

ICRI SOCIAL MEDIA

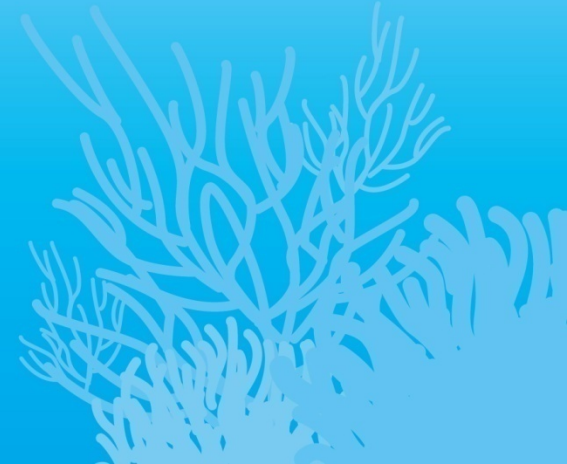


ICRI SOCIAL MEDIA

- Need for ICRI to 'get social' raised at previous meetings
- One of the Australia-Belize ICRI hosting objectives: *"To continue and enhance the leadership role of the ICRIforum website as a principal communication tool for ICRI **in association with exploring new social media technologies for promoting the ICRI message**"*

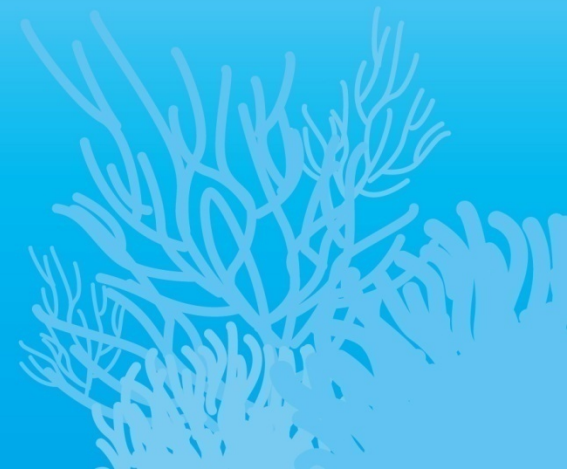
ICRI SOCIAL MEDIA

- Icriforum.org RSS feed
- Allows readers to subscribe to timely updates from the ICRI website (via Outlook for instance).



ICRI SOCIAL MEDIA

- ICRI Twitter
- Created mid-2011
- Today >700 tweets
- More than 290 followers
- Mainly points to ICRIforum website info



Tweets

Following

Followers

Favorites

Lists

Photos and videos



Who to follow · Refresh · View all



ICRI Secretariat

@ICRI_Coral_Reef

The International Coral Reef Initiative (ICRI) is a partnership that strives to preserve coral reefs and related ecosystems.

Australia-Belize · icriforum.org

703

TWEETS

67

FOLLOWING

278

FOLLOWERS



Edit profile

Tweets



ICRI Secretariat @ICRI_Coral_Reef

9m

Only a few days left before our General Meeting in Belize! Keep your eyes peeled for updates and photos next... fb.me/23aqJt6fF

Expand



ICRI Secretariat @ICRI_Coral_Reef

18h

fb.me/1w3OyJZ0o

Expand



ICRI Secretariat @ICRI_Coral_Reef

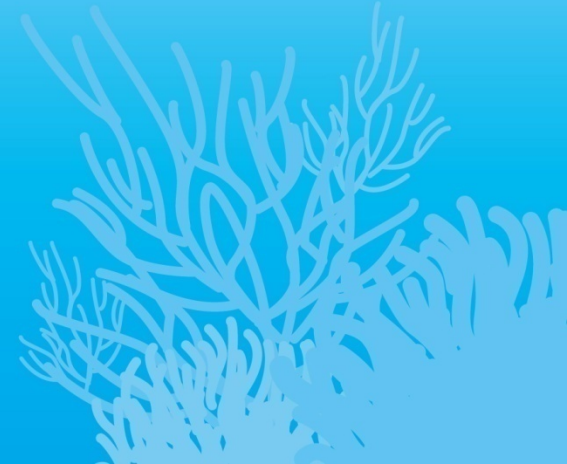
2 Oct

Can't make it to Belize for our next General Meeting? Too bad, but you can still ensure the reef work you've done... fb.me/Z5QGf809

Expand

ICRI SOCIAL MEDIA

- ICRI Facebook page
- Created February 2012
- >400 'likes'
- Mainly used to relay ICRIforum information
- Capacity to add events (GMs), photos, document, start discussions...





thomasvignaud.com



International Coral Reef Initiative

396 likes · 7 talking about this

Update Page Info 2

✓ Liked



Organization

The International Coral Reef Initiative (ICRI) is an informal partnership which strives to preserve coral reefs and related ecosystems around the world.

About



Photos



Terms of use



Discussions



Events

3

Highlights

Status Photo / Video Offer, Event +

What have you been up to?



International Coral Reef Initiative created an event.
12 minutes ago

28th General Meeting

6 Friends

Like International Coral Reef Initiative



Invite Your Friends to Like This Page

See All

Type a friend's name...

Invite

Peter Valentine

See Your Ad Here

International Coral Reef In



The Internatio
Initiative (ICR
partnership w
preserve...

Like · Anne Moloney likes th

Promote Page

Recent

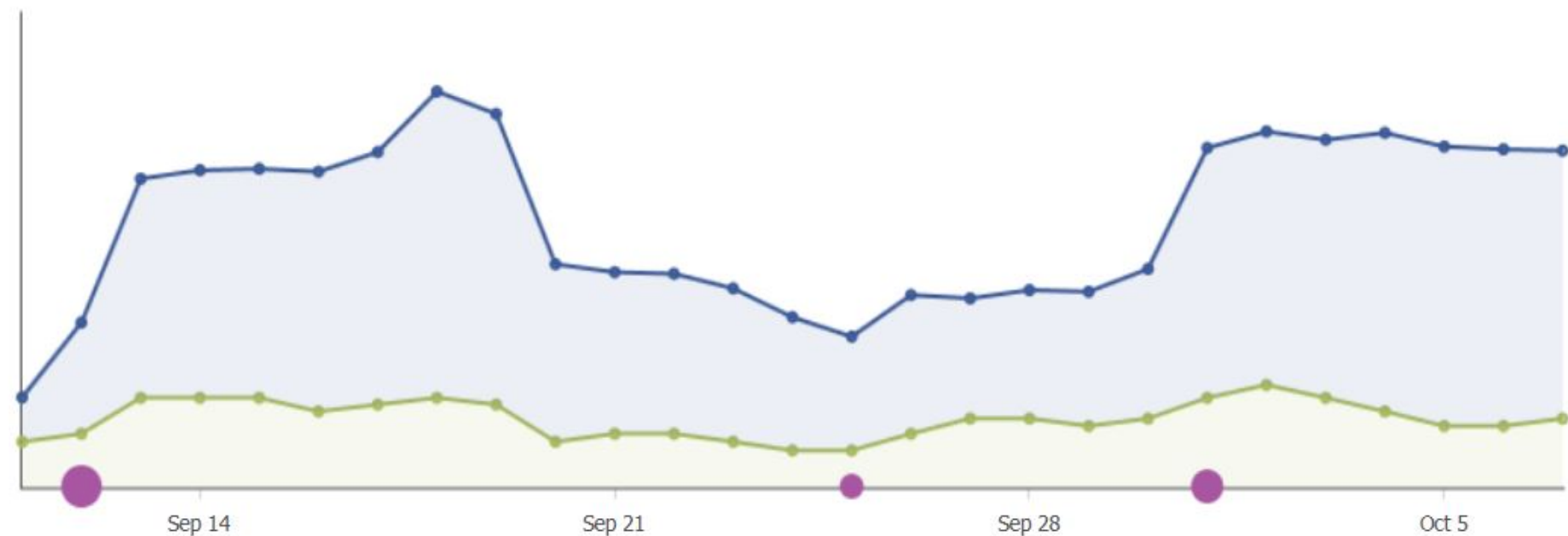
2013

2012

Founded

Total Likes[?] 396 ↑0.76% People Talking About This[?] 5 ↓-50% Weekly Total Reach[?] 182 ↑78.43%

■ Posts[?] ■ People Talking About This[?] ■ Weekly Total Reach[?]

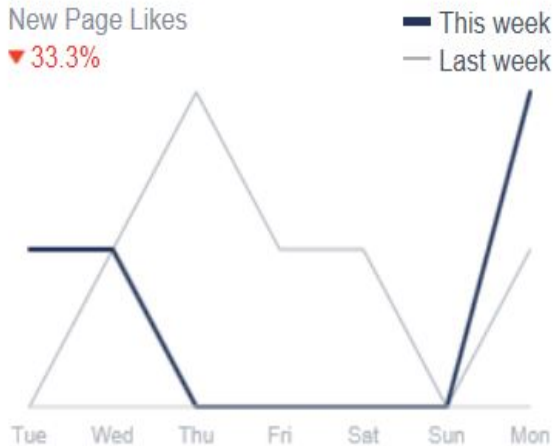


Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?	
10/7/13	 International Coral Reef Initiative created...	3	0	0	0%	
10/7/13	 Only a few days left before our General...	19	0	0	0%	
10/7/13	 Stars of the show	12	2	1	8.33%	
10/7/13	 Stars of the show	0	0	0	--	
9/30/13	 Can't make it to Belize for our next Gener...	117	3	3	2.56%	
9/30/13	 Rainbow of the Reef	32	5	0	0%	
9/24/13	 Registrations for our next meeting have...	52	0	0	0%	
9/11/13	 The 7th Dr Edouard Delcroix Prize is up f...	59	3	1	1.69%	
9/11/13	 Save the date(s)! ICRI is organising three...	88	4	0	0%	
9/11/13	 A great achievement by the Coral Triangl...	126	7	4	3.17%	

Page Likes

396 Total Page Likes
▲ 1% from last week

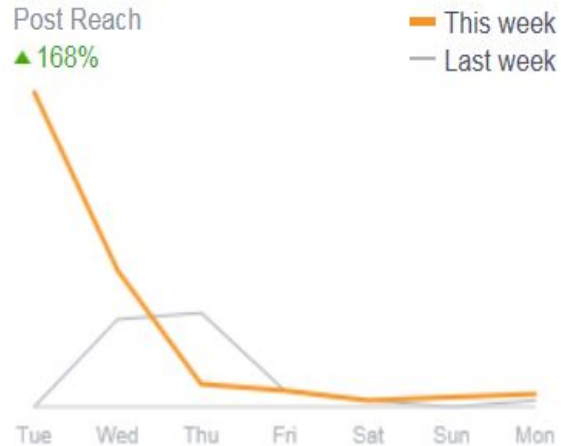
4 New Page Likes
▼ 33.3%



Post Reach

182 Total Reach
▲ 78.4% from last week

134 Post Reach
▲ 168%



Engagement

14 People Engaged *i*
▲ 55.6% from last week

3 Likes



0 Comments



0 Shares



14 Post Clicks *i*



■ Your Fans ■ All of Facebook

Women

■ 46%

Your Fans

■ 46%

All of Facebook

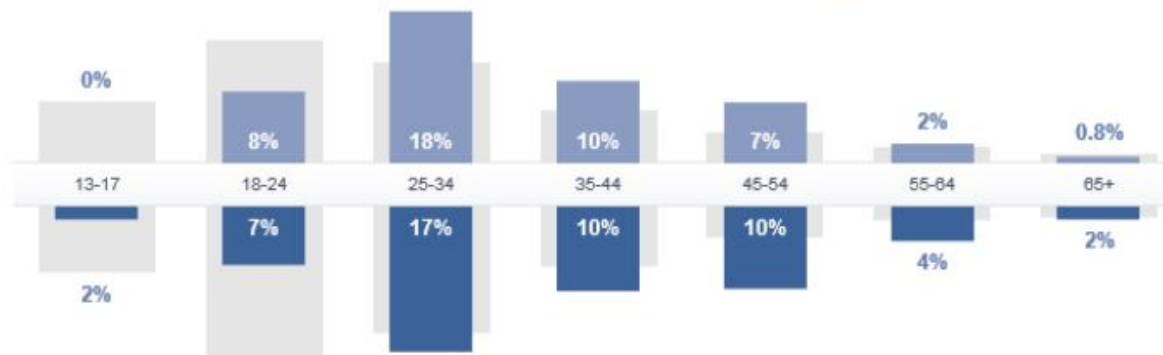
Men

■ 51%

Your Fans

■ 54%

All of Facebook



Geography & Language

The estimated location of people who like your Page and their default language setting.

Country	Number of Fans	City	Number of Fans	Language	Number of Fans
United States of America	91	Townsville, QLD, Australia	9	English (US)	216
Australia	45	Sydney, NSW, Australia	8	English (UK)	84
United Kingdom	22	Mombasa, Coast, Kenya	6	French (France)	22
India	15	Paris, Ile-de-France, France	6	Portuguese (Brazil)	14
Indonesia	14	Brisbane, QLD, Australia	5	Spanish	14
Brazil	13	London, England, United...	5	Spanish (Spain)	6
France	13	Los Angeles, CA	4	Italian	5
Philippines	12	Colombo, Sri Lanka	4	Japanese	5
Mexico	9	New Delhi, Delhi, India	4	Indonesian	4
Canada	8	San Francisco, CA	4	Dutch	3

Women

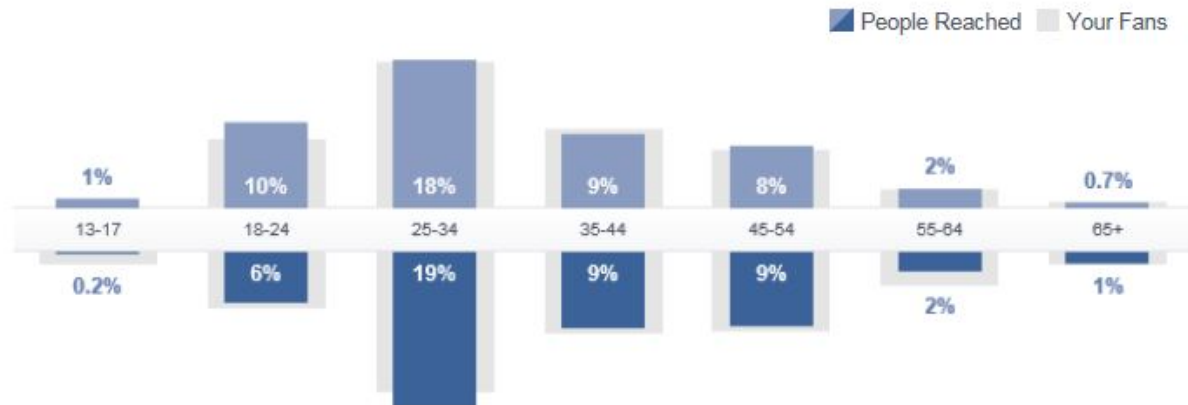
49%
People Reached

46%
Your Fans

Men

47%
People Reached

51%
Your Fans



Geography & Language

The estimated location of people who saw your posts and their default language setting.

Country	People Reached	City	People Reached	Language	People Reached
United States of America	105	Male, Maldives	26	English (US)	255
Maldives	34	Hithadhoo, Seenu, Maldives	8	English (UK)	63
Australia	33	Chiyoda-ku, Tokyo, Japan	8	French (France)	22
Japan	23	Townsville, QLD, Australia	8	Japanese	22
Canada	20	Montreal, QC, Canada	8	Spanish	10
United Kingdom	19	Paris, Ile-de-France, France	7	Portuguese (Brazil)	9
Philippines	15	Colombo, Sri Lanka	7	Italian	8
Sri Lanka	15	Jacksonville, FL	7	Indonesian	6
France	13	Oxford, OH	6	Polish	5
Germany	9	Kralendijk, Netherlands A...	6	Dutch	4



ANY IDEAS WELCOME!

