



Project report – Social media outreach

Background

Social media is increasingly popular and influential. We have managed a Facebook page and Twitter account, together with other social media properties, for some years.

Timing

Throughout 2015-16

Location

Global

Partners

Facebook/ Twitter

Methodology

Relevant news items are drawn from our own activities, those of sister organizations, those of organizations in related areas and the general media.

Outputs

A number of posts are made each day.

Beneficiaries

The beneficiaries are humanity and other species, both now and in the future, who benefit from a reduced population size.

Impact

The number following our liking our social media accounts has risen over the year.