

## Our Identity

We are THE Dragonfly people – we want to work to become widely recognised by the general public and other organisations as THE place to go for anything dragonfly related. We want to ensure we have a strong and clear message about what we do and why we exist. That we are science-based working towards bettering our understanding and saving species, as well as welcoming to all. We can be fun but we know when to be serious. We need to stand out from similar organisations

## Key Communication Objectives

The Communication Strategy aims to support the implementation of the BDS Strategy 2022-2026

Strategy Objective	Communication Objective
To collaborate with others to increase the impact of our work	<ul style="list-style-type: none"> <li>- Share stories of current collaborations and partners</li> <li>- Build better relationships with other charities and organisations</li> <li>- Promote dragonfly research and collaboration</li> <li>- Attend and create collaborative events with other organisations</li> <li>- Work with venues for standalone displays</li> <li>- Form partnerships with social media influencers</li> </ul>
To proactively promote our own work and share our stories	<ul style="list-style-type: none"> <li>- Produce high-quality resources</li> <li>- Share our work through Dragonfly News magazine and the BDS Journal</li> <li>- Keep our website up to date</li> <li>- Maintain and develop our presence on social media channels</li> <li>- Build stronger media relationships and issue news releases as appropriate to raise the profile of dragonflies and their conservation</li> <li>- Identify ambassadors who can help broaden our media appeal and reach new audiences</li> </ul>
To deliver and promote a range of events and activities	<ul style="list-style-type: none"> <li>- Create a program of events to maximise our reach and engage with new audiences</li> <li>- Launch and support a Youth Panel</li> <li>- Make citizen science accessible, providing people with the tools they need to record dragonflies</li> </ul>
To create engaging and accessible resources to deepen public knowledge of dragonflies	<ul style="list-style-type: none"> <li>- Produce engaging educational resources for a range of ages</li> <li>- Create education and training partnerships</li> <li>- Develop our training offering for adults to provide identification skills</li> </ul>
To champion dragonflies and be their voice	<ul style="list-style-type: none"> <li>- Create eye-catching engagement campaigns</li> <li>- Champion the message that taking an interest in wildlife and taking action to conserve it can aid people's mental health and well-being</li> <li>- Dig more ponds – champion pond creation using accessible resources</li> </ul>

## Key Communication Messages:

1. We are THE Dragonfly people – our aim is to be widely recognised by the general public and other organisations as THE place to go for anything dragonfly-related
2. We are science-based, we lead on recording and promote research to better understand dragonflies and their habitats
3. Supporting us through membership and volunteering results in direct action for dragonfly conservation
4. Creating a pond is the best gardening action you can take!

## Key Communication Methods

- » **Social Media:** Twitter, Facebook, Instagram, YouTube, LinkedIn
- » **Website:** hosting news stories, event details, latest sightings and identification reference materials
- » **Email Newsletter:** a monthly online resource with news and updates on our work, free to anyone who signs up.
- » **Volunteer Email Newsletter:** available to registered volunteers with updates and new volunteering opportunities.
- » **Dragonfly News Magazine:** Biannual members magazine.
- » **Journal:** Biannual peer-reviewed scientific journal bringing together current Odonata and wetland research, available to members.
- » **Field Meetings:** led by County Dragonfly Recorders (CDRs) and experienced volunteers as guided walks and/or targeted recording events
- » **Spring Meeting and Annual Meeting:** our two largest events bringing together staff, trustees, members, volunteers, and anyone with an interest in dragonflies. The events are open to all and are free to attend but a donation is welcomed.
- » **Traditional media print and broadcast interviews:** press releases, articles, mentions within the media, TV or other video promotion and radio interviews.
- » **Printed and downloadable resources:** leaflets, children's activities, school resource packs, and gardening resources.
- » **Exhibiting at events:** This involves a range of events at a variety of sites including at Dragonfly Hotspots. We use these events to showcase informative displays and speak with members of the public. Events can also include leading walks and giving talks.

## Our Audiences:

Continue to engage:	Would like to engage more:
Members	Other Charities and Organisations
Volunteers	Landowners
Recorders	Young Adults
Gardeners	Wildlife Bloggers and Influencers
Researchers	Families
Photographers	Media
Birders	



## Our Campaigns

**PondWatch:** We encourage everyone to get out and explore the species using their garden pond or ponds in their local park or nature reserves. We run this campaign on a weekend in early June, sharing pond creation and management resources to encourage everyone to create more ponds.

**Dragonfly Week:** An annual celebration of dragonflies and our work to conserve them and their habitats. This is a week-long celebration starting on the first Saturday of July. We work with all of our Hotspots to promote and run events during this week. During this time we launch new Hotspots and create publicity with the help of site partners.

## Key Events

We are using this strategy period to collect data and assess what events are important for us to attend and help us reach our key audiences.

## Communication Goals

Objective	Activities	Target Audience
Share stories of current collaborations and partners	Spotlighting partnerships through Dragonfly News articles, posts on the website and social media content	Charities/Orgs, landowners and media
Build better relationships with other charities and organisations	Staff to identify and attend conferences that would allow for better networking	Charities/Orgs
Collaborative events	Identify a partnership to create a display for a Royal Horticulture Society event.	Gardeners
Working with venues for standalone displays	Adapting our current standalone display and identifying a location to display each year.	All
Partnerships with social media influencers	Approach influencers via social media, build relationships, suggest joint posts and collaboration.	Young adults and influencers
Promote dragonfly research and seek out new research collaborations	Actively promote research into dragonflies and their habitats. Our Dragonfly Conservation Group will promote topics of interest.	Researchers
Producing high-quality resources	Review current resources Create new membership leaflet As stock reduces look at making changes and updating branding to current leaflets	All
Sharing our work through Dragonfly News magazine and the journal	Review magazine and journal, to update design	Members
Keeping our website up to date	Review of webpages annually, keep navigation and menus updated. Update mobile phone view.	All
Maintain and develop our presence on social media	Create a social media strategy	All
Build stronger media relationships to raise the profile of dragonflies and their conservation	Collate a full list of all current media contacts Identify new media contacts Create and issue at least 3 press releases a year	All
Identify ambassadors who can help share our message	Build a relationship with additional ambassadors who will champion dragonflies and bring our message to a new audience	Young adults

Create a program of events to maximise our reach and engage with new audiences	Field meetings – encourage organisers to share event details to be advertised on the website Core events – (eg) Birdfair New events for targeted new audience engagement – apply for one large gardening event and one large event with a young adult audience	Choosing events specifically to reach a target audience.
Eye-catching event display	Review current display materials and design a base display that can be adapted for each event type	All
Launch and support a Youth Panel	Create a structure for a youth panel. Create: promotion material, application process, training/events schedule for the year	Young adults
Making citizen science accessible, providing people with the tools they need to record dragonflies	Create an entry-level guide to identifying the most commonly encountered dragonfly species	Recorders and Volunteers
Engaging educational resources for a range of ages	Review, update and continue to promote current education packs	Other orgs, educators, families and children
Create education and training partnerships	Continue current partnerships Identify new partnerships	Other orgs, educators, families and children
Develop our training offering for adults to provide identification skills	Develop online training course Create a training programme to include in person courses Improve our training resources, creating more ID videos	Members, volunteers, recorders, young adults
Eye-catching engagement campaigns	Create an action driven campaign for both PondWatch and Dragonfly Week, with levels of activities/actions to take.	All
Champion the message that engaging with nature can aid people's mental health and well-being	Run an annual photo competition – encouraging everyone to get involved Create exciting and engaging content, empowering people to get outdoors as highlighted in the Social Media Strategy	All
Dig more ponds – champion pond creation using accessible resources	Review and create resources For larger landowners – share our Managing Habitats for dragonflies covering streams, rivers, lakes, bogs, fens and seepages	Other orgs, gardeners, landowners
Create merchandise to increase our visibility	Create attractive tote bags and t-shirts Build our pin badge range by adding a new design each year, chosen by the public.	All

## Monitoring and Evaluation

Within this strategy period we plan to collect data and feedback on all of our set goals. Using: social media analytics, event evaluation, reviews of media reach and a review of our resources. As well as collecting feedback from our members, volunteers and enews subscribers. A review will be conducted at the end of each year to monitor our progress and inform planning for the next year.

