



Novel Communications in AIS Awareness

*Leveraging influencer marketing to disseminate
messaging on organisms in trade*

Jenna White, Invasive Species Centre

The **Invasive Species Centre** is a not-for-profit organization that mobilizes action against invasive species that harm the environment, economy and society.



Organisms in Trade

- OIT refers to species that are **marketed and exchanged** in human mediated spaces.
- OIT is an **umbrella term** that encompasses several smaller pathways of spread.
 - Species that can be sold commercially for **individual** purposes.
 - Or a by-product of sales (i.e., hitchhikers on pallets, in plant species, ballast water etc.).
- Some of the key connectors of these pathways are that species can be **exchanged as goods** and/or belong to trade activities.
- OIT pose significant risk for release and escape.



Don't Let It Loose Program



- Supported by Fisheries and Oceans Canada.
- Aim to reduce the spread of AIS through novel communications techniques.
- Centered on organisms in trade.

Activities:

- Influencer marketing
- Videography
- Digital advertisements
- Engagement with retailers
- Attendance at tradeshows

Purchase Milestones



1. Pre-purchase:

- Prospective pet buyers are one of the most cost-effective audiences to target and educate on the implications of their intended purchases to prevent costly impacts occurring into the future. To address prospective pet buyers, we engage with fish keepers, pet owners etc.

2. Point of Purchase:

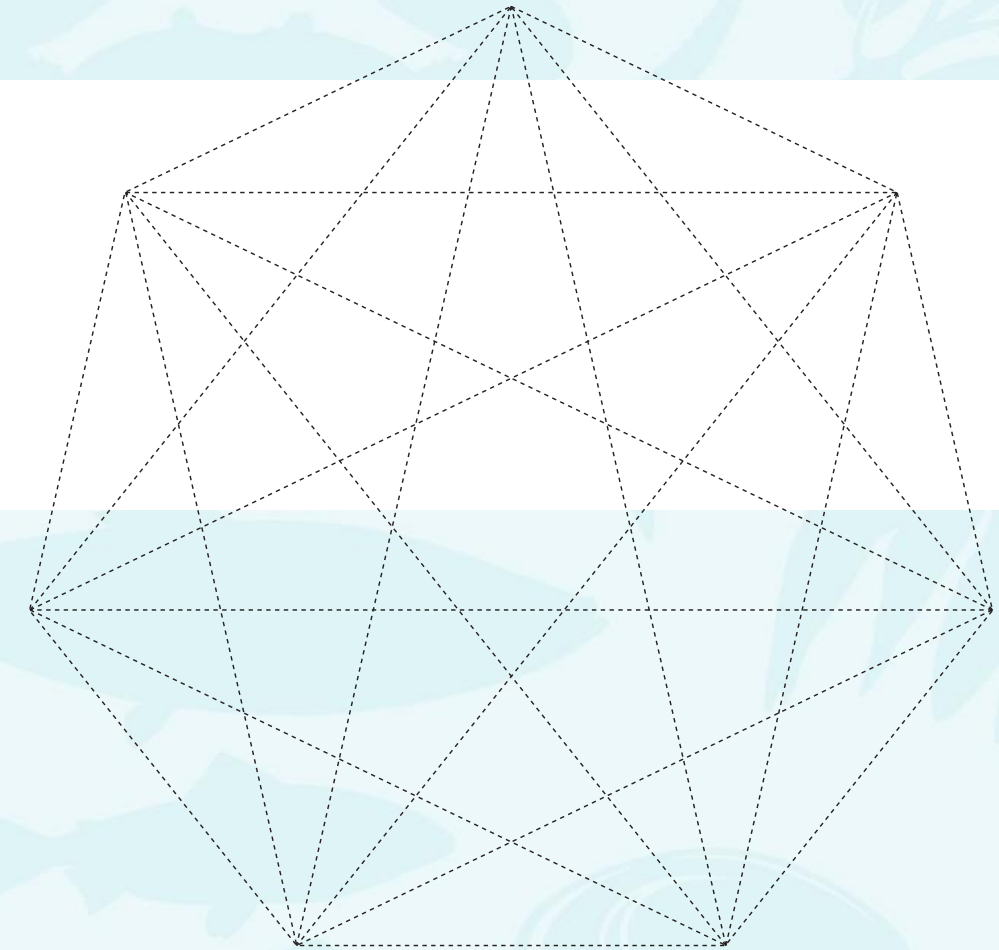
- Aim is to build relationships with the Canadian pet industry through tradeshow/event attendance/surveys. Provide resources to retailers – done recently through a retailer survey.

3. After-Purchase (much emphasis):

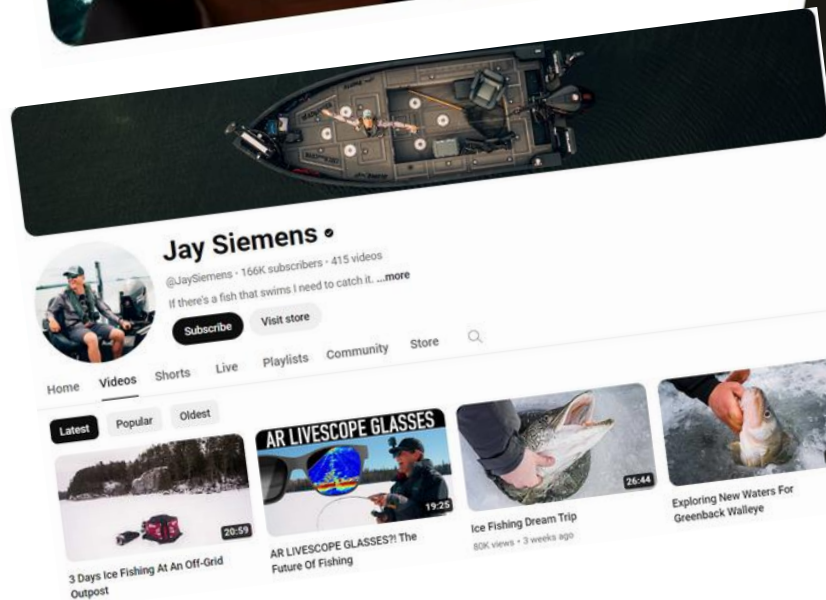
- Provide resources and options for disposal.
- Demonstration of impacts.
- Signage at disposal sites.

Influencer Marketing

- Using content creators or “influencers” with significant followings on social media platforms to disseminate messaging to their audiences through paid campaigns.
- Typically work with large followings from 20k followers and more.
- Across platforms: Facebook, TikTok, Instagram, YouTube.



Influencer Marketing at the ISC



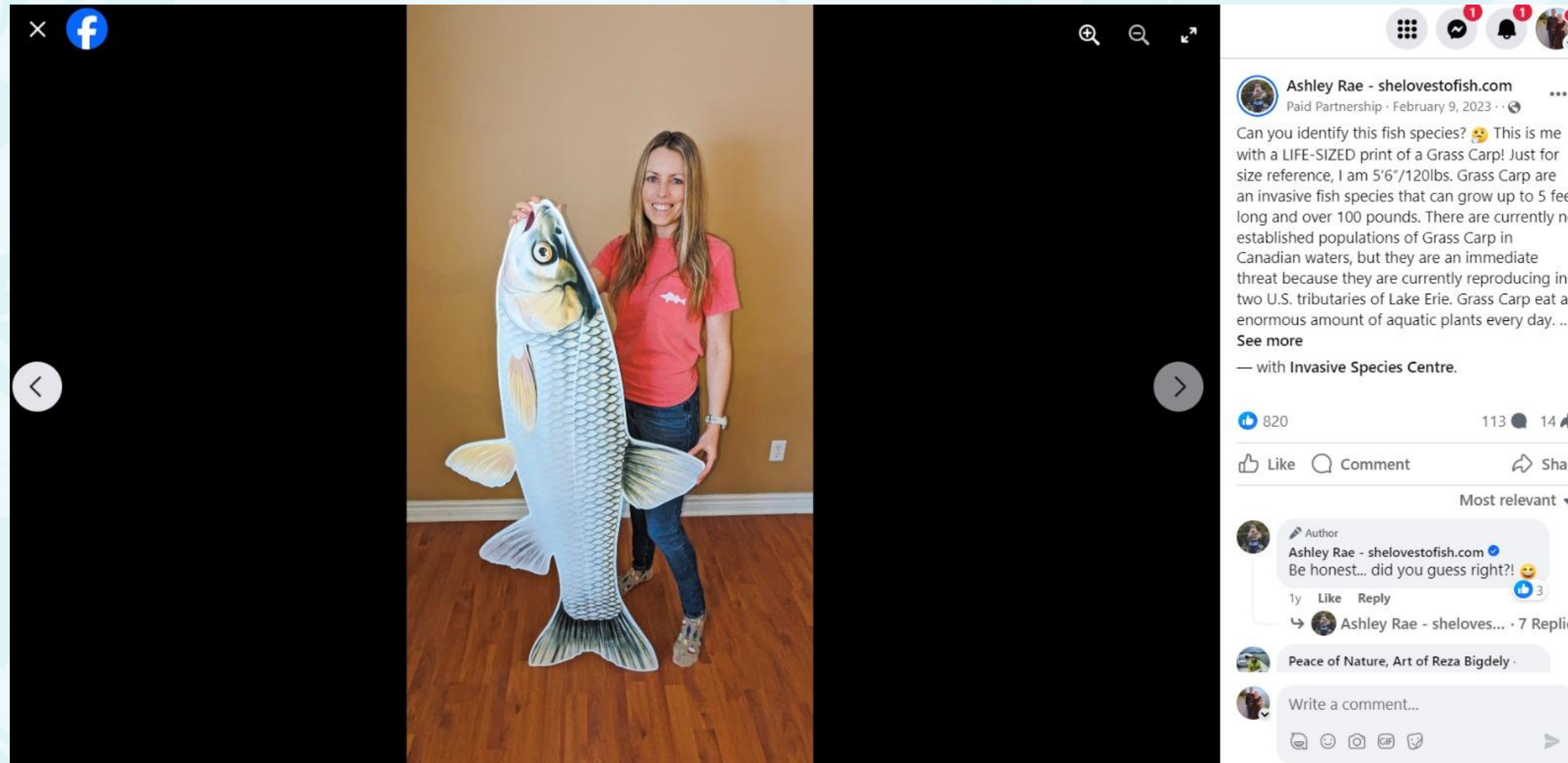
Started with ACC in 2020.

Employed fishing influencers/anglers to communicate messaging on Asian carp, particularly on identification and what to do if you capture an invasive carp.

Large audience now has the capacity to be identifying carp.

She Loves to Fish

Partnership with Asian Carp Canada



Influencer Marketing at ISC

Don't Let It Loose

- 7 influencers
- 4 podcast participation and features.
- 2 videographers.
- Social media advertising.



The Nature Educator (144k)



Animals at Home (20.5k)



She Loves to Fish (69k)



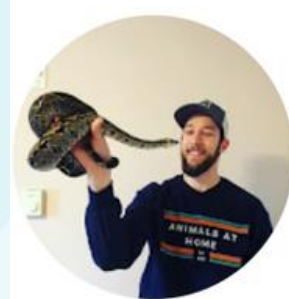
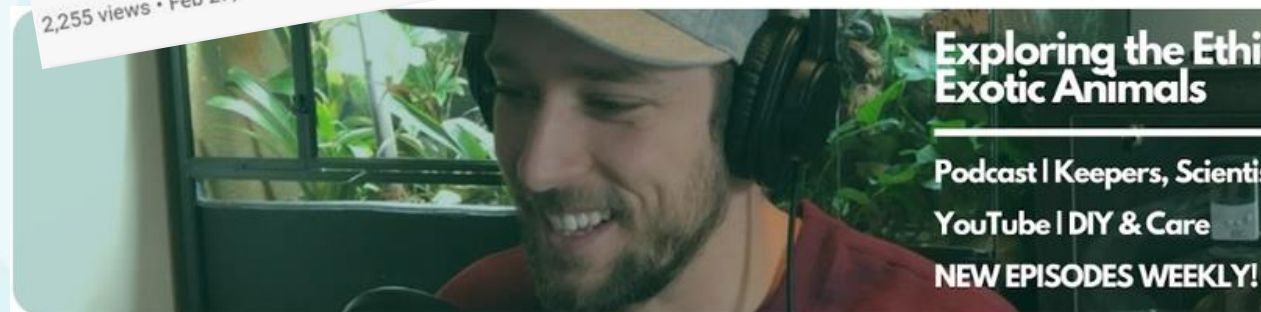
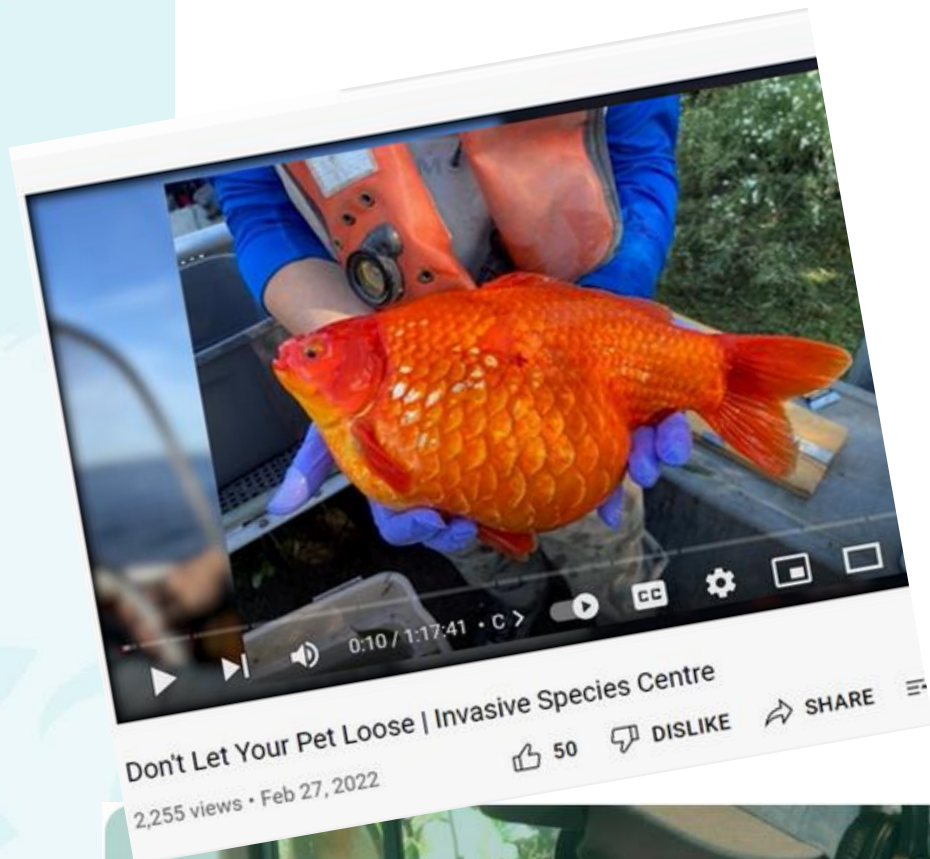
Leroy & Leroy (420k)



Fish For Thought (344k)

Invasive Species Centre

Content Creator Criteria



Animals at Home

@AnimalsatHomePodcast · 20.4K subscribers · 378 videos

Welcome to my channel, Animals at Home! Here you will find the reptile videos I have n

animalsathome.ca and 3 more links

Subscribe

1

Access to a predominantly Canadian audience base.

2

Content is geographically representative of Canadian landscapes.

3

Creator having significant knowledge on key topics like aquaculture, angling, outdoors that is informative and accurate.

4

Focus on those who appear to be spreading accurate information.

5

Creator having significant following on social platforms.

Fish For Thought

Partnership with Invasive Species Centre



614k views

Invasive Species Centre

The Nature Educator

Partnership with Invasive Species Centre



89.5k views

Invasive Species Centre

Leroy & Leroy

Partnership with Invasive Species Centre



50.6k views

Invasive Species Centre

Audience Targeting

- **Multi-layered** approach to audience targeting.
- Create a **trickle-down** effect.
- Demonstrate a **continuum** of those who may have the species, to those who experience them when they are released.



FISH KEEPERS

- Cons – most people accessing these videos are responsible in caring for their pets.
- Pros – trickle down effect of accessing this audience.



ANGLERS

- Demonstrates those who were impacted by species release.
- Surveyed on their goldfish captures.

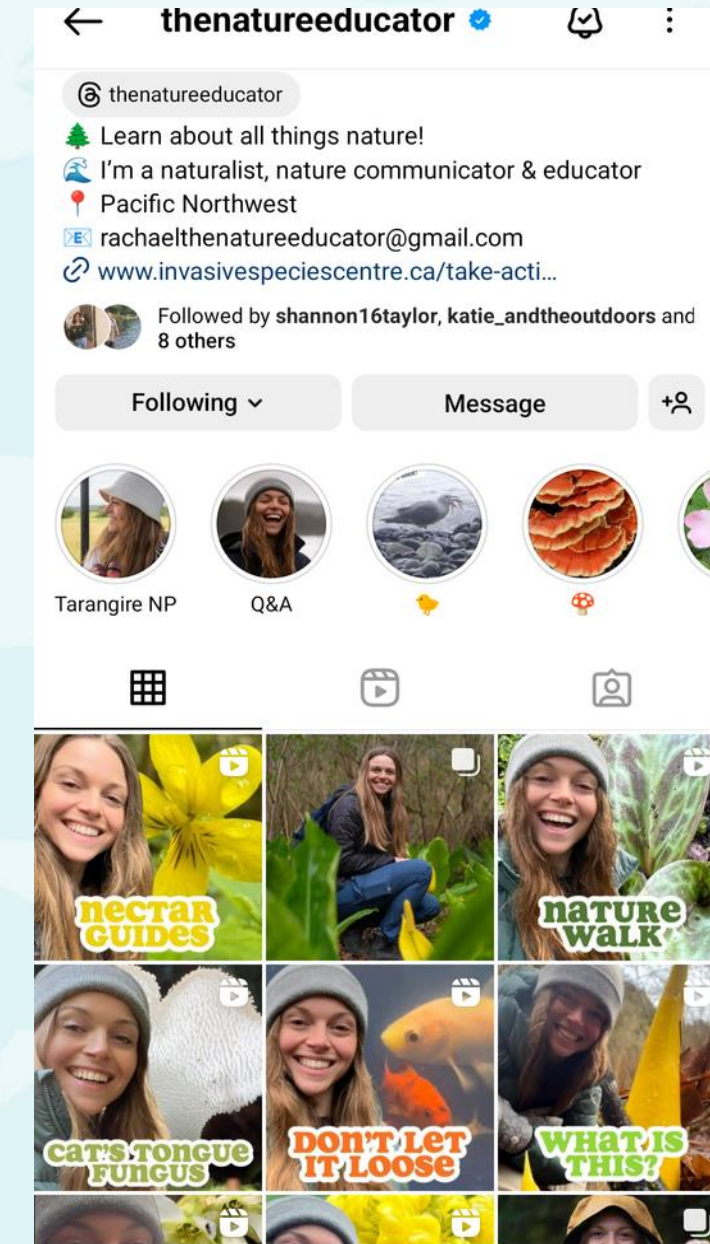
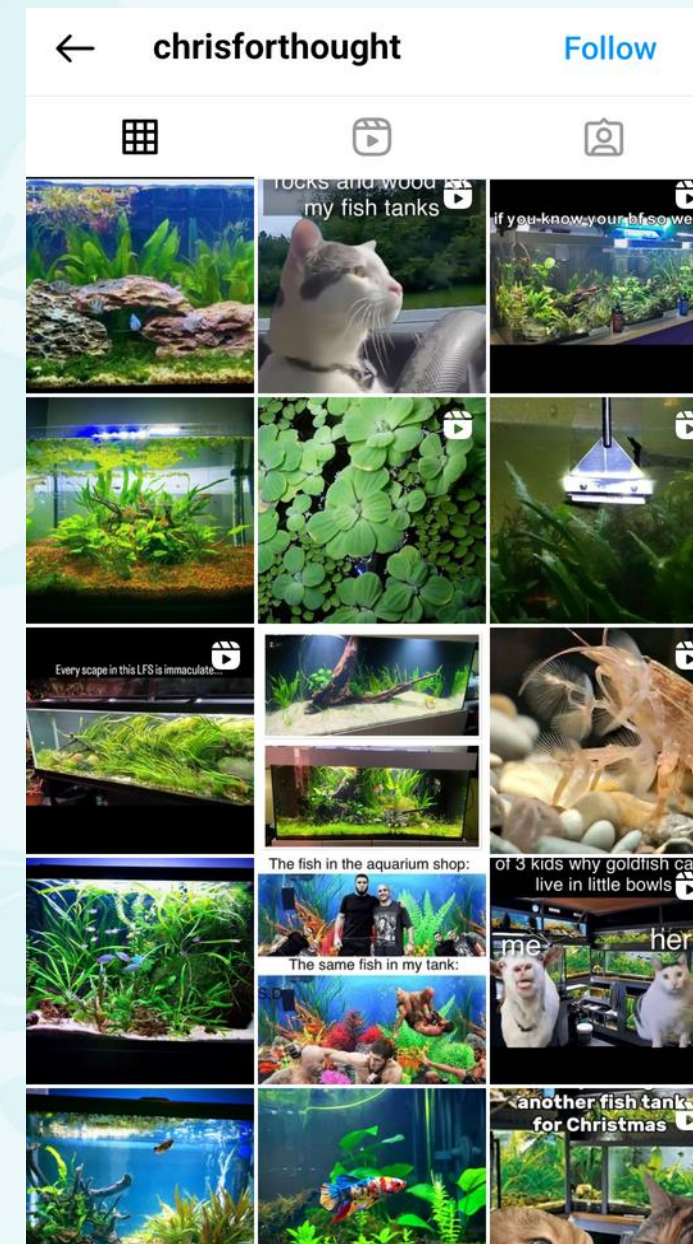


OUTDOORSPEOPLE

- Existing interest in outdoors.
- May have experienced a species themselves.

Qualitative Aims

- Make this invasive species a **relatable topic**.
- **Engrain** it into the way folks consume information
- **Proactively** tap into the pathway itself, rather than **reactively** demonstrating examples.



Accessibility

Translating scientific information into digestible content.

Reaching audiences in a way that was accessible for them.

Familiarity

Content creators have spent time developing relationships with their audiences.

Audiences are less likely to be reactive when they are receiving messages from trusted sources

Identification of the continuum

Work multiple angles of the messaging.
Weren't limited to pet keepers.

In the future, look at accessing younger audiences.

Access to niche audiences

Reach is beyond the scope of what the ISC is capable of reaching.

Learn from these niche audiences.

Strategic Direction

Leave space for creators to have freedom in their posts.

- Over-directing influencers can mean less engagement.
- Creators don't want to lose followers and they know how to best react to them.

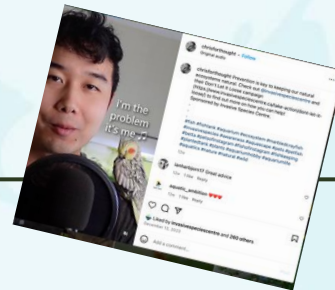
Share the ownership of videos with influencers.

- Ensures legacy and multiple use.

Find a balance in sharing the messaging, without being too casual or too scientific.

- Harmonizing information sharing with entertainment.
- Our solution was ensuring that access to our websites/resources was clear (i.e., link in bio, link to website in description).

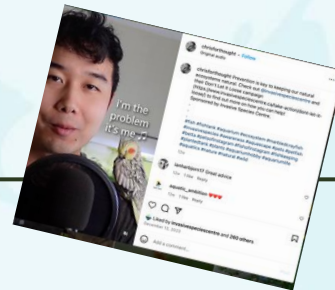
Cost Benefit Analysis



2021

Cost per impression was **\$0.011**.
Approximately 700,000 impressions across
Facebook, YouTube, and Instagram.

Cost Benefit Analysis

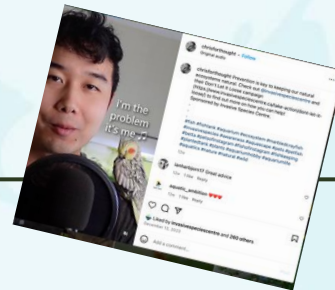


2022

Cost per impression was approximately

\$0.006.*

Cost Benefit Analysis



2023

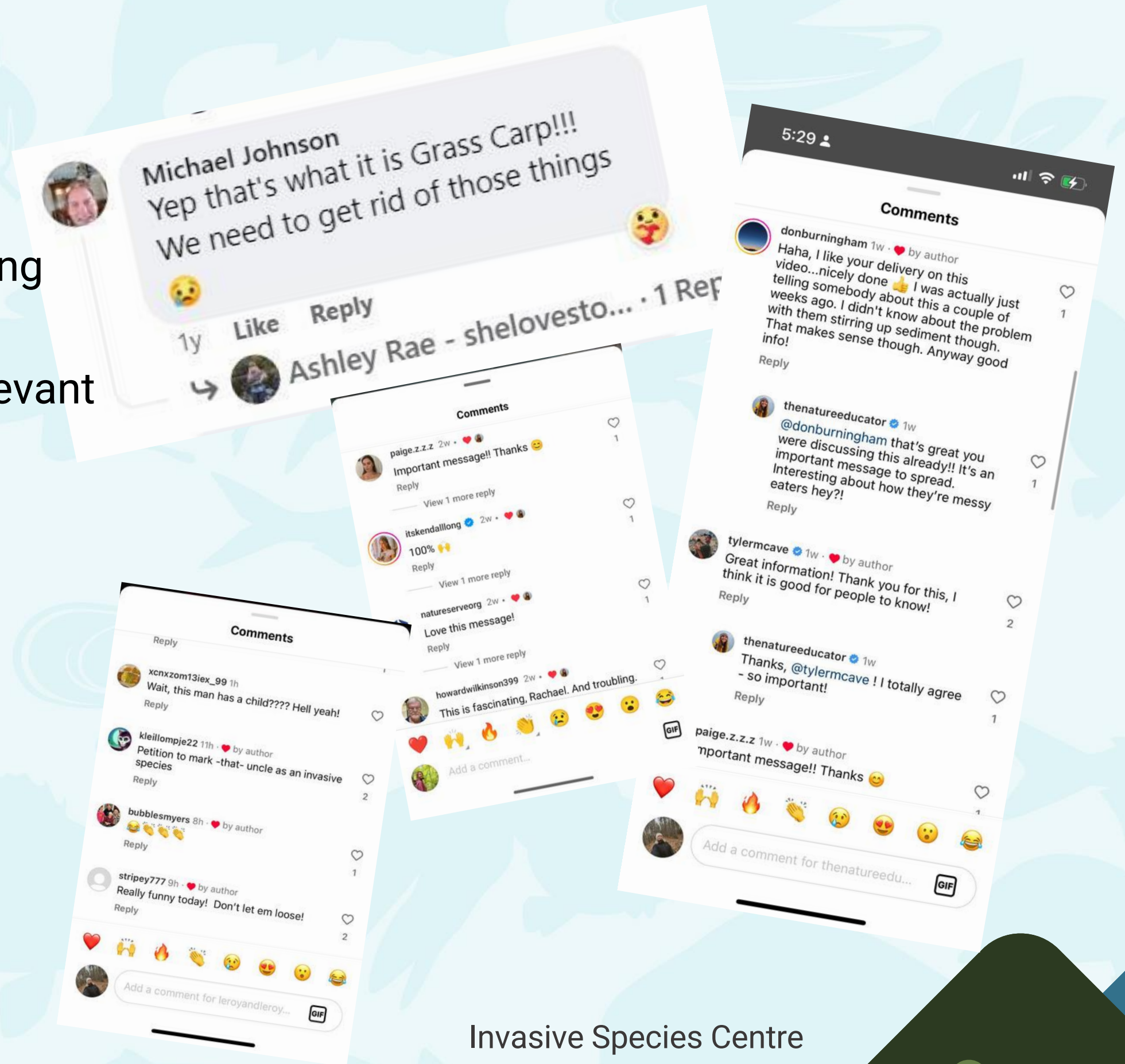
To date: Social ads have **608,000** impressions

= **\$0.006**/impression

YouTube = **\$0.02**/impression *without all metrics

Response

- Influencers are a trusted source for delivering information.
- Often less likely to receive backlash or irrelevant commentary.
- See the validity and candid reactions in the comment section. *Though, not always representative of the full perspective.



In the future...

2024

- Work with new influencers.
- Continue series with existing partners.
- Work with younger audiences.

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