



Engaging a New Generation

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WILDERQUEST

wilderquest.nsw.gov.au



Wild About Whales Campaign



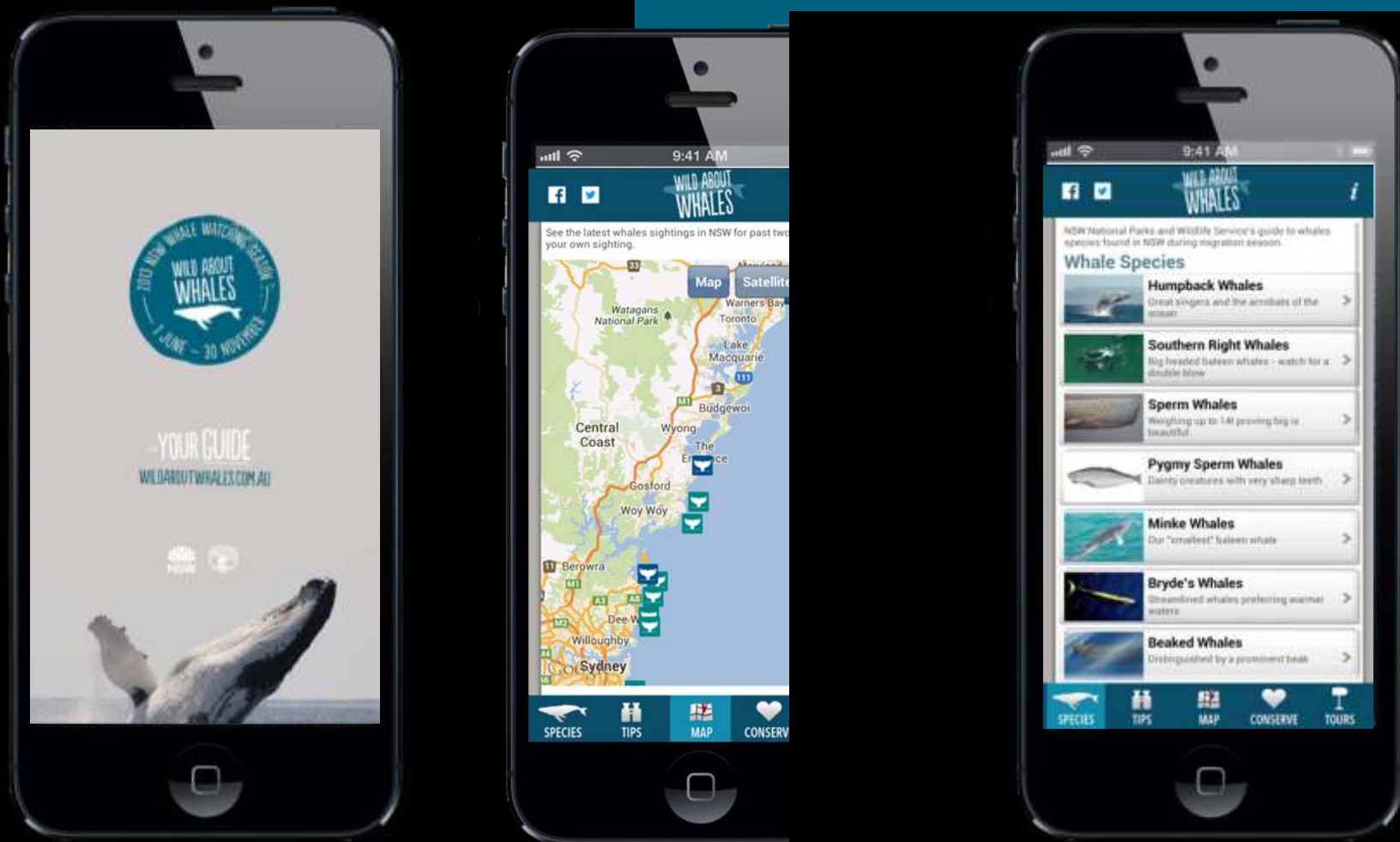
SEE ONE OF NATURE'S
GREATEST MIGRATIONS

Wild About Whales

Campaign site



Mobile technology – Smartphone App



Social Media

Facebook



The image shows a screenshot of the Facebook page for 'Wild About Whales NSW'. The cover photo features two whales breaching the ocean surface with the text 'EDEN WHALE FESTIVAL 26TH OCTOBER - 3RD NOVEMBER' overlaid. The profile picture is a circular logo for the '2013 NSW WHALE WATCHING SEASON' with the text 'WILD ABOUT WHALES' and a whale silhouette. The page name is 'Wild About Whales NSW' with 13,267 likes and 1,102 people talking about it. Navigation buttons include 'Liked', 'Message', and a dropdown menu. The bio identifies it as a Government Organisation with the website www.wildaboutwhales.com.au and encourages whale watching. The bottom navigation bar includes links for 'About - Suggest an Edit', 'Photos', 'Likes' (13,267), 'Sign up here', and 'Events' (1).

EDEN WHALE FESTIVAL
26TH OCTOBER - 3RD NOVEMBER

Wild About Whales NSW
13,267 likes · 1,102 talking about this

Government Organisation
www.wildaboutwhales.com.au Get 'Wild About Whales' and plan your coastal whale watching adventure now. Why not see one of nature's great ocean migrations for yourself?

About – Suggest an Edit

Photos Likes Sign up here Events

Social Media Twitter

The screenshot displays the Twitter interface for the account @WildAboutWhales. The header includes the Twitter logo, a search bar, and a 'Sign in' link. The left sidebar contains navigation links: Tweets, Following, Followers, Favorites, and Lists. Below this is a 'Follow WildAboutWhales' section with input fields for 'Full name', 'Email', and 'Password', followed by a 'Sign up' button. The main content area shows the profile header for WildAboutWhales, featuring a whale logo, the name 'WildAboutWhales', the handle '@WildAboutWhales', and a bio: 'We love whales and we tweet the locations of whales in NSW so you can follow their journey'. It also lists '2,510 TWEETS', '3,255 FOLLOWING', and '4,575 FOLLOWERS', with a 'Follow' button. Below the header is a 'Tweets' section with three recent tweets, each featuring the whale logo and text about humpback whales near Jimmy's beach at Port Stephens.

WildAboutWhales @WildAboutWhales
We love whales and we tweet the locations of whales in NSW so you can follow their journey
NSW, Australia · wildaboutwhales.com.au

2,510 TWEETS 3,255 FOLLOWING 4,575 FOLLOWERS Follow

Tweets

WildAboutWhales @WildAboutWhales · 5h
We hear there are humpback whales near Jimmy's beach at Port Stephens #whaleon
Expand Reply Retweet Favorite More

WildAboutWhales @WildAboutWhales · 5h
We here there are humvack whales near jimmy's beach at port stephens #whaleon
Expand Reply Retweet Favorite More

WildAboutWhales @WildAboutWhales · 24h
RT @AustTraveller: Top 5 #whale #photographs that really made a
Expand Reply Retweet Favorite More

User Generated Content Photography competition



Photography Competition

Photos from our fans



General user engagement

Wild About Whales NSW
6 hours ago · Edited

Gentle, mysterious, big and resilient. Why do you love whales?
<http://bit.ly/1aB8eIT> #whaleon



Like · Comment · Share 1

41 people like this. Top Comments ▾

Write a comment...

Helen Slowik They make me happy!
Like · Reply · 1 · 5 hours ago

Keith Christie They make me smile ... alot ..
Like · Reply · 2 hours ago

View 2 more comments

Wild About Whales NSW added 3 photos to the album Wild About Whales - Fans Photos.
25 October



Like · Comment · Share 235

Damien Cope, Johnny J Spencer, Charlotte McManus and 1,140 others like this. Top Comments ▾

Write a comment...

Christine Rose Getting excited about my upcoming (annual) trip to 'New South Whales' to watch whales, from NZ
Like · Reply · 5 · 25 June at 18:09

2 Replies

Nicole Abrahams Really hope this season I can go out on a boat to see them such beautiful creatures
Like · Reply · 3 · 11 June at 14:20 via mobile

2 Replies

View 30 more comments

Wild About Whales Industry partnerships



Our visitors watching nature's great ocean migration



Engaging children nature and conservation





SEE ONE OF NATURE'S
GREATEST MIGRATIONS

www.wildaboutwhales.com.au

Download the smartphone app:
Wild About Whales