

Communication IS our Conservation Strategy

Jordan Jobe

Reef Resilience Network Manager

Cherie Wagner

Reef Resilience Program Assistant



Jahson



2010 Caribbean Training of Trainer's workshop



[Online Survey](#)

[Reef Resilience Program Updates](#)

[New Staff Member](#)

[On Our Network](#)

[Upcoming Events](#)

[In the News](#)

Reef Resilience Newsletter: August 2013

Distributed by the [Global Marine Team](#)

Local and Global Action Needed for Coral Reef



Photo © John Starmer; Marine PhotoBank

“Avoiding Coral Reef Functional Collapse Requires Global Action”, a [new paper](#) published in Current Biology by Kennedy et al., models carbonate budgets of reefs and emphasizes the need for both local actions and a global economy to prevent further degradation of coral reefs. The paper highlights the importance of the three-dimensional structure of reefs in order to maintain their benefits to people and the environment. The maintenance of reef structure

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](#).

This newsletter is brought to you through the generous support of the John D. and Catherine T. MacArthur Foundation and NOAA's Coral Reef Conservation Program.



TNC Reef Resilience
158 likes · 9 talking about this



Follow @ReefResilience

- Identify expertise
- Facilitate
- 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

Subscribe

11

111 views

0 likes 0 comments

Like

About

Share

Add to



reef resilience network

Connect. Learn. Share.



NOAA
CORAL REEF
CONSERVATION PROGRAM



Australian Government

**Great Barrier Reef
Marine Park Authority**



The Nature
Conservancy



Protecting nature. Preserving life.®



**Reef
Resilience**

- **Twitter**
@ReefResilience
- **Facebook**
/ReefResilience
- **Network**
ReefResilienceNetwork.ning.com



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



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!

www.reefresiliencenetwork.ning.com

Facebook: /ReefResilience

Twitter: @ReefResilience

jjobe@tnc.org

cwagner@tnc.org



Protecting nature. Preserving life.®

