

# Digital Growth

WITH  
CONSERVATION NATION



## CASE STUDY: DIGITAL MEDIA & STRATEGY

### CLIENT

Conservation Nation provides funding and support for conservationists from underrepresented communities through worldwide grants, while educating and inspiring the next generation of leaders through education programs in Washington DC. Without funding for a full-time communications staff, they brought me on to lead their communications efforts, accurately communicate their mission and vision to audiences, share success stories, and get more eyeballs on their work. 🙄

### PROJECT

The first step was a digital audit of their channels, which included an analysis of channel performance in the prior year. After using that to inform a SWOT analysis, I built a comprehensive communications strategy that included social media, newsletter strategy, blog planning, media relations, and more. I then jumped in and implemented those strategies across channels. From adorable Valentine's Day cards on LinkedIn to unique Instagram reels, I rolled up my sleeves with creativity and innovation.

### RESULTS

What we accomplished with Conservation Nation is amazing. A new perspective on Conservation Nation's different programs and focus on storytelling led to increased engagement across all channels.

My work led to:

- 392% increase in Instagram reach
- 320% increase in Facebook impressions
- 20% increase in LinkedIn engagement rate
- 23% increase in LinkedIn followers



## 2024 INSTAGRAM GROWTH

STATS	2023	2024	Increase
Impressions	--	124.1K	--
Reach	12.2K	60K	+392%
Page Visits	3K	3.6K	+15%
Content Interactions	--	3K	+100%
Follows	--	858	--

\*\* -- INDICATES THAT THE DATA WAS NOT AVAILABLE

To build Conservation Nation's Instagram account, I focused on three key areas:

- 1) Incorporating video content, 2) Using strong, human and animal-centered images, and
- 3) Storytelling through content and captions. I improved not only the visual look and feel of their grid, but also added depth to the content that was shared. Consistently posting unique, creative content – including reels, which they hadn't utilized previously – helped take their Instagram account to the next level.

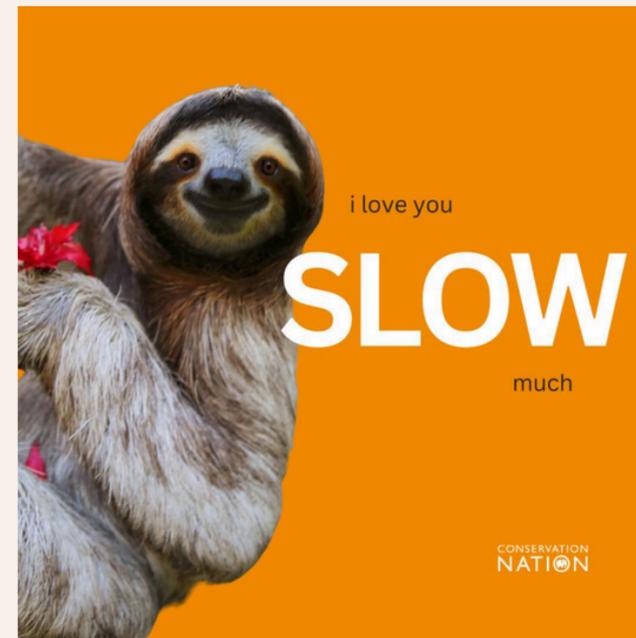


## 2024 LINKEDIN GROWTH

\*\* -- INDICATES THAT THE DATA WAS NOT AVAILABLE

STATS	2023	2024	Increase
Impressions	23,751	41,792	+76%
Reactions	809	1,333	+65%
Comments	45	86	+91%
Engagement Rate	6.669%	8%	+20%

My digital audit found that while Conservation Nation’s audience on LinkedIn was smaller than their peers’, their engagement rate was nearly 30% higher. I tapped into that knowledge to find the most engaging content types and lean into them on LinkedIn. By focusing on what worked, I was able to replicate success – leading to significant growth across all metrics.



One of the more fun tactics I took on LinkedIn was focusing on Conservation Nation's mission of protecting wildlife. I created animal-focused Valentine's Day graphics, which were the top-performing LinkedIn post of the entire year with an engagement rate of 21%. I chose this type of post because it matched the unique voice and tone of Conservation Nation, making a deeper connection with their audience.

The post was also one of the highest-performing posts across Facebook and Instagram, too! Probably because it's beary cute!