


# BearWise Program Status Report

January - June 2021

Prepared for the Large Carnivore Working Group of SEAFWA  
Submitted by LaVonne Ewing, Linda Masterson, Sarah Yoder | Image Resource

## OUTREACH MATERIALS

<p>Apr-Jun 2021</p>	<p><b>Design free-standing floor banners</b> for state agencies &amp; local bear groups: “Welcome to Bear Country” and “Got Bears? Get BearWise”.</p> 
<p>May-Jun 2021</p>	<p><b>Create state-branded flyers</b> for all southeast states; add to our store and email to state agencies.</p>
<p>May-Jun 2021</p>	 <p><b>Design Community recognition signage;</b> to be implemented by state agencies if they have a recognition program (i.e. Florida, North Carolina).</p>

May-Jun 2021	<p><b>Dumpster decals:</b> coming soon to the BearWise store.</p> 
March 2021	<p>Create a new single-subject resource sheet format: <b>BearWise Bulletins</b>.  Release BearWise Bulletin #1: <b>Attract Birds, Not Bears</b> (promote, add to store and add links to it throughout the website).  <b>Coming soon - Bulletin #2 (dogs &amp; bears)</b></p>

## WEBSITE

Apr-Jun 2021	<ul style="list-style-type: none"> <li>• New FAQ: Does deer repellent work on bears?</li> <li>• New paragraphs about orphan cubs (About Bears page)</li> <li>• Paragraph about portable electric fencing</li> </ul>
March 2021	<p><b>Improve main menu “BearWise Resources”</b> with 5 sub-items:  Article Bank   Free Fact Sheets   Outreach Products    Create a BearWise Community   Join our Email List</p>
Jan-Jun 2021	<p><b>Add new articles to the Article Bank (with reprint/copyright statement on each); categorize into 4 sections for easy reference</b></p> <ul style="list-style-type: none"> <li>• What are bears up to this winter?</li> <li>• January/February is birthday time for bears</li> <li>• Seven tips for a BearWise spring</li> <li>• What’s on the bear menu? Everything</li> <li>• Vacationing in bear country? What to know before you go</li> <li>• Early summer brings more bear sightings</li> </ul>
Jan-Feb 2021	<ul style="list-style-type: none"> <li>• Add several “Not Wise” photos to various web pages.</li> <li>• Improvements that make home page load faster</li> <li>• Add new store category “State BearWise Stuff” with state stickers, etc.</li> </ul>
On-Going	<p><b>Website Management, Search Engine Optimization</b></p> <ul style="list-style-type: none"> <li>• Search engine optimization (SEO)</li> <li>• Monthly site maintenance</li> <li>• Test / fix / remove broken links</li> <li>• Hosting/domain management  <i>(hosting expires Oct 25, 2022; 3 domains expire Aug 15, 2028)</i></li> </ul>

## PROJECTS & COLLABORATIONS

- **Gatlinburg TN Road Signs:** In collaboration with BearWise Task Force and TWRA, design road signage (*Keep Bears Wild; Don't Toss Your Trash*) for City of Gatlinburg; also adopted by Sevier County, TN.
- **Georgia DNR:** create and produce 6 standing banners (*Georgia Is Bear Country*).



## MARKETING / BRANDING

### Publicity

- BearWise articles being reprinted in local newspapers and distributed by HOAs, etc.
- BearWise cited as a reference source for more information in several news stories and articles.

### Ongoing Email campaigns

- Announce new articles, with links to the website
- Provide seasonal bear info and reminders
- Promote store items

As of June 30, 2021: **1298 active subscribers**

High Open rate: 38% - 55%

### Act as Licensing Agent

Negotiate a one-time agreement with ABR (Appalachian Bear Rescue) to use BearWise name/logo.

### Materials / Branding Review

- **Great Smoky Mountains Association** - review and approve book that includes new BearWise info and promotes BearWise (*BOOK: Frequently Asked Questions About Smoky Mountain Black Bears*).
- **Great Smoky Mountains National Park** - Review and approve trail signage program that includes BearWise info and logo.
- **ABR (Appalachian Bear Rescue)** - Review and approve “Welcome to Bear Country” BearWise ornament that they will sell and/or use as an incentive.



## SOCIAL MEDIA

Spring social media concentrated on cubs, visiting/vacationing in bear country, bear attractants (feeding the birds), what bears eat, and increased bear activity post-hibernation. Top posts are photos of mother bears with their cubs, bear facts, and holiday-related messages (Memorial Day, Father's Day).

Sharing and following state, national and regional wildlife/parks systems has promoted more of the work of bear biologists across the country. Higher engagements could be obtained with more personal stories, photos and video content from bear studies, new bear facts, and all-things-cubs.

### Channel Growth, Engagement, Analytics:

#### Quarter 2: April 1 to June 30, 2021

##### Facebook: *BearWise.org*

56 Posts  
574 Fans  
2.7K Engagements  
31 Clicks  
411 Shares  
1.7K Reactions

##### Instagram: *BeBearWise*

56 Posts  
216 Followers  
753 Post Engagements  
13% Post Engagement Rate  
5.9K Post Impressions  
240 Profile Visits

##### Twitter: *@BeBearWise*

48 Tweets  
82 Followers  
101 Engagements  
54 Click-throughs

#### Quarter 1: January 1 to March 31, 2021

##### Facebook: *BearWise.org*

41 Posts  
438 Fans  
2.2K Engagements  
15 Clicks  
308 Shares  
2.3K Reactions

##### Instagram: *BeBearWise*

37 Posts  
147 Followers  
537 Post Engagements  
18% Post Engagement Rate  
3.2K Post Impressions  
88 Profile Visits

##### Twitter: *@BeBearWise*

38 Tweets  
57 Followers  
88 Engagements  
9 Click-throughs

## ACCOUNT SERVICE

**Create 1-page "BearWise Benefits for Member States";** distribute to SEAFWA states. Update and send to AWFA members prior to May 25th webinar.

**Create 1-page Member Price sheet** with discounted prices for magnets, stickers, door hangers, single- and double-sided flyers; send to SEAFWA committee.

### Act as Licensing Agent

Negotiate an agreement with ABR (Appalachian Bear Rescue) for one-time use of BearWise name/logo.

### Virtual meetings

- With LCWG subcommittee to discuss upcoming projects / needs (January, February, June)
- With Laura Conlee and Missouri agency staff to provide an in-depth overview of the BearWise program/benefits
- With Patti Sowka and Jon Gassett (WMI) & Dan Gibbs regarding Testing program

- With Angelyn Mewborn (SEAFWA) re: PayPal and how a DONATE button could be added to site

#### AFWA

- Prepare 3-page AFWA proposal: sent to Dan
- Virtual meeting With Billy Dukes (January 27) regarding AFWA proposal
- Prepare and participate in a one-hour webinar (May 25) for all US states and Canadian provinces to introduce agencies to the benefits of joining BearWise. Included PowerPoint presentation, virtual tour of the website and Q&A session with the full BearWise team. Uploaded “unlisted” (private) recording of the webinar to the BearWise YouTube channel.

#### Ongoing:

- Monthly website traffic reports to committee (Google Analytics)
- Quarterly reports
- Comprehensive year-end report
- Respond to emails received at [support@bearwise.org](mailto:support@bearwise.org)

### BEARWISE STORE TRAFFIC & REVENUE

**Store Traffic** *From launch in February 2020 to June 30, 2021:*

- 17,600+ visits to the store
- 16,200+ product views
- 1200+ orders (mostly free downloads of flyers, bulletins, activity sheets)
- From nearly all states and around the world

#### BearWise Royalties:

	1st Qtr 2021	2nd Qtr 2021	Earned
Sales to Member State Agencies*	\$4360.00	\$3100.00	10% = \$746.00
General Sales	\$374.00	\$2141.90	20% = \$503.18
Licensing Income	\$300.00	--	85% = \$255.00
<b>Earned Royalties (January - June 2021)</b>			<b>\$1504.18</b>
<i>(\$765.80 paid to SEAFWA, April 2021)</i>			

*\*Different royalty percentage because member states get a 10% discount.*

#### Store Products - Quick Overview

##### Main categories

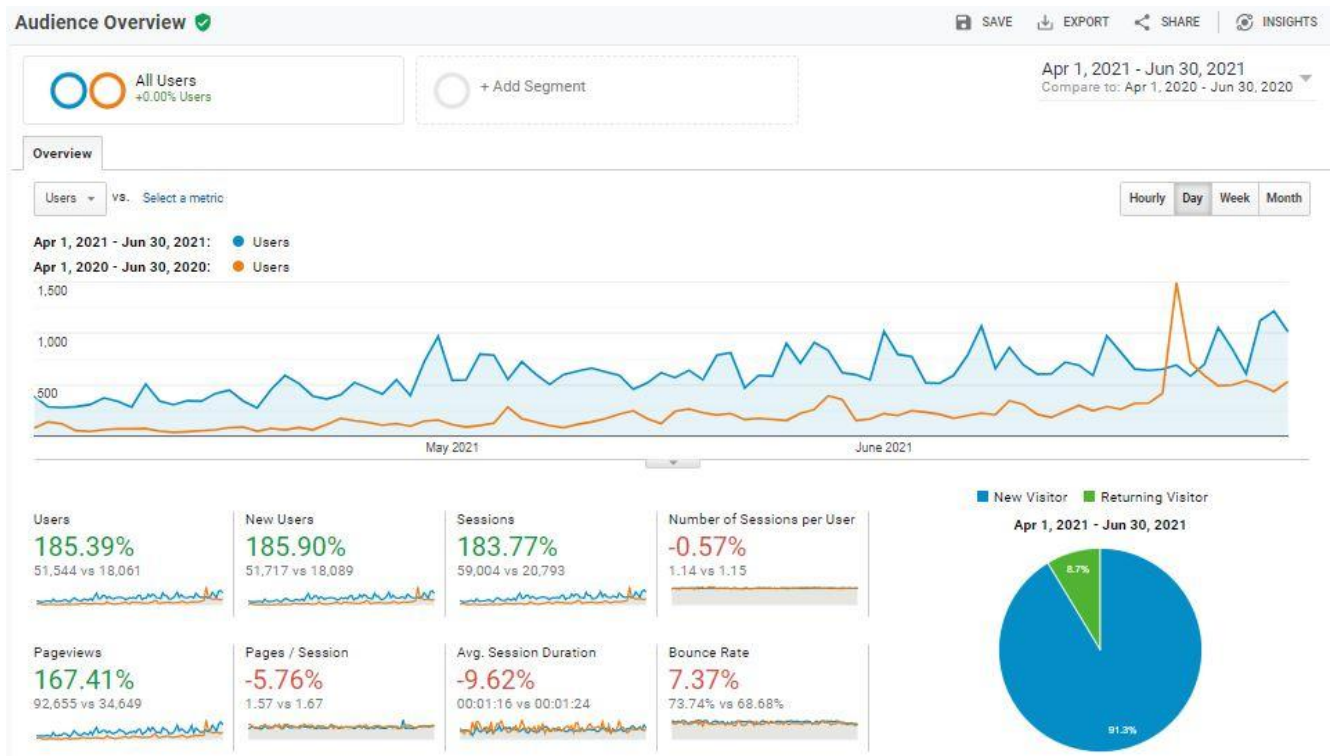
1. Magnets, Stickers
2. Flyers, Bulletins
3. Kids’ Corner
4. Door Hangers
5. Books
6. Banners
7. State BearWise Stuff

##### Digital download products

- Placemat activity sheet
- Activity 4-page set
- BearWise At Home Basics flyer
- BearWise Outdoor Basics flyer
- BearWise Basics combo flyer
- Outdoor Safety Tips flyer
- Vacation Tips flyer
- Outdoor Safety & Vacation Tips combo flyer
- Spanish combo flyer (BearWise Basics)

## GOOGLE ANALYTICS

Increased traffic compared to last year; 2nd quarter comparison shown here:



### Top Pages in 2nd Qtr 2021

- Home page
- about black bears
- bear safety tips > bear encounters
- bear safety tips > keep bears out
- bear safety tips > hiking & camping
- store

### Device used:

- 62.4% use mobile devices (smartphones)
- 33.6% use desktops/laptops
- tablets for the remainder

### Location:

- 90% United States
- 4.4% Canada
- Plus several countries