



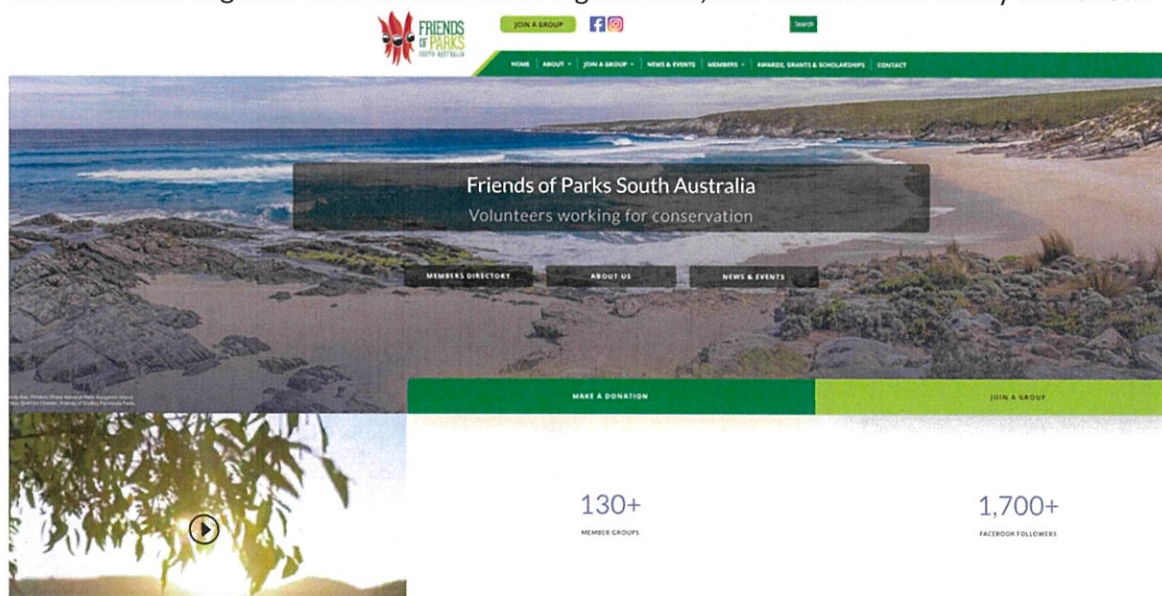
Marketing Committee Report – October 2020

Although we are almost at the end of 2020, this report is officially on 2019, so I will cover that but update on 2020 as this has been such an eventful year.

Website

As you may know, our old website was developed by Ashleigh Coombs in 2015 on the Adobe Business Catalyst platform. It took on the major functions of Friends of Parks SA from listing member groups, through online payment of memberships to news and event updates. Ashleigh had pioneered the development and maintenance of all these functions in an online environment and made a huge contribution to Friends of Parks SA in the process. He continued his support of the site until we had the new one up and running in August 2020, and we thank him for his pioneering work in leading the Board through this process.

Friends of Parks were informed that we needed a new platform by 2021 as the Adobe platform would be discontinued then. A huge amount of work was subsequently needed to transfer the content and functionality to the new site and meet the changing needs of our member groups. In 2019, we undertook consultation with groups through an email and online poll - response, which was thin but valuable. After additional consultation with Michelle Read, Engagement Officer, Department for Environment and Water, the Website Team (Carole Pinnock, Duncan McKenzie, Ben Page, Mitchell Brennan, Lauren Hutton and Jordan Scott) a website brief was written. It was clear that the membership directory and functionality was important for member groups. We also needed a function to help the public find and join a new group. The site needed a simple, easy-to-navigate layout; these were all the most essential functions. Of three developers, Treetop Web Studio was highly recommended and submitted a proposal, which was accepted in June 2019. Development continued throughout 2019 and on 23rd August 2020, the website was finally launched.



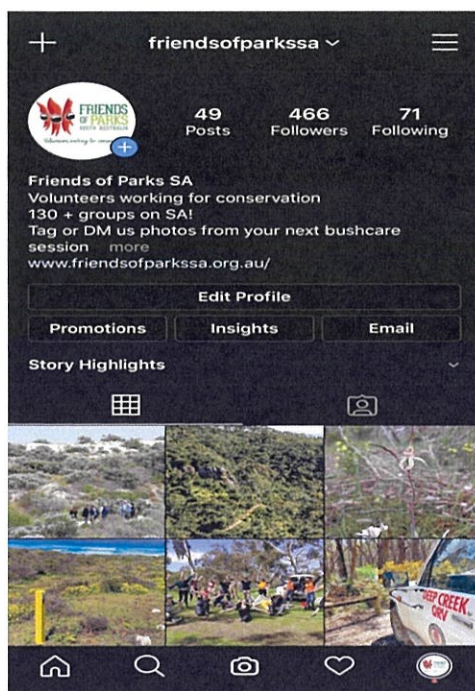


The response has been excellent with just under 900 visitor sessions in the previous month and very constructive feedback from members. The new site gives each group more features, such as the ability to post photos, videos and newsletters on their page, and an interactive map for easy location of sites. The news and events page has a search feature, so that visitors can easily locate grant announcements, awards and training sessions. Memberships can be renewed online as before with a credit card.

We would particularly like to thank Richard Best of Treetop Web Studio for his excellent work on this enormous task, and his patience in assisting those of us to understand the new opportunities that are now available in an up-to-date website platform.

Instagram

Friends of Parks SA has launched its official Instagram account, thanks to Mitchell Brennan from our Social Media Team. Mitchell has helped us set-up our Facebook account and has brought his experience with social media to this new platform. The account launched in March 2020 and has since gained over 470 followers. The posts are consistently reaching over 250 accounts, with 49% of our audience aged between 18-34! Our account is getting recognized and tagged by other users, which is also helping to increase our exposure. It is crucial that we (Friends of Parks), stay relevant and up to date in this forever changing time. Instagram is one avenue which is helping us to achieve this.





Facebook

Our Facebook team throughout 2019 comprised Mitchell Brennan, Mick Brennan (Friends of Deep Creek, Campground Hosts), Gabriele Kwan (Friends of the Coorong) and Sarah Nightingale. Our team have continued to do an excellent job in 2020. The readership has grown to 1815 Likes and 1866 followers in October 2020. The most popular post in the last month was a post on the first snake sighting of the season, shared from Friends of Belair page. It cited an article “Outback survival after snakebite” from the Royal Flying Doctor Service. This reached over 600 readers and engaged 137. An exciting new feature is that our Facebook feed is now streamed to our website, where the public and those who are not regular Facebook readers, can access it. Our team is also able to share posts from Instagram, directly onto our Facebook account. We greatly appreciate and would like to thank our Facebook Team for their terrific work in 2019 and 2020!

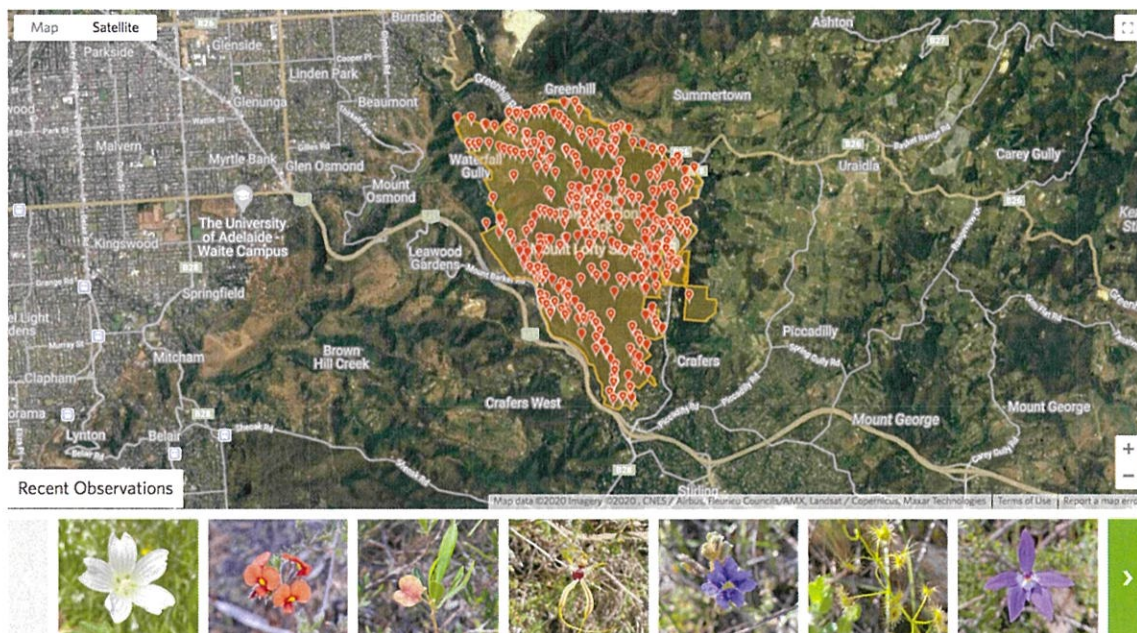
Citizen Science – future opportunities

Citizen Science was not a feature of 2019 so much, but in 2020, several new tools and projects have become available which can be valuable to Friends groups. We hope to promote their use in 2020/2021. One of the most powerful is an app called [iNaturalist](#). This app enables members of the public with no biological training, to make observations of living organisms and share them to the SA community of scientists for identification. Research grade observations are shared with the [Atlas of Living Australia](#). The app gives additional information about the plant or animal and its distribution in Australia. It was used in the recent citizen science project “[Great Southern Bioblitz](#)”. We were fortunate that Stephen Fricker, an organiser of the Greater Adelaide Bioblitz, held a webinar for Friends of Parks members to get to know *iNaturalist* before the Bioblitz in September 2020. *iNaturalist* experts have set up projects for each protected park in SA. These identified observations are available to Friends groups wishing to understand what they see in their park and contribute to the understanding of what occurs there. Shown below are all the observations made in Cleland Conservation Park. We hope that 2021 will bring more opportunities for involvement of Friends in some of these great Citizen Science opportunities.

A view of observations in Cleland Conservation Park from *iNaturalist*. Zooming in on the app will identify individual observations in the park and their details.



Map of Observations



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Finally, we would like to thank Pam Smith, the Board and the Volunteer Support Unit of Department for Environment and Water for unfailing support throughout 2019 and through 2020 - a difficult year.

Carole Pinnock
 Board Member, Acting Chair, Marketing Sub-committee
 Mitchell Brennan
 Board Member, Member Social Media Team