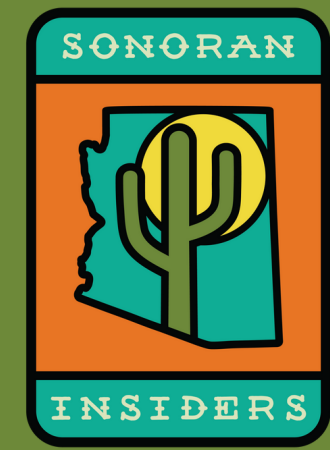


SONORAN INSIDERS 2022 REPORT



INTRODUCTION

The Sonoran Insiders program began in 2019 as a collaborative effort seeking to bridge the gap between the public and conservation-focused professional partners and messaging. With this goal in mind, collaborating partners began an ambassador program that leverages the social media influence of passionate people in the outdoor community to promote and embody good stewardship and responsible outdoor recreation in the Sonoran Desert and landscapes across Arizona. Ambassadors are provided with swag and unique experiences, tours and events to connect them with land managers, and researchers and organizations to gain valuable insights into the inner workings of conservation and land management. Additionally, project partners gain an enhanced reach to outdoor communities and new audiences, as well as an increased ability to share key messages for responsible behavior, conservation-focused events, and projects with the public.

WHAT SONORAN INSIDERS STAND FOR

Sonoran Insiders embody a set of ethics, which we hope to inspire in others: recreate responsibly, be a good steward, build an inclusive outdoors, respect sovereign land, use technology responsibly, and be safe outdoors.

COLLABORATION

The collaborating partners have acknowledged on many occasions that this program would not be possible without one another. Together, we pool our networks of partners, projects, and conjoined capacities to organize events and to educate, inspire, and communicate with the ambassadors. In turn, the ambassadors share what they experience and learn with the public.

A peer to peer approach, instead of a professional to public approach has empowered us to achieve our goal of connecting the public with conservation-focused professional partners and messaging. As we continue this program, we will reach new audiences and create a greater sense of community by continuing to offer education and exposure to different aspects of conservation. It is our hope that this outreach program will encourage a sense of belonging and awareness in open spaces. While we are searching for options to increase our capacity, such as funding opportunities, additional partners, and/or volunteers to help us, collaboration will continue to be key to this effort.

We welcome new partners who would like to join the program collaboration. We also encourage anyone looking to replicate this model to similarly partner with others.

PARTNERS



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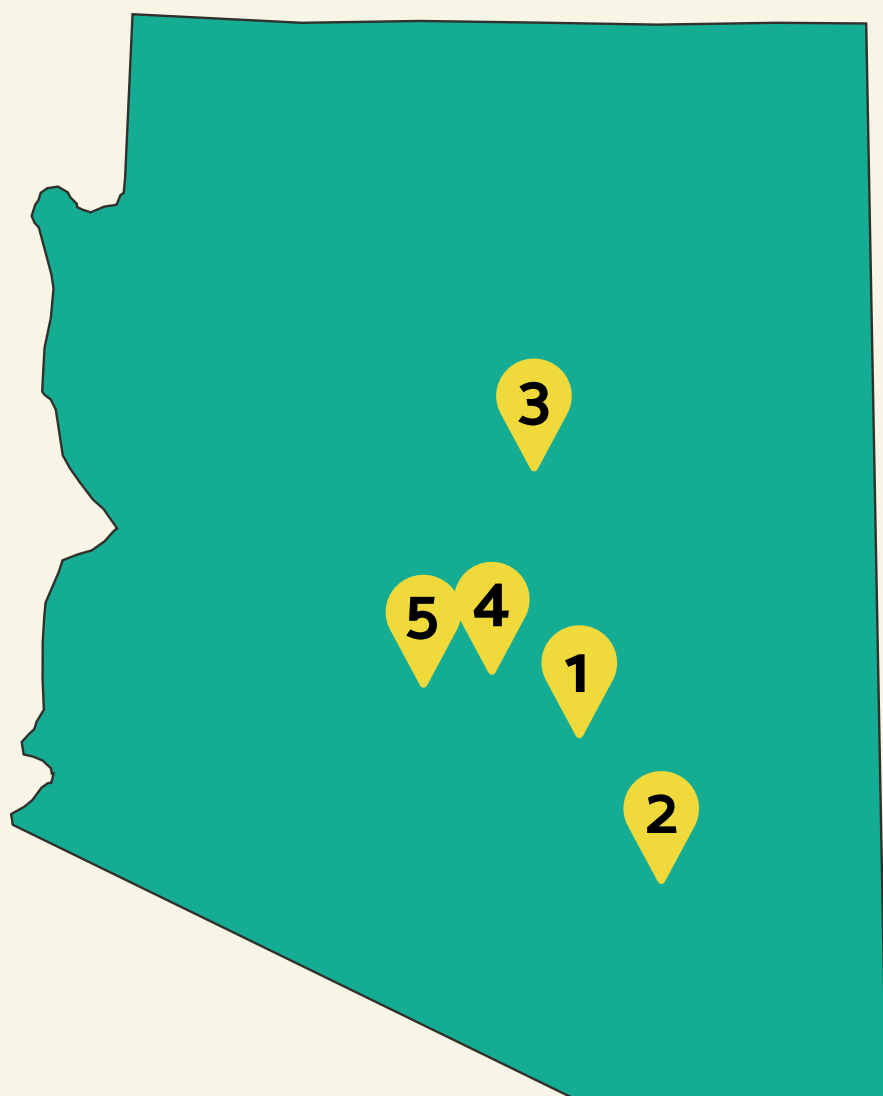


INSIDER EXPERIENCES

Partners in the program host fun and informative Insider Experiences that increase knowledge of and raise awareness on local environmental, conservation, and recreation topics. Program ambassadors share what they learn during these experiences on their platforms to encourage better stewardship and participation in conservation efforts.

The ambassadors have shared that they enjoy participating in the program with unanimous approval of the events partners provide. After running this program for three years and gathering feedback from the ambassadors, we have a sense for the kinds of events that ambassadors enjoy most. These include outdoor recreation activities, service opportunities, and educational elements focused on a key conservation message.

WHERE WE'VE BEEN

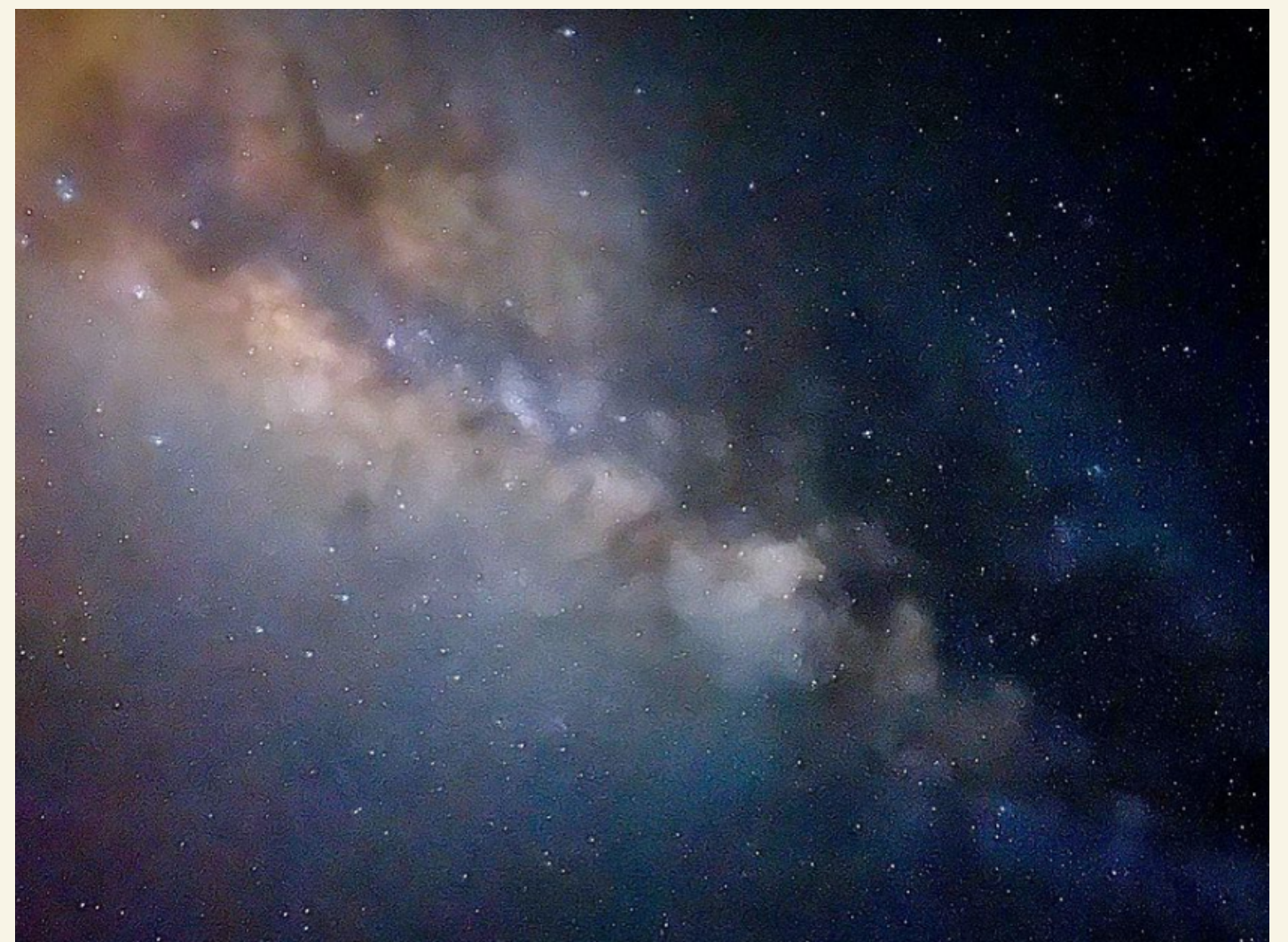


1. March: Forest Bathing (Gilbert Riparian Area)
2. May: Camping (Aravaipa)
3. August: Stargazing with Isaiah Ortiz (Payson)
4. October: Inside Desert Botanical Garden (Phoenix)
5. November: Tabling at Arizona Wilderness Brewing (Phoenix)

FEATURED EXPERIENCE: STARGAZING

In August, the ambassadors took a trip to the Mogollon Rim where they saw incredible views over the forests of Central Arizona on a sunset-to-night hike on the Rim Lake Vista Trail. With guidance from fellow Ambassador Isaiah Ortiz, they also tried night photography and experimented with star viewing apps on their mobile devices.

Isaiah recently published a guide for responsible recreation in astrotourism destinations of Arizona that is now available for purchase: [Starry Sky Adventures Arizona](#).



CREDIT: AMBASSADOR
@ARIZONA.WILDERMISS

AMBASSADOR INTERESTS

The ambassadors are interested in being a part of the program to learn more about conservation and responsible recreation, to connect with new people and to help educate others. Each of the ambassadors has established a following on Instagram by sharing their passions, and we plan experiences for them based on their interests, environmental and recreational ethics, and partners messaging needs (e.g. responsible recreation, water conservation, and equity).

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@SONORANINSIDERS ENGAGEMENT IN 2022

1.1K	348
PROFILE VISITS	NEW FOLLOWERS
18K	988
PEOPLE REACHED	LIKES, SAVES & COMMENTS

WHY INSTAGRAM?

Instagram was selected because of its historic and current impact on public lands and natural open spaces around the world. It remains one of the most popular social media platforms globally with roughly one billion users in 2022.

Instagram provides an impactful balance between visual and written storytelling in a way that facilitates strong messaging opportunities more suited to raising awareness on a topic than Twitter or Facebook. We use Instagram analytics to track the program's impact since its launch in 2019.

WHY AMBASSADORS APPLIED

"To get involved in the conservation community and learn what is relevant and how I can contribute."

"The opportunity to learn more about recreating outdoors more responsibly and pass on what I learned to others so they can do so as well."

"Being a Sonoran Insider offers a unique experience to build relationships, have outdoors experiences, learn and share about outdoor conservation and recreation."

"I'm passionate about the outdoors and I want to share that passion with others and help educate. It's a more formal commitment of what I care about already."

LOOKING FOWARD

Since the program's initial launch in 2019, we have learned about what improvements we can make to be more effective. In the last year we have added new ambassadors in the program, and have worked to involve the ambassadors in decision-making. We are aiming to expand the use of the Sonoran Insiders website to increase engagement with ambassadors, partners, and the general public. We welcome new partners, and have a [new partner application](#) on the website. We encourage other organizations to utilize the techniques from this program to take advantage of the broad network that social media provides. Adoption of this program in other agencies and organizations will allow for further elevation of education and outreach efforts focused on responsible recreation, stewardship and conservation.



CHECK OUT OUR WEBSITE
AND INSTAGRAM!



@SONORANINSIDERS