

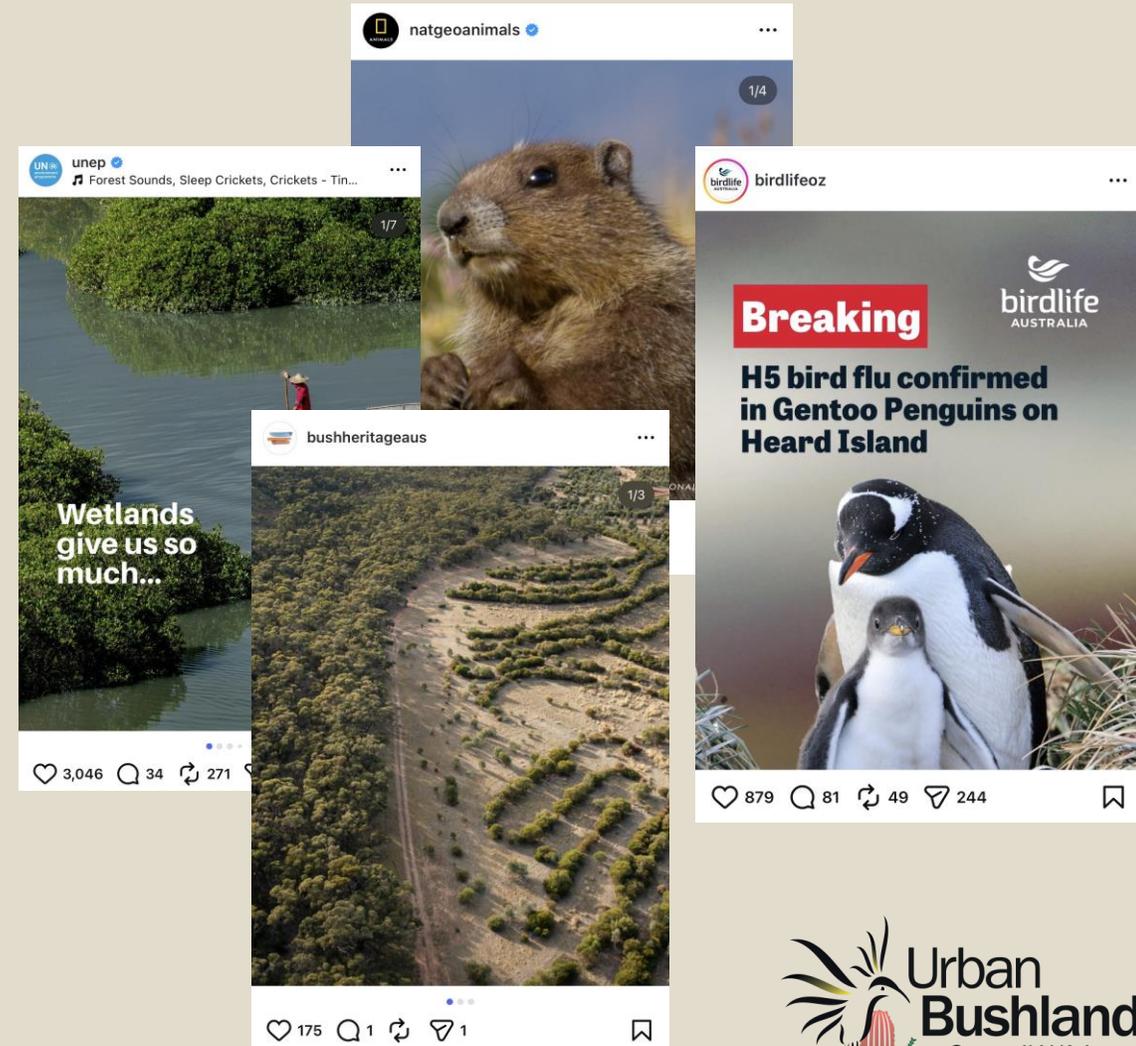


# Urban Bushland Council Social Media Strategy 2025 – 2027

Oscar Jones – UBC committee member

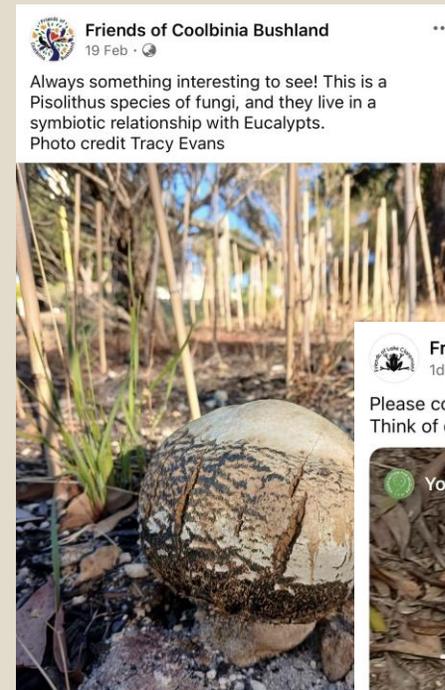
# The increasing role social media is playing in environmental conservation

- Over 5.5 billion people globally, and 22 million nationally, are active social media users.
- Environmental organisations, across scales, are using social media for the purpose of:
  1. **Storytelling**, e.g., what their organisations are doing currently
  2. **Education**, e.g., describing policy
  3. **Raising awareness**, e.g., submissions
  4. **Partnership opportunity**, e.g., collaborate with other organisations
  5. **Funnelling support**, e.g., donations



# Many Friends of Groups doing great work!

- Calling for volunteers
- Showcasing their current projects, e.g., winter plantings or summer watering sessions
- Showing off unique species in their area
- Bringing awareness to issues, both local and broadly across Perth
- Engaging with other groups!



# Need for a UBC strategic plan

- The current communication methods were a little disjointed and lacked the capacity to effectively communicate with the public or connect with members!
- Actions in the *UBC Strategic Operational Plan 2022 – 2025*
  - “Develop and implement an integrated social media/communications/marketing digital campaigning strategy for UBC”
- Presented an opportunity to:
  1. Understand the current limitations of UBCs communication strategy
  2. Develop an updated strategy based on shortfalls
  3. Collaborate more with FOGs, the general public and environmental professionals in Perth



## Urban Bushland Council Social Media Strategy 2025 - 2027

Title page	1
Overview and Introduction	2
Background	2
Objectives and associated benefits	4
Audiences	5
Strategic Approach	6
Approach	9
Evaluation	10
Responding to Feedback, Interactions, and Comments	11
Records Management	12
Timing	12
Conclusion	13

Prepared by Oscar Jones, Ruby Farrow, Alexander Cope, and Jack Wallace

**Oscar Jones** – PhD student, Curtin University



**Jack Wallace** – Research assistant, Curtin University



**Ruby Farrow** – Environmental consultant, GHD



# Strategic objectives

1. Enhances the reach of advocacy for Perth's urban bushland
2. Showcase the value of Perth's unique and biodiverse natural values
3. Build stronger partnerships
4. Increase fundraising and membership efforts
5. Better engage with new audiences, especially younger generations
6. Strengthen organisational efficiency and focus
7. Promote UBC events, milestones and committee activities



## BLOG



### Greening Perth: Why Biodiversity Matters in Our Growing City

Perth sits at the heart of the Southwest Australian biodiversity hotspot — one of only 36 in the world. This unique region is home to around 8,000 plant species, including [...]

[CONTINUE READING](#)



# Approach



## 1. Create a presence on LinkedIn

- Strengthen our institutional and professional credibility

## 2. Drive public awareness of issues affecting Perth's biodiversity

- Consistently develop videos and visually appealing content
- Target younger viewers

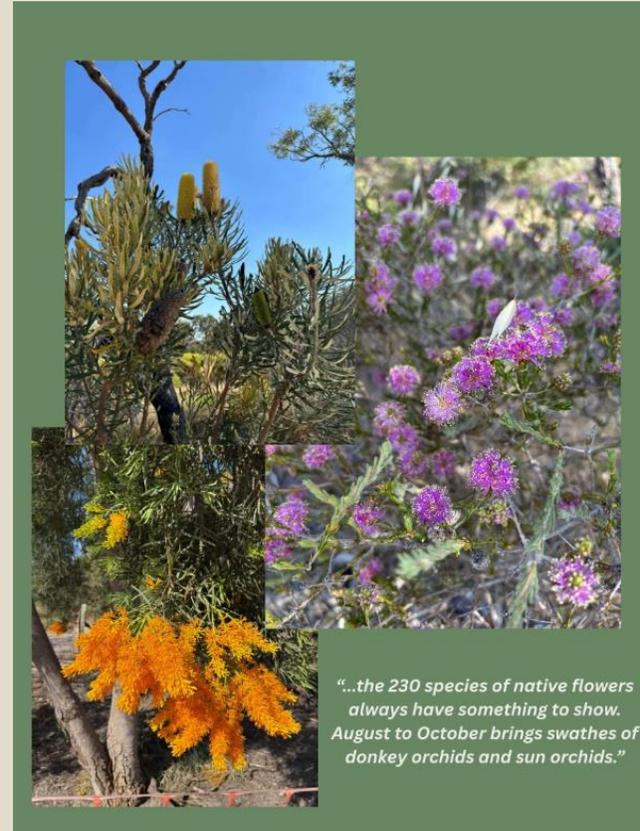
## 3. Collaborate with and promote member groups to highlight their stories!

## 4. Continue to create longer form blogs and newsletter-style outputs



# Bushland walks series

- Perth has so many great bushland walks, all of which have locals who know them very well!



**Thank you!**



# Activities conducted so far!

- Developed short-form videos with UBC Member groups!

## 1. Cottesloe Coastcare

- Summer watering system developed with the Town of Cottesloe
- Thank you, Robyn Benken and Michael Ewing, for the support!

## 2. Friends of Mosman Park Bushland

- Ecological linkages FoMPB are creating across the suburb
  - Thank you, Sue Conlan, for being involved!
- 
- Aim to develop these videos every couple of weeks



COTTESLOE  
COASTCARE  
Volunteers Caring for our Coast



# Get involved!

If you would like to get involved, please reach out!

Email: [media@bushlandperth.org.au](mailto:media@bushlandperth.org.au)

Ph: 0427210102

