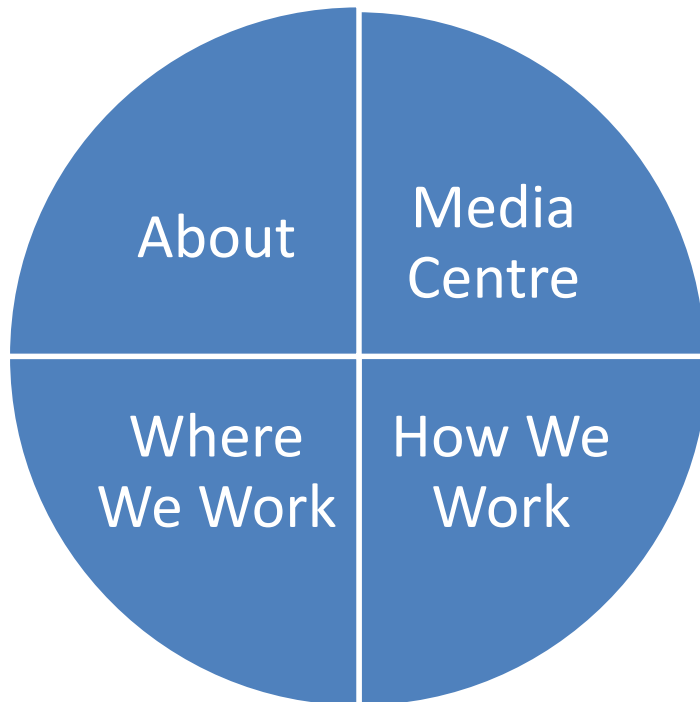




*This Project is executed by the Mohamed bin Zayed Species Conservation Fund,
with financing from the GEF, implementation support by UNEP
and technical support from the CMS Dugong MoU Secretariat.*

Communications Structure & Strategy

Website is the centre of our communication strategy



brand/identity of the Project

Document archive of the project

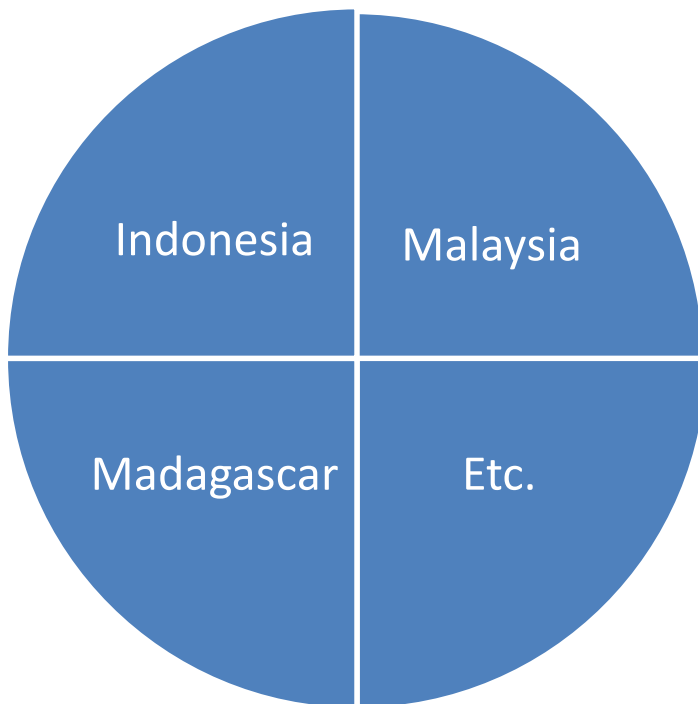
Highlights Conservation of Dugong/Seagrass

Content, Photographs, News

Promotes Project Partners

www.....org/Where-we-work

Organized geographically by country



Currently 8 countries: Madagascar, Mozambique, Sri Lanka, Malaysia, Indonesia, Timor-Leste, Solomon Islands and Vanuatu.

Each country has a landing page that highlights a country facilitator

Each country landing page leads to a project page

These pages are expandable – to include other countries – as the project evolves....

[www...org/Project pages](#)

...org/PROJECT

Project
Information

Social Media

Project Information

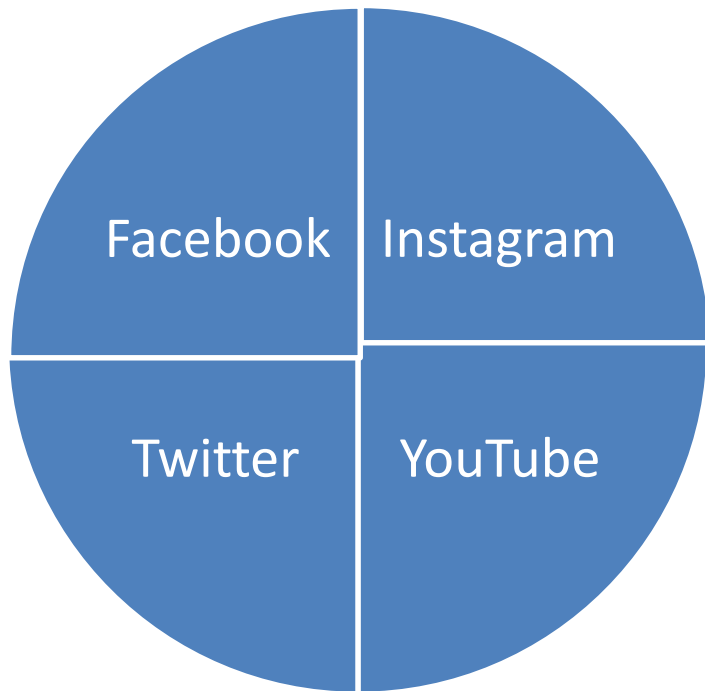
- Location
- objectives
- partner
- partner contact details
- documents
- News/Updates

Social Media Plug-ins

- FB, Twitter, Flickr, YouTube, Instagram
- This Content is project generated – it gives each partner a home on our webpage where information updates are under the control of the project partner.

Social Media Channels

Social Media Channels

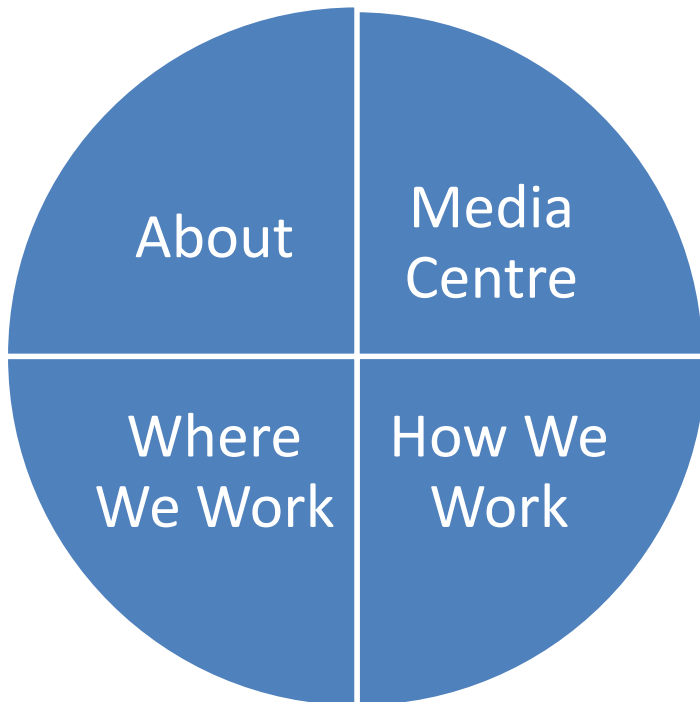


Whereas our website serves as our identity, brand, and information repository...

...our social media channels serve to create a buzz, promote the project and reach-out to our network— even drive traffic back to our website.

Website Analytics

www.DUGONCONSERVATION.org



Traffic Data

2,000 sessions per month

4 pages per session

6 minutes per session

Google Optimization

[Dugong Conservation](#) – top 4

[Seagrass Conservation](#) – top 2

Traffic Sources

Organic Search

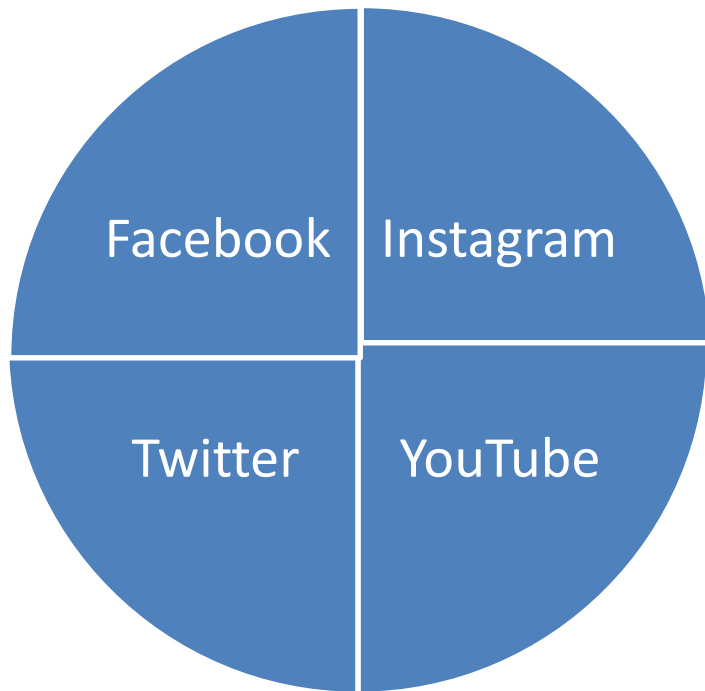
Direct

Referral

Social Media

Social Media - Analytics

Social Media



| Channel | Statistics |
|-----------|---------------|
| Facebook | 670 likes |
| YouTube | 4,500 views |
| Instagram | 136 Followers |
| Twitter | 90 Followers |

All social media channels account for 8% of our website traffic. [We have plans to increase website traffic through social media sources](#)

To where from here?



Increase website traffic

- Organic growth
- [Campaigns](#)
- New content targeting different audiences
- Increase traffic from social media to website

Increase Social Media Network

- Content
- Prioritization
- Campaigns

Dugong and Seagrass Conservation Community

- Open website to other projects
- Develop more robust project platform
- Website and social media combine to promote dugong and seagrass conservation globally
- MBZ Fund to serve as coordinators to host, administrator, publicize, promote, dugong/seagrass conservation.



Dugong & Seagrass

CONSERVATION PROJECT



CMS



DUGONG
MOU

صندوق محمد بن زايد

للمحافظة على الكائنات الحية

The Mohamed bin Zayed SPECIES CONSERVATION FUND

