

# MEETING DOCUMENT

## Wadden Sea Board (WSB 32)

4 March 2021  
Online meeting



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**Agenda Item:** 5.6 Communication and education

**Subject:** Media review 2020

**Document No.:** WSB 32/5.6/2

**Date:** 11 February 21

**Submitted by:** CWSS

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The media review 2020 gives an overview of the TWSC-related press releases as well as coverage for the period 1 January – 31 December 2020. Due to the pandemic and TWSC events being cancelled, the number of press releases and media coverage was significantly reduced. Also, 2019 was an exceptionally good year in terms of media reach thanks to the anniversary campaign. On the other hand, in 2020 activity online was increased by posting more on website and social media and by introducing new formats, such as the Prowad Link videos. It is envisioned to get back to a normal interaction of 12 press releases a year after the lift of restrictions as well as to keep up the new frequency on online postings.

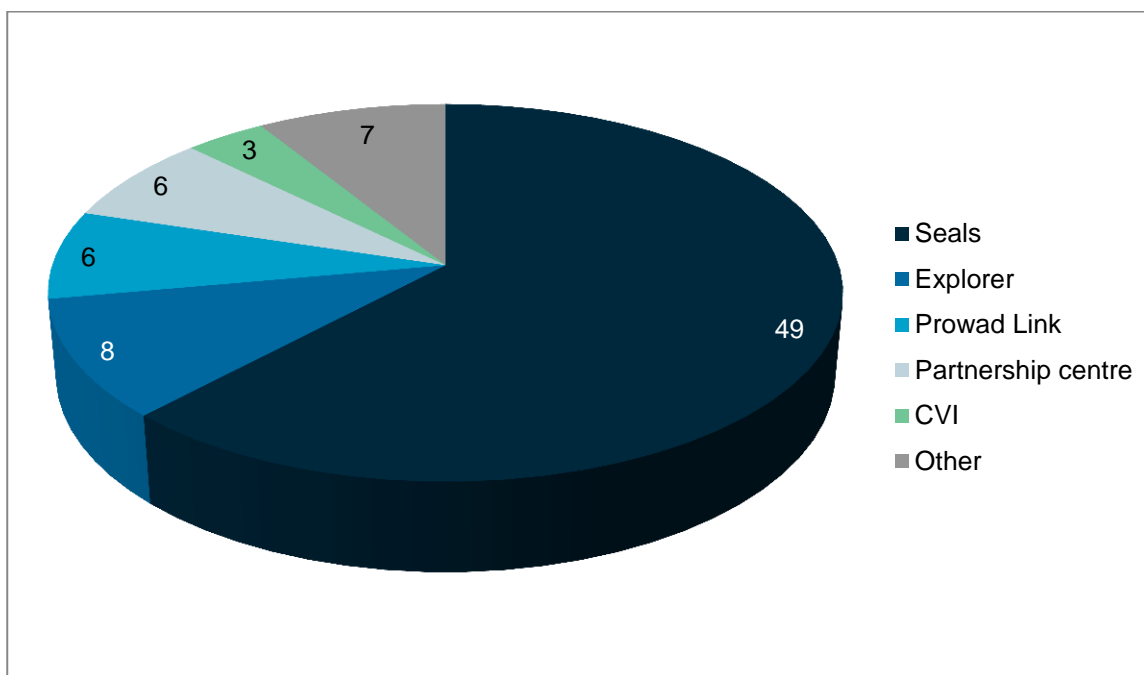
**Proposal:** The meeting is invited to note the document.

## Media review 2020

1 January – 31 December 2020

### Press review

- 4 press releases (2019: 14) by CWSS on the seals reports, CVI workshop and an ITB announcement before its cancellation.
- 79 mentions in printed, broadcasting and online media (316 in 2019 | -75 %)
  - 13 NL, 3 DK, 48 DE, 15 other (2019: 49 NL, 5 DK, 248 DE, 12 other)
- Distribution of entries by topic :



### WSWH/TWSC website review

- 52 news items posted in 2020 (2019:42)
- Over 105,000 website visitors in 2020 (2019: 45,000<sup>1</sup>), with numbers picking up significantly in March 2020
- Most popular pages (in that order): Your visit, Wadden Sea Explorer, CWSS, TWSC, ISWSS, Resources, Seals, Our World Heritage
- Newsletter launched in May 2020: increase of subscribers from 110 to 160 by December; excellent open-rate with an average of 55% and click-rate with an average of 35%.

<sup>1</sup> The official launch of the merged WSWH/TWSC website was in November 2019. However, the website was already available to visitors as new WSWH website for 2019)

## Social media review

- Facebook:
  - Increase of 600 followers from 2,400 to 3,000.
  - 72 posts with a total of 700,748 post impressions
- Instagram:
  - Increase of 400 followers from 1,200 to 1,600.
  - 74 posts with a total of 9,788 likes
  - Successful temporary takeover of account by LKN.SH in December 2019 – February 2020
  - Assistance of content research and management by volunteer from LKN.SH since October 2020
- Twitter:
  - Increase of 119 followers from 461 to 580.
  - 39 tweets (+31 tweets on Prowad Link Twitter page) with a total of 101,084 tweet impressions (Prowad Link: 29,612 tweet impressions)
- The new WSWH video was most successful post with 19,600 interactions and 783,000 people reached through CWSS and partner channels (combined) on Facebook alone.
- 3<sup>rd</sup> Social media workshop successfully conducted in September with two concrete trilateral projects already completed (joint launch WSWH video, birthday video).