

# Instagram

[www.instagram.com/nachusa/](http://www.instagram.com/nachusa/)

Eighteen posts (same as last year) were made since the last annual meeting and Instagram has gained another 133 followers, for a total of 1,779.

## 2022–2023 Goals:

- Increase number of posts. Strive for 200 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.

## Account Performance

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



50 visits to profile

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



1,626 saw this post

## Post with most interactions.

Interactions includes how many people have visited the profile, how many have clicked on the link in the bio, and how many have asked for directions:



228 interactions

## Post with the **most follows:**



10 new followers

## Post with most engagement:



212 people

## Top posts shared by a viewer:



23 shares

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



221 likes

For the first time, **Instagram Stories** were created. Stories last 24 hours on the account's profile before disappearing. They can drive a ton of engagement and value.



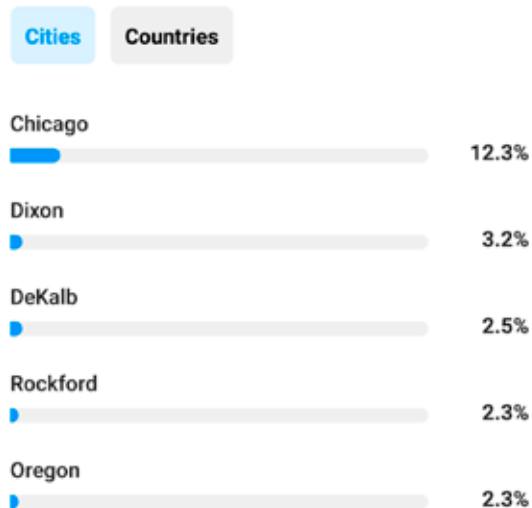
### Gender of your followers



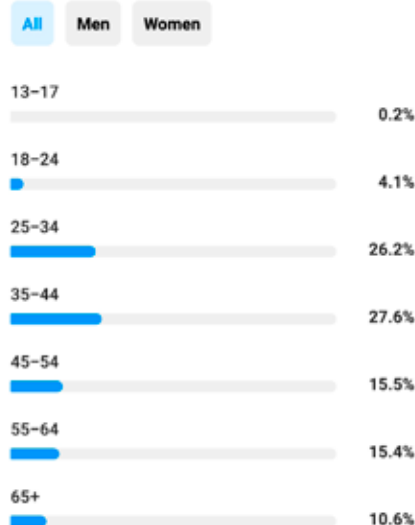
### Most Active Times



### Top Locations of your followers



### Age Range of your followers



**Follower  
Insights for the  
last 90 days**

# Twitter

twitter.com/Nachusa

163 tweets were made since the last annual meeting and Twitter has gained another 149 followers, for a total of 1,631. Heather Herakovich and Dee Hudson manage the Twitter posts.

## 2022-2023 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 2,466 impressions

#### FLOWERS THAT TAKE THE HEAT!

These prairie flowers stun in the sun — yellow coneflower, wild bergamot, quinine, black-eyed Susan, vervain, and more. They are in bloom now. Which is your favorite summer-blooming prairie [#flower?](#)

[#MondayMorning](#) [#prairie](#)  
[pic.twitter.com/iLeaYUEc5w](https://pic.twitter.com/iLeaYUEc5w)



🔄 9    ❤️ 62

**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.

For the second year in a row Holly Jones’s mention of Nachusa generated the most engagements. Bee researcher, Chan Dolan, also generated many engagements.

### Top mention earned 615 engagements



**Holly Jones**

@DocHPJones · Apr 27

📢 I'm hiring a post-doc! Come work with my lab group in concert w collaborator [@BarberEcology](#) on a prairie biodiversity ecosystem functioning experiment and [@Nachusa!](#) More about the role in the link below.

Please share with your networks!

[tinyurl.com/5n6he38h](https://tinyurl.com/5n6he38h)

🔄 3    🗨️ 80    ❤️ 83

### Top mention earned 398 engagements



**Chan**

@chan\_but\_bees · Aug 8

Yesterday, we hosted our first Rusty-patched Bumble bee citizen-science/workshop event [@Nachusa](#) ! Nearly all our volunteers were able to be up close with RPBB, and learned to identify it along with a few other bumble bee species. It went super well and I couldn't be happier  
💖 📷 [pic.twitter.com/UNyOIQ1dTe](https://pic.twitter.com/UNyOIQ1dTe)



🔄 2    🗨️ 4    ❤️ 45

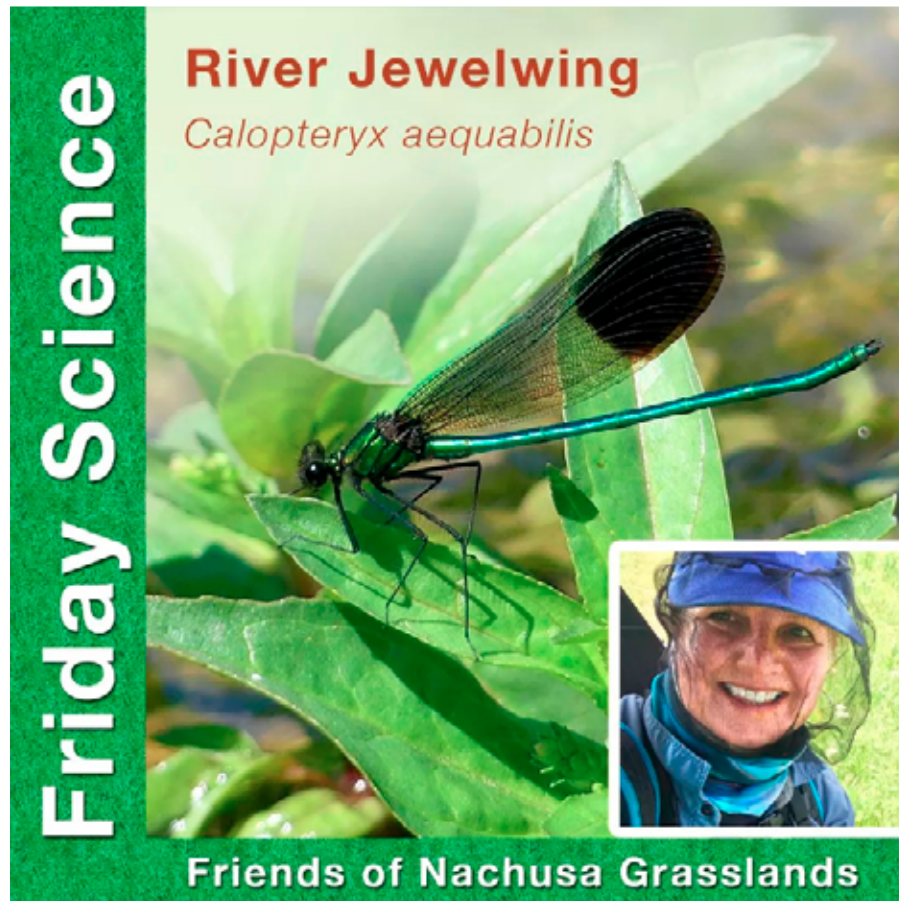


## Friday Science Posts

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.

2022-2023 Goals: Increase post frequency. Work to post 5-8 science posts a year.

There was only one Friday Science post this past year, featuring the river jewelwing damselfly:



### RIVER JEWELWING

Cindy Crosby recently confirmed the river jewelwing damselfly species at Nachusa Grasslands. The river jewelwings prefer clean streams and rivers with muddy bottoms. This species is uncommon, and the Illinois Nature History Survey has placed it on the species watch list.

Cindy is Nachusa's Dragonfly Steward Coordinator. When she began odonate monitoring at Nachusa in 2013 she was the only one and now in 2022 she has trained seven others to help her monitor the wetlands at the preserve. For more information: <https://www.nachusagrasslands.org/dragonflies--damselflies.html>

# Blog Posts

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

Seven blogs were posted, which is a decrease from last year. Varied topics included: butterfly monitoring, restoration crew planting, 2021 science review, bison and grasses, turtle day celebration, the four elements, and the year in photos.

## **2022-2023 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.

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