

An aerial photograph of a river winding through a vast, dense forest. The river is the central focus, flowing from the upper left towards the lower right. The forest is a mix of green trees, and the background shows a range of mountains under a blue sky with light clouds. The overall scene is natural and scenic.

# Big Communications on a Little Budget

How to tell your salmon recovery story with limited funds  
and capacity

*Melissa Speeg*

*Kittitas Conservation Trust*

*Salmon Recovery Conference | April 9<sup>th</sup>, 2019*

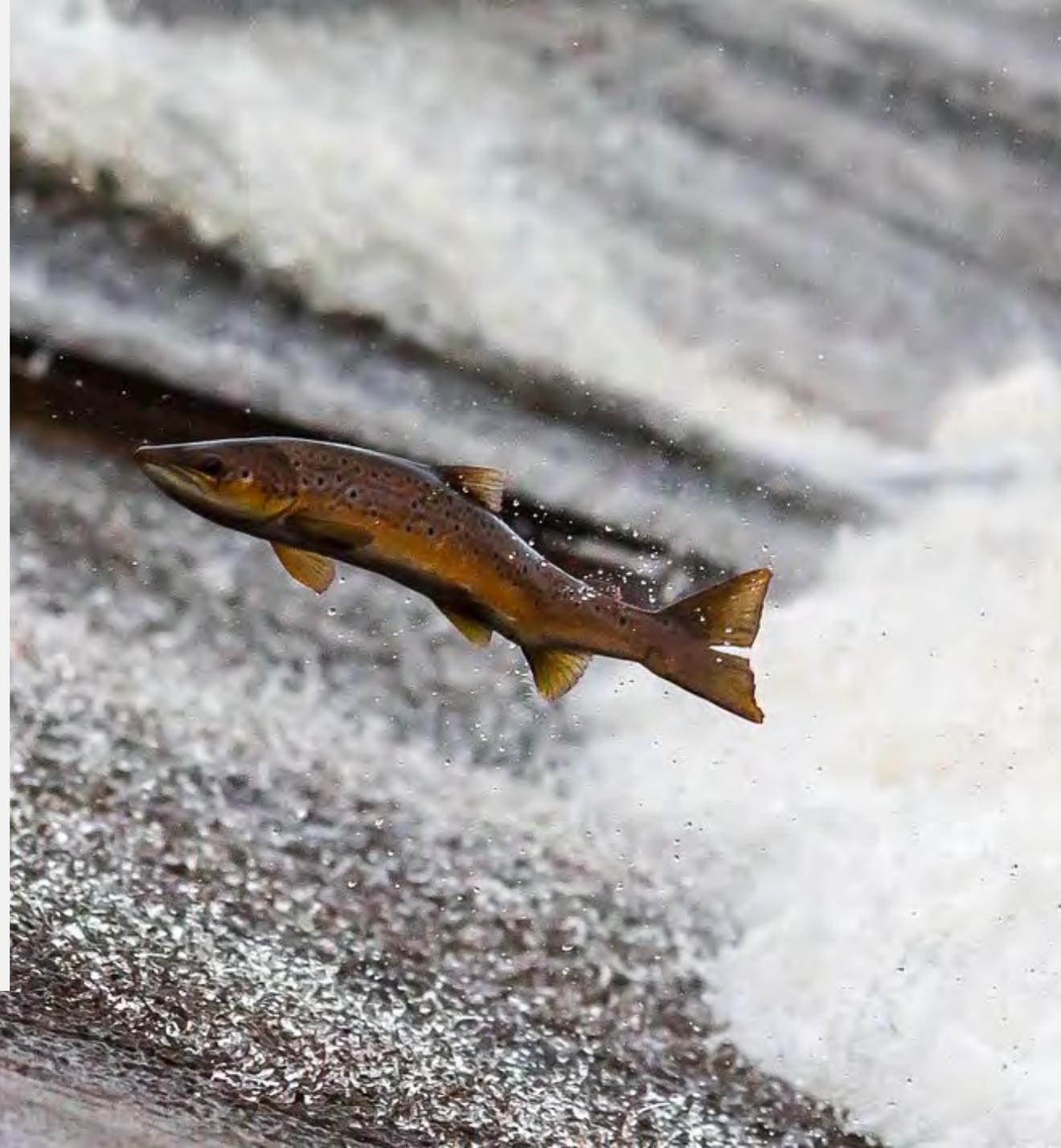
# The Power Of Storytelling

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We all need people emotionally invested in salmon recovery!

Storytelling is a powerful tool

So what are some ways to tell these stories when we have limited resources?



# Four cost-effective approaches



01  
Social  
Media

02  
Online  
Platforms

03  
News  
Media

04  
Small-  
Scale  
Programs

# | Social Media



# Where to SHare

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*There are many social media platforms you can use*



Have a lot of eye candy? Instagram is great for photos and videos. Use hashtags! Connect back to Facebook.



Have funny engaging short stories? Twitter might be your platform.



Big question: Are you using Facebook effectively to tell your stories?

**Kittitas Conservation Trust**  
March 22 at 9:43 AM · 🌐

These photos show the progression of logging in the upper Kachess River Valley. Logging took place in the creek corridor and large wood was removed from the stream channel. As a result, today the channel is much wider than it should be and the stream lacks the large woody habitat that fish, especially bull trout, need to thrive.

We are working with Inter-Fluve and our partners to find solutions to the issues at Kachess River. Through this work we aim to sustain this important population of bull trout!

4,142 People Reached    682 Engagements    [Boost Post](#)

👍👎🗨️ 10    4 Comments 5 Shares

👍 Like    💬 Comment    ➦ Share

**Puget Sound Partnership** @PSPartnership · Apr 1

So it's supposed to be a warm, dry spring — what does that mean for salmon and farms?

So it's supposed to be a warm, dry spring — what does that mean for... Northwest Washington is officially in an abnormally dry period, a precursor to drought, prompting worry among salmon experts, farmers and water mana... [bellinghamherald.com](http://bellinghamherald.com)

💬 🔄 ❤️

**troutunlimited** • Follow

troutunlimited Here at TU we are proud to be a part of the @u.s.forestsERVICE big year in conservation. "More than 50 percent of blue ribbon trout streams flow across Forest Service lands, and the vast majority of remaining western native trout depend on national forest habitats," said Chris Wood, president and CEO of Trout Unlimited. "TU commends the Forest Service for its leadership on reconnecting vital habitat in order to sustain our coldwater fisheries." More on the blog. Link in bio.

9w

mikeyxy20 Thanks for teaming up@with @u.s.forestsERVICE !!

❤️ 💬 ➦    3,552 likes    JANUARY 28

Add a comment...

# Engage Your Audiences

## *Two Critical Elements*

- 1) *Good Content*
- 2) *Consistency*



# Cheat the System

A screenshot of a Facebook search results page for the term "roslyn". The page is in the "Groups" tab. The search bar at the top shows "roslyn" and a magnifying glass icon. The navigation bar includes "All", "Posts", "People", "Photos", "Videos", "Marketplace", "Pages", "Places", "Groups", "Apps", "Events", and "Links". The "Groups" tab is selected. On the left, there are "Filter Results" sections for "SHOW ONLY" (Any group, Public Groups, Closed groups) and "MEMBERSHIP" (Any group, My groups). The main content area displays a list of groups with their profile pictures, names, member counts, and descriptions. The groups listed are: "Roslyn, what's up?" (19 unread posts, Member since December 2017, 194 members), "Roslyn Town Talk" (25 unread posts, Member since August 2018, 188 members), "Cle Elum And Roslyn Businesses, Charities and Events" (1.3K members, 10+ posts a day, 66 members), "Cle Elum, what's up?" (25 unread posts, Member since April 2018, 134 members), "Kittitas County Fire Watch &amp; Other News" (3.7K members, 10+ posts a day, 77 members), "Cle Elum, what's up? - Uncensored" (1K members, 10+ posts a day, 38 members), and "Community Connect, Kittitas County" (25 unread posts, Member since February 2016, 99 members). On the right side, there are language options (English (US), Español, Português (Brasil), Français (France), Deutsch) and a plus sign icon. Below the language options are links for "Privacy", "Terms", "Advertising", "Ad Choices", "Cookies", and "More", along with "Facebook © 2019".



## Use Your Friends

Be bold!

Ask, ask, ask

Encourage

Find the keepers

Partner power



# Ad Recipe

1 part Engaging Content

1 part Messaging

Sprinkle a little moolah

Taste test

Create a following

The screenshot shows a Facebook advertisement for 'Writers Work'. At the top, the profile name 'Writers Work' is displayed with a 'Sponsored' label and a globe icon. The main text of the ad reads: 'Do you LOVE writing? Start freelance writing TODAY with our amazing platform. Writers of all skill levels needed...we're beginner friendly! Find and complete thousands of writing gigs with our all-in-one platform.' Below this is a URL 'https://writers.work/get-started' with a green checkmark and a McAfee SECURE logo. The ad image itself has a blue background with the 'writerswork' logo in the top left and the text 'Start freelance writing today.' in the center. Below the image, the URL 'HTTPS://WRITERS.WORK/GET-STARTED' is shown, followed by the headline 'Start a Freelance Writing Career That You Will LOVE in Less than 30 Minutes' with a 'Learn More' button. The ad also features engagement metrics: 4.3K reactions (likes, loves, and a sad face), 903 comments, and 1,686 shares. At the bottom, there are icons for 'Like', 'Comment', 'Share', and a globe icon.

Writers Work  
Sponsored · 🌐

😍 Do you LOVE writing? 😍 Start freelance writing TODAY with our amazing platform. Writers of all skill levels needed...we're beginner friendly! Find and complete thousands of writing gigs with our all-in-one platform.

<https://writers.work/get-started> ✓ McAfee SECURE

writerswork

Start freelance writing today.

HTTPS://WRITERS.WORK/GET-STARTED

😍 Start a Freelance Writing Career That You Will LOVE in Less than 30 Minutes 🍷 ✓ McAfee SECURE [Learn More](#)

👍❤️😞 4.3K 903 Comments 1,686 Shares

👍 Like 💬 Comment ➦ Share 🌐



# Online Platforms

## Blog Posts



### Gold Creek Pond: Changing the Dynamics of a Watershed

By KCTrust | Fish and Wildlife, Habitat Restoration

We're sure you are familiar with flying drones, but have you heard of a floating drone? As part of the Gold Creek Restoration Project we used a boat drone to gather the floor topography (bathymetry) of Gold Creek Pond. Why do we



### River Detectives: Trying to Solve the Mysteries of Kachess

By KCTrust | Fish and Wildlife, Habitat Restoration

We spent some days in October in the field with Inter-Fluve to collect information on the upper Kachess River. Our staff conducted survey work, gathered GPS points, took flow measurements, conducted gravel counts and collected stream



### Tis the Season for Salmon Spawning!

By KCTrust | Fish and Wildlife

Starting in September, a stroll across Cooper Bridge off Highway 903 will reveal lots of spawning sockeye salmon. These fish, which used to run up to the Cle Elum River every year in the tens of thousands have only recently returned to

# Blog Posts

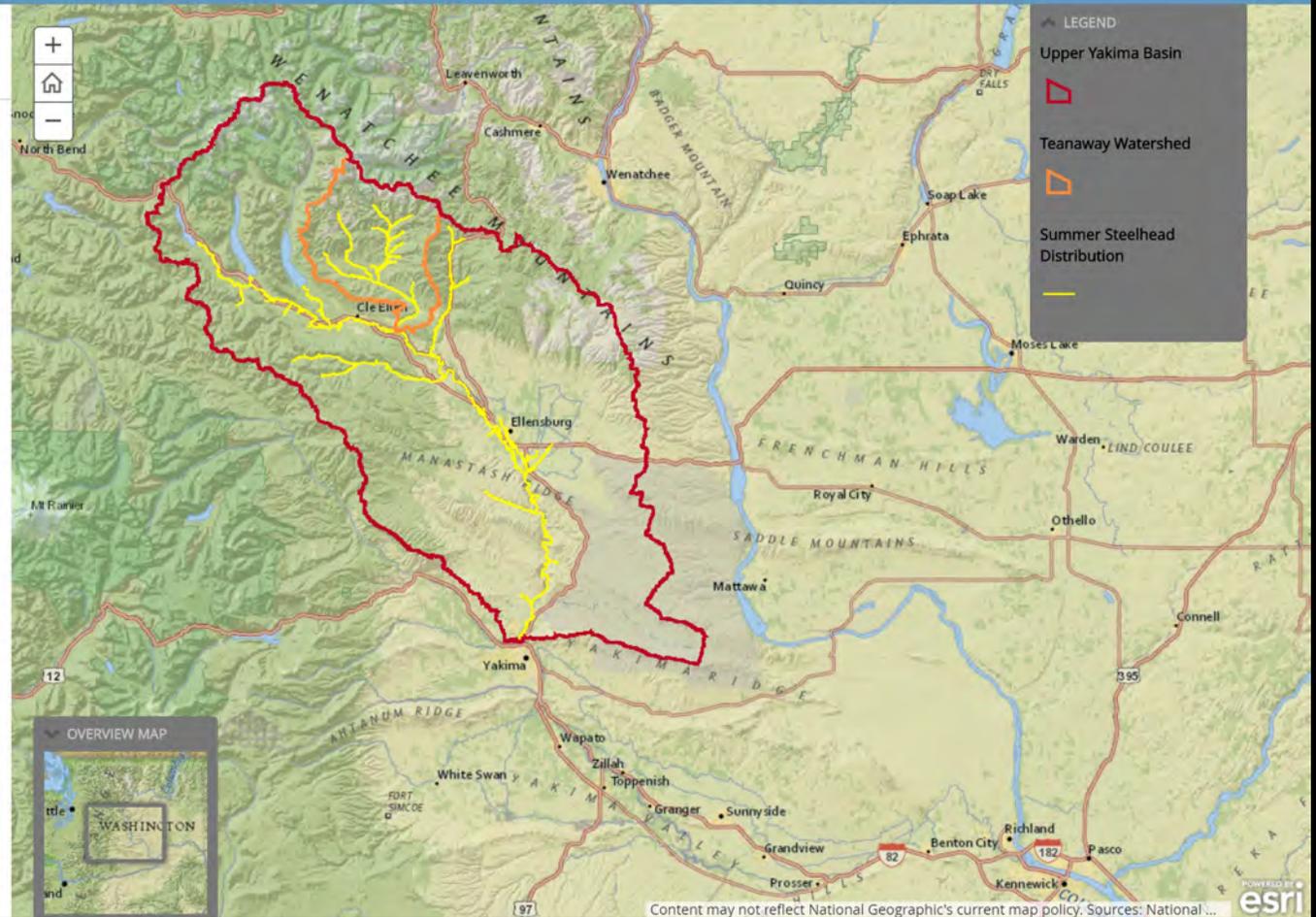
## A Restoration Priority

### Critical Teanaway Fish Populations

Habitat loss and degradation are key drivers behind dwindling fish numbers, and in some cases outright species loss, in the Yakima Basin. Salmon and steelhead face many challenges both in the expanse of the sea and at the constraint of the dam, but local actions, like those achieved in the Teanaway, are essential to restore and sustain these species.

Click on the fish species below to update the map with species specific distribution and migration areas.

- [Coho Salmon Distribution](#)
- [Spring Chinook Salmon Distribution](#)
- [Summer Steelhead Distribution](#)
- [Bull Trout Distribution](#)



A photograph of a desk with a white coffee cup, a smartphone, a pen, sunglasses, and a newspaper. The scene is dimly lit, with a dark overlay on the left side where the text is placed. The background is a wooden surface.

# | News Media

# News Media

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Relationships are essential

Start local

Leverage your stories

Think outside the box





# | Small-Scale Programs



# Engaging Programs

# Program Considerations



## AUDIENCE

Who will be engaged in the program?



## GOALS

What outcomes do you want to see?



## PARTNERSHIPS

What can other partners bring to the table?

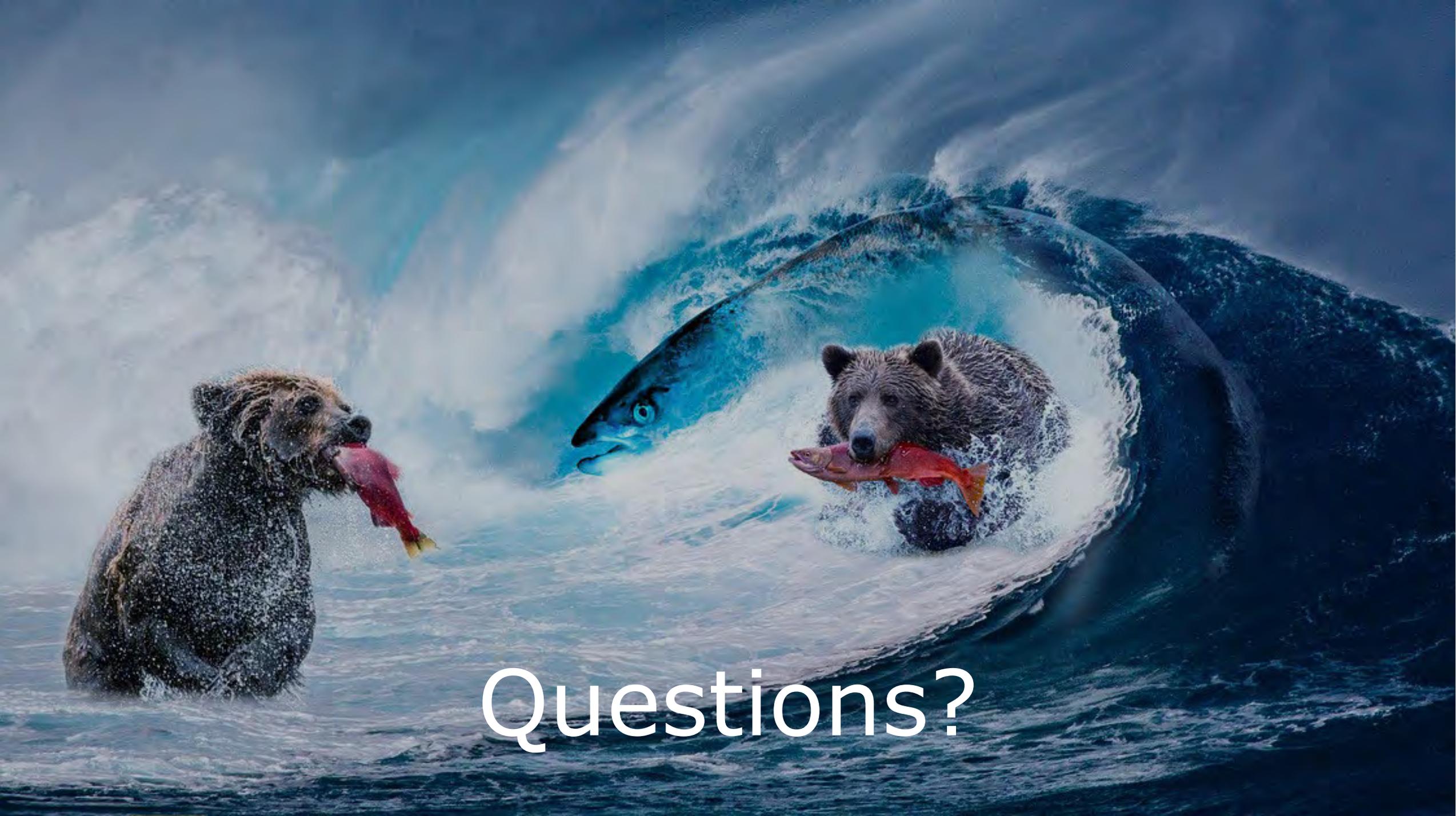


# | Final Notes

All of these approaches are about building relationships

Partners can amplify your efforts exponentially!!

Consider pulling together a team of people



Questions?