

# Instagram

www.instagram.com/nachusa/

Eighteen posts (a decrease from last year) were made since the last annual meeting and Instagram has gained another 257 followers, for a total of 1,646. This is a growth rate of 15.6%.

- 2021–2022 Goals:**
- Increase number of posts and growth rate. Strive for 400 new followers.
  - Continue to increase visitor engagement
  - Continue to drive traffic to the website
  - Understand which post types drive the most engagement — include regularly
  - Understand which post types have the most shares
  - Learn from similar pages by following their posts and tracking their engagement.

A goal from last year was reached: I switched to a business Instagram account so that Friends now has some analytics data for Instagram. Following is the powerful feedback the data gives us.

The Instagram profile is where Friends tell people who they are and what they like to post. Posts that created the **most Profile visits:**



36 visits to profile

**Instagram Reach:** The number of unique users that saw a Friends Instagram post or story on any given day.



912 saw this post

Fundraiser Reach thus far:



895 saw this post

700 saw this post

Post with the **most follows:**



6 new followers

Post with **most comments:**



7 comments

Top posts shared by a viewer:



16 shares

**Post with most interactions.**  
Interactions includes how many people have visited the Friends profile, how many have clicked on the link in the bio, and how many have asked for directions:



246 interactions

Likes allow users to click a button to acknowledge they appreciate the photo. **Posts with Most Likes:**

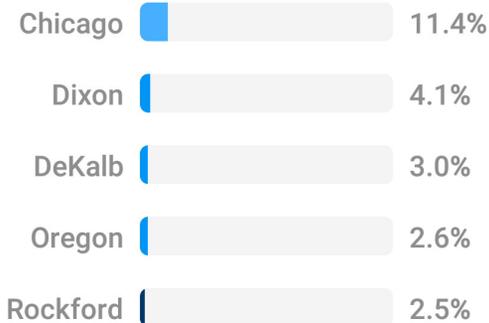


237 likes

## Audience

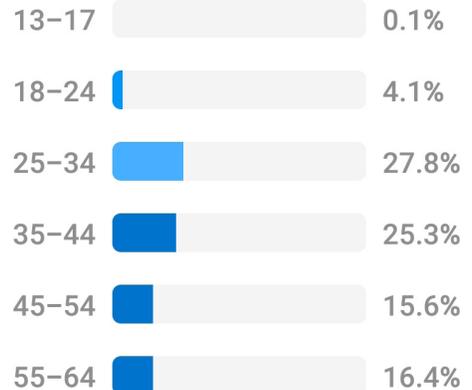
### Top Locations

Cities Countries

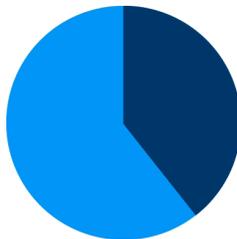


### Age Range

All Men Women



### Gender



60.6%

• Women

39.4%

• Men

# Twitter

twitter.com/Nachusa

253 tweets were made since the last annual meeting and Twitter has gained another 193 followers, for a total of 1,482. With Heather Herakovich's help we've added much more Twitter content this year.

- 2021-2022 Goals:
- Continue to post frequently.
  - Like or reply to relevant accounts a few times a week
  - Follow a few new relevant accounts
  - Generate 200 new followers this year

Top tweet this year:

**Top Tweet** earned 3,423 impressions

Afternoon **#prairie** naps are the best.

**#NachusaGrasslands #bison**  
[pic.twitter.com/4vSv2p5PN1](https://pic.twitter.com/4vSv2p5PN1)



↳ 2   ↻ 18   ❤️ 72

**Twitter “mentions”** are one of the most effective ways to measure the Friends of Nachusa on the network, as mentions indicate inclusion in conversations. Nachusa’s scientists mention us frequently.

**Top mention** earned 443 engagements

 **Holly Jones**  
@DochHPJones · Sep 17

In an ironic twist of fate, I'm procrastinating data entry by...collecting data.

Today's task is **#poopscience**. Counting bison dung so our research @Nachusa can use bison as a continuous, rather than categorical variable.

Also Solidago in bloom means prairies are yellow. [pic.twitter.com/5UoUkif7Xx](https://pic.twitter.com/5UoUkif7Xx)



↳ 3   ↻ 6   ❤️ 99

**Top mention** earned 324 engagements

 **John Vanek, PhD**  
@wild\_ecology · Mar 24

From now on I am going to refer to Northern leopard frogs by an old common name: meadowfrog. Photo taken at @Nachusa Grasslands. [pic.twitter.com/XG0qZyEzwZ](https://pic.twitter.com/XG0qZyEzwZ)

n records of the pic  
: not found evidence  
f this species.  
: Schreber.—Meadow  
it the county. Speci  
aklin Springs (INH  
IS), Pipersville (IN  
Backford (INHC)



↳ 1   ↻ 5   ❤️ 65

# Blog Posts

[www.nachusagrasslands.org/nachusa-blog](http://www.nachusagrasslands.org/nachusa-blog)

Twelve blogs were posted, written by ten different authors. Varied topics included: bird migration, winter animal tracking, winter mammals, science publications, grassland bird research, new steward, Nachusa's shrubs, sandhill cranes, bumble bees, ecosystem restoration, GIS and spatial analysis, and the year in photos.

This year we added author headshots and short bios. We also consistently added Friends website links to the donor and workday pages.

## 2020-2021 Goals:

- Continue to create compelling content, creating about a dozen new blogs during the year.
- Discover how to engage the reader so there are more comments. Ask a question or ask for feedback.
- Investigate using Pinterest to drive blog and website content.



The most popular post, **for the second year in a row**, was written last fall by Charles Larry. It was titled "Nachusa's Sandhill Cranes", and it talked about the first sandhill colts born at the preserve (first officially documented). Charles had the brilliant idea to send the blog link to the International Crane Foundation and the blog was shared with many people. 1,400 readers "liked" his post.

The Year in Photos by Charles Larry and Dee Hudson was also a favorite, with 472 likes. Two researcher's blogs were also popular: 149 readers liked Tony Del Valle's blog about grassland birds, and 134 liked Erin Rowland's piece about Geographic Information Systems (GIS) and analysis.

If anyone wants to write a blog, just contact Dee Hudson. We welcome new authors!

## Friday Science Posts

Friends of Nachusa Grasslands began science posts in September 2019, and they have been a great way to draw attention to all the scientific research grants that the Friends fund. They do not occur every Friday, but whenever there's some interesting science to showcase. The posts are created by a collaborative effort between the scientist, Elizabeth Bach, and Dee Hudson.

2021-2022 Goals: Increase post frequency. Work to post 8-10 science posts a year.

There was only one Friday Science post this past year, featuring the beaver research:



TIMBER!

Pictured is one of the many beavers living at Nachusa. How many actually live at the preserve? How does vegetation in the prairie affect their dam building activities? How does building activity shift through time? Using camera traps and field observations, Jesse Sikora, MSc candidate from Northern Illinois University will study how fragmented habitats and the grassland prairie ecosystem impacts the beavers that live at Nachusa.

The beaver research is funded by a 2021 scientific research grant from the Friends of Nachusa Grasslands. Thank you to all our donors! Financial support for the Friend's science grants makes this study possible. For more information about the grants and the 2021 recipients, see the Friends website: <https://www.nachusagrasslands.org/science-grants-2021.html>