



# The Darwin Initiative

Communications opportunities












# Resources available to help promote the Darwin Initiative

- Darwin newsletter
- Twitter account
- Facebook page
- Linked In Alumni group
- Learning notes

# Newsletter

- Quarterly
- 1-2 page articles
- Emphasis on images
- Distributed widely via e-mail, Twitter and internally in Defra and DFID



-  A word from Defra
-  Bermuda Invasive Lionfish Control Initiative (DPLUS001)
-  Darwin fellow returns to Madagascar armed with new skills and confidence - Voahirana Randriamamonjy (EIDPG-028)
-  Using Okapi as a flagship to conserve DRC's forests (18-014)
-  Strengthening the World's Largest Marine Protected Area, Ohagos Archipelago (18-027)
-  Equitable Access to Pasture Use for Beekeepers in Kyrgyz Republic (18-015)
-  Promoting cultural heritage, forest conservation and poverty alleviation through bee keeping in Uganda (18-019)

The Darwin initiative assists countries that are rich in biodiversity but poor in financial resources to meet their objectives under one or more of the three major biodiversity Conventions: the Convention on Biological Diversity (CBD); the Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES); and the Convention on the Conservation of Migratory Species of Wild Animals (CMS), through the funding of collaborative projects which draw on UK biodiversity expertise.

 [darwin.defra.gov.uk](http://darwin.defra.gov.uk)  
 [@Darwin\\_Defra](https://twitter.com/Darwin_Defra)



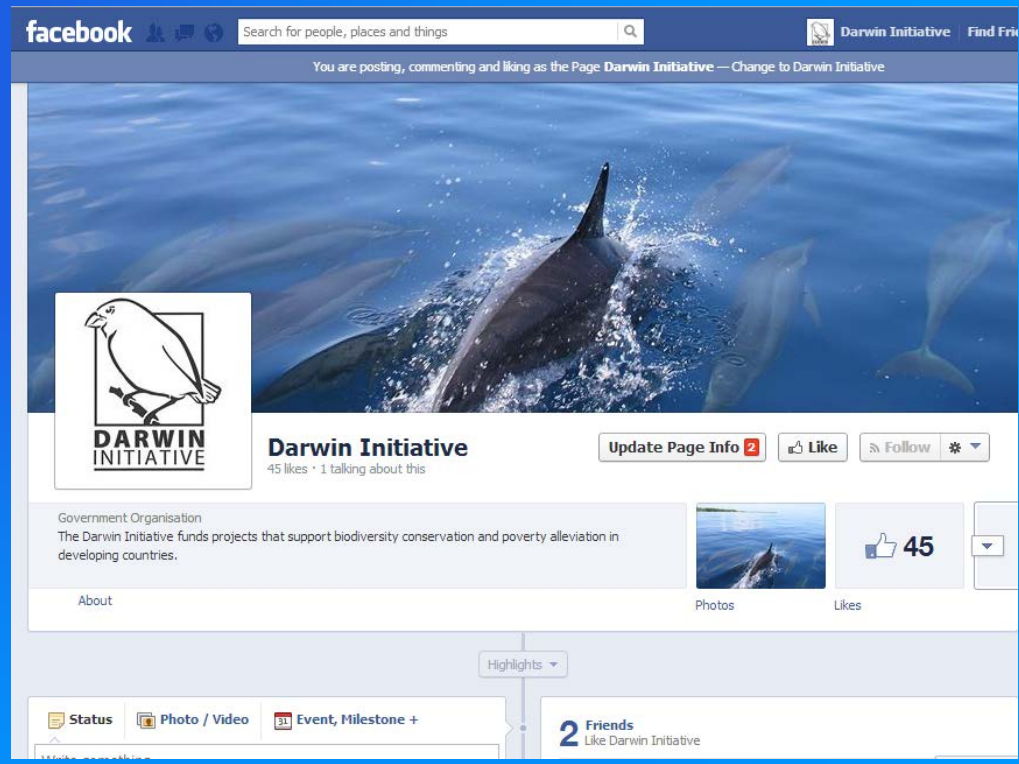


- @Darwin\_Defra



# Facebook

- Project of the Month
- Photo library
- YouTube Videos
- Newsletter
- Updates



# LinkedIn Alumni



- Project staff of Darwin projects past and present
- Jobs board
- Discussion board

The screenshot displays the LinkedIn interface for the 'Darwin Initiative Alumni' group. At the top, there's a navigation bar with the LinkedIn logo and search options. Below that, a banner for a 'Free Rich Dad® Workshop' is visible. The group header shows 'Darwin Initiative Alumni' with 61 members and a 'Member' button. Navigation tabs include 'Discussions', 'Promotions', 'Jobs', 'Members', 'Search', and 'Manage'. A notification box prompts users to 'Take a minute to set up your group for success'. The main content area features a large 'DARWIN INITIATIVE' logo. Below the logo is a 'Your Activity' section with a text input field for starting a discussion. On the right, the 'Members of this Group' section lists Alasdair Harris, with options to follow or unfollow. A 'Your group contribution level' section shows a progress bar at the 'Getting Started' stage. At the bottom, there's an 'Ads You May Be Interested In' section.

# Learning notes

- Used to highlight and promote the Darwin Initiative
- For specific events or occasions
- Thematic
- Heavily reliant on good images and good stories



## Key Messages:

- Since 1992 the Darwin Initiative has funded conservation projects in 159 countries worldwide.
- In achieving conservation benefits, the Darwin Initiative has boosted capacity of these countries to manage their biodiversity better.
- Darwin Initiative funding has often been critical to the careers of conservation leaders in these countries.
- This learning note highlights some of the positive impacts Darwin Initiative has had on the careers of leading conservationists.

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# Other opportunities

- CBD Side events
- Workshops
- Lecture



# Photos speak louder than words!



Great photo



Less useful photo



Great subject photo

and another



# Photos with signs..



Can't read – but he's happy!

Can't read but at least he's looking



# Action photos



Great photo



Not so great



# More action photos





# Remember

- Reduce your text if possible – KISS
- Choose photos carefully – does it match the article?
- Use a flash where necessary
- Consider composition – rule of 1/3
- **AVOID THE UBIQUITIOUS WORKSHOP PHOTOS!**
- Captions and credits are important