



SOUTH NATION
CONSERVATION
DE LA NATION SUD

Project Update Communications Committee

April 25, 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:
 - Lisa Van De Ligt will be returning in August 2018
 - Job posting for Communications Specialist
 - Education Steward part-time contract for May 2018
 - 2 Summer Students will begin on May 1, 2018:
 - Samantha DeVries
 - Meagan Casalino



3 Millionth Tree Planting - Media Event



- Supported by over 100 local scouts
- May 5 at Camp Sheldrick, North Dundas
- From 9:30 am – 11:30 am
 - Photo opportunity at 10:30 am



Scouts Du Canada Tree Planting Event



- 500 Norway Spruce
- May 5 in St. Isidore
- Planting will occur on property owned by Nation municipality



High School Partnerships: Training at Stoodley Site



- Planting native shrubs with students, delivering high school certification
- Film crew onsite to create grass buffer demo video
- Site will become a future demonstration site



SNCITO9: Cache In Trash Out



Saturday, April 28, 2018

Registration: 9:00 AM

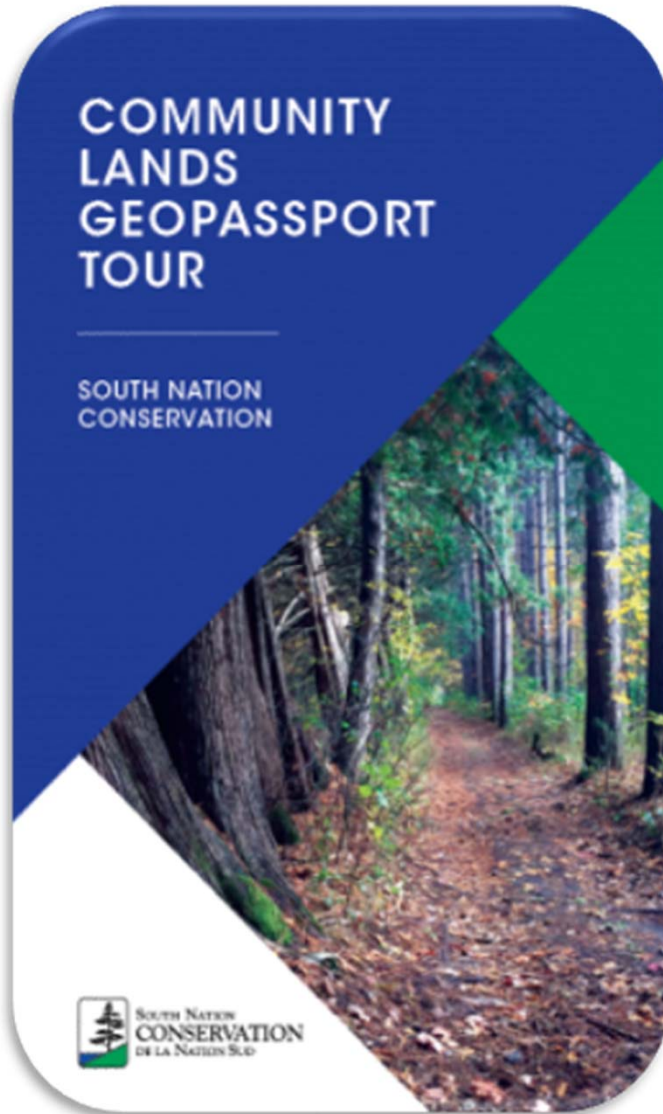


Meeting Location: Clarence Creek Arena

- Saturday, April 28
- City of Clarence-Rockland
- Registration at 9 am at the Clarence Creek Arena



Community Lands GeoPassport



- New Community Lands Geopassport
- Official Program launch at Oschmann Forest in May
 - Details to follow – Date TBD



Maple Program Redevelopment



- Program held at Sand Road Maple Farm for past 17 years
- New programming site evaluation in progress
- Oschmann Forest being considered for new Maple Education Program delivery site



Maple Weekend



- April 7 & 8
- Four Maple Farms
 - Cabane des Gars
 - Rollin Sugar Shack
 - Proulx Maple & Berry Farm
 - Barkleyvale Maple Farm



Stream of Dreams – Environmental Education



- Successfully received funding for this year
- Opening for 1 school in the Spring of 2018
- Opening for 2 schools in the Fall of 2018



Flood Forecasting & Warning

2018 Statements:

- January - 1
- February - 2
- April - 3





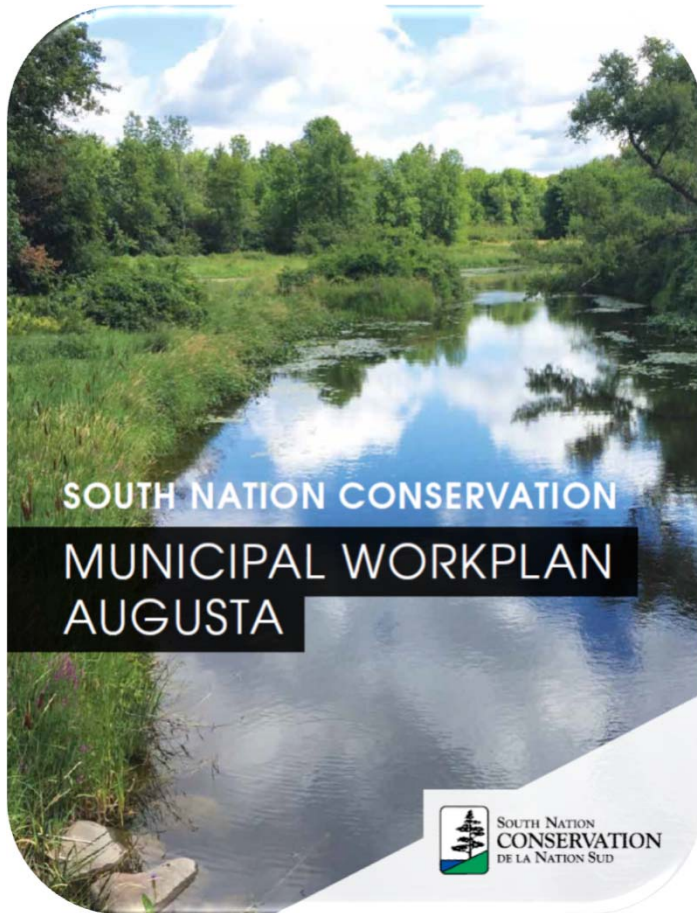
Floodplain Products



- New factsheets and displays
- Federal funding for floodplain open houses



Partnerships in Action: Municipal Workplans



- 2018 Municipal Workplans
- Final edits are being completed
– draft prepared



Upcoming Events

- SNCITO9 – April 28
- Findlay Creek Tree Giveaway – April 28
- 3 Millionth Tree Media Event – May 5
- Moose Creek Tree Giveaway – May 12
- Oak Valley Pioneer Park Spring Field Day – May 12
- Spencerville Mill Canoe Poker Run – May 26
- Chesterville Kayak Club Poker Run – June 9
- Youth Fishing Day Camp # 1 – July 4 & 5
- Youth Fishing Day Camp # 2 – July 18 & 19



Our Local Environment, We're in it Together.



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DE LA NATION SUD



Social Media: Facebook Stats

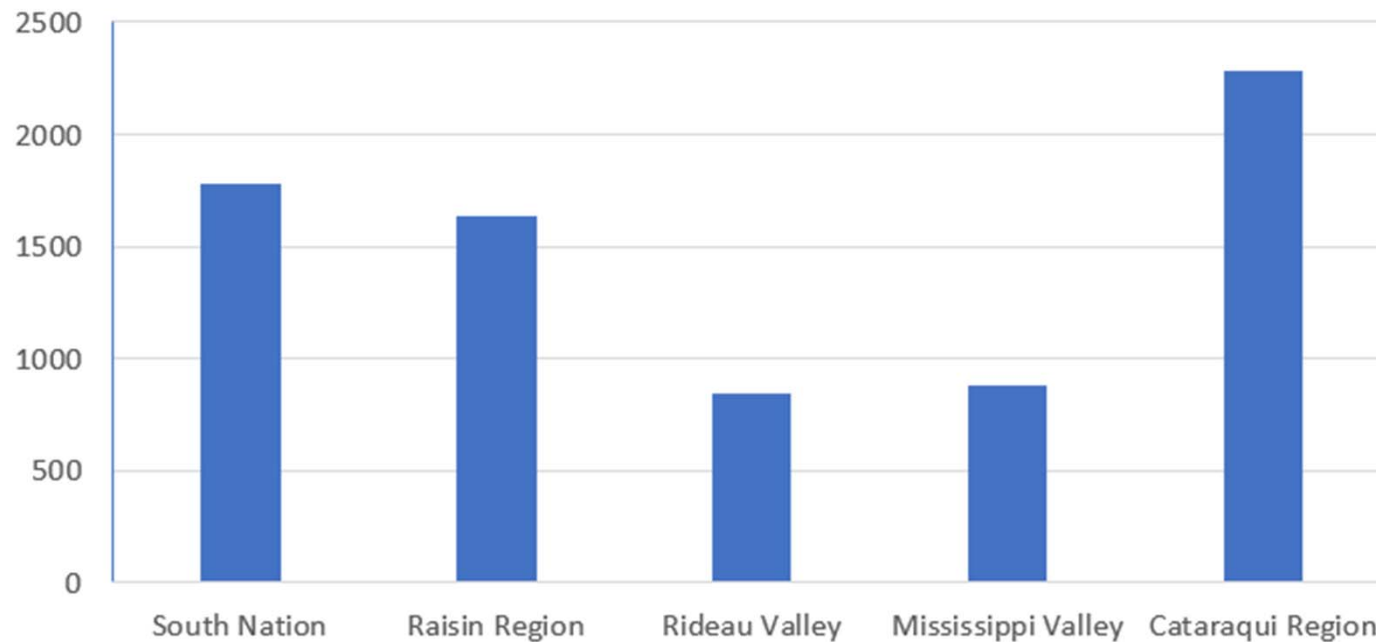
Total Page Followers as of Today: 1,783



- 36 % increase in followers over last 12 months




Social Media: Facebook Stats



- Comparison between local CA partner Facebook Pages




Social Media: Facebook Post Examples


**South Nation Conservation**
Published by Kelsey Smith [?] · February 16 · 🌐


WATERSHED CONDITIONS: WATER SAFETY STATEMENT
A significant weather system is forecasted to cross the province over the weekend and into next week. Environment and Climate Change Canada is forecasting 20-40 mm of rain starting Monday, February 19th through Wednesday, February 21st. In addition, above freezing temperatures are forecasted starting Sunday, February 18th. <http://bit.ly/2o4pwam>



CONDITIONS DU BASSIN VERSANT : ... [See More](#)
[See Translation](#)







NATION.ON.CA
WATERSHED CONDITIONS: WATER SAFETY STATEMENT
Watershed Conditions: Water Safety Statement
February 16th, 2018 Weather Forecast: A significant weather system is forecasted to...

 **Get More Likes, Comments and Shares**
Boost this post for \$26 to reach up to 580 people.

 **3,783 people** reached [Boost Post](#)

  John Mesman, William Stephenson and 8 others 2 Comments 20 Shares

 Like  Comment  Share 

Performance for Your Post

3,783 People Reached

41 Reactions, Comments & Shares ⓘ

| | | |
|---|----------------------|-----------------------|
| 14  Like | 5 On Post | 9 On Shares |
| 4  Wow | 4 On Post | 0 On Shares |
| 1  Angry | 1 On Post | 0 On Shares |
| 2 Comments | 2 On Post | 0 On Shares |
| 20 Shares | 20 On Post | 0 On Shares |

232 Post Clicks

| | | |
|-------------------------|--------------------------|------------------------------|
| 0 Photo Views | 76 Link Clicks | 156 Other Clicks ⓘ |
|-------------------------|--------------------------|------------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 5 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts

Water Safety Statement

- 3,783 people reached
 - 76 link clicks
 - 156 post clicks



Social Media: Facebook Post Examples

South Nation Conservation
Published by Holly Nyenkamp [?] · March 7 ·

With March Break coming up next week, be sure to check out some local environmental camps that will be taking place! Raisin Region Conservation Authority St. Lawrence River Institute of Environmental Sciences Friends of the Sanctuary

FRIENDS OF THE SANCTUARY
Winter Program - Special Activities
Family Day & March Break
Upper Canada Migratory Bird Sanctuary
Visitor Centre open 12:00 to 16:00 (12 to 4 pm)

Monday, March 12th:
50% off cross country ski and snowshoe rentals
Wild Bird Care Centre presentation & activities
Starts at 13:00 (1 pm) - Sanctuary open at 12:00
Fee: Donations to the Wild Bird Care Centre
Limited space - first come, first serve

Tuesday, March 13th:
Open for ski and snowshoe rentals
Fun day with races & activities
Fee: Donations to the Friends of the Sanctuary
Hot dog BBQ available at a reasonable cost

Wednesday, March 14th:
Ray's Reptiles presentation - come and see the critters
Starts at 13:00 (1 pm) - Sanctuary open at 12:00
Limited space - first come, first serve
Fee: Donation to the Friends of the Sanctuary

Thursday, March 15th:
Wildlife Photography Workshop with photographer Terry Tinkles
Children ages 9 & older, bring your own camera
Workshops at 13:00 (1 pm) & 14:15 (2:15 pm)
Please call ahead to register 613-537-2024, weekends
Fee: Donation to the Friends of the Sanctuary

Friday, March 16th:
note: On days when there is a presentation, ski & snowshoe is not available during the presentation.

March Break Fun
Join OGC and the River Institute at the St. Lawrence Power Development Visitor Centre
March 12, 2018 - Water Wonders
To learn the importance of water conservation, and water life through a series of cost, interactive activities. To discuss the impact of water pollution and water chemistry on biodiversity.
March 13, 2018 - Eco-Art
A day of art with local artist Jackie Wilson. Learn how to create crafts using items found in nature. High school students will also be on hand to teach a lesson on nature-inspired art.
March 14, 2018 - Wild for Wildlife
To check out an assortment of fun, games, and crafts with Conservation Officer Art Gendron. Learn about the importance of wildlife and how you can help. Take part in fun and educational crafts including a demonstration of how to build a bird house by Dr. Brian Hickey.
March 15, 2018 - Feeling Fishy
To learn about fish anatomy from River Institute Fish Biologist, Matt Whittle. Take part in interactive games about fish and marine species. Stick around for an update on local recreational fishing from the Cornwell Lumber Co.
March 16, 2018 - Living Green
Join a unique way to compare food scraps with worms from the River Institute's Green Campus. Turn your yard into a work of art with experience local artist Sandra Taylor. Fresh up with a guided hike on nearby trails.
All programs run from 10 a.m. to 12:30 p.m. Drop in any time.

Get More Likes, Comments and Shares
Boost this post for \$26 to reach up to 580 people.

10,399 people reached **Boost Post**

John Mesman, Vanessa Cairns and 11 others 2 Comments 83 Shares

Like Comment Share

Performance for Your Post

10,399 People Reached

124 Reactions, Comments & Shares

| | | |
|-----------------|---------------|------------------|
| 26 Like | 10 On Post | 16 On Shares |
| 2 Love | 2 On Post | 0 On Shares |
| 2 Wow | 1 On Post | 1 On Shares |
| 11 Comments | 5 On Post | 6 On Shares |
| 83 Shares | 83 On Post | 0 On Shares |
| 735 Post Clicks | 0 Link Clicks | 274 Other Clicks |

NEGATIVE FEEDBACK

| | |
|------------------|------------------|
| 15 Hide Post | 3 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts

March Break Programs


- 10,399 people reached
- 274 post clicks



Social Media: Facebook Post Examples

South Nation Conservation
Published by Holly Nyenkamp [?] · February 12 ·

Plan your spring tree planting projects now! SNC is still accepting tree orders for 2018, while quantities last.
For more info: <http://bit.ly/1PBotIT>



Performance for Your Post

1,537 People Reached

40 Reactions, Comments & Shares

| | | |
|----------------------|----------------------|------------------------|
| 25 Like | 15 On Post | 10 On Shares |
| 1 Love | 1 On Post | 0 On Shares |
| 1 Wow | 1 On Post | 0 On Shares |
| 1 Comments | 1 On Post | 0 On Shares |
| 12 Shares | 12 On Post | 0 On Shares |

106 Post Clicks

| | | |
|--------------------------|--------------------------|---------------------------|
| 12 Photo Views | 27 Link Clicks | 67 Other Clicks |
|--------------------------|--------------------------|---------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 2 Hide Post | 1 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

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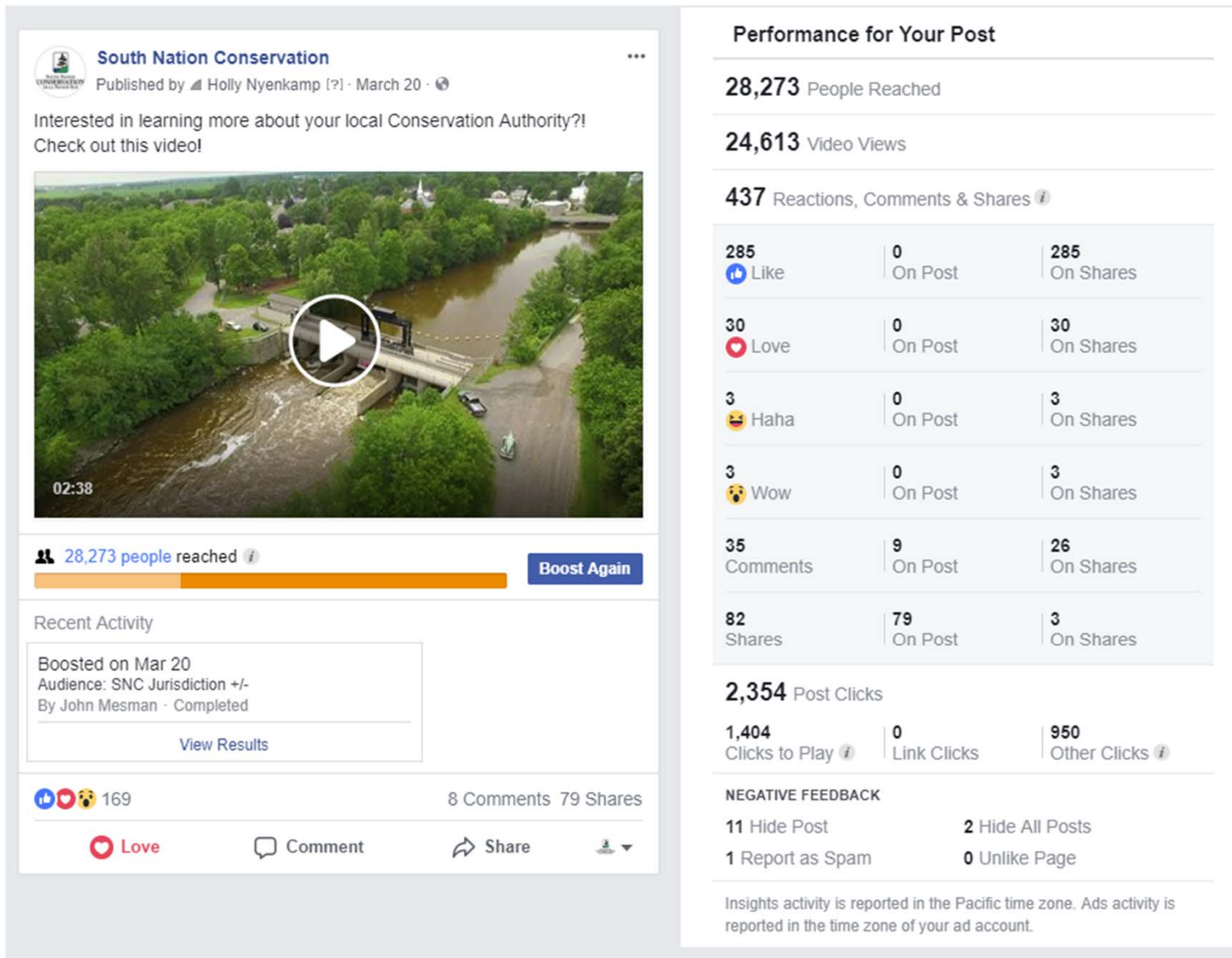
Boost Post

Tree Planting Orders

- 1,537 people reached
- 27 link clicks
- 67 post clicks



Social Media: Facebook Stats



John Mesman, Team Lead, Communications and Outreach

Our Local Environment, We're in it Together.



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