

February 2021

2020 Annual Report

INVASIVESNET
Media and Communication
Working Group



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About INVASIVESNET

The International Association for Open Knowledge on Invasive Alien Species (INVASIVESNET) is a non-profit, non-governmental organization open to citizens and organisations involved in research, management and exchange of knowledge on Invasive Alien Species.

Our Mission

Our mission is to facilitate a better understanding and management of biological invasions by establishing a sustainable global network of networks for all affected and interested stakeholders. This is achieved by effectively sharing open access, high quality data and knowledge on Invasive Alien Species.



Media and Communication Working Group

The main task of the Media and Communication Working Group (MCWG) is to promote and support the mission of INVASIVESNET via the effective use of social and other media platforms and tools.

The main activities of the MCWG are to:

- (1) set up and maintain social media channels (Facebook, Twitter and Instagram) through daily monitoring and developing and posting targeted content.
- (2) create visuals and other materials to promote INVASIVESNET during activities and events
- (3) write and disseminate press releases
- (4) maintain a library of outreach events and media coverage

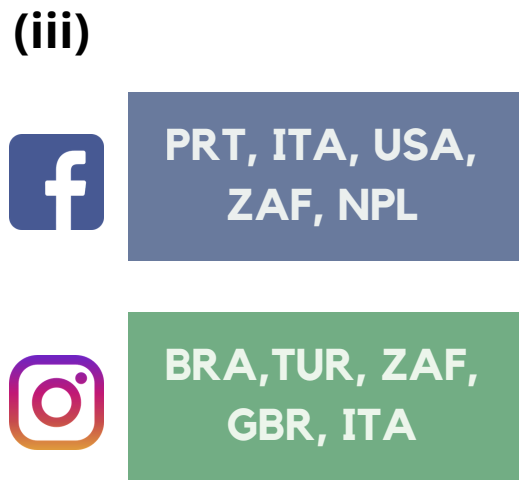
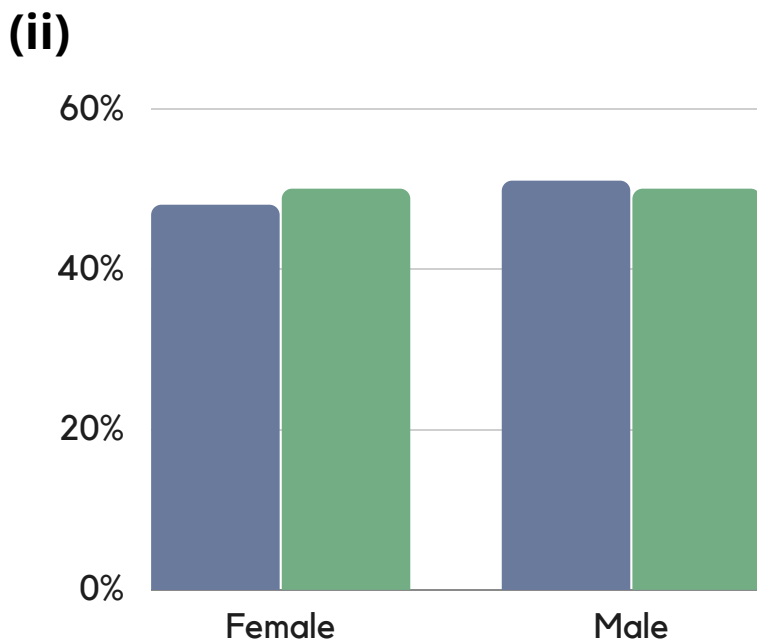
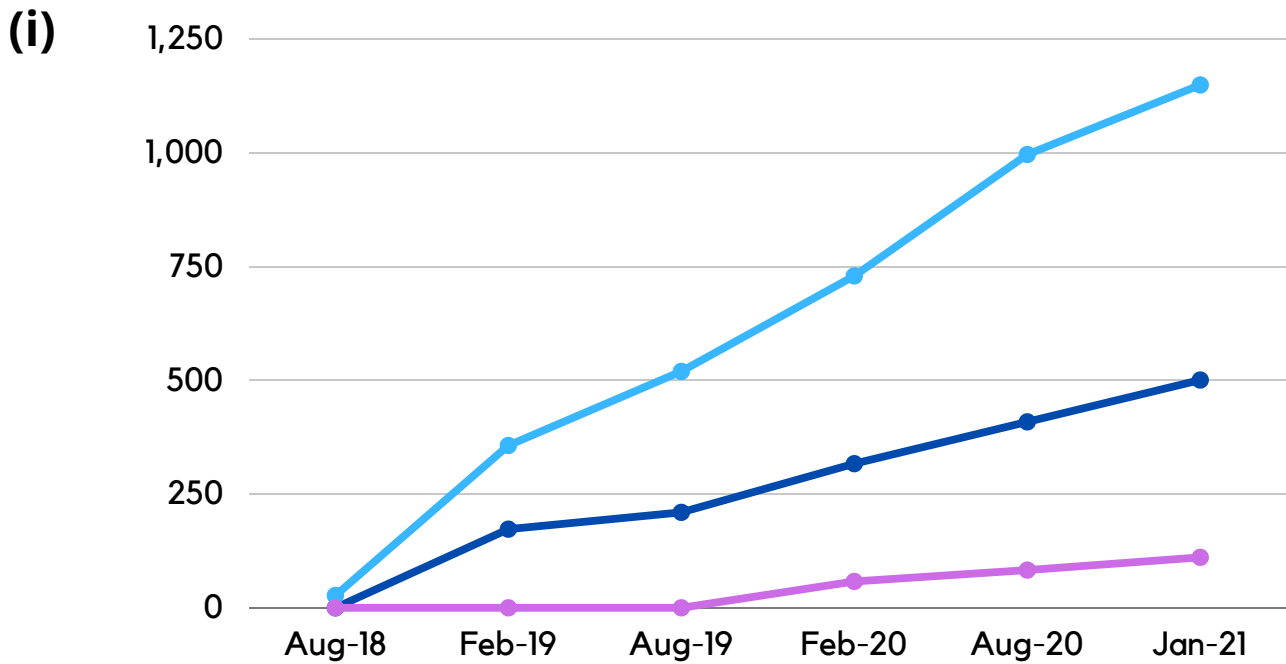
The MCWG acts according to the Communication Strategy that was drafted in 2017.

This document reports on the activities and achievements of the MCWG in 2020 using three main categories:

- i) Social and online media, ii) Press releases, and iii) Outreach activities.

Social and online media

- (i) Number of followers on **Twitter**, **Facebook** and **Instagram**
- (ii) Gender ratio of **Facebook** and **Instagram** followers
- (iii) The top 5 countries with the most followers (using ISO code)



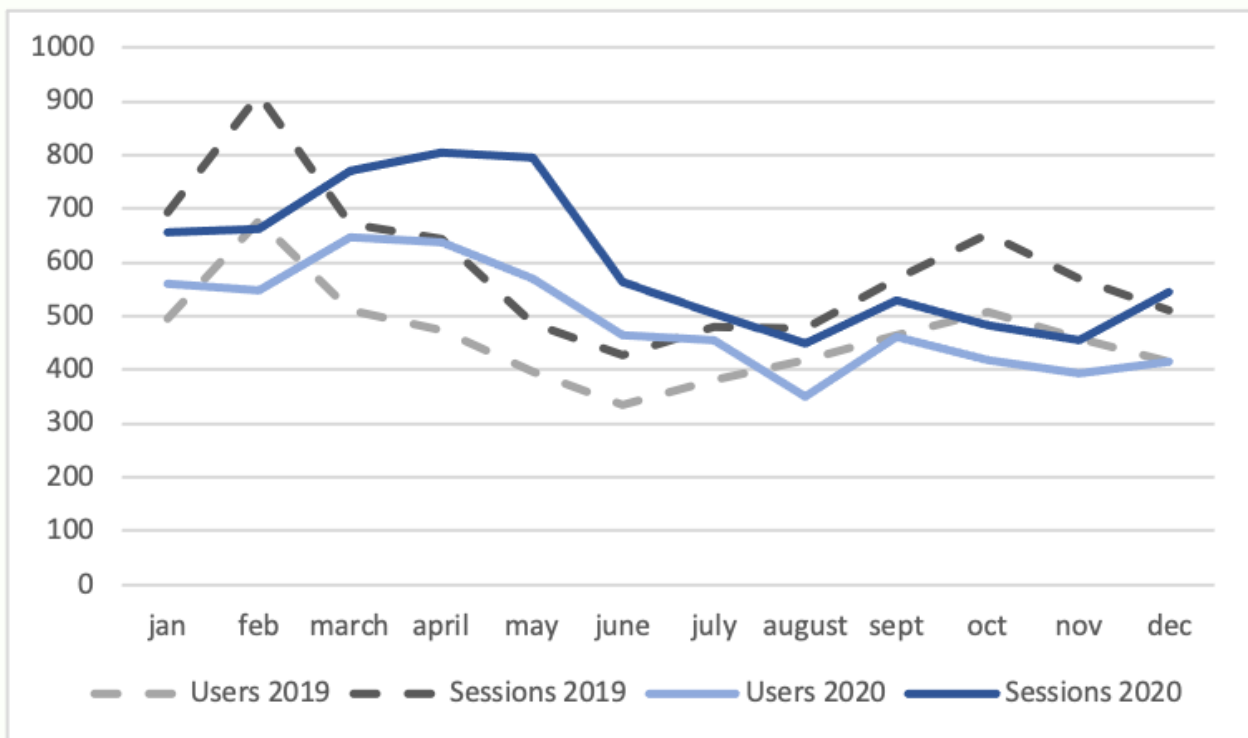
Followers on social media

Social media platform	Followers
Facebook	501
Instagram	111
Twitter	1,150
Total	1,762

Website

The average number of users and sessions per month were comparable for 2019 and 2020.

In 2020, visitor numbers were highest in April and lowest in August. The most visited web pages were the Home Page and Publications tab.



News

In 2020, fourteen news items were posted on the website.

Twelve out of fourteen news items were announcements of new or special issues of INVASIVESNET journals.

- | | |
|------------------|--|
| March | <i>New issues of <i>Aquatic Invasions, Management of Biological Invasions</i> and <i>Bioinvasions Records</i></i> |
| April | <i>Call for experts and stakeholders - best practices for humane management of vertebrate invasive alien species</i> |
| June | <i>New issues of <i>Aquatic Invasions, Management of Biological Invasions</i> and <i>Bioinvasions Records</i></i> |
| July | <i>Bella Galil receives Honorary Membership of INVASIVESNET</i> |
| September | <i>New issues of <i>Aquatic Invasions, Management of Biological Invasions</i> and <i>Bioinvasions Records</i></i> |
| November | <i>Special issue on Detection and Control in Forests in <i>Management of Biological Invasions</i></i>
<i>New issues of <i>Aquatic Invasions</i> and <i>Bioinvasions Records</i></i> |

Other outreach activities

Newsletter

Four times per year with journal summaries and news from and for members.

Polls

Held via Twitter and Facebook but with only limited number of responses

Grant announcement

In December 2020, we announced a call for small grants for members

Survey

A Global Survey on Invasive Alien Species Organisation and Networks held from June to December 2020

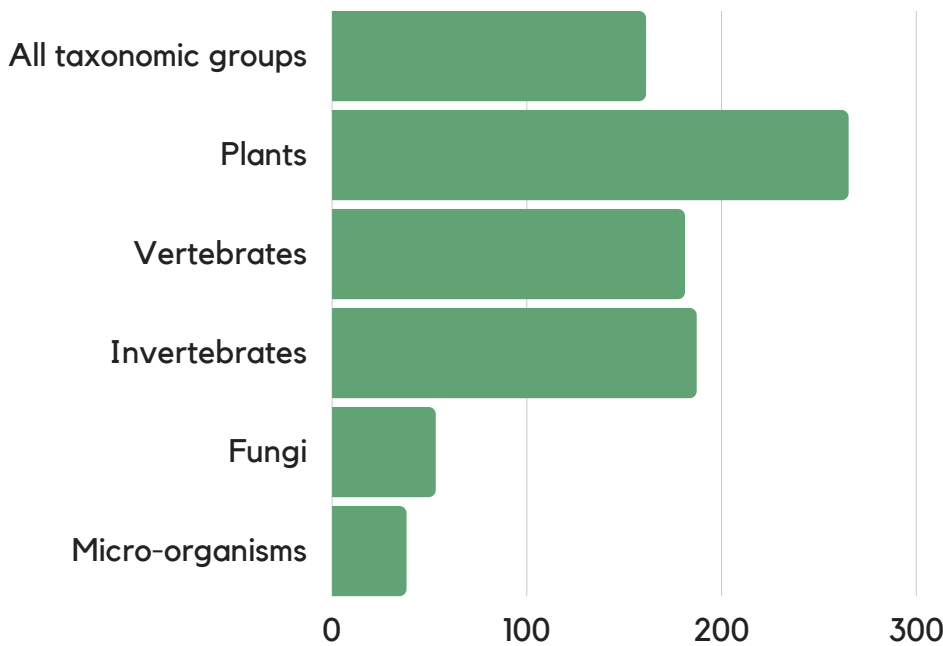
Preliminary findings



A GLOBAL SURVEY ON INVASIVE ALIEN SPECIES
ORGANISATIONS and NETWORKS



More than 500 responses from organisations in 122 countries



Taxonomic focus of organisations

2021 Strategy

In addition to the activities presented in the report, MCWG is planning to:

Develop new visual content

1

Develop and improve visual content for social media channels

2

Prepare a new poster for members to present at (virtual) conferences

Promote the Association

3

Improve the functionality and layout of the INVASIVESNET website and develop new content

4

Prepare one-liner about INVASIVESNET membership to be added to email signatures of Editorial Board

5

Develop a strategy for receiving more donations

Promote interaction

6

Explore opportunities for member interaction on INVASIVESNET website and via email

Meet the Team

Laura Verbrugge, Media and Communications Officer

Laura Garzoli, Early Career Representative

Desika Moodley, Student Representative

Vadim Panov, Executive Director INVASIVESNET

Frances Lucy, President INVASIVESNET

The MCWG of INVASIVESNET was formally established on 23/04/2018 during the first Executive Committee meeting.

Previous members of the MCWG are Kit Magellan (in 2018) and Eithne Davis (2018-2019).

Email or contact us for more info!

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www.invasivesnet.org



www.facebook.com/invasivesnet



www.twitter.com/invasivesnet



www.instagram.com/invasivesnet