



EPHEMERAL WETLAND

FIELD GUIDE

A social media campaign focused on creating an ephemeral wetland field guide for the Coastal Plain Institute.

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The Ephemeral Wetland Field Guide Campaign is built off extensive research that creates cohesive and effective strategies that encourage the target audience to contribute to the Coastal Plains Institute (CPI) ephemeral wetland field guide. The proposal acknowledges the importance of the final product since documentation is essential for the preservation of the ephemeral wetlands and its species. The social media campaign will work hard to increase engagement with its members and connect with the community through the client's primary platforms of Facebook and Instagram.

The first few sections of the proposal outline the needs of CPI as well as issues relating to the campaign. The campaign's goals, objectives and tactics as well as key themes are outlined here.

The following sections detail the target audience and goals for the campaign. A variety of strategies are provided to accomplish campaign goals. Examples of content are also included here.

The proposal concludes with a plan to evaluate the campaign. Refer back to this section throughout the campaign to make effective decisions.

CLIENT NEEDS

The Coastal Plains Institute (CPI) hopes to create a social media campaign that promotes citizen science participants to produce photography and written work on individual ephemeral wetland plant and animal species. A Google Form will be created to collect photographs, written descriptions and interesting facts about species in the ephemeral wetlands. The information collected will be used to create an ephemeral wetlands field guide that will be published as a booklet and/or in PDF form. The field guide will help community members learn the basics of ecology as well as the plants and animals of the wetlands.

The campaign for the ephemeral wetland field guide will utilize Facebook and Instagram since these are the primary social media platforms of the client. Facebook groups will be used to target individuals interested in nature who can contribute to the guide in the Big Bend area. The campaign will use Instagram to connect with the Tallahassee community in order to inform people of the cause, encourage conservation efforts and persuade them to submit entries for the CPI ephemeral wetlands field guide. The campaign will begin on March 1, 2023, and end on August 31, 2023. The six-month campaign will incorporate both the wet and dry seasons of the ephemeral wetlands, so participants have the opportunity to witness and capture a variety of plant and animal species.

ASSESSMENT OF ISSUES

While crafting campaign content, several issues must be kept in mind. Ephemeral wetlands are in a rare and critical state. Protecting them is crucial for the survival of many amphibians and invertebrates that will be documented throughout the campaign. At least 30 pond-breeding species rely on the ephemeral wetlands because they are free of fish. Many people in the Big Bend community are unaware of such facts. Therefore, a major issue CPI will face is a lack of awareness and acknowledgment from community members. This results in a lack of action to protect the habitats and species that call them home. Additionally, an ephemeral wetland field guide does not exist within the Big Bend area. The creation of such a guide will contribute to ephemeral wetland education and help decrease the number of human disturbances that harm the wetlands.

A lack of cohesiveness from scientists, conservationists and nature photographers in the Big Bend area can also be problematic for CPI's campaign. The combined effort is crucial to the identification and documentation of species found in ephemeral wetlands. There is an abundance of species in the ephemeral wetlands, and without community assistance, the creation of the field guide could take years. Finding available volunteers is a universal conservation issue and CPI is sure to experience difficulties. It is crucial that CPI keeps these issues in mind throughout the campaign to effectively connect with citizen science participants who will actively support their protection efforts.

CPI AT A GLANCE

FACEBOOK

@COASTAL
PLAINS
INSTITUTE

FOLLOWERS:	1.3K
PAGE LIKES:	1.2K
AVERAGE LIKES:	12.25
AVERAGE COMMENTS:	1.7
AVERAGE SHARES:	0.5

The stats are from September 2022

INSTAGRAM

@COASTAL
PLAINS
INSTITUTE

FOLLOWERS:	1,385
FOLLOWING	138
AVERAGE LIKES:	59.7
AVERAGE COMMENTS:	1.4

The stats are from September 2022

A social media audit of CPI's platforms revealed inconsistencies that should be addressed immediately. In doing so, CPI will immediately elevate their social media presence.

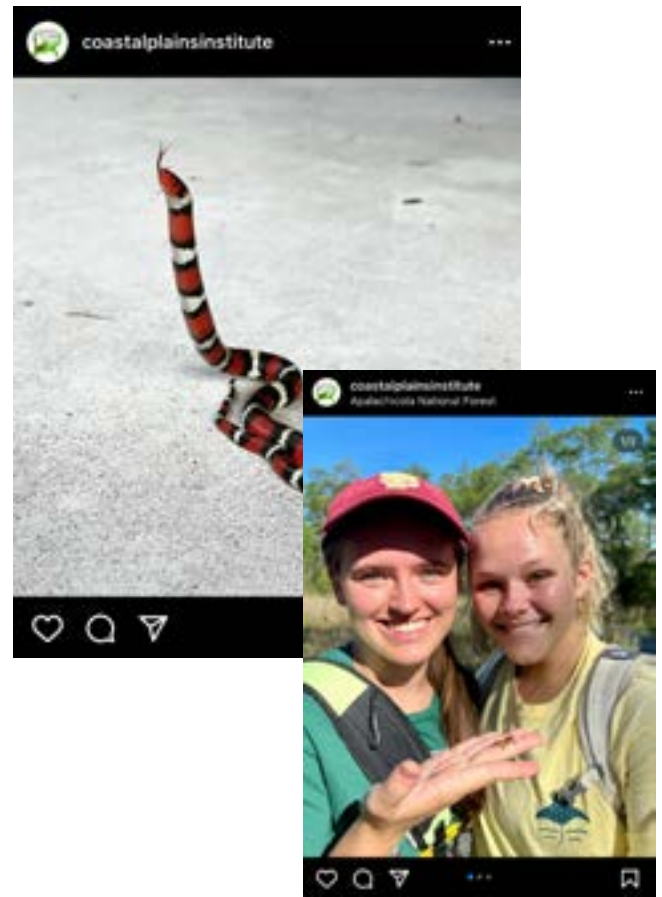
FACEBOOK

CPI boasts approximately 1,300 followers on Facebook. Improvements to the CPI Facebook page include updating the unbranded profile and header pictures. The logo is nowhere to be seen, making it difficult for followers to associate the page with the CPI brand. Additionally, the 'Intro' section on the Facebook page is incomplete, cutting off in the middle of the sentence. Although minor, these improvements will make a positive difference in CPI's image to the online public.

INSTAGRAM

Overall, CPI is implementing many great tactics on their Instagram platform. Here are things that should be continued moving forward. Firstly, revisions on the CPI's Instagram bio should be made, such as addressing the two URLs. The first URL is in the bio section, meaning it is an unclickable link. The second URL is added using the link feature. The difference is important because the second URL link will gather much more traction because it is easier for followers to be directed to the URL. If CPI wants to share multiple URLs, they should consider creating a LinkTree to make the links more accessible to followers. Another noticeable feature of CPI's Instagram is their lack of graphics. CPI relies on photos and their captions to relay information to its followers. Utilizing this strategy can be problematic for CPI. If followers do not click the 'More' option on CPI's posts with longer captions, then the followers will miss important information. CPI has over 1,400 followers on Instagram and it is important to get their information to all of their followers in the most efficient manner.

CPI has grown from approximately 1,300 to 1,400 followers on Instagram from September 2022 to November 2022. CPI's consistent and frequent posting most likely contributed to their gain in followers. The aesthetic nature content they post probably contributes too. Posts that reap high engagement include pictures of eye-catching wildlife and images of smiling participants. The social media audit also revealed that posts with engaging captions performed well (e.g. the king snake post from Facebook). CPI also does an excellent job showing off their interns which humanizes the organization. It is a great aspect of their social content that should be continued.



COMPARABLE ACCOUNTS

CPI should consider following FSU Sustainable Campus, Ocean Research Conservation Association (ORCA), and Florida Native Plant Society on social media. These accounts could provide some insight and inspiration as CPI works to improve their online persona.

FSU Sustainable Campus is an example of an account with cohesive branding and shareable infographics. Their following is double that of CPI and they are also located in Tallahassee. ORCA is another small non-profit with a niche target of habitat rehabilitation. They do not have the most creative or professional social media, but they are very similar to CPI in size and mission. By following ORCA, CPI could see how their raw photos and inconsistent posting can hurt their brand and follower engagement. The Florida Native Plant Society is a fantastic resource for CPI to follow. They boast almost 14,000 followers on Instagram. They post consistent content and mix in raw photos with graphics. Their content is cohesive but unique to their mission.

Social listening methods were used to identify popular themes in conversations among social media users that relate to CPI.

OVERARCHING THEMES

- 1 Wetland Education
- 2 Community
- 3 Nature
- 4 Education within Nature Photography
- 5 Collecting

LOCAL THEMES

Appreciation of Nature in Apalachicola

Various groups like the Sarracenia Chapter of the Florida Native Plant Society and the South Eastern Dog Hunters Association post their experiences and events going on in the Apalachicola National Forest. These events reflect their Appreciation of Nature in Apalachicola.

Outdoor Activities in Tallahassee

The theme of Outdoor Activities in Tallahassee is reflected in the multiple park pages in Tallahassee. The Tom Brown Park Facebook page and the Lafayette Heritage Trail Park Facebook unofficial page are just two examples. These pages allow for collaborative postings of outdoor activities in Tallahassee and encourage others to enjoy the outdoors!

Florida Wildlife and Nature Photography

The theme of Florida Wildlife and Nature Photography is reflected in groups like the Natural Florida public Facebook group (13.7K followers), Green Cay Wetlands to the Everglades in Fabulous Florida (2.1K followers), and the Florida Wildlife & Nature Photography Forum (7.3K followers). These pages are great resources for photographers looking for advice to capture wildlife species and to improve their photography skills.

Based on our research it is evident that there are a lot of nature enthusiastic, environmentally conscious, and/or outdoorsy individuals in Tallahassee that could propel our campaign forward. These findings are the reason we plan to reach out to these groups, as outlined in our objectives. The field guide campaign can add to these conversations which could stimulate involvement. If CPI polishes their social media as recommended and emulates the comparable accounts listed above, we are confident that this campaign will not only be successful but will also allow CPI to build a stronger social media presence.

The target audience for the Ephemeral Wetland Field Guide Campaign involves two main groups. Both groups range in age but most individuals use some form of social media - older social media users using Facebook and younger users using Instagram.

TARGET AUDIENCE #1

The first group of the target audience is composed of individuals currently involved with CPI. These are mostly environmentally conscious families who are CPI members. Families look different to everyone and while this campaign will target families with elementary-aged children and ecological-minded parents, all family makeups are encouraged to participate. Due to the low cost of CPI membership this group will likely not be limited by economic status or income. Many in this group have already participated in dipnetting days or the "Adopt a Pond" program and will probably engage again. This makes them a primary target for this campaign as they will be highly likely to compose and submit a field guide entry based on a future outing.

TARGET AUDIENCE #2

The second group of the target audience is those that are not CPI members or otherwise already involved but share a passion or interest that aligns with the creation of the field guide. This includes those who enjoy being in-touch with nature or want to help in conservation and environmental protection efforts but are not currently doing anything about the issue. This group spends a lot of time outdoors in nature and frequently visits the local national parks (e.g., Apalachicola National Forest). It also includes individuals who have a passion for nature photography and documentation. Someone with patience and an eye for capturing the amazing things this planet offers. They are likely members of a community of photographers and nature enthusiasts. All these not yet-affiliated individuals, are most likely connected with others who share similar passions through social media, such as following like-minded individuals on Instagram or joining Facebook groups. They are likely between the ages of 20- and 50-years-old and highly invested in environmental causes. Their barriers to entry are likely awareness and compensation.

This campaign proposal is designed to reach the specified target audiences through carefully crafted messages that align with their interests and needs. For those looking for a creative way to get themselves or their families connected to nature, there are posts advertising dipnetting days and other events to engage with CPI that tie into submitting entries for the field guide. This makes it convenient for them to participate in the field guide submissions. For those passionate about conservation or nature photography, our posts and outreach inform them of ways to get involved and active in this community. Once they know about it, these individuals are likely to engage with the field guide because they have passions that align with the campaign.

1

Increase the engagement among existing CPI community members (e.g., volunteers, visitors, participants, etc.) by creating a Google Form and receiving 30 field guide submissions in a 3-month period.

Goal 1 is appropriate for the campaign because it contributes to meeting CPI's overall objectives of attaining ephemeral wetland field guide submissions from CPI members who are actively involved in the organization's activities. The challenges presented with this goal relate to the amount of engagement and time. Given that there are about fifty active CPI members, including volunteers and participants, thirty field guide submissions would require more than half to take part in this activity if each submitted a single entry. However, entries are not limited to one per person, making this goal attainable. Another challenge is the amount of time given to reach this goal. Active members are expected to partake in multiple steps to submit an entry. Steps include going into the field, providing a quality photo, crafting an entry and submitting it to the Google Form. The season will greatly impact the type and amount of entries CPI receives. Additionally, submissions are more likely to occur during a summer break versus a busy holiday season. When launched, the internal time frame of ninety days will be set for achieving the campaign goal of thirty submissions. This will mark the halfway point of the campaign, so it can be evaluated and the goal for the second half of the campaign can be adjusted as necessary.

2

Introduce the Ephemeral Wetland Field Guide to individuals not involved in CPI by reaching out to 5 nature enthusiasts and/or science communities in the Big Bend Area through Facebook and Instagram within a 1-month period.

Goal 2 is useful to this campaign because it involves growing CPI's following by reaching out to individuals outside of the organization. Before individuals can participate in CPI's desired action (i.e., field guide submissions), they must be aware of the organization and the task. Challenges for this goal are being able to find and connect with communities with interests and skills that overlap with CPI. Although the Big Bend is a large

geographic area comprised of about eight counties, the difficulties come from finding already formed groups with a passion or curiosity similar to CPI values and efforts. Once located, getting members of these groups to engage could be difficult.

3**Encourage engagement among individuals who are not involved with CPI to submit via Google Form for 15 field guide submissions in a 3-month period.**

This will be identified by a simple yes or no question on the google form that asks "Are you currently registered as an active CPI member?" Goal 3 is appropriate for the campaign because it also contributes to meeting CPI's overall objectives of attaining ephemeral wetland field guide submissions. Goal 3 builds off of Goal 2, in that the primary focus of Goal 2 is to grow awareness among non-CPI members and Goal 3 focuses on the following step of encouraging action from those individuals. Difficulties in achieving this goal is getting those not yet involved with CPI invested in these efforts enough to be active and engaged with ephemeral wetlands as well as taking the extra step of creating an entry for the field guide. Asking for people to go out of their way for action can be challenging, but by appealing to shared interest and giving plenty of time for entries, as well as examples and reminders, this goal can be achieved.

These goals also reflect the data found when auditing CPI's current social media footprint. They have 1,385 followers on Instagram and approximately 1,300 on Facebook. While current members of CPI are the ones most likely to submit entries for the field guide, the word will spread to non-members after posting in local nature groups on Facebook. CPI has approximately 50 active members. If one member/or one family submits 2-3 submissions, it is estimated that only one third of the active members need to participate to reach the 30 submission goal in the first 3-month period. By reaching out to 5 nature enthusiast groups, an estimated 15 submissions would be from non-CPI members. This accounts for the mental hurdle of not being involved and also accounts for the time it takes to go out into the wetlands and collect the images for submissions.

MESSAGE ONE

The ephemeral wetland field guide campaign consists of three main messages. The first message is to **“get involved with the Coastal Plains Institute (CPI) by exploring the ephemeral wetlands with friends and/or family.”** The content designed to showcase this message are high-quality photos and reels of groups or families enjoying hiking and participating in other activities in the ephemeral wetlands. Examples of “participating” would be people taking photos, identifying species, dip-netting and more. The idea behind posting this type of content is for users to see others having fun with CPI activities and encourage them to also take part in these activities that are exploring the ephemeral wetlands as well. This task seems much more approachable alongside a friend and/or family member and relates to CPI’s community mentality. Through similar content, individuals will learn about the community aspect associated with creating the field guide. Hopefully, individuals will be enthusiastic about being a part of something bigger than themselves.

The exploration of ephemeral wetlands contributes to CPI’s objectives because the campaign wants participants to produce photography and written work on individual ephemeral wetland plant and animal species. For people to share such information, the first step is to explore the ephemeral wetlands. This task seems much more approachable alongside a friend and/or family member and relates to CPI’s community mentality.

MESSAGE TWO

The second message is to **“submit an identification entry of a plant or animal found in the Big Bend ephemeral wetlands to this Google Form link.”** An example of content for this message is a reel and/or graphic showing individuals how to take a high-quality nature photo and how to submit their entry to the field guide Google Form. Utilizing this type of content will make participating more accessible because users will see how easy it is. At first, people may be discouraged from participating because they feel their photography is amateur or they are confused about how to submit an entry. This “how-to” content will give participants the tools needed to feel confident in participating. Another piece of content that could be included is examples of entries. Giving individuals

examples will build their confidence in participating all the more.

The second message is imperative to the overall success of the ephemeral wetland field guide campaign. If CPI does not receive submissions, they cannot design a field guide. CPI needs help from the community to support the project because it is a large undertaking that would take years without community help. Also, CPI may not have the necessary funds for such a long-lasting project.

MESSAGE THREE

The last message of this campaign is **“support CPI’s protection efforts by contributing to the field guide to increase ephemeral wetland visibility and appreciation.”** Utilizing an infographic to highlight the importance of a field guide is a great way to convey this message. Another example of content could be making a reel or carousel post that explains the importance of preserving the ephemeral wetland habitat as it is home to species, and tying in how a field guide can contribute to helping the cause. This content could be called the “Field Guide Focus”. Utilizing this type of content will create awareness about ephemeral wetlands and the project of creating a field guide while also creating sympathy for the cause among the targeted audience.

Gaining encouragement for their efforts contributes to CPI’s organizational goal of preserving the biodiversity of the Coastal Plain. Resources like this field guide are needed because they help educate the general public and combat the community’s lack of awareness of ephemeral wetlands.

Our campaign will run from March 1 to September 1, 2023. The reason for this is to incorporate both the wet and dry seasons of the ephemeral wetlands, so that participants have the opportunity to witness and capture a wide variety of plant and animal species. Having the content start on March 1, 2023, allows the campaign to run for twelve days before Leon County School's Spring Break. Also, having the campaign run over the summer makes this a great activity for kids and families on summer vacation. In March, our content will focus on launching this campaign and feature instructional posts on how to participate in the making of the field guide. Posts and reels will instruct followers how to take field guide pictures and how to complete the submissions. We will also start posting in Facebook groups to broaden our message to individuals who are not familiar with CPI.

The campaign will start with an introduction to the campaign in March. These posts will be centered around introducing the field guide and species identification to the CPI's followers. Over the following four months, April, May, June, and July, content will focus on drawing attention and excitement for the field guide. For each of these months we will have a #FieldGuideFocus that highlights a category of species for participants to look for. To elaborate, April's #FieldGuideFocus" is spiders, May is wildflowers, June is amphibians, and July would be up to CPI's discretion. Posts will be customized according to the month and encourage CPI followers to get outdoors and participate in species identification for the field guide. Finally in August, our content will focus on wrapping up the campaign. There will be content reminding participants to get their submissions in and posts that highlight previous submissions. With this campaign timeline we hope to be successful in reaching our goals for submissions and spreading awareness about CPI's mission.

One great advantage is this campaign can be easily intertwined with many of CPI's other campaigns. Any involvement going out into the wetlands (e.g. adopt-a-pond, dipnetting, tours, etc.) can all be tied back to our campaign. Since all participants have to do is take a picture of a plant or animal species and submit it, any of CPI's events can enable and encourage submissions.

MARCH - INTRODUCE CAMPAIGN



Introducing the Field Guide Collection Campaign

Platforms: Facebook + Instagram

Content: Photo

Caption: Did you hear the news!? CPI is creating a FIELD GUIDE and we need your help! We are currently collecting photos and entries from the community to put together a community-made ephemeral wetland field guide!

Here is how you can participate...

1. Identify a ephemeral wetland species
2. Snap a shot of the species
3. Write an entry describing what you see
4. Submit your photo and entry to the Field Guide Google Form (the link can be found in our bio)

#emphermalwetlands #fieldguide #TLH
#NationalApalachicolaForest

How to take a high-quality photo

Platforms: Facebook + Instagram

Content: Reel

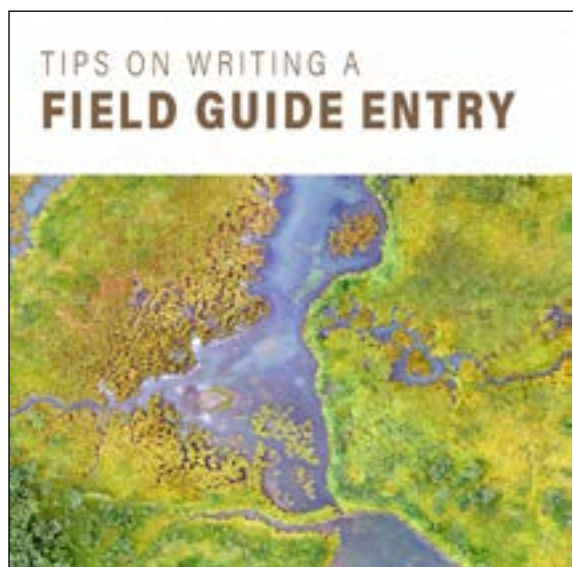
Description: Screen record yourself taking a high-quality picture of a species on the camera app and add a voiceover to the video explaining each step in the video. CPI can add text to the screen if they want, but it is not necessary. Recording and explaining each of these steps will ensure CPI gets the high-quality photos they desire for the field guide, because they are showing participants exactly what they want done.

Examples: <https://www.tiktok.com/t/ZTR4uy3aQ/>

<https://www.tiktok.com/t/ZTR4ugkTX/>

<https://www.tiktok.com/t/ZTR4uuKrg/>

Caption: Here are a few tips and tricks on how to take capture the perfect shot to be featured in the ephemeral wetland field guide #empheralwetlands #fieldguide #photographytips #TLH #NationalApalachicolaForest



What to include in a field guide entry

Platforms: Facebook + Instagram

Content: Graphic with listicle

Caption: Entries! Entries Entries! Submit yours through the link in our bio for a chance to be featured in our ephemeral wetlands field guide!

#fieldguide #entries #ephemeralwetlands #TLH
#NationalApalachicolaForest

Participation Reel

Platforms: Instagram

Content: Reel

Description: Capture video clips of individuals participating in the activity, combine the video clips into one video and insert a trending sound from Instagram Reels (selection of sound will depend on what is popular at the moment).

Examples of shots (NOTE: These are all suggestions):

- Individuals taking pictures
- Individuals hiking
- Individuals writing an entry in a journal
- Individuals talking among one another
- Individuals interacting with nature
- Shot of the ephemeral wetland scenery

Examples: <https://www.tiktok.com/t/ZTR4uba8T/>

<https://www.tiktok.com/t/ZTR4uqyh/>

<https://www.tiktok.com/t/ZTR4uto1L/>

Caption: Here are a few tips and tricks on how to take capture the perfect shot to be featured in the ephemeral wetland field guide #empheralwetlands #fieldguide #photographytips #TLH #NationalApalachicolaForest



How to take a high-quality photo

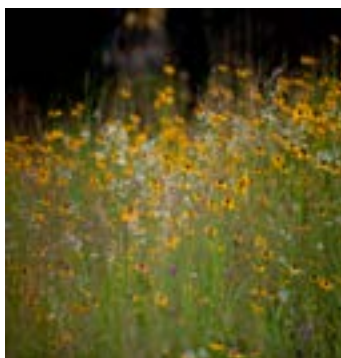
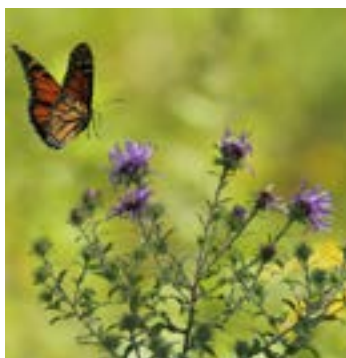
Platforms: Facebook + Instagram

Content: Graphic Slider

Caption: Here are a few tips and tricks on how to take a pic like a pro

P.s. you do not have to be a professional photographer to capture a high quality picture!

#NationalApalachicolaForest #photographytips #fieldguide #ephemeralwetlands #TLH



Photos and entry examples

Platforms: Facebook + Instagram

Content: Graphic Slider

Caption: Curious as to what a high-quality picture or entry may look like? Well look no further because we have examples right here. Check them out!

#fieldguide #entries #naturephotography #ephemeralwetlands #TLH
#NationalApalachicolaForest

APRIL - SPIDERS #FieldGuideFocus

Statistics about spiders

Platforms: Instagram

Content: Reel

Description: Find 6 images of spiders to use in the video. Each photo should be cropped to 16 x 9 dimensions. Find a trending song on Instagram that is about 6-7 seconds long. Each image should appear for about 1 second on screen with a text-overlay stating an interesting fact about spiders. Here are examples of facts you can use:

1. All spiders produce silk
2. Spiders are nearsighted
3. Females can lay up to 3,000 eggs at a time
4. Spiders are arachnids, not insects
5. All types of spiders have 8 legs
6. Spiders are found on every continent but Antarctica

Caption: Here are 6 incredible facts about spiders that are sure to shock you in honor of this month's #FieldGuideFocus! Submit your photos to the link in our bio for a chance to be featured.

#CPI #ephemeralwetlands #fieldguide #TLH #spiders



Introduce #FieldGuideFocus of Spiders

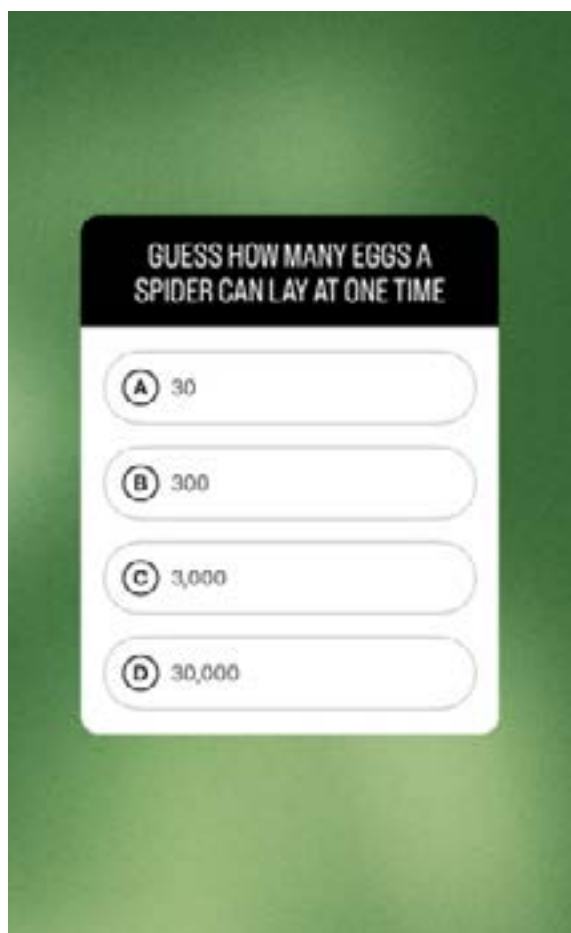
Platforms: Facebook

Content: Photo

Caption: Our #FieldGuideFocus is spiders for the month of April!

Be on the lookout for various spider species found in the ephemeral wetlands. Remember to submit your photos to the Google Form linked in our bio!

#CPI #ephemeralwetlands #fieldguide
#naturephotography #spiders



Take a Guess

Platforms: Facebook + nstagram

Content: Story

Description: Test your followers knowledge about spiders with the quiz feature in stories. For the title, input "Guess how many eggs a spider can lay at one time."

1. 30
2. 300
3. 3,000
4. 30,000

Tip: Create simple story backgrounds to keep your content branded!

User Generated Content

Platforms: Instagram

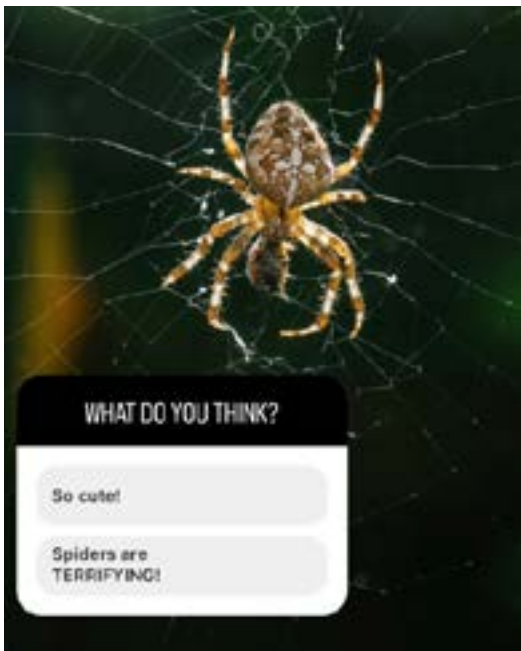
Content: Reel

Description: Examine the Google Form to find the best spider submissions from the month (or previous months if needed). Crop all the images to 16 x 9. Edit the songs on beat to a trending audio that is no more than 10 seconds.

Caption: Reminder that April's #FieldGuideFocus is SPIDERS! Look at these awesome submissions for the ephemeral wetland field guide

Don't forget to submit your pictures for a chance to be featured!

#CPI #ephemeralwetlands #fieldguide #TLH #spiders



Spider Poll

Platforms: Facebook + Instagram

Content: Story

Description: Add an image of a spider to your story. Create a poll asking followers what they think of the spider. Possible poll answers are cute and terrifying.

Earth Day

Platforms: Facebook + Instagram

Content: Graphic

Caption: IT'S #EARTHDAY! Join us in celebrating by coming out to (location) for dip netting today, Saturday, April 22nd. Bring the family out to get connected with nature while on the look out for some of the wonders that planet earth offers, remember to snap photos for submissions to the Ephemeral Wetland Field Guide! #CPI #EphemeralWetlands #Fieldguide #naturephotography"





Did you know...

Platforms: Facebook

Content: Graphic

Caption: Did you know that spiders are considered arachnids, not insects?

Comment your favorite spider facts in honor of this month's #FieldGuideFocus!

#CPI #ephemeralwetlands #fieldguide
#naturephotography #spiders

MAY - WILDFLOWERS #FieldGuideFocus



April showers brough May flowers

Platforms: Facebook

Content: Graphic

Caption: April showers brought May Wildflowers!

Introducing our May Field Guide Focus:

Wildflowers! This month we encourage you to snap photos of any gorgeous wildflowers you see in the Ephemeral Wetland area and submit them to the link in our bio for our Ephemeral Wetland Field Guide! P.S. Remember that although we want May to be all about wildflower submissions we are still accepting submissions of any species from the ephemeral wetlands ;)

#CPI #ephemeralwetlands #fieldguide
#naturephotography #wildflowers

Field Guide Guidance - Wildflower Examples

Platforms: Facebook + Instagram

Content: Graphic

Caption: Need a little guidance on how to take your field guide photos? We've got you covered! Here's some things to keep in mind!

#CPI #ephemeralwetlands #fieldguide #naturephotography #wildflowers

Wildflower Countdown

Platforms: Facebook + Instagram

Content: Graphic

Caption: The countdown begins! There's only 10 days left to submit your wildflower submissions for CPI's Ephemeral Wetland Field Guide through the link in our bio !

#CPI #ephemeralwetlands #fieldguide #naturephotography #wildflowers

Did you know this about wildflowers

Platforms: Facebook + Instagram

Content: Graphic

Caption: Happy Friday! Here's some interesting facts about wildflowers to encourage you to get outside and take some pictures of local flora!

#CPI #ephemeralwetlands #fieldguide #naturephotography #wildflowers

Wildflower submission reminder

Platforms: Facebook +Instagram

Content: Graphic

Caption: Don't forget.... CPI can't wait to see the amazing pictures you take for our Ephemeral Wetland Field Guide!

#CPI #ephemeralwetlands #fieldguide #naturephotography #wildflowers

UGC - Wildflowers

Platforms: Facebook +Instagram

Content: Graphic

Caption: Congratulations _____ !

Thank you everyone for your wildflower photos and other wonderful submissions! We are so grateful to our Tallahassee community for helping us make our field guide possible!

#CPI #ephemeralwetlands #fieldguide #naturephotography #wildflowers

JUNE - AMPHIBIANS #FieldGuideFocus

Great Outdoors Month

Platforms: Facebook +Instagram

Content: Graphic

Caption: June is "Great Outdoors Month". As summer sets in there is no better time to get outside and enjoy the wonders of the Ephemeral Wetlands! Don't forget to bring a camera along to snap pictures for our

#fieldguide #CPI #ephemeralwetlands #naturephotography #amphibians

June's Field Guide Focus

Platforms: Facebook + Instagram

Content: Carousel

Caption: This month our #FieldGuideFocus is Amphibians! There are 28 different amphibians that call ephemeral wetlands home. While we are always accepting all #FieldGuide submissions, keep your eyes peeled for these creatures this month for a chance for your submission to be featured on our stories! (frog and salamander emoji)

#CPI #ephemeralwetlands #fieldGuide #naturephotography #amphibians

Nature Photography Day

Platforms: Facebook +Instagram

Content: Graphic

Caption: June 15th is #NaturePhotographyDay! #CPI encourages you to capture some pictures of the beautiful #EphemeralWetlands. Don't forget to submit species pictures for the #FieldGuide

Father's Day

Platforms: Facebook +Instagram

Content: Graphic

Caption: Happy Father's Day from CPI! What better way to spend this holiday than outside with your loved ones. Make sure to bring your camera to capture the memories and maybe a species submission for our #FieldGuide!

#CPI #ephemeralwetlands #naturephotography

Summer Solstice

Platforms: Facebook +Instagram

Content: Graphic

Caption: Happy Summer Solstice! Welcome in the summer sunshine with the longest day of the year. Take advantage of the extra sunlight and go out into our wetlands to capture the beauty of the wildlife. Remember to submit in any clear species pictures for a chance to be featured in our #FieldGuide.

#CPI #ephemeralwetlands #naturephotography #amphibians

Last Call

Platforms: Facebook +Instagram

Content: Graphic

Caption: Today is the last day of our #FieldGuideFocus on Amphibians. Make sure you get your #FieldGuide submissions in for a chance for your entry to be featured on our stories!

#fieldguide #CPI #ephemeralwetlands #naturephotography #amphibians

AUGUST - CAMPAIGN WRAP-UP

Two Week Reminder

Platforms: Facebook + Instagram

Content: Story

Description: The top section will be used to give a brief description of the highlighted image as well as give credit to the submitter. The bottom section will remind followers that there is still time to submit for the field guide. Example text includes, "You can still submit your images for the CPI Ephemeral Wetland Field Guide! Submit at the link in our bio by August 31st, 2023!"

Note: Additional information can be added here, such as when the field guide will be released. Also, the photo can be changed out to feature to different photos or artwork

One Week Reminder - Facebook

Platforms: Facebook

Content: Graphic

Caption: Don't forget, submissions for CPI's Ephemeral Wetland Field Guide will close on August 31st, 2023! You still have one week to craft and submit your entries to this link: (link here). Reach out with with any questions, we are so excited to see your amazing work!

#fieldguide #CPI #ephemeralwetlands #naturephotography

One Week Reminder - Instagram

Platforms: Instagram

Content: Graphic

Caption: Don't forget, submissions for CPI's Ephemeral Wetland Field Guide will close on August 31st, 2023! You still have one week to craft and submit your entries to the link in our bio. Message us with any questions, we are so excited to see your incredible work!

#fieldguide #CPI #ephemeralwetlands #naturephotography

One Week Reminder

Platforms: Facebook + Instagram

Content: Story

Description: This is a reminder post that it is the last day to submit entries for the field guide

Summer Recap

Platforms: Facebook + Instagram

Content: Graphic

Description: On Facebook, the graphic will be the first image added for the post. CPI will then add as many photos as they want from March - August to highlight.

On Instagram, the graphic will be the first image for the carousel post. It will be followed by 5-9 images from the campaign timeframe. REMEMBER - the numbers will need to be edited in the graphic.

Caption: We had an amazing summer here at CPI! Did you join us for any of the fun? Take a look at all we did and discovered over the past few months.

Don't forget, now that summer is over, we can start to look forward towards the creation and release of our Ephemeral Wetland Field Guide February 2024

#fieldguide #CPI #ephemeralwetlands #naturephotography

ADDITIONAL CONTENT + TACTICS

Wildflower Story Poll:

The story poll will ask followers if they have submitted a wildflower submission. This tactic allows followers to interact with CPI, serves as a reminder, and showcases the link in a new way. To implement, CPI can make a story poll with the copy "Have you uploaded your wildflower submission?" accompanied by the google form link placed below. The poll itself should have "Yes" and "Not yet" options for users to click. This can be a strategic tactic in meeting CPI's overarching goals, because individuals may be inspired to take action after seeing the story post. This will encourage account engagement and remind participants to access the google form before "wildflower" month has concluded.

Ephemeral Wetland Field Guide Aesthetic:

CPI should consider designing the ephemeral wetland field guides with a vintage theme. During the research phase, the team found an overarching theme of "collecting" in reference to field guides. After reviewing these online conversations, it seems there are three recurring reasons as to why these individuals collect field guides: (1) for nostalgic reasons / have an appreciation for vintage items, (2) have a genuine interest in learning about different species, and (3) for interior design purposes. To incorporate this tactic into the campaign, CPI could post a story or graphic highlighting three possible vintage-inspired design themes for their followers to vote on. If CPI pursues the story route, they can utilize the popular voting feature on stories. If the graphic route is pursued, then CPI can encourage their followers to leave a comment stating their preference. This will

encourage engagement from their following and may stimulate individuals' interest in participating in the activity if they are interested in purchasing an ephemeral wetland field guide with a vintage-inspired design.

Submission Reel:

The submission reel will feature someone filling out their wildflower photo submission on the Google Form. This post will utilize the reel feature that has become widely popularized on Instagram as well as given participants a visual example of how they should fill out the Google Form. This can be a strategic tactic in meeting CPI's overarching goals because it will act as a visual, how-to example, and motivator for participants. This will promote account engagement and remind users to access the Google Form.

The importance of ephemeral wetlands and field guides for conservation efforts:

To implement this tactic, CPI can record a CPI employee (such as Rebecca Means) explaining briefly the importance of the ephemeral wetlands and why they are creating the field guide. This can be a strategic tactic in meeting CPI's overarching goals, because individuals may be moved to take action after hearing the story (or the "why") behind the campaign.

Best Description of the Month/Week:

CPI will feature the best descriptions submitted on their story. In order to do this, CPI will need to review the entries to select the best one. This makes participants feel seen but also boosts engagement and share-ability.

Feature Rare or Difficult to Find Species:

CPI will showcase rare or difficult to find species on their story. This encourages the field guide submissions to vary to some degree and highlights the accomplishment of a rare find/lucky shot! Again, this makes participants feel seen but also boosts engagement and share-ability.

Field Guide Release Facebook Event:

CPI will create a Facebook event to announce the Field Guide release on February 2, 2024 (World Wetland Day). This is a great way to give people information and makes a physical event for the release day. By making a Facebook Event, people can click "interested" or "going" which can share the post on the news feeds of their friends to spread awareness for the Field Guide but also will give them reminders and updates about it.

Field Guide Countdown on Instagram Story:

CPI will create an Instagram story using the countdown feature to inform followers about the release of the Ephemeral Wetland Field Guide. The field guide will be released on February 2, 2024 (World Wetland Day). The story can feature the cover design of the field guide to alert followers. This post will increase awareness of the field guide launch and boost engagement. Additionally, it will promote users to click CPI's bio links to learn more about the field guide and how to get a copy.

Facebook Group Postings:

To engage with the second target audience, CPI should make posts in Facebook groups whose passions or interests align with their organization. Examples include the Florida Wildlife & Nature Photography Forum or the Tom Brown Park page. CPI's posts should introduce the ephemeral wetland field guide and explain why the project is so important. This tactic will increase awareness for the campaign and promote non-CPI members to submit entries.

Illustration Giveaway:

To encourage submissions for specie illustrations and graphics, CPI should host a contest. The contest will take place on Instagram stories. The initial story post should detail the purpose of the contest and explain what suitable submissions are. Additionally, the dates as well as any prizes should be stated. CPI can feature submissions during the contest on their stories and create an Instagram highlight after the contest is complete. CPI can decide the winner internally or pick the best submissions and allow their followers to vote using the Instagram Story Quiz feature. This tactic encourages individuals with all types of skills to contribute to the ephemeral wetland field guide and boosts engagement.

MARCH 2023

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1 Introducing the Field Guide Collection Campaign FB + IG	2	3	4	5
6	7 How to take a high-quality photo reel FB + IG	8	9	10	11	12 What to include in a field guide entry FB + IG
13	14	15	16	17 Participation Reel IG	18	19
20	21	22 How to take a high-quality photo - graphic slider FB + IG	23	24	25	26
27	28 Photos and entry examples FB + IG	29	30	31		

APRIL 2023

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1 Stats about spiders - IG Introduce #FieldGuide Focus of spiders - FB	2
3	4	5	6 Take a Guess FB + IG	7	8	9
10	11 UGC - Spider Reel IG	12	13	14	15	16
17	18	19 Spider Poll FB + IG	20	21	22 Earth Day FB + IG	23
24 Did you know... FB	25	26	27	28	29	30

MAY 2023

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 April showers brough May flowers FB	2	3	4	5	6	7
8	9 Field Guide Guidance FB + IG	10	11	12	13	14
15	16	17	18	19	20 Wildflower Countdown FB + IG	21
22	23	24	25	26 Did you know this about wildflowers FB + IG	27	28
29 Wildflower submission reminder FB + IG	30	31 UGC - Wildflowers FB + IG				

JUNE 2023

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1 Great Outdoors Month FB + IG	2 June's Field Guide Focus FB + IG	3	4
5	6	7	8	9	10	11
12	13	14	15 Nature Photography Day FB + IG	16	17	18 Father's Day FB + IG
19	20	21 Summer Solstice FB + IG	22	23	24	25
26	27	28	29	30 Last Call FB + IG		

AUGUST 2023

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 Two-week Reminder FB + IG	18	19	20
21	22	23	24 One-week Reminder - IG One-week Reminder - FB	25	26	27
28	29	30	31 Submissions close today FB + IG	1 Summer Recap FB + IG		

When considering the first goal, the metric best suited to evaluate the campaign's success is to track the number of submissions via Google Form from CPI members each month. This will give a visual representation for measuring any increase of engagement amongst existing CPI community members (e.g., volunteers, visitors, participants, etc.) via the Google Form. This metric is appropriate for the campaign because it directly measures how many Google Forms are being submitted by CPI members.

In relation to the first goal's metric, a second metric that should be utilized to evaluate the success of the campaign is to track the number of submissions via Google Form from non-CPI members each month. This metric will directly measure the campaign's third goal. For similar reasons as mentioned above, this metric is directly measuring the number of submissions via Google Form by non-CPI members. To distinguish CPI member submissions from non-CPI member submissions, there will be a question on the Google Form for submitters to indicate whether they are currently a CPI member or not.

Regarding the second goal, an appropriate evaluation tool to use would be to track the number of visits (via Facebook and Instagram analytics) to the Google Form. CPI can track metrics of posted content related to the Ephemeral Wetland Field Guide campaign within nature enthusiasts and community groups before and after posting to measure success. This goal is more abstract in comparison to the other campaign goals; therefore, the metric itself will not be a direct measurement, but a relevant estimation of the second goal. This metric is appropriate for the campaign because it provides CPI with a more holistic representation of individuals interested in participating. This type of tracking can show if a gap exists between those who are interested in participating and those who are participating. If a gap does exist, CPI should take measures to discover potential barriers. This discovered knowledge can be utilized in future strategies pertaining to making participation more accessible.