



*This Project is executed by the Mohamed bin Zayed Species Conservation Fund,  
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# 6-month Communication Plan

2nd Executive Project Steering Committee meeting

1-2 November, 2016

Kuala Lumpur, Malaysia

# Progress so far....

- Branding/Identity (brand guidelines, logo, etc)
- Collateral (fact sheets, rollups, folders, e-stationary, etc.)
- [www.dugongconservation.org](http://www.dugongconservation.org)
- Project film, podcast
- Social media channels
- Newsletter
- Press releases
- Events



# Current Status: Communication Metrics

May through October 2016	
Channel	Statistics
<a href="http://www.dugongconservation.org">www.dugongconservation.org</a>	15,000 sessions; 4 min per session
Facebook	506 likes
You Tube	1100 views, 12 likes
Instagram	98 followers
Flicker	800 photographs
Newsletter	135 subscribers
Press Release (GlobeCom – May '16)	43 articles, \$136,500 advert equivalent
GlobeCom	200 participants, 9 strategies

## Website Traffic Sources

Organic	54%
Direct	23%
Social	16%
Referral	07%



# Periodic Comms Activities



- Regularly Scheduled Activities
  - 2x Yearly Newsletter
  - 2x Yearly Press Release
- Planned Content Development
  - Website
  - Social Media
  - Case Studies (MG3, MG6, MY4, MY5) for Website
  - Best Practices (Website)
- Special Opportunities
  - 3<sup>rd</sup> Meeting of Signatories Dugong MoU
  - Blogging with DTG
- Communication Campaigns
  - Website Marketing Plan
  - International Year of Tourism for Sustainable Development
  - Save Dave!

# Challenges / Opportunities

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## Increase productivity of communication with partners

- Quarterly skype calls with Dugong Focal Points/Country coordinators
- Direct skype calls with top-performing projects seeking news & collateral

## Expand social media reach to more stakeholders, public

- Increased comm productivity = more social media; more social media = reach
- Social media campaign “Save Dave!”
- Engage social media rock stars– Jane Goodall, Sylvia Earl,
- Partner with other dugong groups (e.g. savethedugong)

## More effective outreach to media gatekeepers

- Develop/expand stakeholder list for distribution of newsletters, press releases
- Direct communication with media gatekeepers

## Ensure better compliance with brand guidelines

