Why work together?

The Society for Conservation Biology (SCB) is the largest international membership society for professionals, students, and non-profits dedicated to advancing the science and practice of conserving biodiversity. Current Conservation (CC) communicates conservation-related issues and science in a visually engaging manner to a wide audience.

At the heart of both our missions lies outreach. This partnership seeks to create an opportunity for CC and SCB to work together to promote public engagement by the conservation community worldwide, and take our messages out to a larger audience. The main goal of the partnership is to leverage each other’s capabilities, whereby CC helps amplify and promote the work of SCB and its members, while SCB supports content sourcing, editorial support, and visibility for CC.

The partnership started in January 2021 and was announced across various platforms, including the second print issue of CC in 2021 (15.2), newsletters, social media channels, and the websites of SCB (affiliate publications) and CC (partners).

Outputs for 2021

- Conservation Science and Practice, Conservation Biology, and Conservation Letters direct authors to write a popular summary of their paper for CC in the acceptance letter, which could potentially increase the impact and visibility of these journals’ articles.
- Commissioned artwork for the partnership announcement (showcased [here](#))
- Panel discussion on ‘Science communication for biodiversity conservation’ on 9 March, 2021
- A feature article with contributions from the panelists curated by Caitlin Kight and Eduardo Gallo-Cajiao published online by Current Conservation
- An academic paper about the same for one of the SCB journals (in progress)
- CC’s special issue on ‘African conservation today: New trends, perspectives and opportunities’ was launched at the 30th International Congress for Conservation Biology
in December 2021. This was promoted at our virtual stall in the Exhibit Hall and also by Gladys-Kalema Zikusoka—a Guest Editor of the issue and also a plenary speaker at the Congress—during her talk.

- The final issue of 2021 was a special edition on migration curated by Eduardo Gallo-Cajiao (Associate Editor at Current Conservation and SCB’s Vice President for Education and Outreach) and Kartik Shanker (CC Founding Editor).
- Collaborative posts on social media (such as this and this)

**Evaluation: Key performance indicators**

**Handling editors**

Recruited 4 Handling Editors and 1 RiT Editor from the SCB network. We received a total of 15 expressions of interest and 9 applications. There were also 2 undergraduate students who applied and then proceeded to do internships with us.

**Submissions**

The number of submissions we received has doubled since the previous control year (2020). About 50% of the contributions were from India, and the remaining from the US, UK, Australia, New Zealand, Canada, Brazil, Germany, Spain, China, France. Some key figures below:

- **170** submissions received
- **45** articles published in 5 print issues
- **90** articles published in total, including online-only articles on the website (vs. 50 published articles in total in 2020)

“There were 61 responses to our contributors survey in 2021, of which 19% of the respondents stated hearing about CC via SCB.”

**Readership at a glance**

CC readership has increased and diversified compared to 2020, prior to the partnership. Key statistics from the CC website analytics below:
The special issue (15.3) on ‘African conservation today: New trends, perspectives and opportunities’ that was launched at ICCB gained a lot of traction compared to the other issues in 2021. The table below summarises the website traffic to the 2021 issues (Volume 15):

<table>
<thead>
<tr>
<th>Issue</th>
<th>Page Views</th>
<th>Unique Page Views</th>
<th>Avg. Time on Page</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue 15.1</td>
<td>701</td>
<td>536</td>
<td>00:01:13</td>
<td>53.63%</td>
</tr>
<tr>
<td>Issue 15.2</td>
<td>723</td>
<td>548</td>
<td>00:01:22</td>
<td>60.38%</td>
</tr>
<tr>
<td>Issue 15.3</td>
<td>1,334</td>
<td>1,061</td>
<td>00:01:53</td>
<td>62.86%</td>
</tr>
<tr>
<td>Issue 15.4</td>
<td>596</td>
<td>450</td>
<td>00:01:24</td>
<td>51.29%</td>
</tr>
<tr>
<td>CC Kids Vol 15</td>
<td>184</td>
<td>155</td>
<td>00:01:25</td>
<td>69.57%</td>
</tr>
</tbody>
</table>

**Social media engagement**

CC has a presence across multiple platforms, but Instagram has been the perfect home for us because of its nature as a visual medium. We went from 10K to 16.5K followers in one year (60% increase). Social media has also helped drive traffic to the website, with an increase in the proportion of traffic from social media and referrals* (which also includes social networks or other sites) compared to 2020.

* Referral traffic describes the people who come to your domain from other sites, without searching for you on Google. When someone visits a link from a social network or website and they end up on another site, tracking systems from Google recognize the visitor as a referral.

44% of the respondents (n = 61) in our 2021 contributors survey stated hearing about CC via our social media channels.

“Thank you very much to everyone for your support, we look forward to continuing working together! Devathi, Kartik, and Ed on behalf of CC and SCB.”