Social Media Influence on Conservation & Education

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WIDECAST ANNUAL MEETING
2018 Matura, Trinidad
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
Benefits of Social Media

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

- More donations
- Helps you to learn about your audience
- Brings new opportunities and sales
• Connecting with individuals in related fields
• Connect with other nesting beaches
• Keep in touch and connect anytime
Engaging content:

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

Recent, captivating with both positives and negatives
• Utilizing the hashtag
• More hashtags – more engagement
• Becomes more searchable
• Listing permit for activities
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! 💙
turtle.patrol Check out @one.ohana! Awesome shirts that help support the sea turtle conservancy 😊turtle #southcarolina #oneohana #saveturtles #turtlepower #prerace

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

yasmanda_ray Cute!!!
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
Edisto Island Open Land Trust 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 this wonderful event.
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