



Beaver Restoration Guidebook

Performance Tracking

Updated 8-5-15



Bit.ly link to pdf:

2,070 clicks

Released on July 1st, 2015

Mailchimp Newsletter Announcement:

Total opens: 11,451 (still on the increase)

Total clicks: 1,394 (1,168 on the guidebook, 63 to OFWO page, 49 to OFWO videos, 80 to nplcc.org, 34 to upcoming workshop link, 34 to NPLCC beaver page)

Examples of domains who forwarded to their networks (largest numbers) :

- Mississippi State College of Forest Resources
- Pacific States Marine Fisheries Commission
- Great Northern LCC
- Forest Service
- Yurok Tribe
- Confederate Tribes of Warm Springs
- Oregon Dept. of Fish & Wildlife
- New York State Department of Environmental Conservation
- Natural Systems Design
- State of Maine

Twitter

First tweet: 660 impressions, 8 engagements

Second Tweet: 311 Impressions, 4 engagements

Northwest Climate Science Center Tweet: 4,910 impressions, 48 engagements

Independent tweets from others (+follower counts):

[@AlbertaTomorrow](#) (838)

[@beckyhammer](#) (501)

[@cakeXchange](#) (1,241)

[@CleanWaterNews](#) (4,715)

[@clgrivervalleys](#) (208)

[@CowsandFish](#) (369)

[@DrTComendant](#) (37)

[@FSologists_AK](#) (1,048)

[@NW_CSC](#) (603)

- retweeted by official USFS, 87k followers, Ecological society of America, 17.6k followers

[@PLWAInfo](#) (33)

[@QuiviraAgRanch](#) (1,214)

[@RestoreCAL](#) (164)

[@restoreCAL](#) (164)

[@root_branch_des](#) (87)

[@SageGrouseInit](#) (1,479)

[@SARSAS](#) (125)

[@SEAlbertawaters](#) (1,682)

[@tswcd](#) (379)

[@USFWSPacific](#) (51.8k)

Featured around the web:

[American Rivers](#)

[Climate Adaptation Knowledge Exchange](#)

[Fly Rod + Reel Online](#)

[Great Basin LCC](#)

[Mid-Columbia Fisheries Enhancement Group](#)

[Occidental Arts & Ecology Center](#) "This Guidebook is the most thorough treatment to date on how to conduct beaver restoration in the West."

[Salish Sea Wiki](#)

[South Coast Conservation Program](#)

[South Puget Sound Salmon Enhancement Group](#)

[Southland Beaver Blog](#) (and [same story, different blog](#)) “Magnum opus on beaver restoration” “I am greatly pleased with the work and it is most useful to have so much pertinent information at hand in one spot that can hopefully guide future beaver restoration/protection work.”

[Tamarisk Coalition](#)

[Trout Unlimited El Dorado](#)

[Tualatin Soil & Water Conservation District](#)

[Western Canada regional chapter of the international Society for Ecological Restoration](#)

[Wetland Restoration & Training](#)

[White Horse Walks](#) (was shared here on July 11th “As Crestview works to modify its beaver dam here's some beaver reading: The beaver restoration guidebook – working with beaver to restore streams, wetlands, and floodplains”

[Intermountain West Joint Venture](#)

Facebook:

[Post](#)

1,223 People reached

69 post clicks

49 likes

11 shares

[Feed for keyword search “Beaver Restoration Guidebook”](#)

Independent Shares on Facebook:

[Clean Water Services](#)

[Okanogan Highlands Alliance](#)

[Occidental Arts & Ed Center](#)

[Cows & Fish—Alberta](#)

[Quivira Coalition](#)

[Root & Branch](#)

[Nevada Creeks and Communities](#)

[Necanicum Watershed Council](#)

[Oregon Coast Lifestyles](#)

[Climate Adaptation Knowledge Exchange](#)

[The Permaculture Skills Center](#)

[Grand Ronde Model Watershed](#)

[South Coast Conservation Program](#)

[NOAA Fisheries West Coast](#)

[U.S. Fish & Wildlife Idaho](#)

[Tualatin Soil and Water Conservation District](#)

[National Forest Foundation](#)

[U.S. Fish & Wildlife Pacific](#)

[Alberta Tomorrow](#)

NPLCC Website:

172 pageviews on news blurb

53 clicks from front page news blurb

(direct to pdf isn't tracked by Google, but the bit.ly at the top stats show this)

What are people saying on social media?

Nevada Creeks and Communities
July 1 · Reno, NV · Edited · Like Page


Check this out! There is now a virtual how-to book for working with #beavers to restore habitats. Let's hope that this gets used appropriately so that we can see more examples of beavers successfully rehabilitating our degraded #streams.



Quivira Coalition @QuiviraAgRanch

We've talked about the power of nature's little helper - the #beaver. New #guidebook out now. Check it!

CalgaryRiverValleys @clgrivervalleys
Using beavers to help restore watersheds - 1 more reason to keep beaver dam along SW Cig Ring Rd route @ABTransComm



Necanicum Watershed Council Like Page
July 1 ·

Check out this cool, new, FREE, resource: The [Beaver Restoration Guidebook!](http://www.fws.gov/Docu.../BRG%20v.1.0%20final%20reduced.pdf) Download yours today! at <http://www.fws.gov/Docu.../BRG%20v.1.0%20final%20reduced.pdf>

National Forest Foundation added 3 new photos. Like Page
July 14 at 3:45pm ·

The beavers of our Treasured Landscapes: Majestic Methow campaign are making a splash. The Methow Beaver Project just won the Riparian Challenge Award of the American Fisheries Society, Western Division for excellence in watershed habitat management. And if that's not enough, the Beaver Project contributed to the "Beaver Restoration Guidebook". Hot off the presses, it was downloaded over 450 times in just the first four hours of its release. cc: U.S. Forest Service - Okanogan-Wenatchee National Forest Get your free copy here: [http://us5.campaign-archive2.com/...](http://us5.campaign-archive2.com/)

Becky Hammer @beckyhammer

It's a pretty great afternoon when a gov't guidebook for using beavers (!) to restore streams shows up in your inbox.
fws.gov/oregonfwo/Tool...

RETWEETS 1 FAVORITES 2

Michael Furniss
July 1 · Arcata, CA ·

Turns out one of the best ways to restore degraded streams in the western USA is to re-introduce BEAVER. Many have been working on this, and now here is an excellent guidebook for working with beaver for stream restoration and building climate resilience in the wildlands.
<https://nplcc.blob.core.windows.net/.../BRG%20v.1.0%20final%2...>



SageGrouseInitiative @SageGrouseInit

Why beavers are good for #birds:
buff.ly/1loj97M

RETWEETS 2

10:15 AM - 25 Jul 2015

Occidental Arts & Ecology Center

Wonder how you can restore your #watershed by working with #beaver? This newly released "Beaver Restoration Guidebook: Working with Beaver to Restore Streams, Wetlands, and Floodplains" will tell you how.

Learn more & download the guidebook here: <http://eepurl.com/brW33X>

#OAEC #WATER Institute helped review this amazing document and highly recommends it to all of you working with #watershedrestoration #climatechange #beaver #restoration