The West Africa Biodiversity and Climate Change (WA BiCC) program is a five-year program funded by the United States Agency for International Development (USAID) that aims to improve conservation and climate-resilient, low-emissions growth across West Africa. Although regional in scope, WA BiCC focuses on targeted geographical areas to improve governance and policy over critical natural and human systems.

The program leverages on social media as a communication channel to reach out to the audience about activities and engagements. Our pages received special attention from the official accounts for CITES, Bonn Convention, PangolinSG, World Wildlife Day and others. The pages also did campaigns on World Pangolin Day, Gola Transboundary Forest Project Launch, World Wildlife Day, Earth Day, AAWP workshop, Abuja CWT workshop, among others. Find below details of the pages’ engagements and interaction from the date range stipulated. In FY2018, the digital media pages experimented with Facebook live videos, Q&A sessions, and designated web pages which were successful. Below is the full digital media report for 2018.

WEBSITE

The WA BiCC was soft-launched in February and fully operational in May 2018. Since its launch, 15 news updates and blog posts have been posted on the website in both French and English, and 26 documents (reports, fact sheets, briefs, and brochures) have been posted. The website has had 2,600 visitors with 9,809 views and 7,712 unique views. Users spent an average of 2:31 minutes on the website. 41.82% of the top 10 user locations were based in West Africa (Ghana, Liberia, Sierra Leone, Ivory Coast, and Nigeria) while the other locations (United States, United Kingdom, France, Brazil, Undefined) in the top 10 made up 35.45% of the traffic. Two dedicated event pages were created for the Combatting Wildlife Trafficking workshop in Abuja, and the Abidjan Aquatic Wildlife Partnership Roundtable Meetings in Abidjan. The cwt.wabicc.org page had 166-page views, with 112 unique views from 48 users who spent 5 minutes on the page. The aawp.wabicc.org page had 237-page views, with 140 unique views from 54 users who spent an average of 3 minutes on the page. Detailed graphs on Audience and Behavior Overviews can be seen below.
FACEBOOK

WA BiCC’s Facebook page now has 17,634 total number of likes, up from 17,384 a year earlier. Our reach peaked at 20,284 on October 17th, 2017. People interacted (likes, shares, comments) with the page within the report period 106,637 times. The page’s posts had a total of 642,543 impressions within the 12-month period. The page also hosted Facebook live events for the first time ever on Mangrove Day and during the CITES and Workplan Validation Workshops. 7 videos were broadcast live and uploaded for later viewing, attracting a total of 4372 views. The page earned high interaction during events where the number of posts were increased through live posting.
TWITTER

Our Twitter handle @wabiccnews, has a total follower count of 4,803. The handle is active with an impression total of 592,300 compared to 586,700 in FY17, and engagement total of over 11,716 liking, retweeting or mentioning our posts and handles over the reporting period – FY18. The previous year had a total of 4,253 engagements, showing an increase in engagement rate of 181% year over year.

LINKEDIN

There was an increase in followers on WA BiCC’s LinkedIn page by 454 from October 2017 to October 2018, bringing the total to 571. The page has also increased monthly impressions, bringing the total impressions of over 44,971 between October 2017 and October 2018, compared to 21,330 from the previous fiscal year.
EXPOSURE

In February 2018, WA BiCC launched an exposure page, as a new tool for storytelling, content packaging and sharing. 9 photo stories were published since its launch, getting a total of 10,399 views thanks to help from our Social Media channels, email, among other channels.
2018 DIGITAL MEDIA REPORT

Website

- Users: 2,600
- Views: 9,809
- Avg. Minutes Spent: 2:31

Facebook

- Likes: 17,634
- Views: 642,541
- Engagements: 106,522

Twitter

- Followers: 4,803
- Views: 592,334
- Engagements: 11,716

LinkedIn

- Followers: 571
- Views: 44,971
- Engagements: 2,205

Exposure

- Subscribers: 25
- Stories: 9
- Views: 10,399