

Capacity to Deliver

LP008-004

Extending the GLENRAC community through Facebook

GLENRAC Inc



The power of utilising Facebook to engage with Landcare and the wider community across the Glen Innes region and far beyond!

The issue

After the enormous increase in GLENRAC Facebook engagement during 2019-2020 (page 'Likes' and 'Follows' increased almost 100%), how could the platform continue to be utilised to: connect and engage with new people across the region and wider; communicate the array of events and information available from GLENRAC and other relevant bodies; address Priority D of GLENRAC's Strategic Plan, 'Working Towards a Sustainable Future' through extending GLENRAC's reach and building strong relationships with other organisations; and, maintaining communication with Landcare and the wider community as according to the Local Priority Plan.

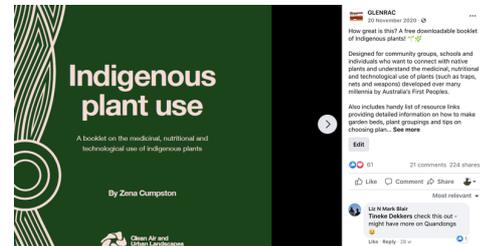
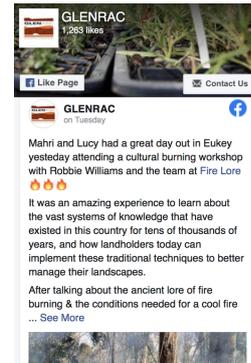
The solution

A strong communications strategy was identified to meet the above identified challenges which focused on consistently creating engaging content that is relatable, relevant and interesting to the Landcare and wider community. This content could include sharing and promoting: upcoming events, images of activities happening at GLENRAC and the Glen Innes community, relevant funding and information updates from Landcare NSW, Northern Tablelands Local Land Services and other networks, as well as authorised agricultural, financial, wellbeing support and community bodies. Accompanying this media strategy was a focus on producing quality in-house designed flyers, information and events that include images and graphics relevant to the community.

The impact

GLENRAC has continued to see an impressive growth in engagement that expands far beyond the Glen Innes region and across the globe. In FY20-21 Page 'Likes' have increased from 940 > 1263 and 'Followers' have increased from 974 > 1480 (interestingly this has coincided with a 25% increase in GLENRAC membership, from 1004 > 1260). Posts from June 2021 alone have reached 12,368 people and these have been engaged with 4677 times.

Some of the most successful post reaches have included: 20/11/20 Indigenous Plant Management information (33.1k people), 21/5/21 Winter Garden Weekend event flyer (6.3k people), 29/9/20 Rural Women's Day event flyer (4.3k people), 12/01/21 GLENRAC designed NE&NW Landcare Awards flyer (3.4k people), 6/5/21 photos from staff working with NSW National Parks and Northern Tablelands Local Land Services to conduct honey locust surveys (3.3k people) and 21/6/21 update on the latest Rural Aid mouse plague funding (3.2k people).



Key facts

- FY20-21 GLENRAC Facebook Page 'Likes' have increased from 940 > 1263 and 'Followers' have increased from 974 > 1480
- This has coincided with a 25% increase in GLENRAC membership, from 1004 > 1260
- Posts from June 2021 alone have reached 12,368 people and these have been engaged with 4677 times
- Facebook has potential to have an enormous impact on the reach of GLENRAC, with a direct correlation between the increase in GLENRAC's Facebook engagement and attendance at events, new partnerships, greater presence in the community and an increase in membership



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