



#PieceofthePuzzle

Social Media Campaign

Lake Huron-Georgian Bay Community Action Initiative

June 22, 2021

Jessica Van Zwol, Healthy Watershed Specialist

St. Clair Conservation

Healthy Lake Huron

- Began in 2011
- Address shoreline water quality concerns such as nuisance algae and bacterial issues
- Promote safe and clean beaches from Sarnia to Tobermory.
- Federal, provincial, & municipal governments, local public health, Conservation Authorities (CAs), & other local organizations,
- Coordinate actions aimed at lowering phosphorus entering the Lake and reducing the incidences of high levels of bacteria
- Six key watersheds



Exploring Innovative Media

Activity in the HLH OMAFRA CAP Stewardship Cluster

- Generally, CAs use workshops, one-on-one meetings, & field tours to meet landowners
- Goal: Develop innovative media to communicate stewardship messages & engage community regarding soil health or water quality or adopted BMPs
- How timely...

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Social Media Campaign

- Goal: To tell the story of the Lake Huron Watershed to showcase how we all play a role in the health of Lake Huron
- We are all a #PieceofthePuzzle from #LandtoLake to keep #HealthyLakeHuron
- Facebook and Twitter: April 1 – October 31, 2020
- Broad categories: Food, Soil, Water, Beaches, Nature, & Community

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Social Media Campaign

- HLH social media - common/unifying platform, but reach was less than the collective CA platform
- CAs posted content to their own platforms with appropriate hashtags and page tags
- Other CAs on the HLH team were encouraged to share and retweet these posts to reach a broader audience
- HLH social media shared and retweeted what CAs posted
- The HLH website was used as a “home base” and posts directed traffic to the website when appropriate.

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Social Media Campaign

- Each CA was responsible for a topic each week
- Other CAs could add content to the weekly theme
- Twitter: @HealthyLkHuron
- Facebook: Healthy Lake Huron

Week		Conservation Authority
April 26	Introduction video - Jacqui Empson Laporte, OMAFRA	HLH
May 3	Huronview - pollinator strip planting video	ABCA
May 10	Water Quality Monitoring Concepts	MVCA
May 17	Pizza short video: interviewee highlights	SVCA
May 24	Urban Landscapes short video: interviewee highlights	SVCA
May 31	DIY Soil Health Tests	MVCA
June 7	Water Infiltration Tests	MVCA
June 14	Urban Landscapes short video: interview mash-up of water infiltration tests	SVCA
June 21	Coastal Corks & Pints	SCRCA
June 28	Fun Lake Huron Facts - Canada Day	SCRCA
July 5	Family Fishing Week	ABCA
July 12	<i>Phragmites</i>	SCRCA/SVCA
July 19	Coastal link to water(possible contacts/suggestions)	SVCA
July 26	Past MVCA Restoration Projects	MVCA
August 2	Cover Crop Demonstration Sites	ABCA
August 9	Manure Best-Management Practices	MVCA
August 16	Pizza short video: interview mash-up of water quality values along the food chain while going through a day in their operation	SVCA
August 23	Indigenous Connection to the Land & Water	SCRCA
August 30	Soil Pit with SRG	MVCA
September 6	Mussels in the Ausable and Sydenham Rivers	ABCA/SCRCA
September 13	Edge of Field Monitoring Equipment Overview	MVCA
September 20	Forest Fall Fair	SCRCA
September 27	Maitland Trail El Camino and Other Watershed Trails	All CAs
October 4	Rural Communities	SCRCA
October 11	Garvey-Glenn Structural BMPs	MVCA
October 25	Yield Maps and Profitability Mapping	ABCA

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Story boards

Water quality and coming home

Posted: Thursday, August 20, 2020

August 16th

**Saugeen Watershed Community Highlight:
Jen Christie, Bonfire on Queen**

Water Quality

Born and raised in Bruce County, Jen has been a leader in Agriculture, shaping the way we talk about food and how the industry engages with women and youth

Agri-marketer

Non-profit leader

Community Volunteer

Restaurant owner

What do pizza and water quality have in common?

Learn about Ag perspectives on water quality, soil health and sustainability

Shaping the Future

 #healthylakehuron #pieceofthepuzzle #landtolake 

Jen Christie shares why water quality of Lake Huron is important.

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Video interviews with business owners

Jen Christie was born and raised in Bruce County. She has been a leader in agriculture for years and has recently come home to open the doors of her and her partner's new restaurant in Paisley: Bonfire on Queen.

Hear her perspective on why water quality is important to her and why it should matter to everyone in the Lake Huron and Georgian Bay watershed.

Watch the video now:

- [Water quality and coming home](#)



#healthylakehuron #landtolake #pieceofthepuzzle

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In-field discussion videos with community members



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In-field discussion videos

Cover Crops 101: An introduction to the multiple benefits of cover crops

Ross Wilson, MSC; PAg; CCA-ON; Water and Soils Resource Coordinator, Ausable Bayfield Conservation, talks about the many benefits of cover crops and 'service crops' in this new video.

Watch the video now:

- [Cover Crops 101: An introduction to the multiple benefits of cover crops](#)



Cover crops have many benefits to the landowner and the community.

Cover crops help to protect water quality and build soil health.

Cover crops help to reduce loss of nutrients and topsoil, reduce the amount and speed of water running off of land, and reduce wind speed at ground level which reduces wind and water erosion and the speed of water runoff.

Those are just some of the benefits.

The Healthy Lake Huron – Clean Water, Clean Beaches Partnership would like to thank all the agricultural producers and other rural landowners adopting cover crops to help protect and improve soil health and water quality.

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Infographics

Do-It-Yourself (DIY) Water Infiltration Test

Forest Notes, Issue 2, 2016

DIY WATER INFILTRATION TEST

How well can your soil handle rainfall?



1 REMOVE THE BOTTOM FROM A COFFEE CAN

Any equivalent sized material will work, such as a section of PVC pipe. This equipment is meant to stop water from moving sideways. Instead the water will infiltrate vertically into the soil profile.



2 INSERT THE COFFEE CAN INTO YOUR TEST SPOT

The can should be roughly 9" deep to avoid water seeping horizontally out of the test area. Use a piece of scrap wood and a hammer to insert it evenly.



3 POUR 800 ML OF WATER EVENLY INTO THE CAN

Pour slowly to avoid disrupting the soil. The 800 ml will represent about 1" of rainfall. This first test is considered the "pre-soak" if it hasn't rained in awhile and will have to be repeated for true infiltration.



4 TRACK THE INFILTRATION TIME

Use a timer to track how long it takes for the water to infiltrate. See below how your soil compares.



5 REPEAT STEPS 3 & 4 IF THE SOIL IS DRY

This second run of the test will better represent the "true" infiltration rate. This avoids the hydrophobic nature of very dry soil.



6 TRY IT AGAIN IN DIFFERENT AREAS

As you test different areas out, you will better understand how water infiltration varies across a field or in a garden vs. lawn. Infiltration rates are slower as you move from sandy soil to clay soil.

Rapid
3 - 10 min

Moderate
30 - 100
min

Slow
300 -
1000 min

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Interactive maps

COASTAL CORKS & PINTS

Many craft breweries, wineries & cideries along the Lake Huron Coast are doing their part to minimize their impacts on water quality & the environment.

Join us this week as we highlight local actions.

It's a great time to [#supportlocal](#)

(Please enjoy responsibly)

[#HealthyLakeHuron](#) [#PieceofthePuzzle](#) [#LandtoLake](#)

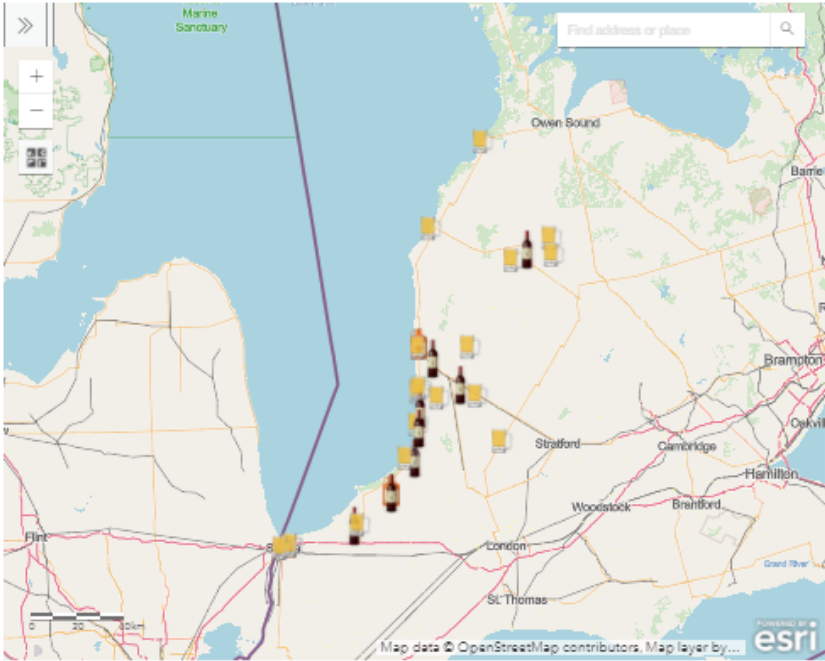
Water, sunshine, beer & wine. Summer on Lake Huron's pretty fine!

From reducing cardboard and plastic packaging to reusing wastewater, to planting trees for every shipped order, to providing spent grains to local farmers for livestock feed, many of these breweries, wineries and cideries are working hard to reduce their footprint.

Each of them is just one [#pieceofthepuzzle](#) in maintaining water quality from [#LandtoLake](#) on the Lake Huron coast. [#healthylakehuron](#)

As you plan your trips to the coast this summer maybe include a stop at one of these locations. It is a great time to [#supportlocal](#) but, as always, please enjoy responsibly.

Check out these coastal cork and pint enterprises on map below:



Find the addresses or find out more in table below:

Business name	Industry	Location	Website
2nd Streetlight Estate Winery	Winery	36594 Huron Road Clinton, Ontario N0M 1L0	2ndstreetlightwines.ca
Alton Winery	Winery	5547 Aberarder Line, Plympton-Wyoming, ON N0N 1J5	altonfarmsestatewinery.com
Bad Apple Brewing Company Ltd.	Brewery & Cider	73463 Bluewater Hwy. Zurich, On	badapplebrewingco.com

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Facebook Live events



Healthy Lake Huron

Published by Ausable Bayfield [?] · July 7 · 🌐

This is a fishing video broadcast live this morning during Ontario Family Fishing Event week! In the Ausable River Watershed, there are grant incentives to help you protect water quality through cover crops, tree planting, and other stewardship projects that protect habitat for water, soil, and living things including fish ... [#healthylakehuron](#) [#landtolake](#) [#pieceofthepuzzle](#)



709 Views

Ausable Bayfield Conservation Authority was live.

July 7 · 🌐

Fishing with Davin

👍 Like Page

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Agriculture-focused podcast

[episode 272 agriculture show sept 29 2020 | CKMS 102.7 FM \(radiowaterloo.ca\)](#)

THE AGRICULTURE SHOW

EPISODE 272 AGRICULTURE SHOW SEPT 29 2020

© SEPTEMBER 30, 2020 👤 JEFF STAGER 💬 LEAVE A COMMENT



Ross Wilson and Tim Cumming are our guests today. Ross and Tim work at the Ausable Bayfield Conservation Authority www.abca.ca. We are on site at one of their test plots to see the use of cover crops in 60' corn rows. Our playlist:

- instrumental by Art Kennedy
- Still I Survive by LJX
- Smokin' Gun by Adam Wendler
- Blue Sky by The Ashgrove



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New Connections



Healthy Lake Huron

Published by Jessica Abdulla [?] · August 24 · 🌐



The Métis Nation of Ontario (MNO) Great Lakes Métis Council falls within the MNO Georgian Bay Traditional Territory, which stretches from Tobermory around to the Parry Sound Area.

Both historically and currently, Lake Huron is an important and rich resource for fish as well as place of cultural and spiritual connection.

#pieceofthepuzzle #HealthyLakeHuron #LandtoLake

From 1815 to 1828, after the War of 1812, many Drummond Island Métis families moved to areas around Lake Huron including Kincardine, Owen Sound and other sites on the Bruce Peninsula, as well as on Georgian Bay in Penetanguishene and Parry Sound.

Along the shore of Lake Huron, the Métis have traditionally relied on fish as a food source as well as for trade and economic purposes. Fish fries are a culturally-significant practice for the Métis, a way of bringing together the community.

Water not only provides harvesting and economic opportunities; it is also of spiritual significance to the Métis way-of-life. The Métis view preserving the streams that run into the lake and the surrounding land as integral parts of maintaining a healthy Lake Huron. The Georgian Bay Traditional Territory Consultation Committee strives to ensure that when the duty to consult is triggered, that waters and fisheries are protected for current and future generations.

**Healthy
Lake Huron**

Clean Water, Clean Beaches

Facebook Analytics for Healthy Lake Huron Social Media Campaign

- Total number of posts: 91
- Total reach: 42,949
- Total impressions: 52,806
- # of Healthy Lake Huron page “Followers”¹
 - Increase from 40 (April) to 214 (Nov 23) to 426 (June16) = 386 people
- # of Healthy Lake Huron page “Likes”²
 - Increase from 38 (April) to 186 (Nov 23) to 380 (June16) = 342 people

¹When someone **follows** a Page, it means they may receive **updates** about the Page in their News Feed.

²When someone likes a Page, they're showing support for the Page and that they want to see content from it. The Page will show up as being liked in the About section of that person's profile.

Twitter Analytics for Healthy Lake Huron Social Media Campaign

- Total number of tweets: 95
- Total impressions: 43,743
- Total profile visits: 363
- Total new followers: 30 (April – October 2020)
 - Added 17 more followers

Measuring Success

- “Following” started small, but grew & continues to grow
- Capacity building perspective – building online communication skills
- Networking perspective – reached far beyond our “typical” Lake Huron community to engage, learn, and share efforts of local groups and/or industries

Lessons Learned

- Posts that resonate with people will have a further reach
- Great (& free!) social media software – Canva
- Easier to track analytics if all posts start on HLH social media
- To increase reach & engagement:
 - Boosting posts is inexpensive & can broaden our reach
 - To broaden the reach of a post, use additional relevant-to-audience hashtags
 - Tweets targeting farmers: use #OntAg or #soilhealth
 - Posts about Lake Huron animals: use #WildlifeWednesday, #FishyFriday
 - Tag relevant companies/organizations with large followings and request to retweet or share.

Lessons Learned

- Scale matters!
 - Small/local groups
 - Nimble
 - Promote and activate change at local level
 - Potential for silos
 - Regional level
 - Connects various networks to smaller groups/different industries
 - Wider breadth of messaging and impact
 - Reduce messaging and effort overlap
- Collaboration at a regional level allows “bigger picture” & opportunities to observe trends in water quality concerns and land use changes
 - Use data/trends collected at regional level to promote action at local scale.

Next Steps

Planning for the future!

- Continue posting on the Healthy Lake Huron Facebook & Twitter to engage our new followers
- Post at least 1 post/week & 1 post/CA/month
- Scheduled until December 2021
- Centred on Food, Soil, Water, Beaches, Nature, & Community
- Plan
 - Highlight water quality related posts/actions of seasonal importance (e.g. when to plant cover crops, community garden harvests, National Days, shoreline cleanups etc).
- Want to get involved!? Connect with me jvanzwol@scrca.on.ca

Questions?