

## BACKGROUND

ACAP's Advisory Committee at its meeting in May 2019 discussed the need to develop a communications strategy. AC11 (AC11 Report, para 11.1.11), on the recommendation of the Seabird Bycatch Working Group:

Endorsed the development of a communication strategy and communications products that highlight:

- a. The ongoing conservation crisis facing albatrosses and petrels,
- b. Best practice fishing methods (perhaps by providing a toolbox of best practices),
- c. Success stories,
- d. Overcoming impediments to implementation,
- e. Other information resources available from ACAP,
- f. Modelling on the extinction threat faced by ACAP species.

To help address this task, the New Zealand Department of Conservation provided in-kind support to the ACAP Secretariat to prepare a paper reviewing current communication platforms (website and Facebook page), and proposing a future strategy on how to better convey our message. The paper also identifies a range of audiences and highlights key messages. It is presented below.

Some recommendations for actions could be set in train speedily by the Secretariat, with minimal costs. At the same time, recommendations for longer term and potentially higher cost activities are also considered, including allocating funds for a Communications Advisor once the existing voluntary support from John Cooper is no longer available following MoP7.

## Revisión y estrategia de comunicación del ACAP

### ANTECEDENTES

En su reunión de mayo de 2019, el Comité Asesor del ACAP analizó la necesidad de desarrollar una estrategia de comunicación. CA11 ([Informe del CA11](#), párrafo 11.1.11) sobre la recomendación del Grupo de Trabajo sobre Captura Secundaria de Aves Marinas:

Respaldó el desarrollo de una estrategia de comunicación y productos de comunicación que destaqueen:

- a. La actual crisis de conservación que amenaza a los albatros y petreles,
- b. Métodos de pesca según las mejores prácticas (tal vez acompañados de herramientas sobre mejores prácticas),
- c. Casos exitosos,
- d. Cómo superar los obstáculos que impiden la implementación,
- e. Otros recursos informativos ofrecidos por el ACAP,
- f. Modelado de la amenaza de extinción que pone en peligro a las especies amparadas por el ACAP.

Con el fin de abordar esta tarea, el New Zealand *Department of Conservation* proporcionó apoyo en especie a la Secretaría del ACAP para preparar un documento que examinara las plataformas actuales de comunicación (sitio web y página de Facebook) y que propusiera una estrategia futura sobre cómo mejorar la difusión de nuestro mensaje. El documento también identifica un rango de audiencias y resalta los mensajes clave. Se presenta a continuación.

La Secretaría podría agilizar algunas recomendaciones de acción a un costo mínimo. Al mismo tiempo, también se consideran las recomendaciones sobre actividades a más largo plazo y a un costo potencialmente mayor, entre ellas, la asignación de fondos destinados a un Asesor de Comunicaciones una vez finalizado el apoyo voluntario de John Cooper después de la RdP7.

## Communications de l'ACAP : révision et stratégie

### CONTEXTE

Le Comité consultatif a abordé la nécessité de développer une stratégie de communications lors de la réunion de mai 2019. Le CC11 ([Rapport du CC11](#), para. 11.1.11), en rapport à la recommandation du Groupe de travail sur la capture accessoire des oiseaux de mer :

A approuvé l'élaboration d'une stratégie de communication et de produits de communication qui mettent en exergue :

- a. la crise de conservation permanente dans laquelle sont les albatros et les pétrels,
- b. méthodes de bonnes pratiques pour la pêche (peut-être en fournissant une boîte à outils reprenant les bonnes pratiques),
- c. récits de réussites,
- d. surmonter les obstacles à la mise en œuvre,
- e. autres ressources informatives disponibles auprès de l'ACAP,
- f. modélisation de la menace d'extinction posée aux espèces inscrites à l'ACAP.

Pour réaliser cette tâche, the Department of Conservation de la Nouvelle-Zélande a apporté son soutien matériel au Secrétariat en vue de développer un document évaluant les plateformes de communications actuelles (site web et page Facebook), et de proposer, à terme, une stratégie pour mieux communiquer notre message. Le document identifie également différents types de public et met en lumière des messages essentiels. Il est présenté ci-dessous.

Certaines recommandations d'action pourraient être entreprises promptement par le Secrétariat avec un coût minime. Cependant, des recommandations à plus long terme et des activités potentiellement plus coûteuses sont aussi envisagées, notamment l'allocation de fonds pour un conseiller en communications une fois que le soutien volontaire actuel de John Cooper prendra fin après la RdP7.



## ACAP communications review and strategy

This review and strategy was funded by the New Zealand Department of Conservation and written in conjunction with the ACAP Secretariat in April 2020.

## Contents

1. Brief .....	3
2. Audiences .....	3
3. Website review .....	4
4. Facebook .....	4
5. Twitter .....	5
6. Communications resourcing .....	5
7. Tools and further research.....	6
8. Interviews.....	7
Appendix 1: Website review information .....	9
Appendix 2: Example communications plan .....	11
Appendix 3: Example Twitter channel strategy.....	13
Appendix 4: ACAP communications and promotion at conferences.....	16

## 1. Brief

This document is guided by the need to develop a communications strategy as directed by ACAP's Advisory Committee at its meeting in May 2019. The following tasks were then identified:

- Identify key audiences for ACAP's messaging, for general and more specific (scientific and technical) communications.
- Propose strategies on how to maximise the usefulness and relevance of ACAP's advice as communicated to different audiences including NGOs, RFMOs, ACAP Parties and potential Parties.
- Suggestions on updating the website to better address ACAP objectives.
- Examine ACAP's Facebook page and provide suggestions on how best to use social media tools to improve the focus of our communications.
- Recommendations on the key areas of focus for the Information Officer and the secretariat resources required for this position.
- Provide an estimate of resourcing requirements to implement the recommended communications strategy.

## 2. Audiences

### Identifying audiences

ACAP has several different types of audience who use the website and Facebook page for different reasons. All audiences are global. (Note: an investigation of how popular and appropriate the use of French, Spanish and other languages are on the website and in ACAP resources was not part of this analysis and is not included in the strategy.)

Primary audiences:

- ACAP Parties and potential Parties (especially non-Party range states) and entities
- RFMOs
- fisheries managers
- scientists working in seabird research, conservation of habitats etc
- applicants and recipients for secondments, scholarships and awards
- people employed by NGOs or government to work directly with fishers to reduce bycatch.

Secondary audiences:

- NGOs
- bird enthusiasts and environmentalists
- media.

Other audiences:

- fishers
- general public
- children
- educators.

### Reaching audiences

People in the primary audience group would generally be looking for (and be comfortable with) more detailed science and technical information than the secondary audiences. Some would use the website

to access documents, others look for opportunities for research, and some use it to keep up to date with albatross and petrel news.

To reach secondary and other audiences, material should be at an appropriate depth, in plain English and be easy to find on the website.

Both primary and secondary audiences are assumed to use ACAP's Facebook page. Therefore, direct duplication of information on the website and Facebook should be avoided. However, Facebook can usefully point people to website content, especially if it is new or newsworthy. By its nature, Facebook requires a less formal tone and simpler language than the website or downloadable documents.

Given its limited resources and specific mandate, ACAP's primary focus should not be communicating with the public directly. NGOs are, however, a very important way for ACAP to influence the public – these organisations have the global reach and tools to do so. (NGOs value the resources that ACAP produces because they consider them to be well-researched, best practice and trustworthy.) Media can also fulfil this role, especially after ACAP Meetings of the Parties or other events.

To bring coherence and a common voice to all ACAP communications, key messages (as suggested below) should be woven through the website, media releases and all social media channels.

### 3. Website review

The website is ACAP's most important communications tool. It is well used (about 50,000 hits per year). English is the most commonly used language, with visitors also accessing pages in French and Spanish.

ACAP's website was reviewed briefly as part of this communications strategy and this information will inform a separate website redevelopment project. Budget for this task should be assessed separately and is outside the scope of this document.

Renovating the website, however, should be seen as a priority for ACAP. A comprehensive review would include further audience analysis and research, structural redesign for improved usability, a more appealing and accessible home page, bringing the site up to best-practice web standards and rewriting some high-level content into less technical language. This could be achieved with a small team that would include a user experience expert, a designer/developer and a content writer.

Specific background information to help redevelop the website is provided in Appendix 1.

### 4. Facebook

#### Observations

Information on the Facebook page was reviewed and the following observations made:

- the page is well connected and up to date
- photos and videos are attractive
- the description of ACAP (Our Story) is technical and may not be well understood
- low audience engagement (often low numbers of likes, comments or shares)
- many posts are about albatrosses and petrels in general, with many shared from other people and organisations. This could detract from the less frequently ACAP-generated news and information.
- the frequency of posts is very high
- some posts may be too detailed or technical for the intended audience.

## Engagement and purpose

Engagement with the Facebook page was gauged from the number of comments, likes and shares on posts, rather than the number of page followers.

One of the reasons for the observed low audience engagement could be the large number of shared posts (up to 13 or more a day) rather than original ACAP content. Analytics from Facebook could help understand these observations and provide more detail about the demographics of those viewing and interacting with the page. (Note also that Facebook uses sophisticated methods to prioritise popular content for viewers, so ACAP posts may not be seen by many users).

Although some followers may value ACAP curating seabird stories from a wide range of sources, there is a risk that the important stories ACAP should be telling about its own work and successes could be lost. To minimise this risk, posts could be prioritised and reduced to 4–5 per week, with a limit on the number of shares per week also.

The primary objectives of the Facebook page are proposed as:

- increasing the visibility of ACAP's work
- increasing awareness of the seriousness of the conservation status of seabirds, and the threats they face
- driving traffic to the website (for news stories, resources, documents etc)
- promoting ACAP's successes and progress.

A channel strategy for Facebook should be developed to guide content on this page (see Appendix 3 for an example of a Twitter channel strategy).

## 5. Twitter

ACAP should be using Twitter to communicate with its scientific and technical audiences. This channel is well-used in the science community and it would enable the Facebook page to be repurposed for a more general audience.

A channel strategy (see draft in Appendix 3 below) should be developed first, as well as ensuring that adequate and appropriate resourcing is available to start, maintain and develop a Twitter channel.

## 6. Communications resourcing

### Current resourcing

The honorary Information Officer currently spends about 30 hours a week researching, producing and posting 5 news stories per week on ACAP's website (also shared on Facebook) and sharing multiple other Facebook posts. Preparations for World Albatross Day are additional to the 30 hours.

### Future resourcing

The need for communications support for ACAP is ongoing and resourcing for this work may be required in the future if an honorary position can no longer be filled.

The current Information Officer has provided extremely valuable voluntary assistance to ACAP over a number of years and dedicated a considerable amount of time to the work. He has offered to continue in this role until MoP7 (May 2022).

In a future scenario without this valuable voluntary assistance, it may be decided that not all the functions of the current Information Officer need to be continued to produce adequate communications. ACAP is a lean organisation, so ensuring communications tasks were clearly defined, prioritised and sometimes limited would be appropriate. Some tasks are ongoing but could be focused and streamlined (eg reduce the number of news stories) to make time for new channels like Twitter. Other social media channels could also be explored at this time.

Employing a part-time Communications Advisor for approximately 20 hours per week is likely to be enough to keep the website and social media channels maintained. It would also allow some time to support communications before and after ACAP meetings and other events, and prepare materials with a longer lifetime, such as guides or brochures about ACAP's work.

Planning work to fit around these events (and limiting the amount of time spent on them) would be necessary. Contributions to larger events such as World Albatross Day may also need to be discussed and prioritised with regular communications work. It is unlikely that larger project work, such as website redevelopment, would fit in these hours.

## 7. Tools and further research

### Key messages

Key messages are a useful communication tool that can be used in many different situations (media release, web content, speeches etc). They should clearly state the purpose and role of the organisation as well as providing other important information.

The following key messages were developed and discussed with the ACAP Secretariat as part of this strategy:

ACAP (Agreement on the Conservation of Albatrosses and Petrels) has 13 member countries and works internationally to address the threats to populations of albatrosses and petrels, especially from fishing.

The conservation crisis facing albatrosses and petrels is very serious, but action by fishers, governments and individuals can have significant benefits for their populations.

While our focus is albatrosses and petrels, the work we do benefits many other seabirds.

ACAP is a trusted provider of practical, effective and best-practice measures that work to reduce seabird bycatch from fishing.

We support science and research collaboration to improve our knowledge of seabird populations and bycatch internationally. Our grants and secondment programmes are open to countries that are ACAP Parties.

Our work is international and is not limited to ACAP Parties. Observers from other countries and organisations are welcome at our meetings.

### Audience research

A small number of interviews were carried out to inform this communications strategy (see notes below). Many of the recommendations in this strategy have come directly from these interviews. An online survey of interviews with a much broader audience could help to clarify ACAP's audiences and particularly what they are interested in. Communications could then be more tailored to meeting these needs.

## 8. Interviews

Interviews to inform this communications strategy were held with five people representing ACAP Parties, an international NGO and seabird researchers. (Note: the interviews were for guidance only and were not expected to be representative of current or intended audiences for ACAP communications.)

Questions to them included:

- Where do you see the value of ACAP?
- How has your organisation benefitted from ACAP and the resources they provide?
- Do you use the website news feed or Facebook page?
- Should ACAP be on Twitter?
- How could ACAP improve their communications? Where are the gaps?

### Combined responses

The responses from interviewees are combined below:

ACAP's mitigation standards and advice are trusted and accepted by RFMOs.

They are neutral (non-political), which is a valuable position to make comment from.

Their information sheets are science-based. Being available in different languages is good. These should be easier to find/promoted on the website.

Exchange work is valuable, but more could be made of the results of these programmes (example of one secondee and resulting law change in Chile), especially the value of working at a scientist *and* decision-maker level.

Read updates on the Facebook page and get the idea that there's a lot going on. Value this channel as a way to find out about the latest research.

Think ACAP should also be on Twitter.

Twitter is a good channel for sharing science research and communicating with scientists (this type of content could be moved off Facebook onto Twitter).

ACAP's research and data are important.

The use of different languages (in addition to French and Spanish) on the website would help make their resources available to more people.

Could provide more information on different species of seabirds and their demographics.

ACAP is valued as a mechanism to extend the reach of conservation work being done in New Zealand.

The secondments and regular meetings are valuable.

Population data is valuable for global assessment of species where we only have a bit of the picture.

Fisheries managers may trust ACAP more than an NGO.

ACAP has authority and neutrality that is not available to a government or an NGO.

It is good to have ACAP present at RFMO meetings.

The factsheets are very useful for communications with fishers (especially the new versions). Having these in different languages is good.

ACAP needs to be clear about who they are and who they represent.

New Zealand uses ACAP resources to talk to fishers about bycatch mitigation. The resources are seen as being based on best-practice advice.

How ACAP could achieve conservation:

- people buying fish have a role in driving conservation – use NGOs to communicate to the public
- support education for fisheries managers
- regulation via RFMOs.

Daily news updates are valued compared with other government websites – they make the site seem alive.

There is a challenge on how to get better engagement at all levels on what is happening in Asia.

The Facebook page is too technical for a general audience and could put people off reading. It could be useful for generally raising awareness of seabird issues if it was focused on a public audience.

Facebook page should focus on threats and solutions for seabirds, what ACAP is and what they do.

News stories on the website should be filtered or tagged so people can find what they're interested in.

ACAP are experts and shouldn't be afraid to act or talk that way.

Issuing joint papers can add weight to ACAP's research.

The guidelines can seem overly strict – perhaps a toolbox of options could be an alternative approach?

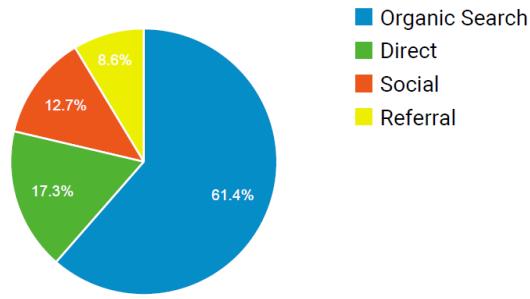
Engagement with ambassadors can be a good way to promote seabird protection internationally.

## Appendix 1: Website review information

### Analytics

How people get to the website

#### Top Channels



#### Top landing pages

	% of Total: 100.00% (120,885)	% of Total: 100.00% (94,842)	Avg for View: 00:01:49 (0.00%)	% of Total: 100.00% (54,050)	Avg for View: 68.19% (0.00%)	Avg for View: 44.71% (0.00%)
1. /	<b>13,757</b> (11.38%)	<b>11,073</b> (11.68%)	00:01:41	<b>10,424</b> (19.29%)	47.71%	46.54%
2. /en/news/latest-news	<b>4,708</b> (3.89%)	<b>2,992</b> (3.15%)	00:03:13	<b>1,737</b> (3.21%)	51.84%	40.89%
3. /en	<b>2,331</b> (1.93%)	<b>1,777</b> (1.87%)	00:01:32	<b>797</b> (1.47%)	31.37%	29.47%
4. /en/working-groups	<b>2,056</b> (1.70%)	<b>1,373</b> (1.45%)	00:00:21	<b>169</b> (0.31%)	19.64%	6.57%
5. /en/acap-agreement	<b>1,702</b> (1.41%)	<b>1,186</b> (1.25%)	00:01:19	<b>228</b> (0.42%)	29.00%	29.55%
6. /es	<b>1,626</b> (1.35%)	<b>1,386</b> (1.46%)	00:01:30	<b>1,221</b> (2.26%)	58.89%	51.11%
7. /en/advisory-committee/ac11	<b>1,526</b> (1.26%)	<b>933</b> (0.98%)	00:00:46	<b>179</b> (0.33%)	31.11%	16.71%
8. /en/news/latest-news/2460-translocated-chatham-albatrosses-have-a-third-successful-season-as-hand-fed-chicks-fledge	<b>1,472</b> (1.22%)	<b>1,354</b> (1.43%)	00:01:51	<b>1,208</b> (2.23%)	55.96%	56.73%
9. /en/acap-species	<b>1,416</b> (1.17%)	<b>853</b> (0.90%)	00:03:24	<b>258</b> (0.48%)	33.33%	41.53%
10. /en/advisory-committee	<b>1,317</b> (1.09%)	<b>970</b> (1.02%)	00:00:31	<b>145</b> (0.27%)	25.00%	10.93%
11. /en/documents/working-groups/seabird-bycatch-working-group/seabird-bycatch-wg-meeting-9	<b>1,260</b> (1.04%)	<b>678</b> (0.71%)	00:00:50	<b>159</b> (0.29%)	8.07%	9.05%
12. /en/working-groups/seabird-bycatch-working-group	<b>1,189</b> (0.98%)	<b>794</b> (0.84%)	00:00:28	<b>57</b> (0.11%)	31.58%	7.74%

Observations from analytics:

- many site visitors go to the landing page
- latest news is a popular page
- low bounce rates (people are staying there and finding what they want)
- working groups, agreement, species, advisory committee also feature highly.

### Findability

The search engine Google is more likely to find websites that conform to web best practice. The 'findability' of the ACAP website was tested in three simple searches.

A search for 'fishery bycatch mitigation' did not find any ACAP hits until 23rd on the list. A search for 'albatross bycatch' did not have any ACAP hits until 14th on the list. Ideally ACAP would be in the top 10 hits for searches on these kinds of topics. A search for 'albatross conservation' returned ACAP as the first result.

There may be a need for more search engine optimisation as part of the website redevelopment to ensure ACAP is visible in relevant searches.

### Visual appeal and usability

Some general suggestions for improving the website are noted here to inform its redevelopment.

#### Look and feel

- Add a clearer description of what ACAP is and what it does.
- Make more use of photos – they are a powerful way to engage people with ACAP's work.
- Showcase what's on the site using the menu buttons and quick links or feature boxes.
- Refine the news stories so those that relate specifically to ACAP (rather than general bird conservation news) are more prominent.

#### Text

- Language should be simplified – it is overly technical, including the explanation of what ACAP is about.
- Information describing documents could be summarised above a link, so people know what they are accessing.

#### Layout and structure

- Feature the resources more prominently, especially from the home page.
- Add quick links to mitigation factsheets and other content that people report difficulty finding.

## Appendix 2: Example communications plan

This example communications plan is intended for use by the secretariat for future events and should be revised and updated before any such event. (A report on World Albatross Day (WAD) 2020 has been prepared separately.)

### World Albatross Day 2021 communications plan

#### *Purpose*

The purpose of this document is to ensure effective and consistent communication about WAD 2021 from ACAP to other organisations that are joining in the day, as well as with the public.

#### *Background*

WAD is a celebration of albatrosses as well as a reminder as to why we must look out for them.

Summarise information about the beginnings of WAD - [as described here](#).

The day is also a celebration of 20 years since ACAP began (highlight what has been achieved in that time).

Goal is to increase public awareness of albatrosses, including their conservation status and risks to their populations.

ACAP's role in WAD is to initiate and guide and share resources that can be used by other groups to run their own events.

Monitoring and evaluating will indicate how well the programme meets its objectives. This could include:

- Number of webpage views
- Feedback from social media feedback (number of likes/shares, comments received)
- Number of media stories produced.

#### *Audiences (examples only)*

Audiences	Information needs	Barriers	Incentives	Communication channels
Parties	General information about the day, who is involved and progress to date  Overview of upcoming work and their involvement (if required)	Parties are too busy with other work to support the day	Parties are aware of the day and how it can benefit their efforts	Email Website
Public				
NGOs				

#### *Key messages*

Add specific key messages, including the role of ACAP and some facts about albatrosses and their conservation status.

#### *Communications approach*

Possible methods of communication about the day could include:

- build on methods that worked for WAD 2020
- update the 2020 resources
- promote and share resources produced by others

- use a separate website (if necessary) or update the WAD section of ACAP's website to record events and provide a toolkit (see [Disability Awareness Day](#)).

(add more as appropriate)

*Communications risks and mitigation (example only)*

Risk	Managed by
An action by an organisation participating in WAD jeopardises ACAP's reputation	providing materials for use that have been comprehensively checked for accuracy regular meetings to discuss activities and progress

*Communications activities (example only)*

Timing	Action	Description	Audience	Person responsible	Measure of success	Record, URL or document reference
After WAD 2020	Survey organisations and people who participated in WAD 2020	Get feedback about the day - what went well, what to do differently next time	NGOs, public		Number who participated in survey	
July 2020	Update WAD section on ACAP website	Date, details about the theme, toolkit, information about activities in 2020	Local organisers		Number of hits, feedback about the page being useful	
After WAD 2020	Make contact with NGOs	Identify and approach individuals and NGOs worldwide to participate in 2021			Number of organisations committed to taking part	

*Budget and resourcing*

State available budget and resourcing.

## **Appendix 3: Example Twitter channel strategy**

This example channel strategy is intended for use by the secretariat if ACAP decides to start a Twitter channel. It should be revised and updated before starting.

### The basics

Twitter is a news app where people share very short blogs called tweets. Twitter limits the tweet length to 280 characters or less. You can follow people to receive their tweets in your feed, as well as making comments, liking and sharing (retweeting) their content.

Hashtags (#keyword) are useful to connect tweets about a similar subject as they are searchable. A username eg @ChiefSciAdvisor is called a Twitter handle. Hyperlinks count towards the total number of characters so are often abbreviated using short url generators.

### Purpose and goals

The purpose of ACAP's Twitter channel is to share social content that appeals to a more scientific or technical audience than ACAP's Facebook content. It also allows us to share our expertise and stay connected with the science community in areas such as seabird research, data and bycatch mitigation.

Although we share our research and successes, we also listen on Twitter to find out what our community are interested in. Where knowledge gaps are highlighted, we discuss how or if to fill them.

We only share content that is relevant and adds value to this conversation.

Goals - discuss and set measurable goals and objectives.

### Set up and planning

Reserve a handle as soon as possible, in case it is taken by another user. Best practice is to use the same name on Twitter and Facebook. ACAP's Facebook username is AlbatrossesandPetrels, but this is too long for Twitter - the character limit is 15. Suggest @AlbatrossPetrel or @ACAPbirds.

Set up the account with beautiful pictures and a simple explanation about ACAP.

Research who to follow on Twitter - look for people and organisations that are active and in similar fields (researchers, NGOs etc). Some will also be our Facebook friends.

Promote that we are on Twitter to Facebook and on our website. Explain the difference between the channels.

Some training for the Twitter channel manager may be needed.

Plan a calendar of tweets in advance.

### Audiences

Primary audiences:

- ACAP Parties and potential Parties
- RFMOs
- fisheries managers
- scientists working in seabird research and management
- applicants and recipients for secondments, scholarships and awards
- people employed by NGOs or government to work directly with fishers to reduce bycatch.

Secondary audiences:

- NGOs
- bird enthusiasts and environmentalists
- media.

Our Twitter content will cater to those in both primary and secondary audience groups, but is targeted particularly to those in the science community because this has a big following on Twitter.

The personas below guide the content for the channel – a tweet should appeal to at least one of these personas. (More could be developed).

#### *Personas*

- fisheries scientist – Harriet
- bird enthusiast – Mateo
- government official – Ritsoku

**Harriet** is a fisheries scientist with English as her first language. She is in her late 20s and her country is a Party. She cares a lot about conservation and works in fisheries management, so is interested in keeping up to date with the latest mitigation methods and what's being done to reduce bycatch. She's also on the lookout for a secondment to develop her career. Harriet checks Twitter when she's travelling to or from work on public transport and sometimes in the evening.

**Mateo** speaks mainly Spanish but is fluent in English. He is in his 50s and has a deep interest in birds. He was previously a fisheries observer and has latterly travelled around the world to see certain rare species of albatross and petrel. He's also a keen photographer. Mateo spends a lot of time keeping up to date with the latest bird research by reading articles and publications online. He is employed for a few hours each week to do advocacy work to reduce bycatch with local artisanal fishers near his hometown. Mateo accesses Twitter mainly using his computer, posting photos and connecting with other birders internationally.

**Ritsoku** works as a lawyer in her country's government conservation organisation and is in her 30s. She knows seabirds are under threat but feels powerless to do much about it. She thinks ACAP is a very important organisation and has been to meetings as an observer, but her country is not a Party (although she would like them to be). Ritsoku looks at Twitter to relax in the evenings using her phone or iPad while watching TV.

#### Tweet content and frequency

Tweets will be newsy, advance an idea, entertain or educate our audience. We mix up the content with images, videos, content only, infographics, quotes and statistics.

We speak using simple words, avoid technical language and write plainly using complete sentences. Tweets end with a full stop or a colon before a link (links are included whenever possible so people can read more about an issue, and to promote our website).

We have our own voice and use ACAP's key messages.

We reply to comments within 24 hours and have a conversation with our audience. Respond to comments and keep an eye on other relevant feeds - contribute where appropriate.

We don't usually repeat content we are sharing on Facebook.

We limit retweets to those that are particularly relevant - no more than one per day - and only from organisations or individuals we trust and can stand behind.

Hashtag (#keyword) are set up for meetings eg #ACAPmeeting2020 and all attendees are encouraged to use it. We don't have more than 2 hashtags per tweet.

We will decide if or how to tweet in languages other than English.

## Review and analysis

We review the Twitter analytics dashboard monthly and use this information to guide future tweets. (The most important metrics are how many people clicked a tweeted link and how many people commented or liked a tweet. Less important are the views (impressions) or number of followers.)

An analysis of particularly successful and unsuccessful tweets also helps to guide tweets - are there any common themes? What made the tweets successful? (content, photo, video etc.)

We keep up to date with best practice on Twitter as this changes often.

Paid tweets may be useful to increase reach.

## References

These websites were used to help prepare this strategy:

- Twitter
- [Donorbox](#)
- HubSpot.

## Appendix 4: ACAP communications and promotion at conferences

### Brief

Prepare a communications plan or recommendations regarding sponsorship/exhibition opportunities to promote ACAP, at events such as the World Seabird Conference or the SCAR Open Science Conference, taking account of the following question:

What sorts of communication materials /strategies should be used, noting that ACAP already promotes itself via posters, workshops and oral presentations at these fora?

### Background

The 2nd World Seabird Conference (held in 2015) was used as an example of a large seabird conference for planning future communications. It featured over 400 presentations reflecting the work and research of over 1700 individual authors and presenters.

The presentations provided insight into current practices and ideas for the future to advance the science, research, collaboration and management of seabirds in the coming years.

Attendees appeared to be largely seabird researchers from around the world who were passionate and committed to better understanding and protecting 'their species'.

ACAP was featured in at least 4 presentations in different streams:

- Seabird bycatch in small-scale fisheries: an ACAP (Agreement on the Conservation of Albatrosses and Petrels) perspective: Anton Wolfaardt.
- Working with governments and international organisations – experience from ACAP: Mark Tasker.
- Bycatch issues– which agreements/conventions have a role to play: Anton Wolfaardt.
- Building a framework to prioritise conservation actions: the work of ACAP in facing land-based and at-sea threats to albatrosses and petrels: Marco Favero.

An information poster about ACAP products and resources was also displayed.

### Presence at conferences

Conferences like the World Seabird Conference are an excellent place for ACAP to have visibility. As well as presentations and posters, wider engagement of participants could include:

- online community – joining discussions and posting on ACAP social media channels
- stand with paper give-aways (summary, mitigation fact sheet examples, card etc). Note that this has budget implications for the materials themselves and potentially for the stand space. Delegates who are committed to ACAP could be rostered on to join staff, ensuring fresh faces, different expertise and connecting points for people.
- sponsoring a prize eg for a student poster or presentation.

### Communications goals for delegates

Many delegates are likely to already know about ACAP and its work. The goals below could help target communications to delegates (assumed to be seabird researchers) who don't know about ACAP or don't know much about the organisation:

- that ACAP exists and it works for seabird conservation in various ways

- the mitigation resources are reliable and accessible (and they know where to find them)
- ACAP had success in getting mitigation legislated
- ACAP offers small grants and secondments for related research
- ACAP and seabird researchers have the same goal (restoring populations to healthy levels) but complementary work.

### Online conferences and webinars

There are likely to be many more future online events that ACAP could take part in, including fully virtual conferences. Opportunities may also arise at smaller national bird conferences where a virtual talk could be offered. The same principles apply, but would need to be tailored to the context.

ACAP presentations should use a standardised template to provide visual consistency.

### How delegates could help ACAP

Some thought could be given to how conference delegates could help ACAP achieve its goals. This could include:

- identifying people from a country where better mitigation is required and using their connections or influence to bring change
- delegates influencing RFMOs to get better protection
- delegates lobbying their government to become a Party
- asking delegates to promote ACAP's work in their networks (and finding out what would they need to do that).

Start a conversation about other ways ACAP could support researchers to get better protection or mitigation in place in their country's fisheries.