



Participatory ICT Tools and Approaches Workshop

Caribbean Natural Resources Institute (CANARI)
December 2022-January 2023



Contact Info

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On tap for today...

In today's session, we will cover...

- Case Study Refresher
- Social Media Metrics: how did we do with our case study?
- Case Study Lessons Learnt: what could we have done differently to improve our results?
- Social Media Clinic: what are our challenges? What can we do/try to make online/social media community-building and engagement



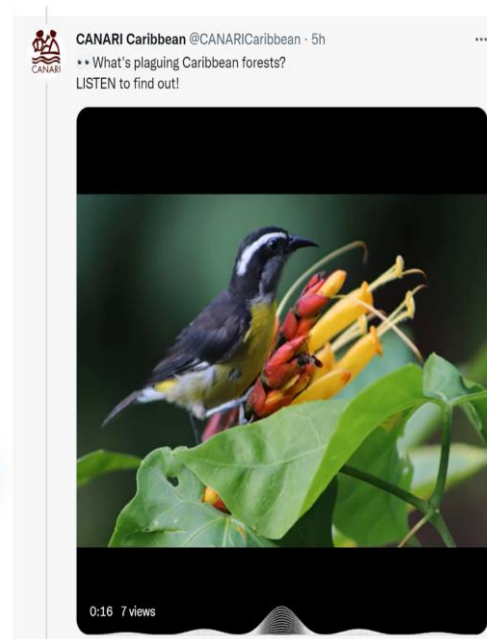
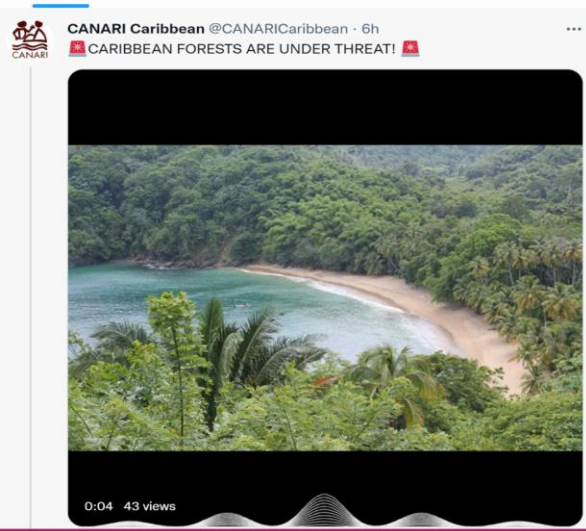
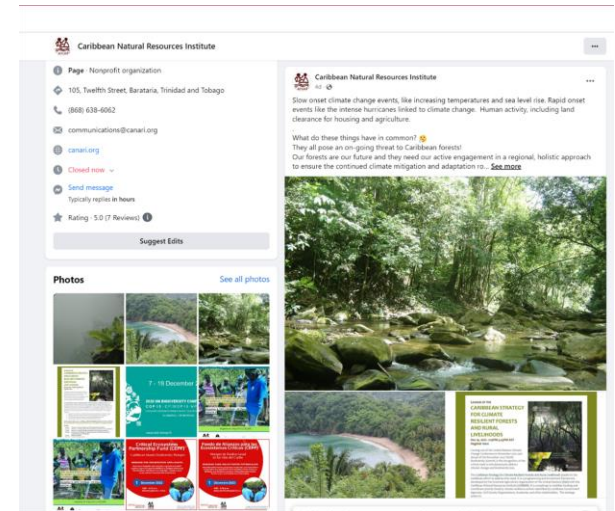
Case Study Refresher: what did we set out to achieve?

- To enrol champions/advocates/influencers
- To increase CONNECTION
- To get buy-in to ask people to act (help us create effective calls to action), eg:
 - register for our launch event
 - share our posts
 - comment, etc.



Case Study Refresher: what did we do?

- We posted slightly different/targeted messaging across CANARI's social channels...IG, FB, Twitter and LinkedIn





Case Study Refresher: what did we do?

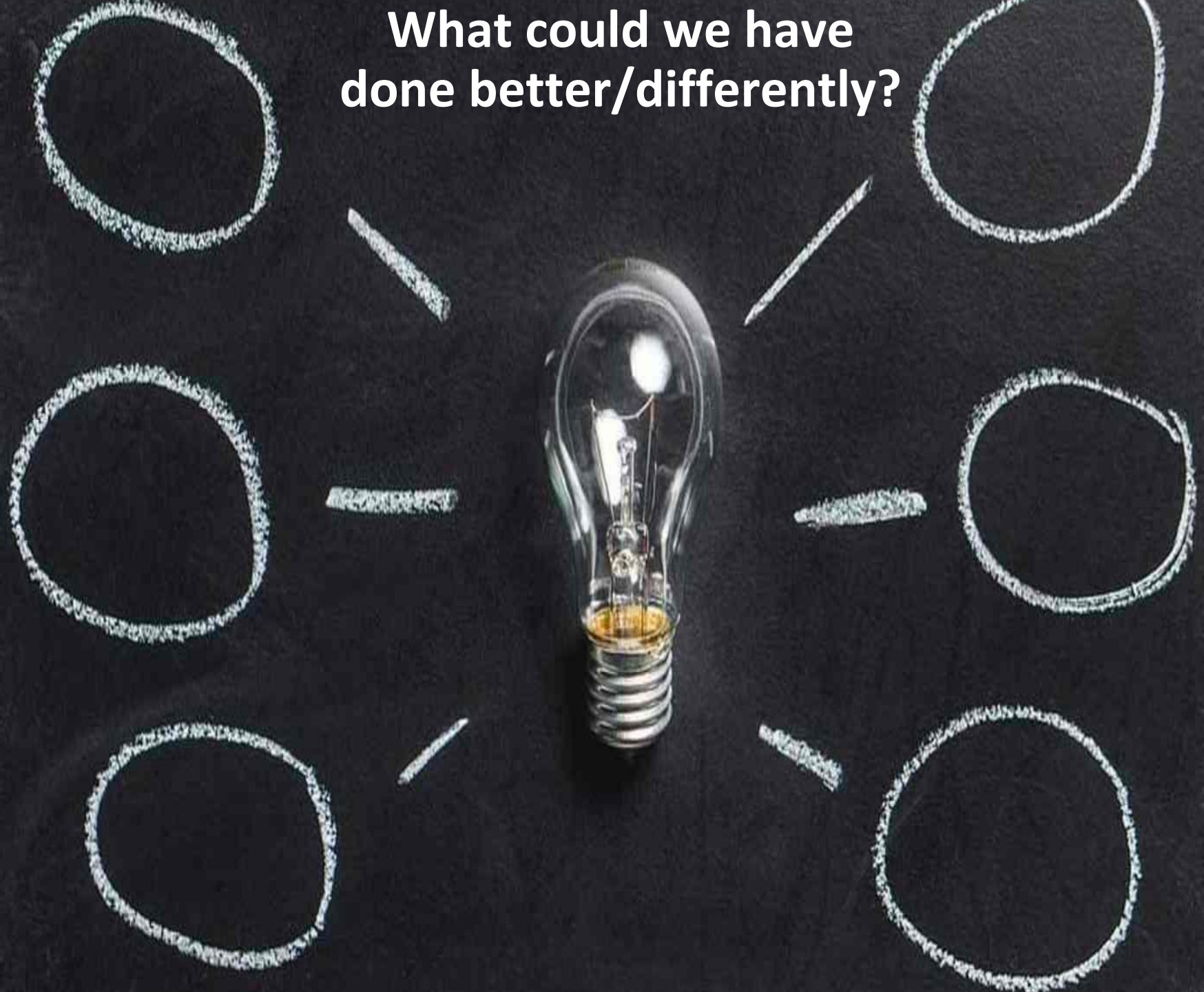
- Use different mediums to communicate; video, audiograms, static eye-catching imagery
- Post at optimal times for post engagement on each platform
- Comment with additional information where needed.
- Vary imagery/medium across platforms based on audience/platform/algorithm preferences.



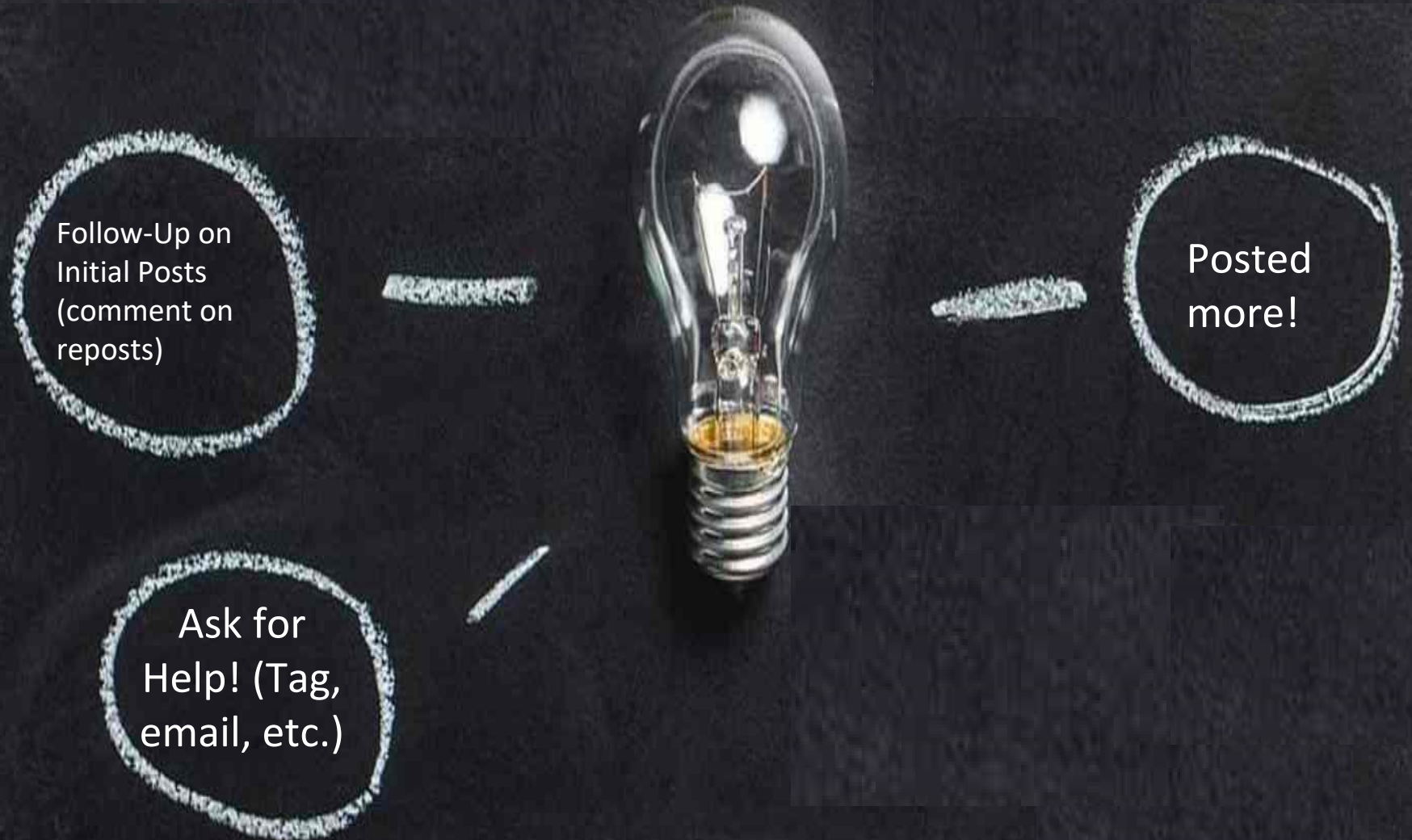
Social Media Metrics: how did we do?

- Most posts performed above average (in most cases) for CANARI...
 - on Instagram, averaging between 18-20 likes and 3 reposts.
 - on LinkedIn, averaging between 5-10 likes and 5-7 reposts
 - on Twitter, averaging 5-7 likes and 4 retweets
 - on Facebook, averaging 14-16 likes and 5 reposts

**What could we have
done better/differently?**



What could we have done better/differently?





Social Media Clinic: what are our challenges? What can we do/try to make online/social media community-building and engagement