

Social Media Influence on Conservation & Education

Leah Schwartzenruber

WIDECAST ANNUAL MEETING
2018 Matura, Trinidad





RPT
OJOCHAL
Costa Rica









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Why do sea turtles need social media?

- More convenient to access information, provide information & communicate
- Convey important messages
- Connect with locals and individuals from around the world
- EDUCATION



nature_org • Follow

nature_org Baby Kemp's ridleys are released and head for the most endangered of sea turtles living in the Gulf of Mexico, Kemp's ridleys are raised from eggs and then released on the beach at Padre Island National Seashore where they will eventually return to the ocean. —Photo by @carltonward #babykempsridley #gulfofmexico #ocean #endangeredspecies #beach

Load more comments

etienne_fro Beautiful & exciting!

jlee_101 @hiker_41 🌿

traybake @masylove_21

avinash_diwan Awesome

earthisaffordable ❤️❤️❤️

petiteamelion @luciolelacoll



9,208 likes

FEBRUARY 28

Add a comment...

CARLTON WARD

Benefits of Social Media

- Build relationships
- Share your expertise
- Increase your visibility
- Educate yourself
- Connect anytime
- “Viral” photos



justinhofman • Follow
Sumbawa, Nusa Tenggara Barat, Indon..

justinhofman It's a photo that I wish didn't exist but now that it does I want everyone to see it. What started as an opportunity to photograph a cute little sea horse turned into one of frustration and sadness as the incoming tide brought with it countless pieces of trash and sewage. This sea horse drifts long with the trash day in and day out as it rides the currents that flow along the Indonesian archipelago. This photo serves as an allegory for the current and future state of our oceans. What sort of future are we creating? How can your actions shape our planet?.thanks to @eyosexpeditions for getting me there and to @nhm_wpy and @sea_legacy for getting this photo in front of as many eyes as possible. Go to @sea_legacy to see how you can make a difference. .



29,063 likes

SEPTEMBER 12, 2017

Add a comment...



Increasing Exposure

- More donations
- Helps you to learn about your audience
- Brings new opportunities and sales



 bonaireturtles • Following

bonaireturtles We are very excited to share with you the newest addition to our unique merchandise line: Tag-A-Turtle! This wooden turtle keychain has been engraved with a unique tag number that matches a sea turtle that has been tagged as part of STCB's tagging program. After purchasing your very own Tag-A-Turtle, you can visit our website, find your tag number and discover all about your turtle!
#tagaturtle #meetyourturtle #tagging #bonaireturtles #research #keychain #support #excited #unique #merchandise #bonaire

byebyestraws 

diana_van_den_heuvel_  

turtle.patrol Love this idea! The tags are so cute! 

123 likes

FEBRUARY 26

Add a comment... 



© 2016 Ashby Gale

Instagram

- Connecting with individuals in related fields
- Connect with other nesting beaches
- Keep in touch and connect anytime



 **turtle.patrol**
Edisto Beach State Park

turtle.patrol Today was a record day for balloon finds 🎈📍 I recorded 8 balloons during our 1.5 mile turtle patrol. A lot of the balloons weren't in tact like this one but instead were shredded. They could have been partially consumed by wildlife already 😞🌿 Please stop the use and release of balloons!
[#balloonsblowdontletthemgo](#)
[#saveourseas](#) [#balloonsblow](#)

yasmanta_ray So sad :(×

balloonsblow 🙏 good save! ×

  24 likes 

MAY 22, 2017

Add a comment... ⋮

Content

Engaging content:

- Hatchlings
- Disorientation
- Updates
- Volunteer opportunities
- Plastics, etc.

Recent,
captivating
with both
positives and
negatives

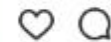


turtle.patrol This was one confused momma! 🤔 It's hard to know why she did this unusual false crawl but it could have been lights that were disorientating her 🦋. Please keep white lights off the beach and turned off of your house! 🏠 If you see a turtle on the beach, please give her 30 ft. Our sea turtles are protected by state and federal laws! We love our turtles and they need protecting! 🌱🌿
#saveourturtles #edisto #turtlepatrol #southcarolina #nofilter

klschwartzie Can't wait to see your beach !! ✕

klschwartzie And you too hahaha 🤔 ✕

robinlegare Was on Edisto this week, very frustrating how many people had lights on, someone left their tent out overnight, and an owner of a beach house ✕



51 likes

JULY 16, 2017

Add a comment...

Content

- Utilizing the hashtag
- More hashtags – more engagement
- Becomes more searchable
- Listing permit for activities



 **turtle.patrol**
Edisto Beach State Park

turtle.patrol We are so excited to announce our first sea turtle nest of the 2017 season! Nona and I had a morning patrol with a nest, a false crawl, some rain, chilly weather and a rainbow 🌈 Remember to fill in any holes, knock down sand castles, pick up your beach equipment, keep your dog on a leash and have no white lights on the beach at night! 📸 See our blog: ebspturtletalk.com for more pictures and info! #turtlepatrol #southcarolina #edisto

turtle.patrol #conservation #wildlife ×
#seaturtle #ocean #nature #turtle #nature
#saveourseas #turtlepwr #biology
#southcarolina #edisto #beach #animals
#wildlifephotography #photooftheday
#yoga #zen #peace

mermaiddaisy Woohoo 🙌 ×

♡ 🔍 📌

66 likes

MAY 5, 2017

Add a comment... ⋮



turtle.patrol

turtle.patrol Remember my earlier post about the rope I found on the beach? Well @theplanetlovelife turned it into two amazing bracelets! Thank-you for the amazing work you do in educating the public about marine debris! #conservation #ocean #seaturtle #planetlovelife

refunked1 Awesome!

katelynbeth That's so awesome!! 🥰

carriebythesea They are doing the same for me now 😊...Your red ones are amazing, lovely! 💙🐢



22 likes

SEPTEMBER 20, 2016

Add a comment...





turtle.patrol

Isle Of Palms Beach Charleston S.C.

turtle.patrol Check out @one.ohana !
Awesome shirts that help support the sea
turtle conservancy 🐢🌊 #seaturtle
#southcarolina #oneohana #saveturtles
#turtlepower #prerace

one.ohana Ahhhhh thank you SO
much!! You're the best you look
awesome!!



22 likes

SEPTEMBER 11, 2016

Add a comment...





TURTLE TALK

[HOME](#)

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[WHAT YOU CAN DO](#)

[ADOPT A NEST](#)

[5K TURTLE TREK FUNDRAISER](#)

[YOUTUBE](#)

[DNA STUDY](#)

Follow along to read the up to date sea turtle nesting info!

2017 - Nests: 153 False Crawls: 129



MISS MURTLE GOES TO THE SEA TURTLE HOSPITAL



MURTLE GOES TO A SEA TURTLE RELEASE





turtle.patrol
Edisto Beach State Park

turtle.patrol Come on out to our Turtle Fest on June 3rd at EBSP! We will have lots of fun activities, games, crafts and face painting! The @oceanconservancy sent us some fun prizes to be given away at our turtle trivia and our raffle! 🐢💚🐢
#southcarolina #edisto #turtlefest #oceanconservancy #turtlepower
yasmanta_ray Cute!!!



33 likes

MAY 12, 2017

Add a comment...





My Friend Murtle



Thank You!

You cleaned 12.80 pounds of trash!

Nice job, Leah! You've now done 21 cleanups, and you've picked up 54.22 pounds of trash!

Fact: Small pieces of plastic still pack a punch. In fact, all types of marine species, such as seabirds, turtles, fish and mammals can be impacted by them.

Congratulations, you've earned the following badge:

Party Crasher



Home



My History



Profile



edistoislandopenlandtrust • Follow
Edisto Beach State Park

edistoislandopenlandtrust Young Naturalists are "Talking Trash" and Talking Turtles"! In this month's adventure our students explored another concern in our waterways...trash. Our field expert was Leah Schwartzentruber, @turtle.patrol, the turtle specialist at Edisto Beach State Park. During her presentation she shared how plastics on the beach and in the oceans are detrimental to the sea turtle population as well as other wildlife. After a brief visit with Leah's sidekick, Miss Murtle, our Young citizen scientists grabbed gloves and buckets for a beach sweep. Our YN volunteers recorded a wide variety of "trash" using the Clean Swell app. Another worthy foray into the natural world for these students. Thanks to our volunteers, our donors and the staff of Edisto Beach State Park for making this possible.



45 likes

OCTOBER 2, 2017

Add a comment...



In Conclusion

- Continue to educate
- Earn more donation money
- Bring a change for sea turtles
- Spreading information about our sea turtles to a greater audience

