

southern wisconsin  
BIRD ALLIANCE



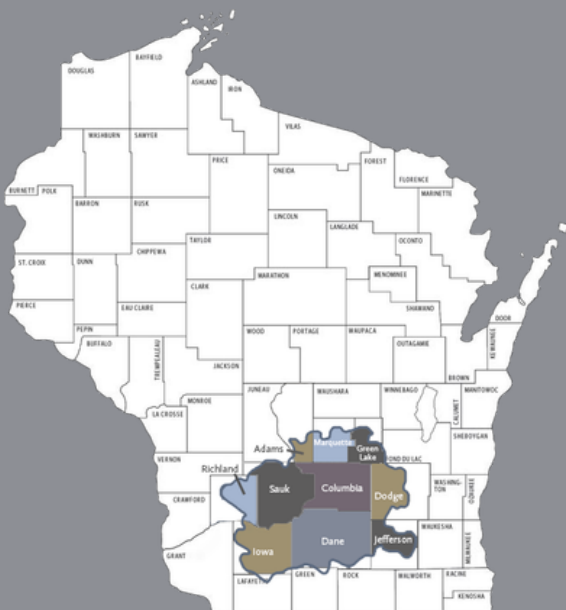
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## EXECUTIVE SUMMARY

The Southern Wisconsin Bird Alliance (SoWBA) is a dedicated coalition focused on protecting, conserving, and promoting bird populations and their habitats in southern Wisconsin (1). Formed in response to declining bird populations and habitat fragmentation, SoWBA unites bird enthusiasts, conservationists, scientists, and local communities to create sustainable solutions for bird conservation. **Their mission is to preserve biodiversity by safeguarding habitats, advocating for responsible land use, and fostering public awareness and appreciation of Wisconsin's avian species (1).**

In line with its mission, SoWBA aims to leverage social media and marketing to expand its reach, drive community engagement, and inspire meaningful conservation action. Through targeted social media campaigns, SoWBA seeks to educate the public about the importance of bird conservation, highlight pressing environmental issues, and showcase the beauty and diversity of Wisconsin's avian species. Recognizing the existing gaps in outreach, our social media strategy will focus on engaging our core audiences while also expanding outreach to younger, undertargeted demographics of environmental and conservation enthusiasts.



To engage these target demographics, we recommend that SoWBA leverage a variety of interactive and visually engaging content forms, including short-form videos, memes, vlogs, and photos of community members and outings. These formats will make bird conservation more accessible and relatable. In addition, SoWBA should maintain their affiliation with [@wi.ecolatinos](#) and the **BIPOC Birding Club of Wisconsin**. To ensure a seamless adoption of this strategy and preservation of the existing brand identity, we advise that SoWBA consistently use and maintain its branded hashtags. We anticipate the successful implementation of these strategies boosting engagement, membership growth, and outreach in Dane and surrounding counties.

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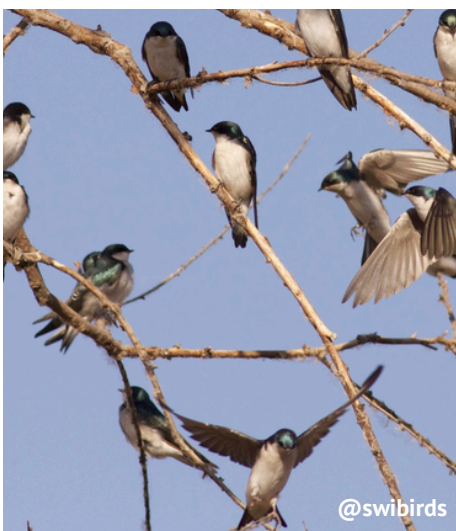
## SHORT-TERM GOALS



Below are goals to be accomplished within the calendar year:

1. Increase **accounts engaged** (likes, comments, saves, & shares) by **20%** within the geological area of SoWBA in the first 4 months.
2. Increase **GenZ and Millennial following** by **10%** within the first 6 months of strategy implementation.

## LONG-TERM GOALS



Below are goals to be accomplished by 2026:

1. Increase **paid membership** by **5%** within the next 2 years.
2. Increase **participation in adult education and field trips** by **20%** in 2 years.

## 04 NICHE & FOCUS AREA

*The SoWBA is a group of passionate individuals dedicated to protecting wildlife habitats and celebrating the birds of southern Wisconsin.*

Within their current marketing efforts, their niche is sharing ways individuals can get involved in their birding community and support local conservation efforts. They host events for people of all ages – from elementary school students to retirees – and all walks of life, informing them about the impact of habitat conservation and volunteerism on the species of their southern Wisconsin counties. Holistically, they promote a deeper understanding and appreciation for the birds of southern Wisconsin through hosting events, posting pictures, and sharing links.

SoWBA addresses the dual challenge of declining bird populations due to habitat loss and the need for greater community involvement in conservation efforts. By raising awareness and providing actionable ways for individuals to support local habitats, they empower people to contribute to reversing these trends. While their passion for birds draws in new members, they are committed to habitat restoration and conservation for its impact on the entire ecosystem.

The message will be accurately portrayed by creating an online presence that is authentic, inclusive, and inspiring. This includes member features, community short videos, and posts that show the impacts the alliance has, rather than simply telling followers. To stay true to their brand and voice,

The SoWBA focuses on engaging the community in wildlife habitat protection and bird conservation. Their niche lies in fostering a connection between individuals and the birding community through hands-on involvement, educational initiatives, and shared appreciation for local avian species. By hosting events and sharing accessible resources, SWBA positions itself as a bridge between casual bird enthusiasts and conservation advocacy, emphasizing local impact.

# TARGET AUDIENCES

The SoWBA's social media strategy should focus on engaging its primary audience of the older generations while also expanding outreach to younger generations and marginalized/BIPOC communities, specifically in the 11 counties that the SoWBA serves. As the baby boomer generation ages, it is crucial to attract younger audiences, particularly millennials and Gen Z, by emphasizing issues like sustainability, climate change, and youth-led conservation efforts. Additionally, SoWBA's commitment to diversity, equity, inclusion, and accessibility (DEIA) should be reflected in its content and outreach, authentically representing and incorporating the voices of marginalized communities in conservation efforts. By showcasing diverse leaders and stories from BIPOC communities, collaborating with local organizations, and ensuring accessibility for all, SoWBA can distinguish itself from competitors. This approach not only broadens its reach but also aligns with its core values, making a meaningful impact in both conservation and social justice.

**PERSONA 1**

**Older Generations (primary)**

- **Carolyn**, 55-year-old Caucasian female
- Resides in Southern Wisconsin
- Most familiar with Facebook and Instagram
- Fond of bird-watching, with a passion for preserving bird populations in the state
- Interested in becoming an active member of the birding community

**PERSONA 2**

**Gen Z/Millennial BIPOC community (secondary)**

- **Anthony**, 23-year-old African American male
- Recent college graduate living in the Madison area
- Familiar with Instagram
- Goal is to maintain a habitable environment for all animals and people
- Passionate about diversity, equity, and advocating for marginalized communities

## COMPETITOR & COLLABORATOR ANALYSIS

### WISCONSIN ECOLATINOS



@WI.ECOLATINOS

Wisconsin EcoLatinos promotes environmental equity and sustainable development, focusing on bridging language and cultural barriers to foster participation in conservation efforts. They have strong bilingual communication throughout their website and Instagram, featuring a mix of flyers, reels, and event images. SoWBA has already collaborated with them during Latino Conservation Week for a bilingual event at the UW Arboretum. Collaborating on additional bilingual or multilingual events can increase outreach and engagement, particularly among underrepresented groups.



@BIPOCBIRDINGCLUBOFWI

### BIPOC BIRDING CLUB OF WISCONSIN

The BIPOC Birding Club of Wisconsin promotes birding and outdoor experiences for people of color while welcoming all who value diversity, equity, inclusion, and access. Their focus on inclusion and diversity aligns with SoWBA's goals, creating natural synergy. Their posts receive hundreds of likes, reflecting strong community support and audience interest. Thus, SoWBA's can increase engagement through collab events and posts with the organization, ultimately diversifying their current membership.

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## SOCIAL MEDIA AUDIT

*The Southern Wisconsin Bird Alliance's current digital assets include Instagram and YouTube accounts, a Facebook page, and a LinkedIn profile. These platforms, along with the organization's website, form the foundation of its online presence. Given the Alliance's interest in leveraging their Instagram and Facebook handles, our team has focused this assessment on these specific digital assets as part of our media strategy recommendations.*

### INSTAGRAM

The platform showcases visually engaging content such as infographics, still photos, and educational posts, including popular topics like bird migration heat maps. The account maintains an engagement rate of 1.2%, primarily driven by an average of 30 likes per post. However, restricted comments limit opportunities for meaningful interaction with followers. Hashtags **#SouthernWisconsinBirdAlliance** and **#FridayFeatheredFeature** are used to increase reach, but further engagement could be encouraged by enabling comments, posing questions in captions, and incorporating dynamic content such as Reels or short videos.

### FACEBOOK

Facebook has a more extensive following of 10k, with posts featuring bird migration maps and community videos like turtle releases. Despite the moderate engagement, posts typically receive 5-20 likes, with limited shares and comments. To maximize its reach and impact, SoWBA could increase video content, stimulate interaction within Facebook groups or in the comments, and cross-post content from Instagram for a consistent and cohesive social media presence.

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# PLATFORM RATIONALIZATION

## INSTAGRAM

The first platform we recommend leveraging for the Southern Wisconsin Bird Alliance (SoWBA) is Instagram, where the organization already has an active presence under the handle **@swibirds**, with 2,519 followers. Instagram offers an ideal opportunity to strengthen connections with current followers and incorporate new types of multimedia content, such as photos of volunteers and members or videos and reels showcasing birds in their natural habitats. Currently, SoWBA posts consistently, with 4–5 updates weekly, but experiences low engagement levels, averaging 0–1 comments and 10–60 likes per post. We see Instagram as an excellent platform for reaching the target demographic of 18- to 24-year-olds, who are highly active on this platform. By focusing on more interactive and visually engaging content, SoWBA can increase engagement and build a stronger community connection on Instagram (lecture, Oct. 28).

## FACEBOOK

SoWBA is currently active on Facebook, with 10k followers and a steady posting schedule of one post every 2–3 days. We believe that maintaining this follower base while boosting interaction can drive greater engagement on the platform. According to Hootsuite, Facebook remains the most widely used platform in the US, with over 70% of internet users regularly accessing it (2). While Facebook is less popular among Millennials and Gen Z compared to other social media sites (3), it remains highly influential and is SoWBA's largest account in terms of following. Another advantage of Facebook is its seamless cross-posting capabilities with Instagram (Lecture, Oct. 14). Although the Southern Wisconsin Bird Alliance Instagram account produces high-quality content, not all posts are shared on Facebook. Consistent cross-posting could help extend the reach of SoWBA's content and messaging to a broader audience across both platforms (Lecture, Oct. 14).

## PLATFORMS TO AVOID

SoWBA should prioritize Facebook and Instagram over LinkedIn and YouTube due to the higher engagement and larger following on these platforms. LinkedIn, with 221 followers and no posts, offers minimal reach and relevance, as it primarily serves professional networking rather than community engagement. While YouTube has 659 followers and 210 videos, the content has underperformed, suggesting a disconnect with the audience's expectations. Maintaining these platforms would require significant effort with limited returns, making it more effective to focus resources on Facebook and Instagram, where tools like reels, hashtags, stories, and groups provide greater opportunities for meaningful engagement. We also believe that platforms such as Pinterest, Snapchat, or TikTok do not necessarily target the audience we want to hit and have limited type of content to be produced while Facebook and Instagram have more versatility in the type of multi-media to be shared.

In the future, SoWBA can repurpose high-performing content from Facebook and Instagram as YouTube Shorts or feature reels, testing audience preferences while reducing production strain.

# 09 SOCIAL MEDIA STRATEGY

## CONTENT OPTIMIZATION

During discussions with members of SoWBA, the desire to expand their audience and find new ways to engage became evident. A review of their current social media platforms revealed low levels of engagement, including limited likes, comments, and shares. However, posts featuring birds, volunteers, and community involvement received the highest engagement. This demonstrates an opportunity to connect SoWBA's mission—protecting wildlife bird habitats and fostering a birding community—with a wider audience through optimized content strategies.

At this stage, we do not recommend investing in paid advertising. Instead, SoWBA can focus on cultivating engagement with its current audience while strategically reaching target demographics through collaborations and consistent posting. This organic approach will allow the organization to grow its social media presence cost-effectively. They could also utilize Instagram analytics and Meta Business Suite to monitor and schedule their posts, engage with their audience, and track insights and trends.

By employing these strategies, SoWBA can create a flourishing social media presence that reflects its mission, engages its current audience, and attracts new members to its community.

## TYPES OF CONTENT

### VIDEO CONTENT & REELS

Short-form video content, such as reels, has grown in popularity as an engaging way to share information and entertainment in digestible formats (Lecture, Nov. 11). SoWBA can leverage this trend by creating videos that highlight birds in their natural habitats, migration patterns, or community initiatives, such as volunteer efforts and educational programs. These videos can establish a consistent brand presence while appealing to younger generations, a key target audience.

To streamline content creation, tools like **Klap**, which utilizes AI to simplify video editing, can be employed. This allows longer recordings to be repurposed into reels, enabling SoWBA to maximize existing footage (Lecture, Nov. 18).

### DIVERSIFIED MEDIA

Expanding content beyond videos to include memes, infographics, and comics can further broaden SoWBA's reach. For example:

- **Infographics:** Showcasing bird migration patterns or key conservation efforts.
- **Collaborations:** Partner with organizations like the **BIPOC Birding Club of Wisconsin** to create joint infographics highlighting events or initiatives.
- **Educational Content:** Promoting crafts for kids or tips for beginner birders.

## POSTING SCHEDULE & PLATFORM

Given limited resources for content creation, we recommend a manageable posting schedule to maintain consistency and engagement (Lecture, Sept. 11):

- **Facebook & Instagram:** 3–4 posts per week, including reels, images, and infographics.
- **YouTube:** One longer-form video per week to dive deeper into specific topics.
- **LinkedIn:** Highlighting organizational updates, volunteer opportunities, and partnerships.

Accompanying posts with engaging captions and calls to action will encourage interaction (Lecture, Sept. 9). For example:

- **Hashtags:** #Nature, #WisconsinBirding, #Conservation, #Birding, #SoWBA, #Birdwatching.
- **Calls-to-Action:** “Comment your favorite bird emoji,” “Share this post to two people to gain early access to sign up for our Signature Field Trips”, or “DM us to tell us what content you'd love to see from our platforms!”

# 1-YR CONTENT CALENDAR

## JANUARY

**National Bird Day** is celebrated on January 5th therefore, we will make a post of a bunch throughout the year and put them together to create a reel of all the birds and work the organization does.

## FEBRUARY

Late February can be the start of spring migration for birds. This month, we are going to focus on some tips from the American Bird Conservancy to help birds have the safest spring migration possible! Some tips include: 1) Protect birds from cats, 2) Treat a window, and 3) Turn off all unnecessary lights after 11 pm. Click [here](#) to read more (4).

## MARCH

Wisconsin state bird is the American Robin and National Robin Day is celebrated on March 3rd therefore we will highlight our photos of American Robins and invite everyone to use the **#WisconsinAmericanRobin** to share their photos

## APRIL

**National Go Birding Day** is celebrated on the last Saturday of April therefore, we will post videos and pictures of our volunteers, classrooms, or students going bird-watching around Madison.

## MAY

World Migratory Bird Day is celebrated in the US and Canada on May 11th with the 2025 theme **“Celebrating Bird Friendly Cities & Communities”**. Therefore we will have employees of the organization film vlog videos about how Madison is a safe city for birds.

## JUNE

Since June is the beginning of summer for most students, we will post how kids of all ages can get involved in the organization for the summer and ask what events they would like to be a part of this summer.

## JULY

July 28th is **World Conservation Day** and we will take the day to collaborate with some of our environmental organizations like the Nature Conservancy to educate our audience about the importance of protecting our environment and invite everyone to comment about how they are positively impacting the environment.

# 1-YR CONTENT CALENDAR, CONT'D

## AUGUST

This is when college students start going back to school, specifically focusing on UW-Madison, the organization can partner with the Audobon Society-UW Madison to highlight events for the semesters and how they can get involved.

## SEPTEMBER

Fall migration begins in late August/early September. Encourage followers/members to monitor avian migration with a "**Migration Watch Checklist**". Create a downloadable or printable list of birds people might still see migrating from September through mid-November. Invite people to share their sightings or photos with hashtags like #FallMigration.

## OCTOBER

This month will highlight some of the signature field trips that SoWBA hosts throughout the year. We will create videos of past participants/volunteers during our field trips and stitch them together to create reels and longer videos to post on Instagram, Facebook, and YouTube. This way potential participants can hear about past experiences and come along!

## NOVEMBER

Fall migration typically lasts through mid-November. Therefore, we will highlight the species still migrating in mid-November and share fun facts about where they're headed (including the challenges they face).

**Example:** *"Did you know some warblers travel over 2,500 miles to Central America? Here's how you can spot them before they go!"*

## DECEMBER

Celebrate the hardy birds that spend winter in your area and offer tips to help them thrive during the colder months. Highlight common winter residents, like chickadees, cardinals, nuthatches, or juncos, with stunning visuals or short videos. Consider featuring a family-friendly, versatile craft for all ages, like a bird feeder bagel.

**Example:** *"Looking for a fun winter craft that your backyard birds will love? Try making a Bird Feeder Bagel! 🥯🍷 It's an easy way to provide food for feathered friends during the colder months—and a great family activity too!"*

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SAMPLE POSTS

SAMPLE POST #1



Why this post works:

1. This video uses an audio that is currently trending on platforms like Instagram and TikTok. Use of trending audio clips like this connects with a younger audience of Millennials and Gen Z.
2. While it's a short clip, it does feature some pictures of volunteers from a previous event. Previously, content featuring volunteers has performed well and it highlights the SoWBA community.

Click to view to Reel:

<https://go.screenpal.com/watch/cZljYbnn0qZ>

SAMPLE POST #2



Why this post works...

1. Instagram has a feature where music can be added to still images. We feel that this would be a good, low-effort way for SoWBA to make these posts more engaging. On other platforms, a video can be posted instead.
2. This post jumps on the recent social media hype surrounding "Wicked." The iconic look of the movie has been a palette of pink and green. This post connects that aesthetic with these two Wisconsin birds, creating a fun way for newcomers to birding to engage with and learn about these species.

Click to view to Reel:

<https://go.screenpal.com/watch/cZljYFnn0qa>

## KEY PERFORMANCE INDICATORS

**CLICK-THROUGH-RATE (CTR)** – the percentage of people who click on a specific link or call-to-action after viewing an ad, post, or email

**Expected Result:** For social media fundraisers or call-to-action posts, a CTR between 2% and 5% is typically considered strong (5). Achieving this range is the ideal goal. However, as the platform grows, even a 1% CTR would be a positive starting point, offering valuable insights into audience engagement and laying the foundation for future campaign success.

**COMMUNITY** – # of social media followers and content engagement (combined likes, shares, comments) (Instagram + Facebook)

**Expected Results:** We aim for a 5–10% increase in engagement. Currently, engagement levels are low, but by implementing our strategies, this significant growth is achievable. Building a stable and reliable follower base, while refining the target audience, will enhance the community's sense of connection and comfort, likely driving higher engagement.

## KEY PERFORMANCE INDICATORS, CONT'D

**DEMOGRAPHIC ANALYTICS** – audience characteristics, including age, gender, location, income level, and occupation

**Expected Results:** Achieve a 10% increase in the target demographic over the next year. By being mindful of the target audience's preferences and knowing that the focus is on Southern Wisconsin and the BIPOC community, we can prioritize the creation of tailored content that resonates with different age groups, fostering greater interest and alignment with the brand.



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