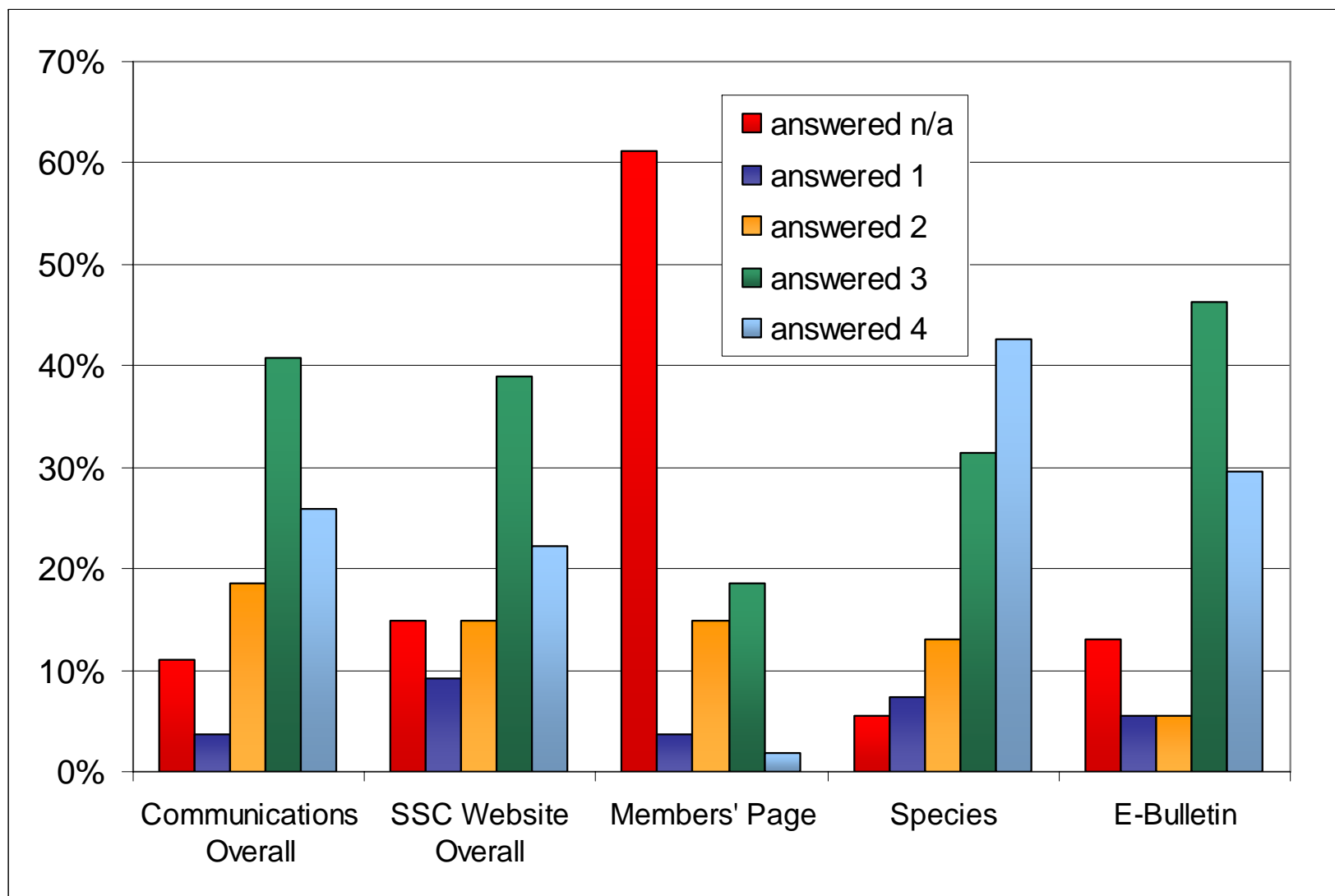


# Communicating species



- What we've heard from you
- New tools – internal communications
- New tools – external communications
- Your input and feedback

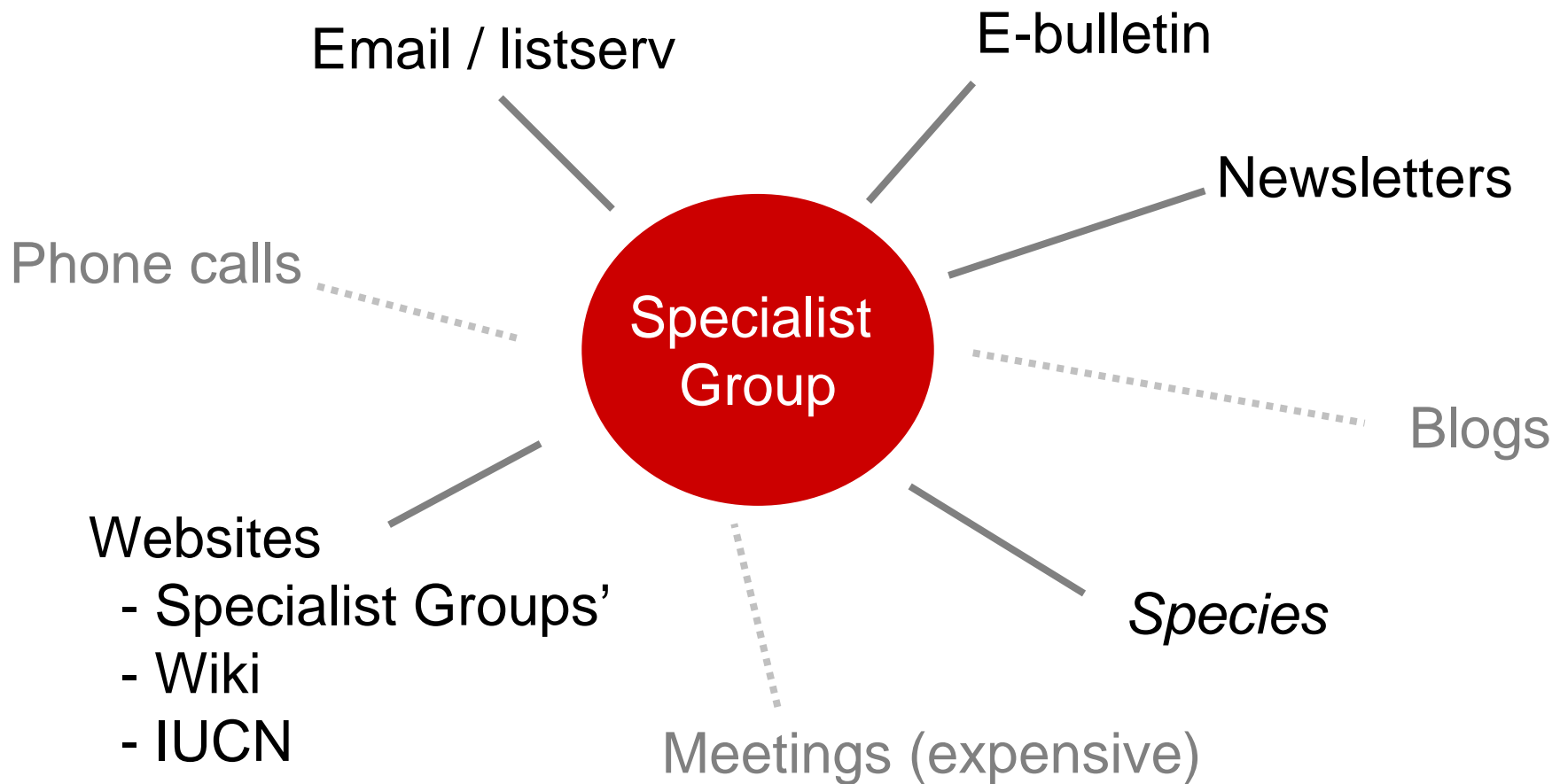
# Your feedback: SSC/SP communication tools



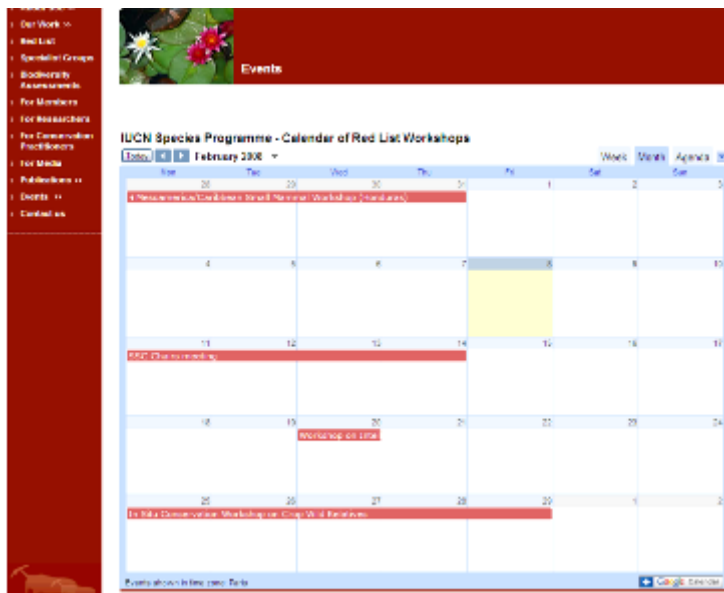
# Planning communications



# Communicating within SSC and the Species Programme



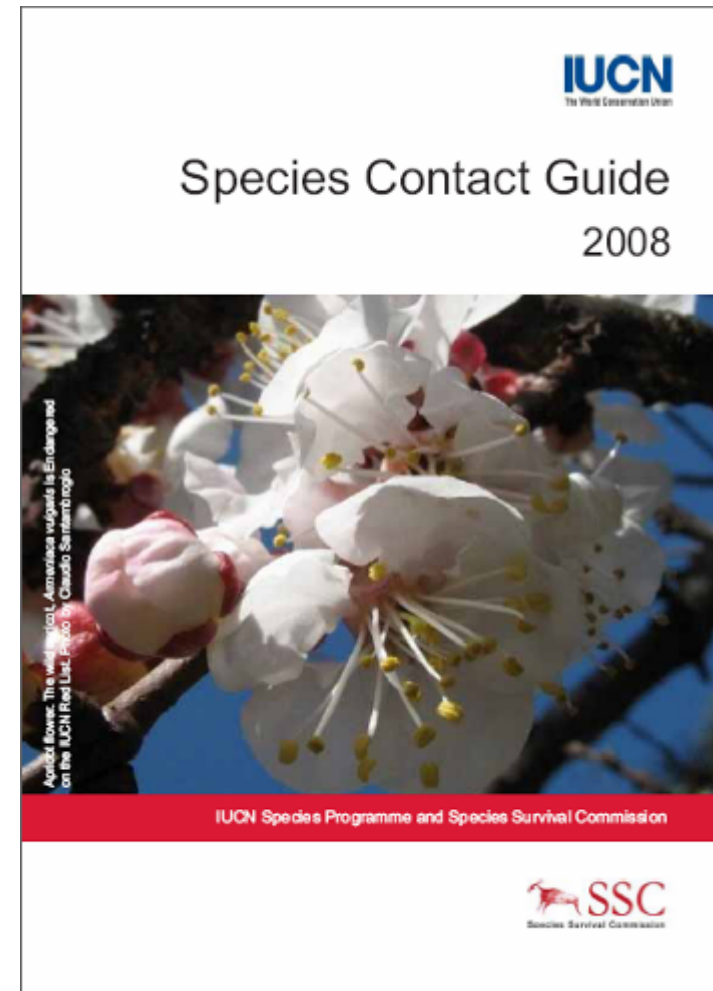
# Species Programme support on: Calendar of events



- Public, dynamic calendar shows upcoming Red List workshops and key IUCN meetings
- On the SP/SSC website
- **Specialist Group workshops can be posted**

# Species Contact Guide

- Following your feedback in the SG chairs' consultation
- Focus on Species Programme and IUCN secretariat

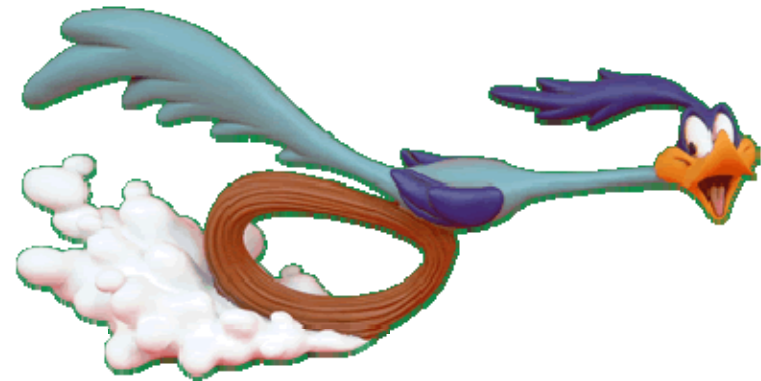


And a new way to  
communicate internally:

**Wiki**

# Wiki what?

- Wiki: a website that multiple people can edit, build and share, all without knowing HTML.
- “wiki” means means fast in Hawaiian
- → Good way to have a shared online space
- → Unlikely to replace official, public SG websites
- Call or email us anytime for support



# For example: PBwiki


The screenshot shows a PBwiki page with a header bar containing the site name 'specialistgroups | FrontPage', a search box, and navigation buttons for 'Home' and 'Edit page' (the latter is circled in red). The main content area features a title, introductory text, a photo of a striped fish, and a sidebar with navigation links. The footer contains three informational sections: 'Page Information', 'Wiki Information', and 'Make your own wiki!'.

specialistgroups | **FrontPage** Search wiki:

Home **Edit page** Log in Add features Help

## Specialist Groups Test Zone Home

This is a test wiki for any SSC Specialist Groups who would like to see what a wiki has to offer. This is a space where you and your SG members can create and edit pages to get a feel for whether or not this is a good tool for you.



Remember that anyone can see this wiki if they search for it (although it is quite unlikely to be found).

If you do set up your own wiki for your Specialist Group, let us know and tell us how it goes!

-Julie and Dena  
IUCN Species Programme

QuickStart Recent Activity **SideBar**

- [FrontPage](#)
- [Publications](#)

**Page Information**

- 23 hours ago [\[history\]](#)
- [View page source](#)
- You're not logged in
- No tags yet [learn more](#)

**Wiki Information**

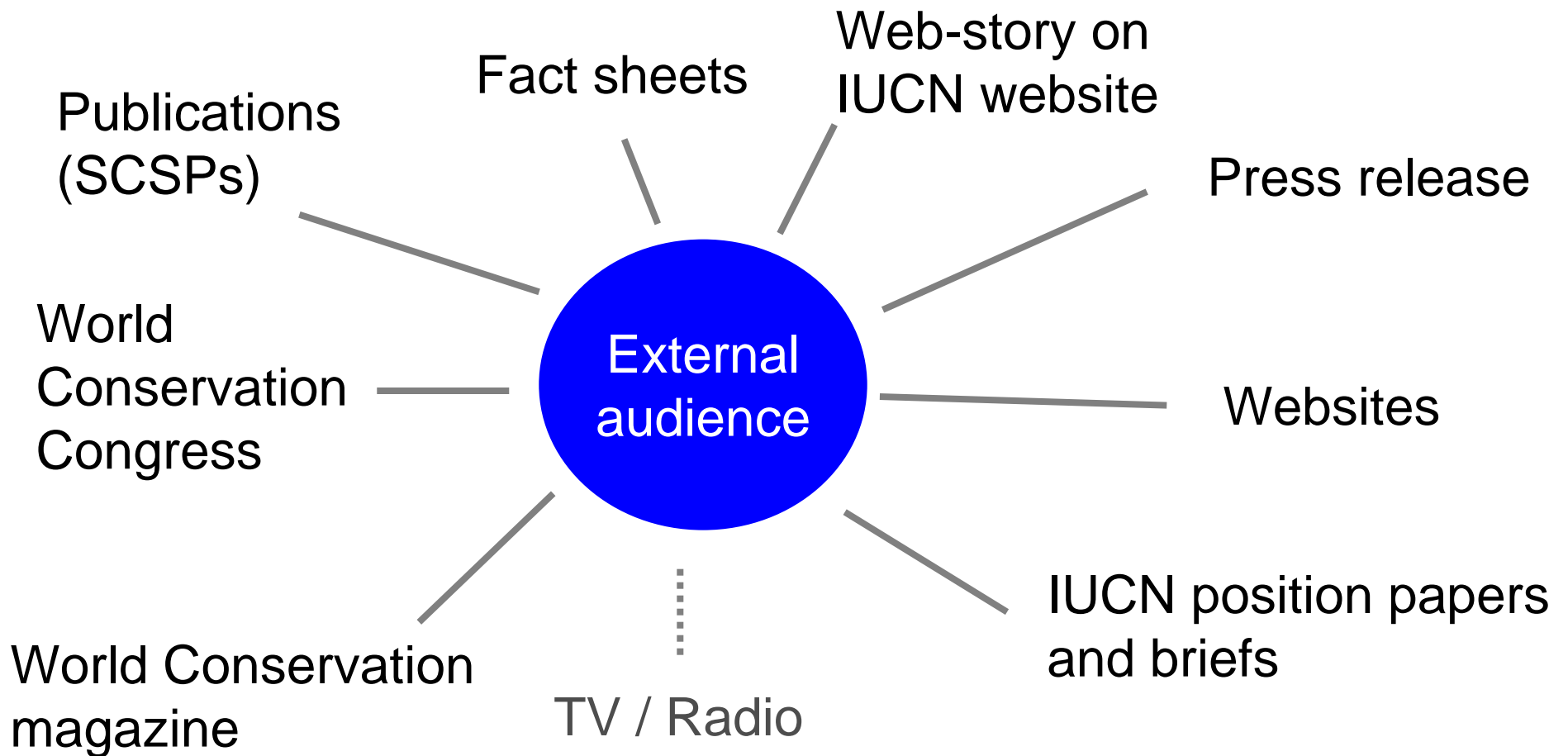
- ▶ [Show all pages](#)
- ▶ [Notification settings](#)
- ▶ [Contact wiki owner](#)

**Make your own wiki!**

**This page is part of a public wiki.**

You can make your own free private or public wiki in just a few seconds. [Click here](#), it's as easy as

# Getting your species messages out



## Target audiences

- Governments and policy-makers
- Private sector business
- Local stakeholders and government
- Other organisations and agencies
- General public

## Press releases and TV/radio

- Distributed to IUCN's media contact list – global papers and newswires
- Work with IUCN to coordinate
- Sarah Halls – Global Communications Unit
- Lynette Lew – Species Programme

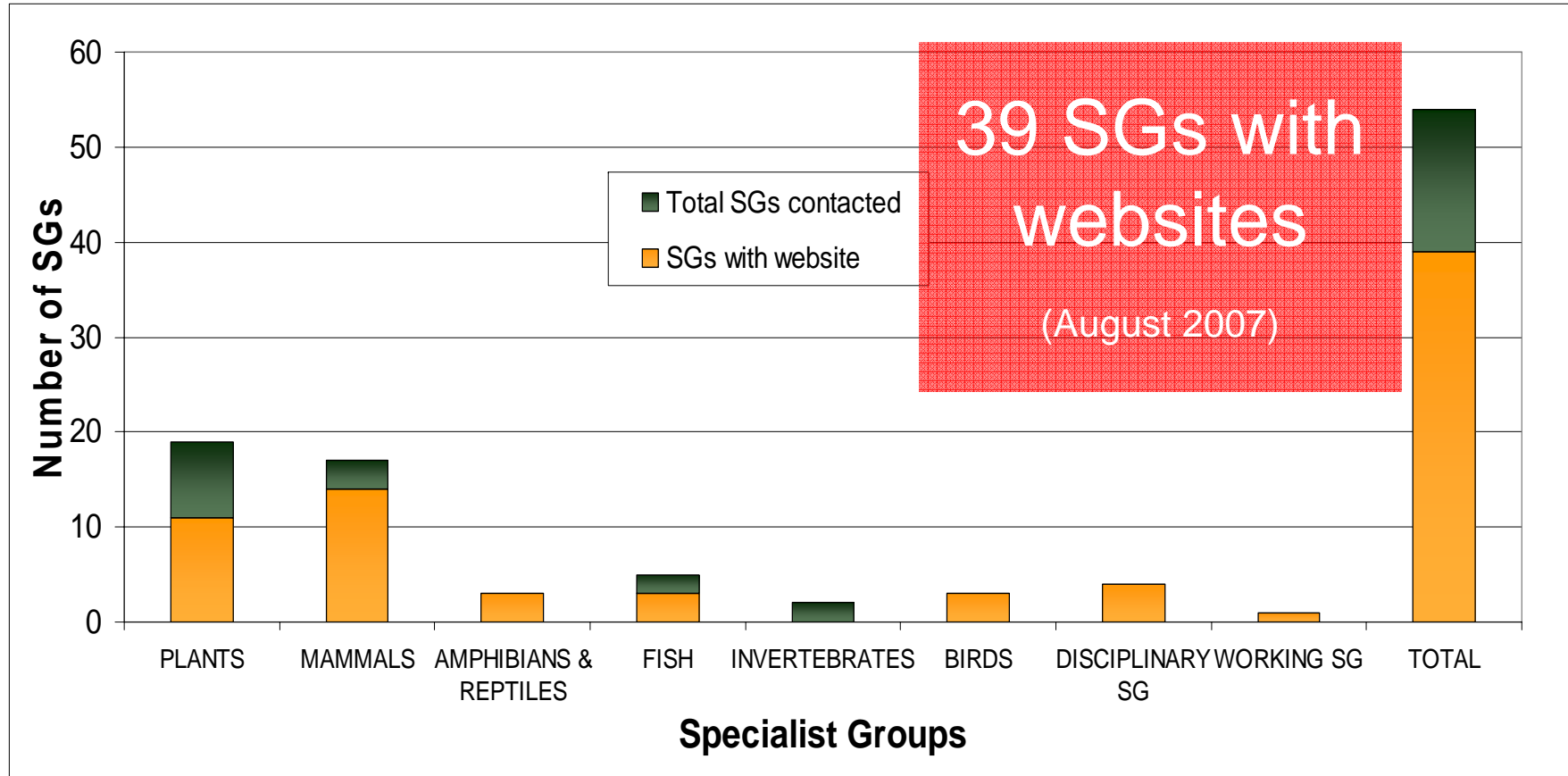


Sarah

Lynette

# Specialist Group websites

Results from Chairs' Consultation, October 2007



Species Programme support on:

## SSC/SP website



- Host Specialist Group websites
- SG news on SP/SSC homepage and IUCN homepage
- Publications, guidelines, toolkits, general info
- We use SP/SSC website as a place to share information with you

## New IUCN website system

- A new way to manage the website: no more HTML, no more Dreamweaver
- Available, but optional, for all SGs to use as of March
- Multiple contributors possible
- 1-2 editors who approve contributors' content
- + Very easy; Shared responsibility
- - No interactive features ☹️


SSC Home

SSC home

- › About SSC >>
- › Our Work >>
- › Red List
- › Specialist Groups
- › Biodiversity Assessments
- › For Members
- › For Researchers
- › For Conservation Practitioners
- › For Media
- › Publications >>
- › Events >>
- › Contact us



**Species Survival Commission**  
*The biggest network of conservation experts dedicated to fighting the species extinction crisis*



**Discovery: First New Species Of Giant Elephant-Shrew In 125 Years** 31 January 2008

Dr. Galen Rathbun, Chair of the IUCN/SSC Afrotheria Specialist Group and a team of collaborators confirmed the existence of a new species, *Rhynchocyon udzungwensis*, a type of giant elephant shrew, or sengi, in the mountains of Tanzania. [News report](#)



**Winners of the Golden Ark Award 2008 announced** 4 February 2008

Patricia Medici, Chair of the IUCN/SSC Tapir Specialist Group (TSG) and Charudutt Mishra, a member of the IUCN/SSC Cat Specialist Group are two of the three winners to be awarded the Golden Ark Award in 2008. [Full report](#) | [Golden Ark Award](#)



**"To Bee, or Not to Bee..."**, an article by Marianna E. Horn and Peter G. Kevan 31 January 2008

The plight of pollinators is causing worldwide concern. Not only are populations of many formerly abundant species dwindling, some species are disappearing altogether. [Full article](#)

**Influencing Policy**



Pipeline re-routed to help protect Critically Endangered whales

**SSC Taking Action**



SSC Flamingo Specialist Group profile. [+]

**The IUCN Red List**



An authoritative classification of 40,000 species by extinction risk. [+]

Site Map [+]

News Index [+]

› PRESS RELEASE:

Jean Christophe Vie Deputy Head of the Species Programme publishes first book on facing the death sentence

Key Publications [+]

- › European Mammal Assessment (pdf 11MB) [Press Release](#) [Website](#)
- › Species 48
- › January e-bulletin

CITES COP14



[Click here to access IUCN's contribution to CITES >>](#)

Species Profile



Current SSC / SP website



- SSC**
- About SSC
- Local issues
- Underpinning issues
- What we do**
- Conservation
- Education
- Underpinning issues
- How we work**
- Conservation
- Education
- Where we work**
- Conservation
- Education
- Underpinning issues
- Education
- Achievements**
- Conservation
- Education
- Underpinning issues
- News**
- Publications**
- Conservation
- Education
- Education
- Underpinning issues
- Contact us**

Home » About IUCN » Conservation » 2007

**AMPHIBIAN**  
**Amphibian Crisis, Amphibian Ark and the 2008 Year of the Frog ...**

The first donations from the Tin Green Line Foundation, set up in association with the World Conservation Union (IUCN), have been given to relatives of killed park rangers ...



By: Regional office for South Africa  
Monday, 25 June 2007

RELATED INFORMATION

- Conservation
- Education
- Underpinning issues

**FRESHWATER**  
**Sink or swim: over one in three freshwater fish species in Europe ...**

The first donations from the Tin Green Line Foundation, set up in association with the World Conservation Union (IUCN), have been given to relatives of killed park rangers ...



By: Regional office for South Africa  
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**MAMMALS**  
**Seventy-five percent of bear species threatened with extinction ...**

The first donations from the Tin Green Line Foundation, set up in association with the World Conservation Union (IUCN), have been given to relatives of killed park rangers ...



By: Regional office for South Africa  
Monday, 25 June 2007

**New website!**

World Conservation Union congratulates NibelPeace Prize winners ...

**WORLD CONSERVATION UNION**  
**Countdown 2010: A global initiative going local ...**  
 Monday, 25 June 2007

**SSC**  
**Proceeds of environmental film help families of park rangers killed ...**  
 Monday, 25 June 2007

**WORLD CONSERVATION UNION**  
**World Conservation Union congratulates NibelPeace Prize winners ...**  
 Monday, 25 June 2007

**SSC**  
**Proceeds of environmental film help families of park rangers killed ...**  
 Monday, 25 June 2007



What new form of communication  
are you planning to use in the  
future as a result of what you've  
heard this week?

- Share with your table
- One card per person with your name/SG