



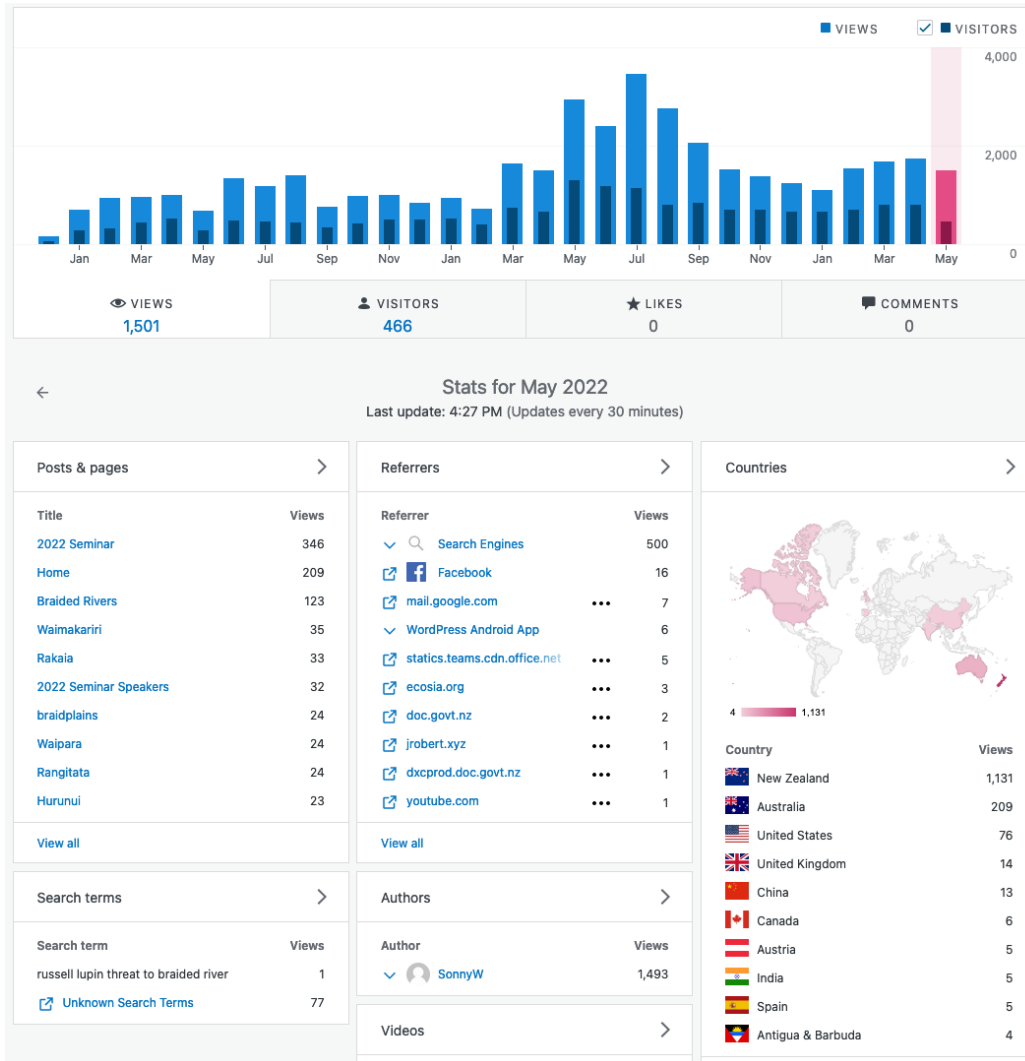
BRaid coordination as per ECan contract 2021-2022

Report #6: period 15 December 2021 to 24 May 2022

Description of Products	Delivery date	Outputs completed
Organise one Braided River Seminar	06 July 2022	<ul style="list-style-type: none"> • Programme almost completed: https://braideddrivers.org/seminar2022/ • Confirmed Speakers bio: https://braideddrivers.org/speakers-seminar-2022/ • Venue booked: Lincoln university • Bookings to date (including speakers): 119
Maintain website www.braideddrivers.org	14 December 2021 – 24 May 2022	<ul style="list-style-type: none"> • Page number as of 24 May: (134 pages) + (128 'news' posts) = 262 • Maintain daily backups on remote server (mostly automated but verified regularly) • Renew payments for plugins and for miscellaneous software, security software, domain names and hosting service • Updates pages with research and bird counts (details in Newsletters – links below) • Graph (page 3) show a continuing increase of visitors over time.
Manage website news and social media	14 December 2021 – 24 May 2022	<ul style="list-style-type: none"> • Updated content when provided or when information changes • 184 Facebook posts 14 December - May 24. • 2 videos added to Youtube (BFT Ashley Rakahuri and Harrier)

Produce regular newsletters	14 December 2021 – 24 May 2022	<ul style="list-style-type: none"> • Four plus three subject-specific news items sent to 274 verified emails. The newsletters also appear as blog/news pages; summary page: https://braidedrivers.org/news/ • Newsletter #68: https://braidedrivers.org/newsletter-68/ • Mining Braided Rivers: https://braidedrivers.org/mining-braided-rivers/ • Newsletter #69: https://braidedrivers.org/newsletter-69/ • Black-billed gull Ashburton Hakatere: https://braidedrivers.org/black-bill-gull-tarapuka-colony-ashburton-hakatere-river-2021-22/ • Newsletter #70/ seminar 2022: https://braidedrivers.org/newsletter-70-2022-braided-rivers-seminar/ • Braided river bird breeding & human disturbance: https://braidedrivers.org/braided-river-bird-breeding-across-the-si-and-human-disturbance/ • Newsletter #71: https://braidedrivers.org/newsletter-71/
Make available, assist or lead in designing awareness resources	Completed to 24 May	<ul style="list-style-type: none"> • Signs for Ashley Rakahuri underway • Create short video clips: <ul style="list-style-type: none"> ○ Black-fronted tern Ashley Rakahuri: https://braidedrivers.org/black-fronted-tern-nesting-ashley-rakahuri/ ○ Kahu predating BFT: https://youtu.be/Bk32u3sOLtU

Website stats. The upper bar graph is the last 18 months. This shows an expected peak around the annual seminar/symposium, and overall an upwards trend. 'Views' are page visits; 'visitors' are unique visitors for 01-19 May (red bar). The figures below that are also May; higher than usual due to bookings and page views following the announcement of the seminar on Facebook, newsletter, and via direct email.



Facebook demographics. The 1.5% from Oxford is not necessarily from me as I use a VPN to randomly mask my location.

