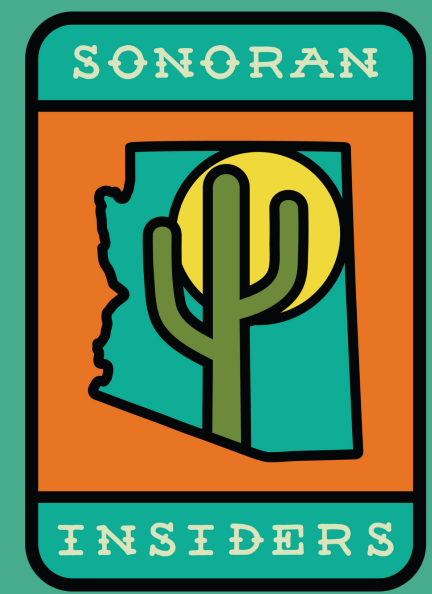


# SONORAN INSIDERS YEAR ONE REPORT 2020



## INTRODUCTION

The Sonoran Insider Ambassador program began in late 2019 through a collaborative effort between the Central Arizona Conservation Alliance, the National Forest Foundation, the U.S. Forest Service and the Arizona Conservation Partners.

This program seeks to bridge the gap across sectors to collaborate with local digital influencers for conservation. To this end, the collaborating partners began an ambassador program that leverages influencer audiences for habitat protection, biodiversity conservation and responsible use of natural spaces and National Forests in Arizona. Sonoran Insiders are provided with swag, products and unique experiences, tours and events to connect them with land managers, researchers and nonprofits to gain valuable insights into the inner workings of outdoor spaces and their management. Meanwhile, project partners have gained an enhanced reach to outdoor communities and new audiences, and an increased ability to communicate key messages for responsible behavior, events, and projects to the public.

### Total Engagement for #SonoranInsiders in 2020

**311**  
HASHTAGS

**935,641**  
PEOPLE REACHED  
MONTHLY

**5.9M**  
PEOPLE  
REACHED IN  
2020

**57,059**  
HASHTAG  
LIKES

## OTHER OUTCOMES

July was the most active month with **11,692** likes. Several of our Ambassadors posted highly engaging content, two in particular that gained **7,188** likes and **2,013** likes that month. The month of July we saw many fires, especially the Bush Fire, which burned 193,455 acres from June 13 to July 6. The Ambassadors were actively posting about this issue, raising awareness on wildfire impacts and prevention, and also inclusion in the outdoors. Meanwhile, December saw the highest amount of posts (**52**), and the addition of our 9th Ambassador.

## INSIDER FEEDBACK

Feedback from the Ambassadors indicate they enjoyed participating in the project with universal enjoyment of the events hosted for them. We also now have a sense for the best components of events (in normal years) from discussions and a survey of the Ambassadors. These were in-person events that had outdoor recreation activities, service opportunities, and high-quality education elements focused on a key conservation message.

## LOOKING FORWARD

In order to maintain this momentum and continue improving the program, we will be building stronger community with the Insiders, remain focused on providing high quality experiences, and find efficient ways to share impactful messaging through their platforms.

We invite other organizations to implement this model for outreach and share their lessons and progress made with the leadership team. Read the full report with the QR code below.

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