

# Using Social Media to Bring Visitors to Your Site

A scenic view of a wetland or marsh area. In the foreground, there are tall, thin grasses and some bare branches. A body of water is visible in the middle ground, reflecting the sky. In the background, there is a dense forest of green trees under a clear blue sky. The text "Beautiful places" is overlaid in white at the bottom of the image.

**Beautiful places**



# Endemic species

## Bogota Rail, birds



# Endemic species

## Senecio Carbonelli, plants



# Endemic species

## *Cavia anolaimae*, mammal

**Real + virtual**

**Real**



tours



# Education



# Traditional media TV radio news



# Social mobilization



1000 bikers



Wetlands Day  
Bike Tour

**Virtual**



# Fundación Humedales Bogotá

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(cc) www.humedalesbogota.com Daniel Bernal

Guaymaral Humedales Bogotá Reserva Forestal Norte

## Pato turrio andino en Peligro de Extinción registrado en la Reserva Van der Hammen

marzo 17, 2016 Daniel Bernal 1 Comentario Bosque de las Lechuzas, Humedales Bogotá, Reserva Forestal Thomas van der Hammen, Reserva Van der Hammen

**480 articles**  
**40 authors**  
**1500 a 2500 daily web visitors**



### Recorrido del mes

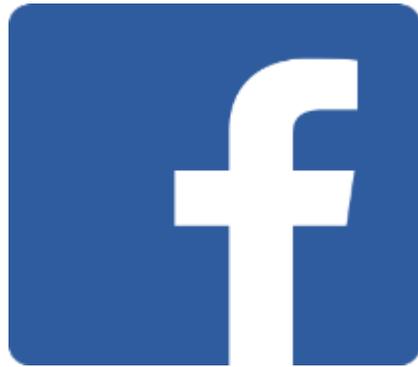


### Recorridos por los Humedales





/Humedales de Bogotá



16700 likes

@humedalesbogota



16650 followers



1185 followers

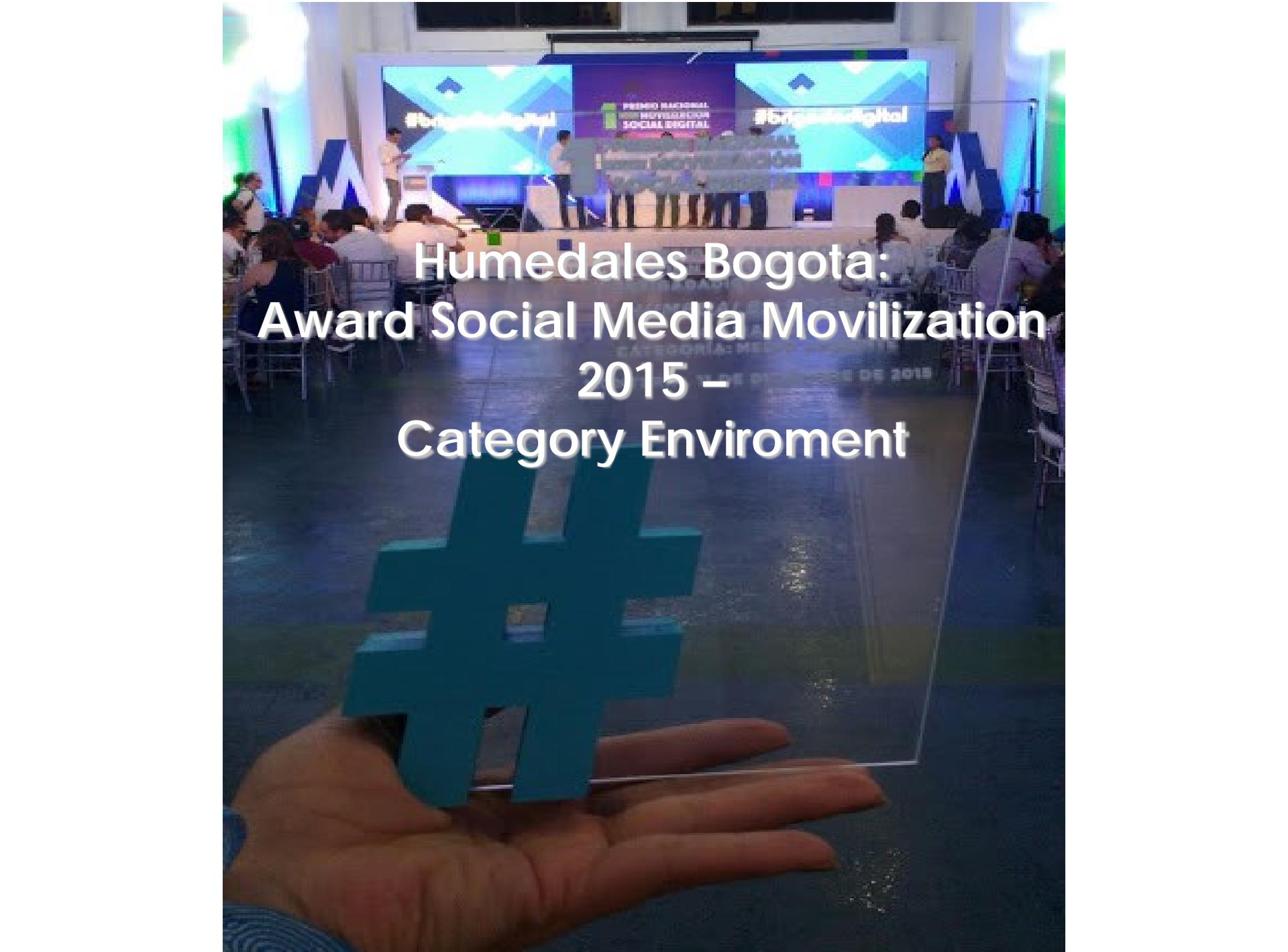


Young wetland champions 2015



**Award Colombia Online:  
Best website for  
investigation - 2012**



A hand in the foreground holds a large, teal, 3D-style hashtag symbol (#). The background shows a stage at an awards ceremony. The stage features two large screens displaying the hashtag #BogotáDigital and the text 'PREMIO NACIONAL MOVILIZACIÓN SOCIAL DIGITAL'. A group of people is standing on the stage, and an audience is seated in the foreground. The text 'CATEGORÍA: MEJORES... DE DICIEMBRE DE 2015' is visible on the stage floor.

**Humedales Bogota:  
Award Social Media Mobilization  
2015 –  
Category Environment**

## Keys:

1. Good quality presentation: Beautiful photos, flyers, well writing.
2. Mix simple text with great photos and videos.
3. Facebook: for your followers, now is difficult to reach a wide audiense for free.
4. Instagram: **beautiful** pictures birds, plants, wetlands.
5. Twitter: make your profile an **influencer**.  
The **greatest tool for the virtual** defense of the wetlands:  
Goverment, Big corporations, global ONGs, Politics, Artists,  
Media influencers.
6. Personal profile is different than your ONG profile, not mix both  
Personal: you can mix with other stuff like jokes and memes  
ONG profile: no jokes, no double meaning, no spam.
7. Work every day on your social networks and the most important  
**Only important and real info.**



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