

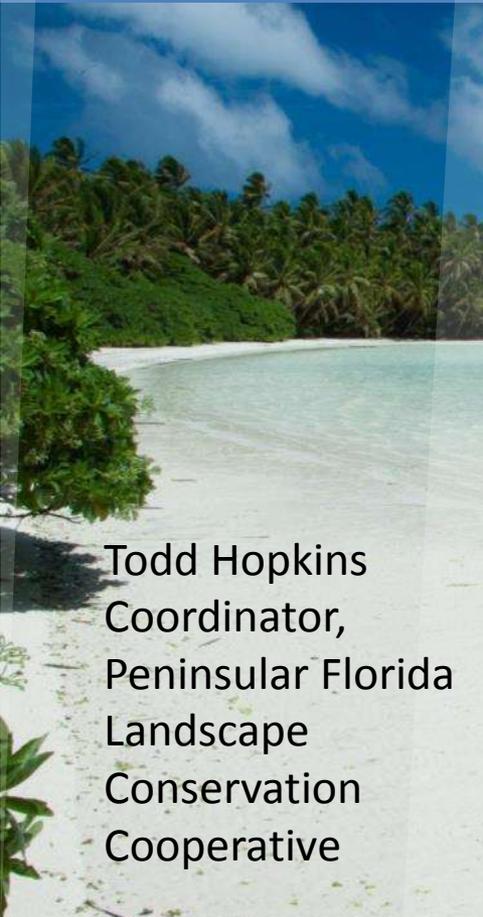


LANDSCAPE CONSERVATION
COOPERATIVES

Communications

#WeLoveLandscapes

Todd Hopkins
Coordinator,
Peninsular Florida
Landscape
Conservation
Cooperative





Landscape Conservation Cooperatives (LCC) Network Map

Landscapes capable of sustaining natural and cultural resources for current and future generations.

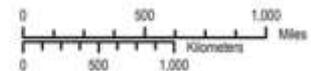
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LCC Names

- 1. Appalachian
- 2. California
- 3. Desert
- 4. Eastern Tallgrass Prairie and Big Rivers
- 5. Great Basin
- 6. Great Northern
- 7. Great Plains
- 8. Gulf Coast Prairie
- 9. Gulf Coastal Plains and Ozarks
- 10. North Atlantic
- 11. North Pacific
- 12. Peninsular Florida
- 13. Plains and Prairie Potholes
- 14. South Atlantic
- 15. Southern Rockies
- 16. Upper Midwest and Great Lakes
- 17. Aleutian and Bering Sea Islands
- 18. Arctic
- 19. Northwest Boreal
- 20. Western Alaska
- 21. Pacific Islands
- 22. Caribbean

Scale 1:45,000,000

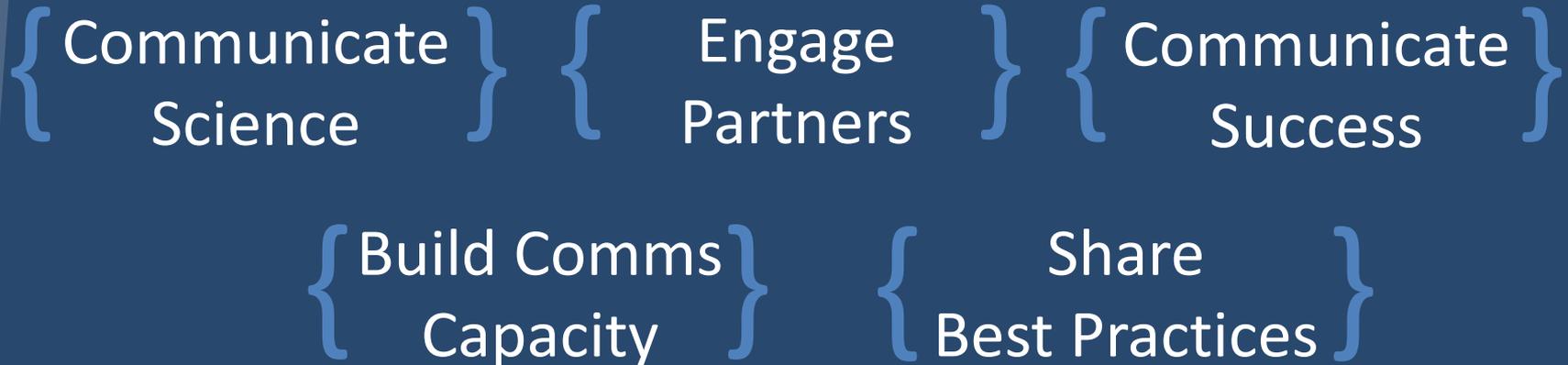


Map prepared by USFWS August 2015
Datum: WGS 84
Projection: Albers Equal Area Conic
Map Inset Projection: Equidistant Conic - Central Meridian 180 degrees
The USFWS makes no warranty for use of this map and cannot be held liable for actions or decisions based on map content.



Communication Goals

*Advance the knowledge of, support for,
and engagement in, landscape-scale
conservation across the LCC Network*





{ how do we get there?  }

Digital Strategy



- Create
- Curate
- Communicate



the "HUB"

LANDSCAPE CONSERVATION
COOPERATIVE NETWORK

Beyond boundaries

Building connections to tackle large-scale and long-term conservation challenges...

How we cross boundaries





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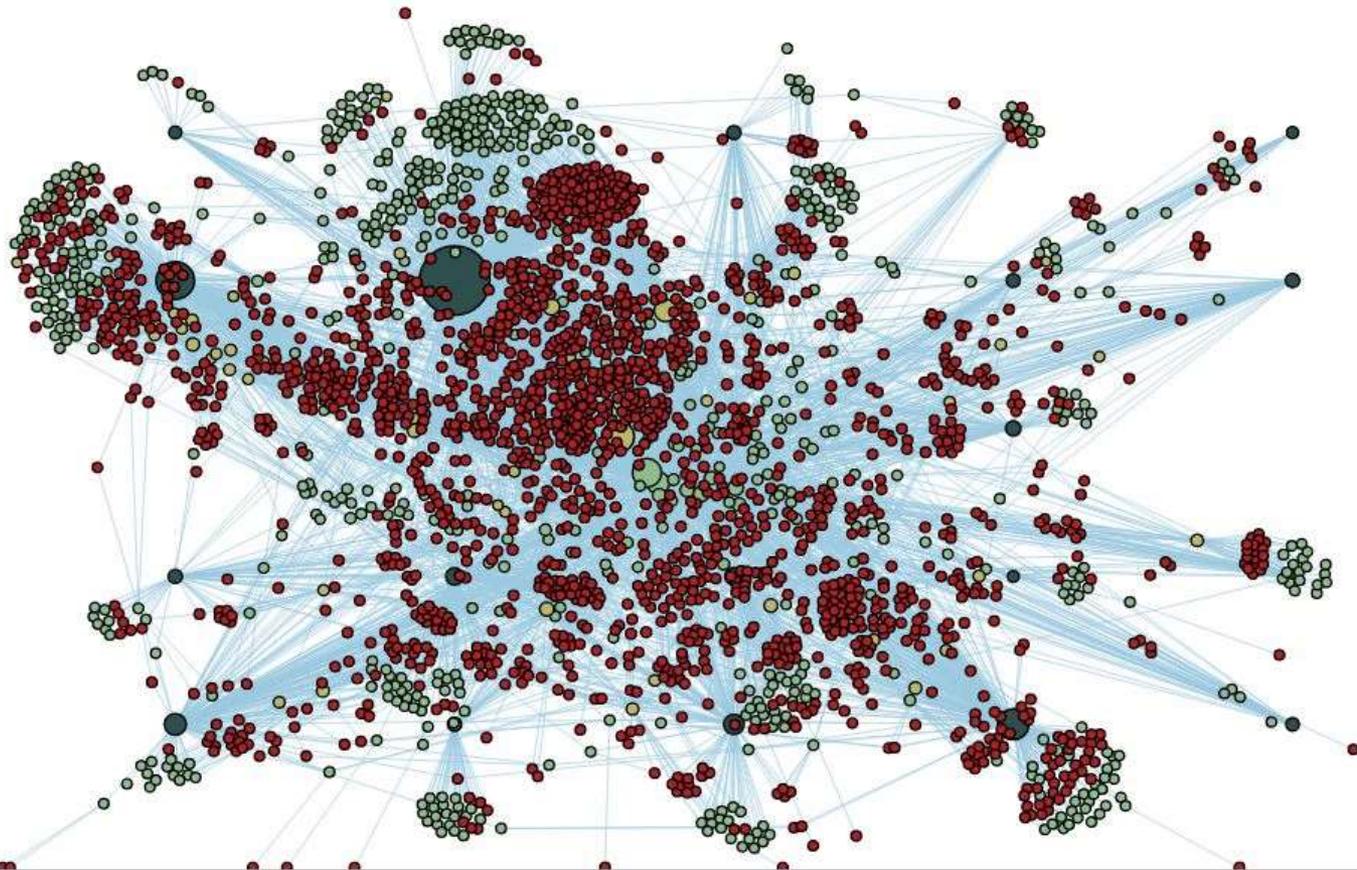
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the engagement engine...

LCC Social Network Visualization



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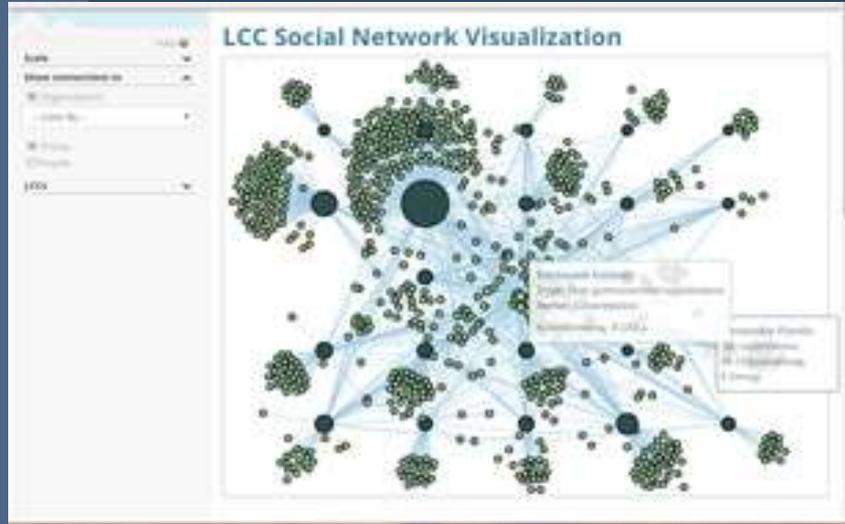
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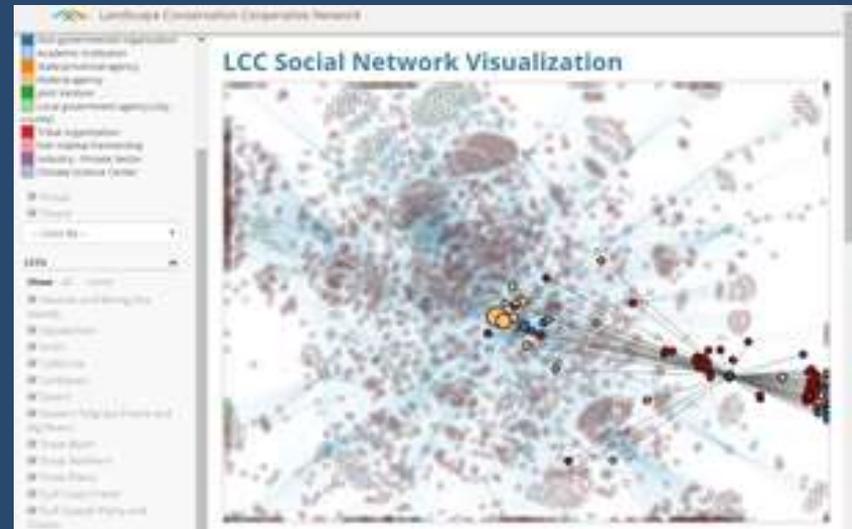
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Examine Nodes



Find Influencers



On Oct. 14, 2015 –
we launched with:

1,000 pages of content → 4,600 pages

100 search sessions → 2,000 sessions

3,000 page views → 12,000 views



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@LandscapeCC

https://twitter.com/LandscapeCC

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Twitter.com/LandscapeCC

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TWEETS
376

FOLLOWING
221

TWEETS
830

FOLLOWING
239

FOLLOWERS
345

LIKES
1,360

LISTS
2

Following

LCC
@LandscapeCC

22 LCCs form a national network of land, water, wildlife, and cultural resource managers, scientists, and interested public & private organizations.

Washington, DC

lccnetwork.org

Joined March 2012

29 Photos and videos

Tweets Tweets & replies

LCC Retweeted

Northern Research
"If we have a land... have a land ethic... a network of public & s working on a sustain natural and

Message

LCC Retweeted

Tweets Tweets & replies Media

LCC @LandscapeCC · 11h

The LCC Council meeting is underway in Boulder City, NV!
[#CollaborativeConservation](#)



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