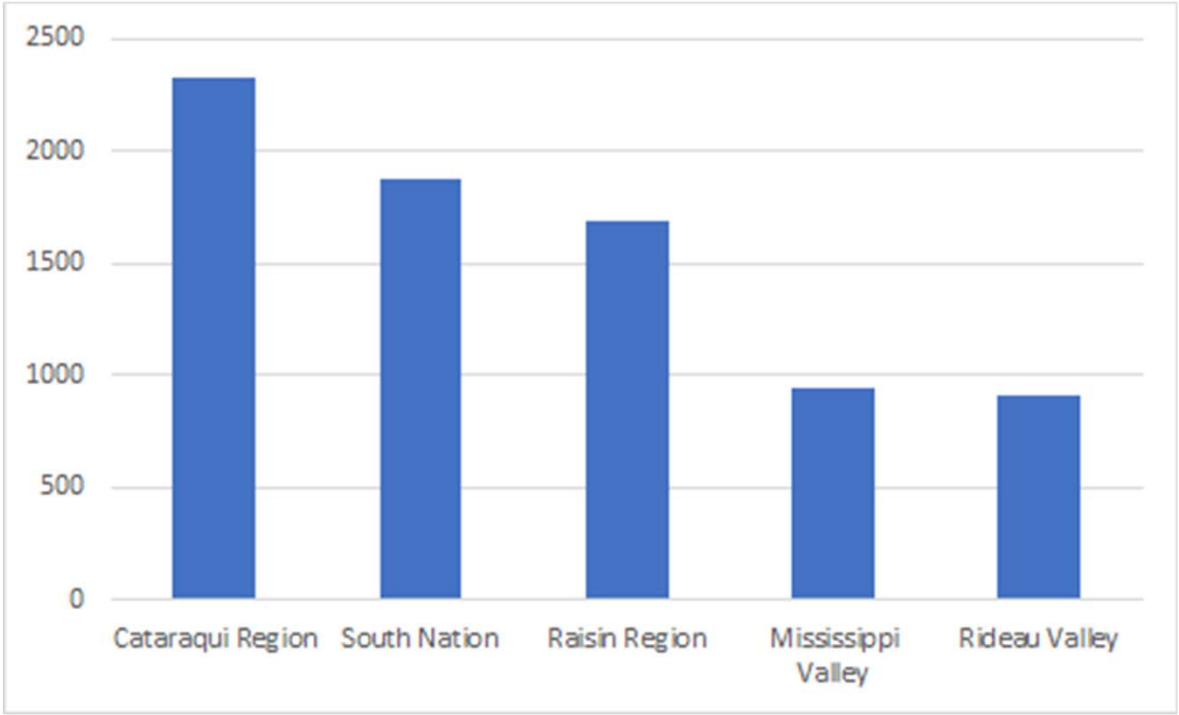
Social Media: Facebook Stats



- 4.6% increase in “Likes” since last committee meeting in April

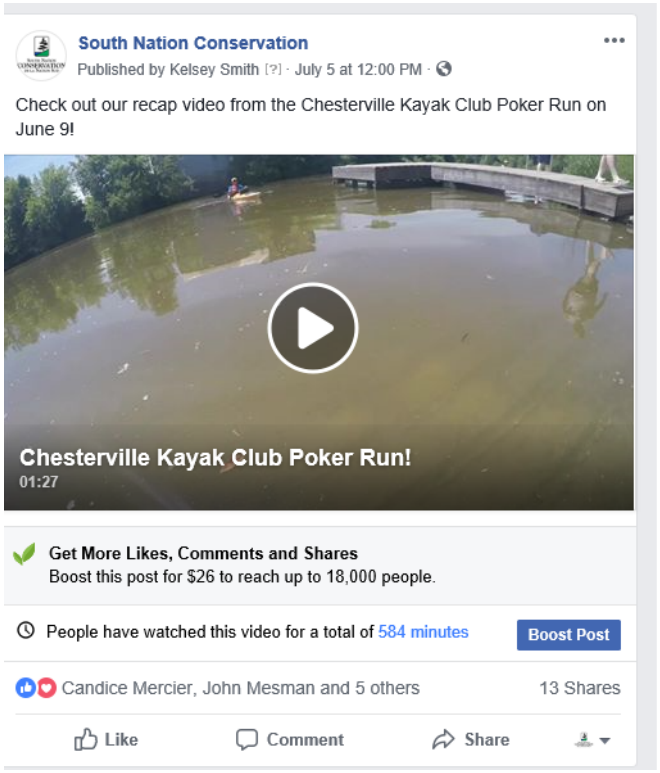
Taylor Campbell, Communications Specialist

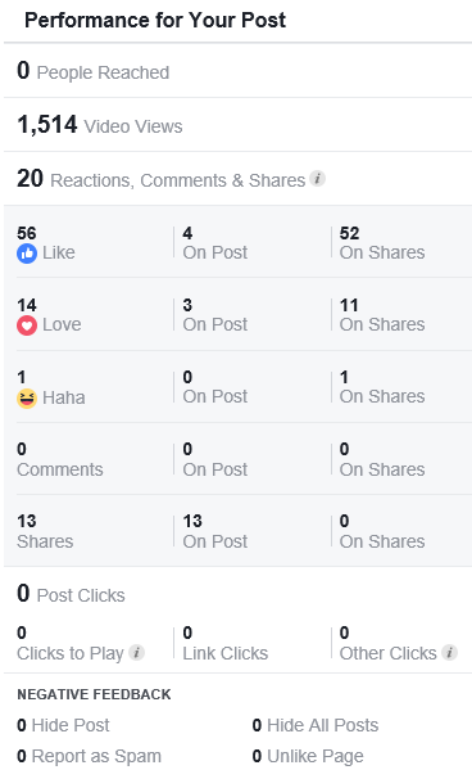
Social Media: Facebook Stats



- Comparison between local CA partner Facebook Pages

Social Media: Facebook Post Examples

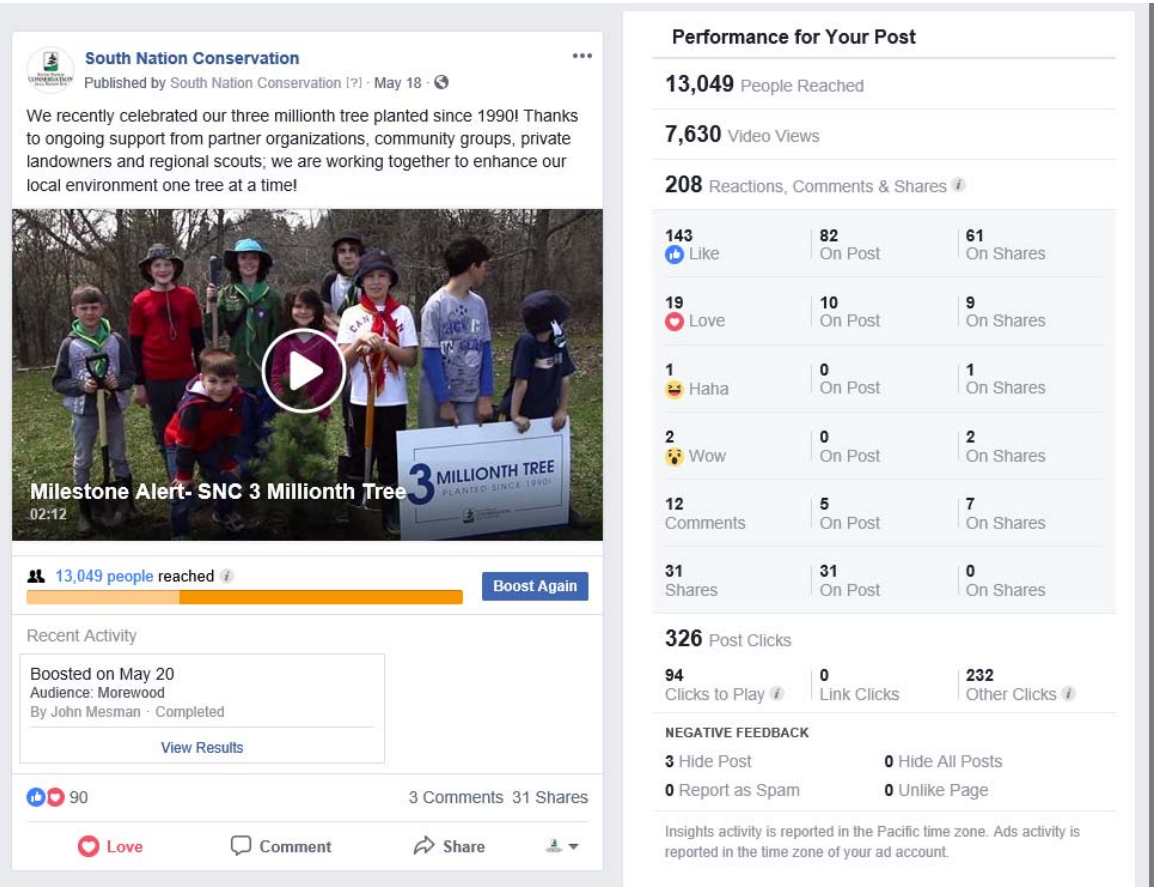




Chesterville Kayak Club Poker Run

- 3,776 people reached
  - 1,515 views
  - 20 reactions, comments and shares

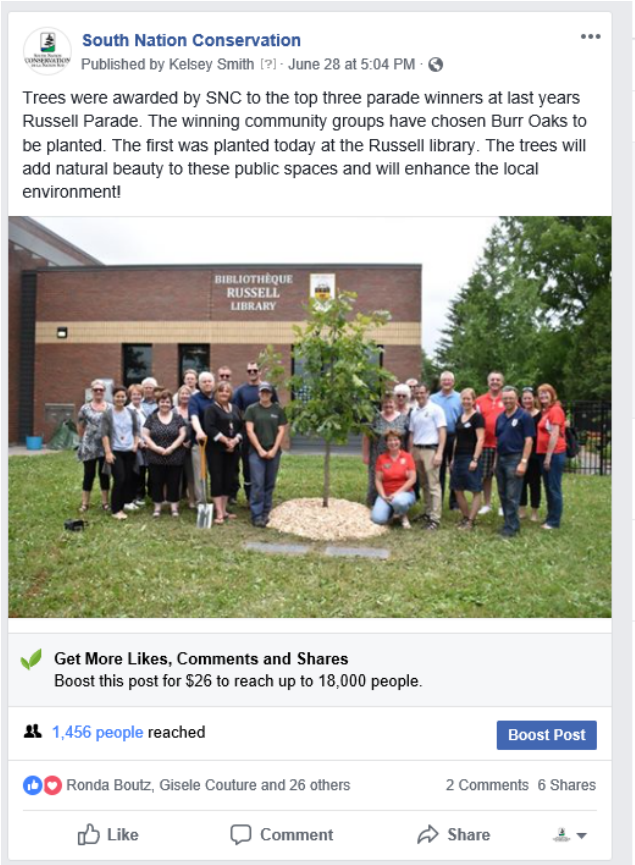
Social Media: Facebook Post Examples

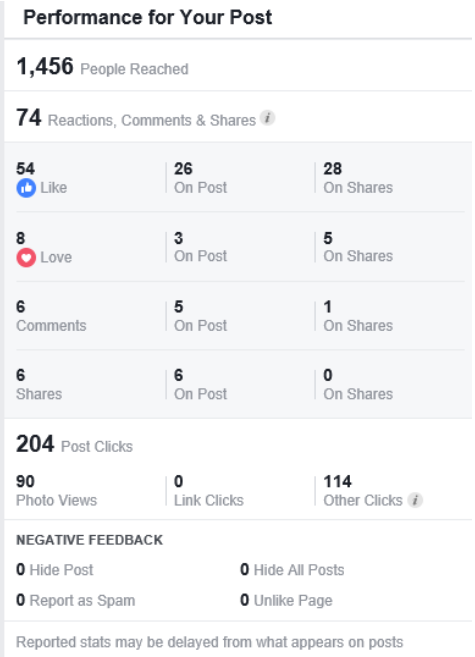


3 Millionth Tree

- 13,049 people reached
- 7630 video views
- 208 reactions, comments, shares

Social Media: Facebook Post Examples





Tree Planting in Russell

- 1,456 people reached
- 74 reactions, comments, shares
- 204 post clicks

Our Local Environment, We're in it Together.

SOUTH NATION
CONSERVATION
DE LA NATION SUD