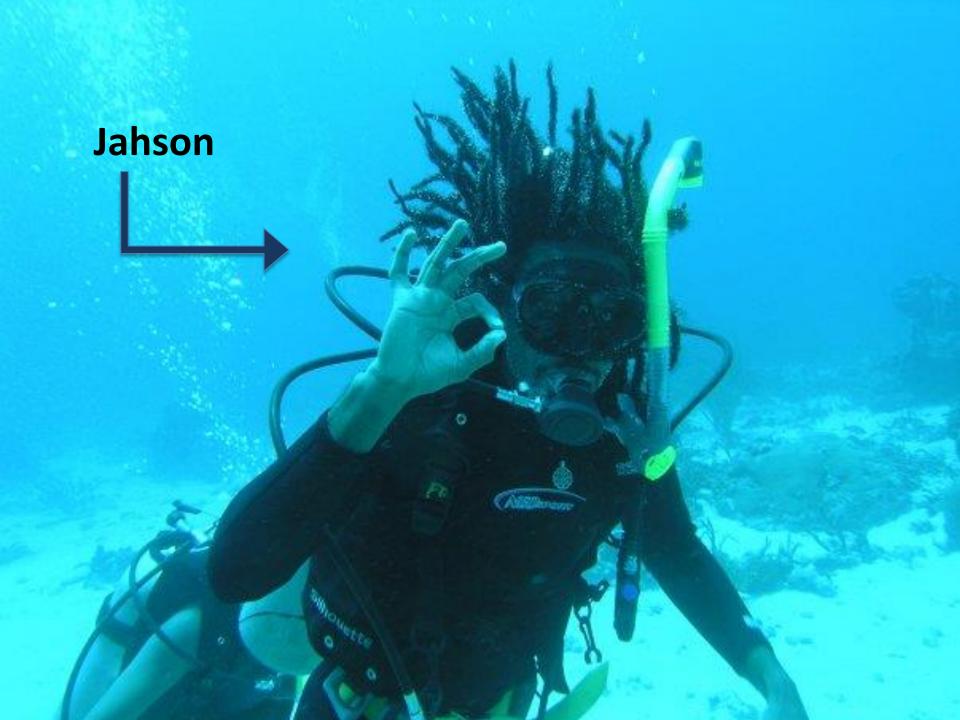
Communication IS our Conservation Strategy

Jordan Jobe Reef Resilience Network Manager Cherie Wagner Reef Resilience Program Assistant









Reef Resilie Review

Online Survey

Reef Resilience Program Updates

New Staff Member

On Our Network

Upcoming Events

In the News

To join the Resilience Practitioners Network or to submit updates, contact us at resilience@tnc.org.

Learn more about The Nature Conservancy's Reef Resilience Program.

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Reef Resilience Newsletter: August 2013

Distributed by the Global Marine Team

Local and Global Action Needed for Coral Ree





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"Avoiding Coral Reef Functional Collapse Red Global Action", a new paper published in Curr by Kennedy et al., models carbonate budgets or emphasize the need for both local actions and a economy to prevent further degradation of cora highlight the importance of the three-dimension in order to maintain their benefits to people and environment. The maintenance of reef structure



- Facilit
- Collect spatial data
- Seek feedback & revise
 Build web products

8:45 / 57:52

Reef Resilience Webinar: Hawaii's Coastal Use Mapping Project



Reef Resilience · 12 videos

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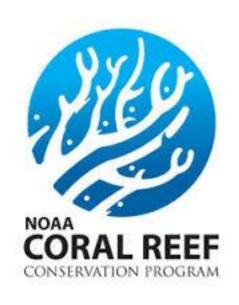
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Evaluation

- Who is our current audience?
- Are our communications reaching them?
- Are our communications effective?

If not: adapt/change and re-evaluate!



Communication findings

- Diverse audience (70+ countries/territories trained)
- Need a diverse communication portfolio
- Increasing global reach
- Increasing mobile reach (400% in 1.5 years)
- Increasing number of "social tech-savvy" managers
- Using an online professional network to connect managers
 Reef

Pesilience

Communication findings, cont.

- Newsletters (increase open rate)
- Webinars (made more accessible)



Communication IS our conservation strategy



Looking forward

- How do we boost engagement?
- Are we reaching everyone we want to reach?
- Capacity of team to produce the content our audience wants and needs?
- Do our communication methods lead to increased conservation of coral reefs?

(and how can we measure this?!)



Thank you!

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