



TWINNED WATERSHEDS

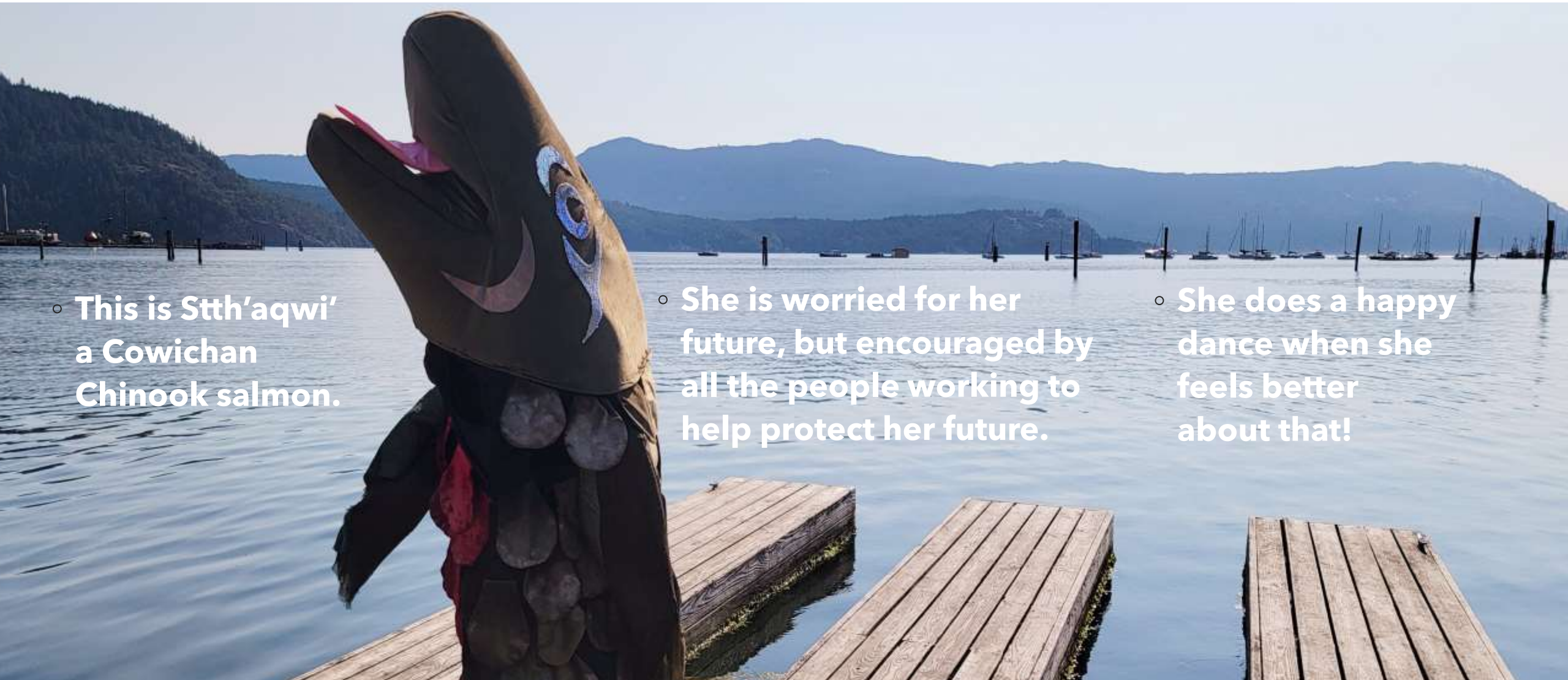
ROVING RIVER REPORTERS OUTREACH PROJECT

Summer 2021



Throughout the summer of 2021, the CWB's Roving River Reporter Team shared scenes from the field to help people learn from the Twinned Watersheds field crews, and many other watershed stewards.

In their travels, they were often joined by a Big Dancing Fish!



- This is Stth'aqwi' a Cowichan Chinook salmon.

- She is worried for her future, but encouraged by all the people working to help protect her future.

- She does a happy dance when she feels better about that!



Follow along to see
what they saw!

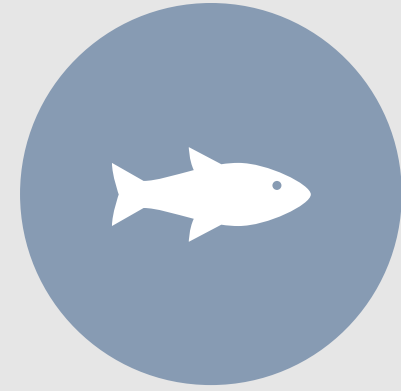
3 Social Media Tools to Reach New Audiences.



INSTAGRAM.



TIKTOK.



FACEBOOK.

The project began May 1 2021. Analytics and stats are from the week of 5 September. Numbers will vary.

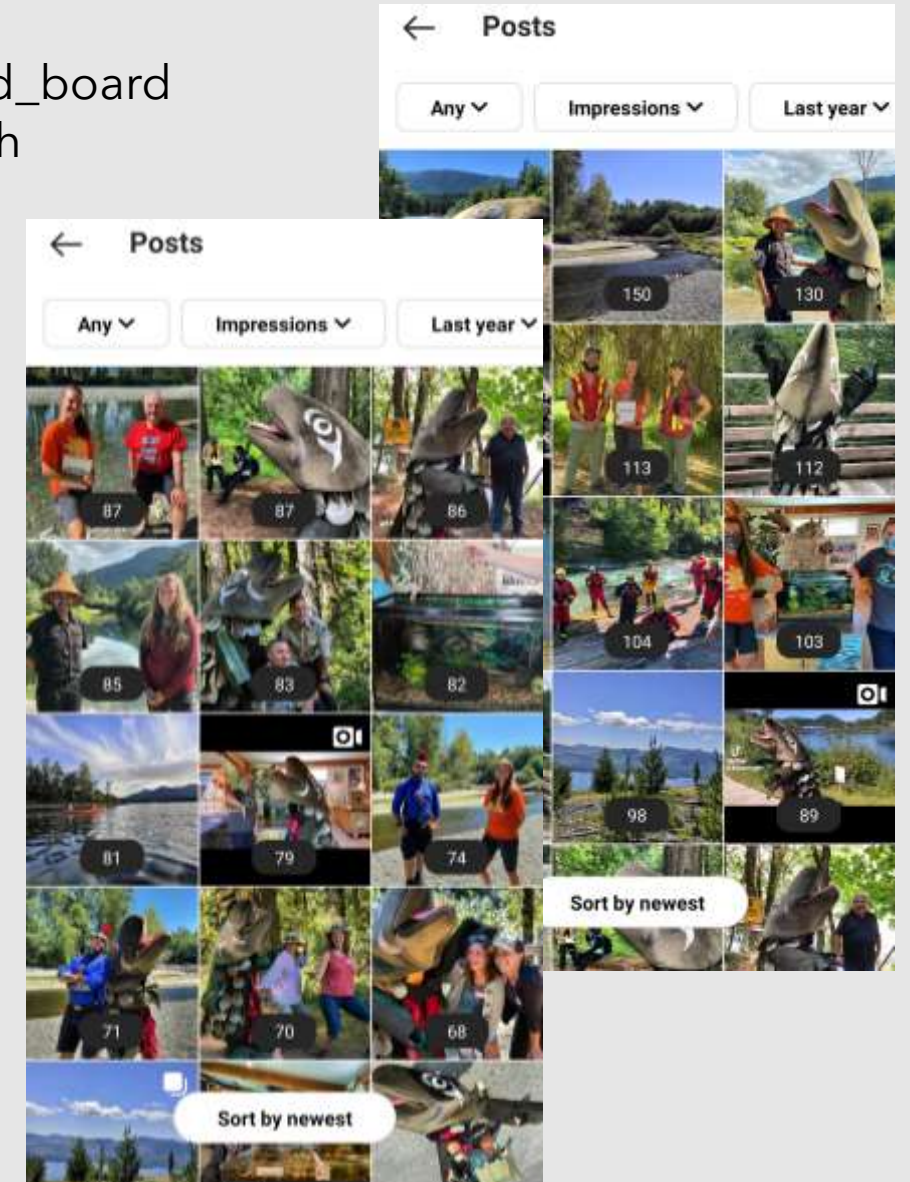
Instagram



@cowichan_watershed_board
#bigdancingfish

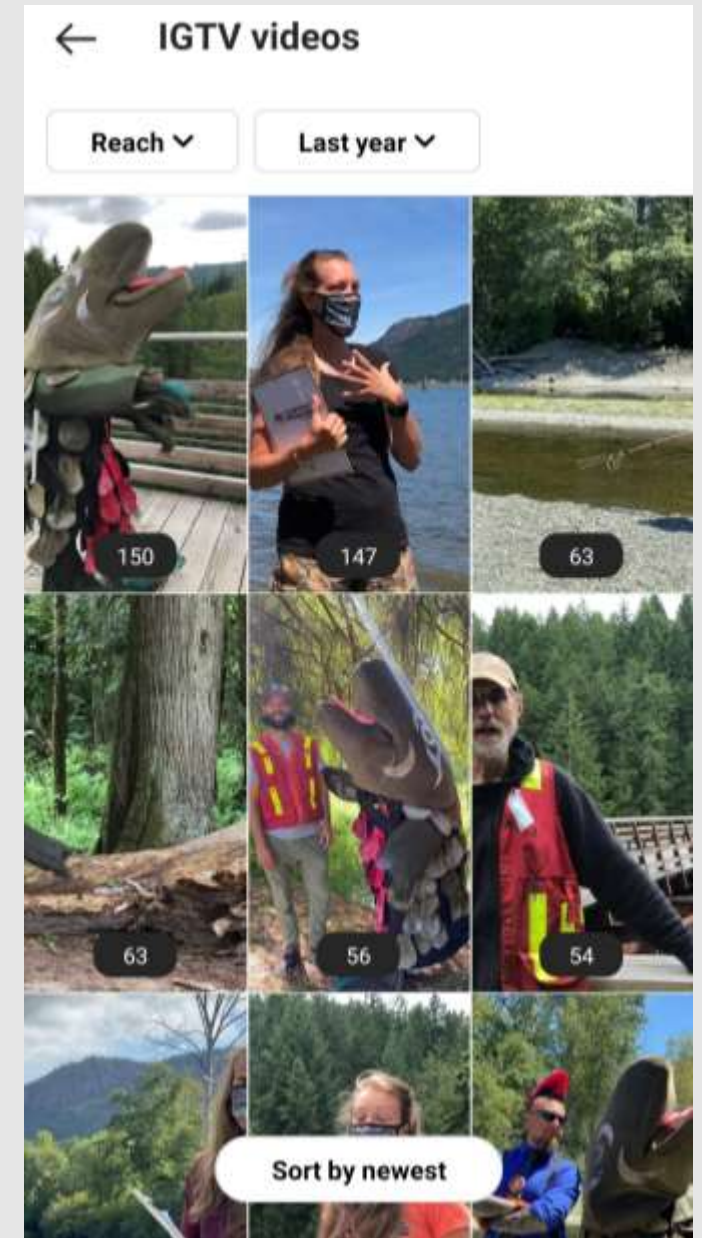
966 interactions (including story interactions and account shares)

- 115 photos
- 717 post interactions
- 619 comments
- 11 saves
- 52 shares
- 16 videos
- 122 video interactions
- 4 saves
- 12 shares
- Most viewed content is not based on content but based on time of day. Weekdays between 3-5pm PST is most popular.
- IGTV (videos over 60 seconds) most viewed videos are Tom's explanation of the Twinned Watershed Program and Tim's language lesson.



Instagram (Continued)

- 187 followers.
- Monthly growth of 3%. 55% growth since May 2021.
- 77 accounts reached a day on average. 50% New accounts.
- People are most likely to watch a video if it's under 6 minutes.
- People are most likely to share content on their stories if there is a fish in the content.
- Best friends (most shares from) are Cowichan Nature Estuary Centre, @ILoveCowichanDotCA, Somenos Marsh Wildlife Society and The Cowichan Valley Arts Council



Tik Tok



@BigDancingFish
#BigDancingFish
#TwinnedWatersheds

- 240 Followers
- 18 videos posted
- Average video viewed 612 times
- Videos under 60 seconds
- Information and analytics are hard to get from Tik Tok (Chinese based app that does not adhere to same privacy laws.)
- Engagement is up >999% since starting the account in June.
- 813 views are from searching #BigDancingFish



Facebook



@BigDancingFish



- 15 videos and 48 pictures posted
- 293 Likes
- 2,046 reach, up 1.2k in the last 60 days.
- 100 page views daily, up 40% in the last 60 days.
- The best way to share content is to upload it separately not share it between platforms.
- Most viewed content are videos in the timeline, not stories.
- Most popular video reached 1.8k accounts and had 103 reactions.
- Most popular photo reached 119 accounts and had 11 reactions.

Facebook Con't

11 August - 7 September • Last 28 days

2k Post reach
436 Engagements
10 Link clicks





Posts ?

16 posts published in the last 28 days.

MOST ENGAGING

RECENT

MOST ENGAGING POSTS

	The Big Dancing Fish didn't even k... 18 August	Reach	1.8k
		Engagements	311
	We caught up with Madeline from C... 16 August	Reach	89
		Engagements	19
	Look forward to seeing lots of pe... 21 August	Reach	85
		Engagements	12
	Even fish... Especially fish w... 3 September	Reach	119
		Engagements	11

Top locations

People who like your Page are in these locations. These numbers are estimates.

TOWNS/CITIES

COUNTRIES

Duncan, BC, Canada	131
Victoria, BC, Canada	28
Cowichan Bay, BC, Canada	18
Cobble Hill, BC, Canada	15
Lake Cowichan, BC, Canada	14
Ladysmith, BC, Canada	13
Shawnigan Lake, BC, Canada	7
Vancouver, BC, Canada	6
Chemainus, BC, Canada	5
Crofton, BC, Canada	5



Big Dancing Fish

Published by Nora Livingstone · August 18 ·

The Big Dancing Fish didn't even know what they were in for when we met Qwustenuxun (Jared) by the river. It was truly a privilege to talk to someone who is so passionate and so knowledgeable about the land, water and sky we all share in this valley.

Huy ch q'u siem Qwustenuxun!

[#bigdancingfish](#)



1,813
People Reached

312
Engagements

Boost Post

20

15 Shares

Like

Comment

Share



Comment as Big Dancing Fish



Other



Cowichan Valley Voice

-12,000 copies distributed; -2,249 unique visitors a month to issue

Hub News

- 500 email subscribers

Canadian Fresh Water Alliance Blog

-2,723 Facebook followers

Postcards and posters

Ad in The Citizen and Chemainus Courier.



Field Crew in Koksilah River. Photo by Chloe Mitchell, Cowichan Watershed Board

WHO'S THAT IN THE RIVERS?

Field Crews Comb for Clues in Twinned Watersheds Study

From time immemorial, salmon have used the rivers of the Cowichan Valley to spawn, to overwinter as little eggs, to grow into strong little sea-going fry. But climate change isn't just changing weather patterns and making life on land more difficult, it's also changing our watersheds and endangering the lives of wild salmon and everything that depends on them.

Fish need water to survive. This sounds simple. What isn't simple is knowing how little is too little; how much water is needed in each part of each river during each week of the year to support each of the salmon species.

This summer you may see fashionably wader-clad folks on our rivers. They will look a bit different than the usual tubers, paddlers and fishers. They are hard-working technicians from Cowichan Watershed Board, Cowichan Tribes, Halalt First Nation, and Khwutuzun Forestry Services. Working together in the Chemainus-Koksilah Twinned Watershed Salmon Sustainability Project, these fishy-friends will be using innovative and truly exciting science to understand how to make our salmon habitats more resilient in the face of climate change.

These technicians will be observing how different water levels affect the various pool, riffle, and glide habitats that salmon need, gathering information about the roles of various plants on the riverbeds and shorelines and, taking population surveys of the fish themselves.

Another very important element of this program is understanding the history of these rivers when they were healthy. What plants thrived here? What were salmon populations like? Through interviews with Indigenous knowledge holders, the project team hopes to learn about how the watershed functioned when the people lived in reciprocity with the rivers.

To capture and share all of this excellent work, two roving reporters and a giant chinook salmon mascot will be interviewing everyone and posting these reports from the field, to help you be part of this unique program.

This summer look for the Chinook and the technicians. They have hope and so should all of us.



Nora Livingstone
Cowichan Watershed Board's O-fish-al Mascot Coordinator.
www.CowichanWatershedBoard.ca



Artful Environmentalism and Togetherness

Call it performance art. Mascots and their antics are best known for whipping up crowds for professional sports teams. Think of Carlton the bear of the Toronto Maple Leafs, or Youppi, the furry orange mascot for the Montreal Canadiens.

But mascots can be an artful way to promote environmental causes as well. The Cowichan Watershed Board understands that. In recent years, masked superheroes like Water Woman and Flo appeared at public events and reminded people to develop new water conservation habits. This year, the watershed mascot is a large chinook, a beautiful velvety green fish designed by Coast Salish artist Carmen Thompson. The CWB's summer employee, Nora Livingstone, wears the costume a few times a week at public appearances. Nora knows how to move gracefully (not like a fish out of water!) in the salmon suit because she's done this work before, having worked as a panda mascot for the World Wildlife Fund in Toronto.

Taking the artful approach a step further, the Cowichan Valley Arts Council is working with the board to create a special community art show starting August 27

called Watershed: Through the Lens of Art. Registration for groups or individuals is open for a few more days in August. The show promises to be a thoughtful mix of painting, sculpture and larger banners and projects, all with the message of protecting and celebrating the watershed. Watch for our opening event in September. Until then, registration is now open (on our website calendar) for the Watershed Show.

And speaking of openings, although our galleries have been reopened since September 2020, we can now hold larger group events again, whether they are art classes, open studio times or social events. We plan to have at least two openings per month for new shows so mark these events on your calendar. They are a great way to interact with the community.

The environment isn't just the theme of the month for CVAC. In August the Cowichan Valley Public Art Gallery displays its curated show, Forest: Breath of Life, in our gallery, and later in the fall, CVAC will run some workshops to support the Somenos Marsh Wildlife Society.



Susan Down is managing director of the Cowichan Valley Arts Council.

Home News & Stories

Recreation and Conservation: Creating a Watershed-Wide Community

July 29, 2021 12:00 AM

Recreation and Conservation: Creating a Watershed-Wide Community

Adjective: Watershed-wide — Extending or reaching throughout the watershed

By: Katia Bannister

The air was warm but the wind held a chill as I drove down Highway 18 on my way to Lake Cowichan. The weather forecast had projected thunder and stormy skies later on that day, but I had taken the forecast with a grain of salt, the weather had been nice recently.

Soon enough, I entered the historic logging town, aptly named for its proximity to Cowichan Lake, and for its vitality to the Cowichan Valley watershed, located on the unceded territories of the Qw'wuts'at' people on Vancouver Island.

On this fair day in June, I had made the drive to Lake Cowichan to spend the first of two long days out on the water with summer staff members from the Cowichan Watershed Board, Chloe Mitchell and Nora Livingstone, seasoned whitewater canoe and canoe instructor, Rick Bryan, and my CFA colleague Danielle Paydi.

After energy-filled introductions — despite the possibility of the impending storm — our small party of newbie whitewater canoe paddlers suited up with the wetsuits, black wetsuits contrasted

Chemainus/Koksilah Rivers Twinned Watersheds Project



The Cowichan Watershed Board, Cowichan Tribes, and Halalt First Nation are undertaking field research in 2021 in the Koksilah and Chemainus Rivers. This is the first phase of a 3 year project. This project will gather flow and habitat data in the two rivers, map important river vegetation areas, and interview indigenous knowledge holders.



Summary results will be publicly available and will provide communities and decision-makers with information to better protect salmon and river ecosystems in the face of declining summer water levels.

Questions? Please contact Tom Rutherford, Cowichan Watershed Board: Tom@cowichanwatershedboard.ca/250-815-5890

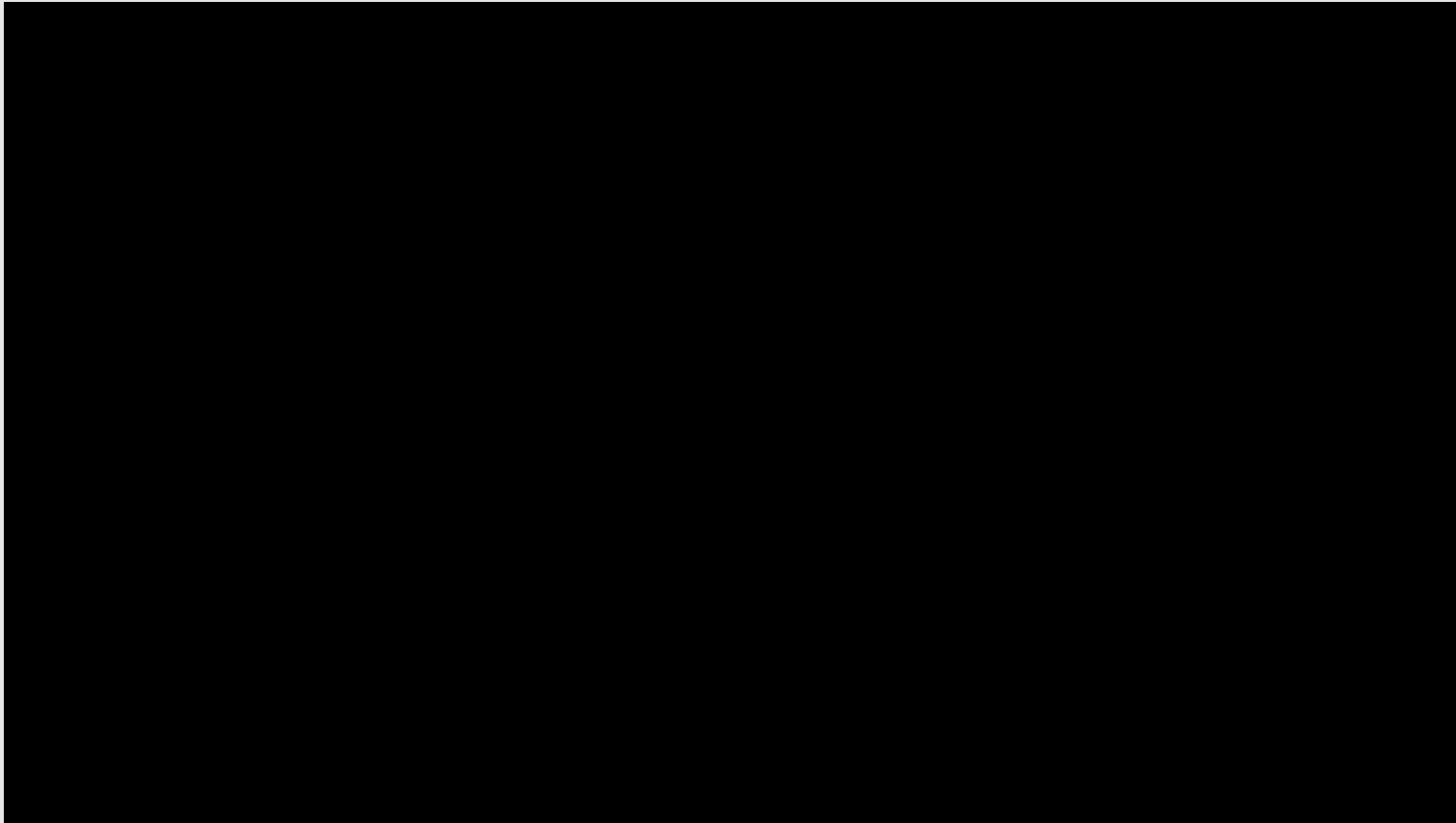
We gratefully acknowledge the financial support from the Province of British Columbia and the Habitat Conservation Trust Foundation.

Roving Reporter Interviews

- Tom Rutherford- CWB
- Genevieve Singleton-Nature interpreter, with Dave Polster- Polster Environmental Services
- Elodie Roger-Origins Environmental Services
- Cheri Ayers- Twinned Watersheds Project
- Chief Thomas- Halalt Nation
- Tim Kulchyski- Cowichan Tribes
- Wayne Paige Jr- Cowichan Tribes
- Gina Hoar and Adam Dewar - Somenos Marsh Wildlife Society
- Qwustenuxun- Cowichan Tribes
- Heather Pritchard- Twinned Watersheds Project, with Brad and Adam- Khowutzun Forestry Services
- Madeline Southern- Cowichan Estuary Nature Centre
- Rick Bryan- Recreational Canoeing Association of BC



Click below for a sample of interviews.



Reporting on Grant Deliverables:

Goal	Outcome
Social Media goal: 100 images. 5k reach	163 images posted with an average reach of 4k combined in 3 platforms.
10 short videos	49 videos on 3 platforms
1 post card	1 post card
36 field visits	See below - 35 "on location" stewardship visits but few Twinned Watershed field visits due to logistics.
12 webinars	12 Roving Reporter interviews
12 appearances of the #bigdancingfish	36 appearances: Clean-up events -4; Roving Reporter Interviews -12; Training day; Crofton seawall; Roundtable Picnic, CWB Demo Day; Art show opening, River Day, WildWings, Water Witnessing -13.
4 e newsletters	1 Enewsletter
Profiles of scientists and stewards in newspapers	4 articles in 3 publications.

Press play for the salmon dance!

