

SHUT DOWN BUT NOT SILENT:
SPREADING THE CONSERVATION
MESSAGE VIRTUALLY DURING THE
COVID-19 PANDEMIC

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SLNT's Communications & Advocacy Officer



Facebook post interface for Saint Lucia National Trust. The post features a photograph of a large group of sea turtles on a sandy beach. The post has 6,689 people reached, 775 engagements, and 95 reactions (likes, hearts, and surprised faces). It also has 7 comments and 37 shares. A 'Boost Post' button is visible.



Going Back to the Drawing Board

- **Virtual Meetings**

During this pandemic the SLNT has staged 2 virtual meetings so far.

- **Continued Partnership With Environmental Agencies to Spread the Conservation Message**

A call has been issued by the environmental education team to schools across the island for us to present at their virtual classes to raise awareness about environmental issues & to engender a greater appreciation for nature.

- **Spending Less & Finding Alternative Ways to Raise Funds**

Staff members have been providing a presence at the Pigeon Island National Landmark thereby reducing our security fees. We will be launching our online fundraising platform soon to support our work.

What You Can Do To Help The Environment

Recording



Quarterly Membership Meeting

The Impact of Covid-19 on the Cultural Heritage Sector

Why the SLNT advocates for balanced development -
Spotlight on the Old Castries Prison

Presenters:



Calixte George Jr.
SLNT Councilor



Natalie Urquhart
President of the Museum Association of the Caribbean and Director and Chief Curator of the National Gallery of the Cayman Islands

Saturday, May 16, 2020

Time: 2:00 pm

Zoom link: <https://us02web.zoom.us/j/82115389038>

Or

Join us on Facebook at Saint Lucia National Trust



Increased Presence & Engagement on Social Media & Electronic Media

- **First Digital Earth Day Photo Contest**

15 persons participated and we got support from Corporate Saint Lucia to provide attractive prizes with a COVID-19 spin.

- **Social Media Plans for Environmental Observances**

From World Forest Day to Earth Day, from World Turtle Day to World Environment Day and the upcoming World Oceans Day, we have produced engaging materials for social media, disseminated Press Releases to the media & carried out a few interviews.

- **Citizen Scientists Project**

Encouraging citizens to share their observances on the impact of COVID-19 on our biodiversity.



We Need Your
Help!

**Citizen Scientists:
Saint Lucians Capturing the
Impact of COVID-19 on our
Biodiversity**

Noticed any changes in wildlife
behaviour or migratory patterns
recently?



Send us a picture or video of it! We want to know and record how COVID-19 is affecting wildlife in Saint Lucia, whether positively or negatively. Post your photos/videos in the comments under this flyer, or send them to us at education@slunatrust.org.

Everyone who sends us a photo/video will have a chance to win a prize every 30 days through a random draw.

Help us in our conservation efforts by
becoming a Citizen Scientist today!