



## Noosa Biosphere Reserve Website and Social Media Development

When the Noosa Biosphere Reserve was established in 2008, one of the central priorities was to establish a digital presence that would communicate the new organisation's precise goals and values to global, national and local audiences.

Callister Media and Communications was tasked with delivering an information-rich, yet user-friendly website, and a complementary social media strategy, that would meet this need. We partnered with local web-developers PunkLogic to develop the site's back end, and used our in-house creative expertise to populate it with engaging and exciting stories, information and images.

The result is considered one of the top biosphere websites in the world.

At the core of the process was close engagement with the Noosa Biosphere's wide array of stakeholders and audiences: including the Biosphere's governance boards, regional Indigenous communities, and local interest groups. We collected, recorded and published fascinating tales, pictures and facts and figures that brought the Biosphere to life online.

Maximising SEO was another key focus. We understand that high SEO rankings are not fueled by shoehorning keywords and duplication, but by the creation and sharing of engaging content. We ensured every sentence and picture populated was an integral part of the Biosphere story. This content has been used by numerous followers to fill like-minded Facebook posts, blogs and Wikipedia pages originating from around the world.

This was also the basis of our social media strategy for the Biosphere, which include all the leading platforms of the time: Facebook, Flickr, Twitter, YouTube and LinkedIn.

Following the website and social media launches we continued to produce engaging content and media releases, including updates on current projects, festivals and sponsorship for use on both the website and social media pages.

As a result, the Noosa Biosphere gained the seventh highest Google ranking for the keyword 'Biosphere', despite competing with the central UNESCO website and more than 570 other biospheres around the world.

Ultimately, the Noosa Biosphere Reserve website and social media strategy contributed significantly to growing the organisation's brand, visibility and presence in the digital space. View the website: <http://www.noosabiosphere.org.au/>

Snapshot: Noosa Biosphere Reserve