Using Social Media to Bring Visitors to Your Site
Beautiful places
Endemic species
Bogota Rail, birds
Endemic species
Senecio Carbonelli, plants
Endemic species

Cavia anolaimae, mammal
Real + virtual
Real
Education
Traditional media
TV radio news
Social mobilization
Wetlands Day Bike Tour

1000 bikers
Virtual
Young wetland champions 2015
Award Colombia Online: Best website for investigation - 2012
Humedales Bogota: Award Social Media Movilization 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 audience 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: Government, 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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