

Improving Visibility and Professional Engagement in Reclamation Through Social Media

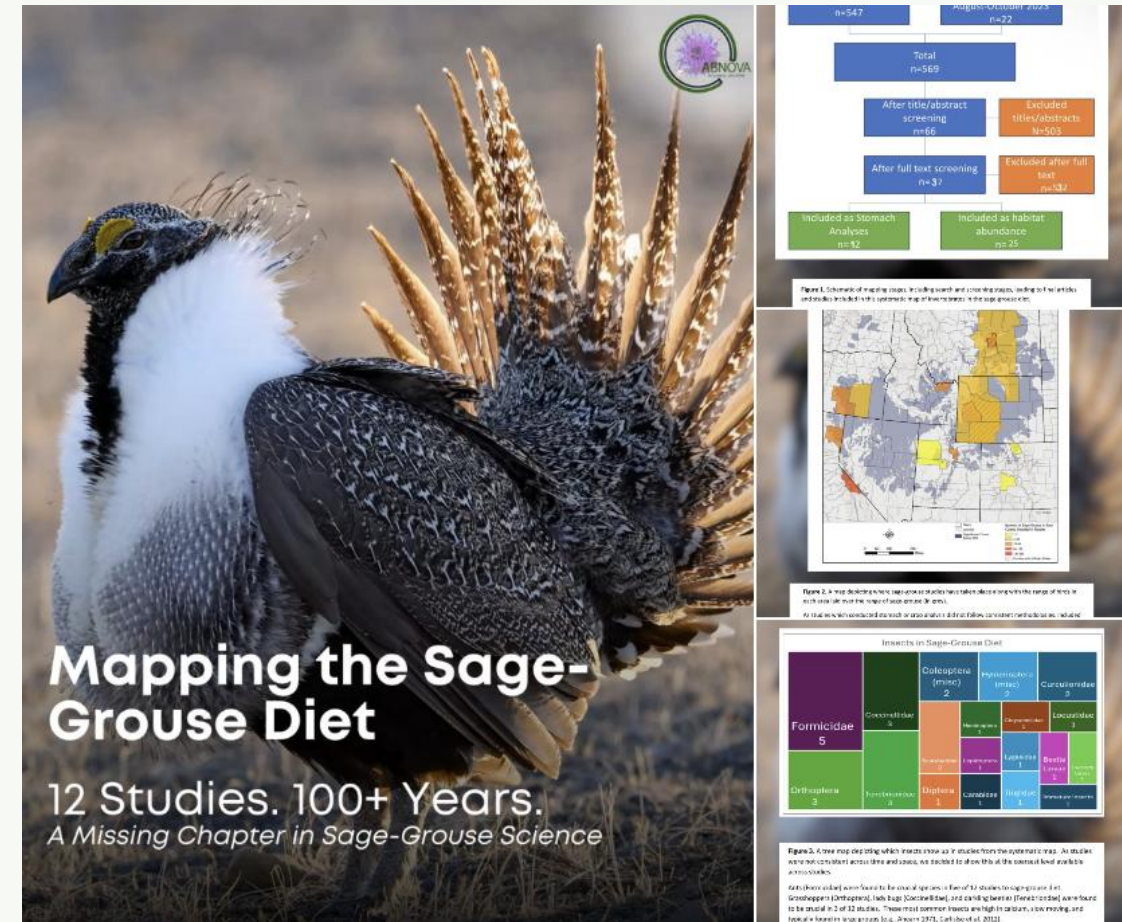
Using LinkedIn as a practical extension tool for reclamation professionals

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Why this partnership matters

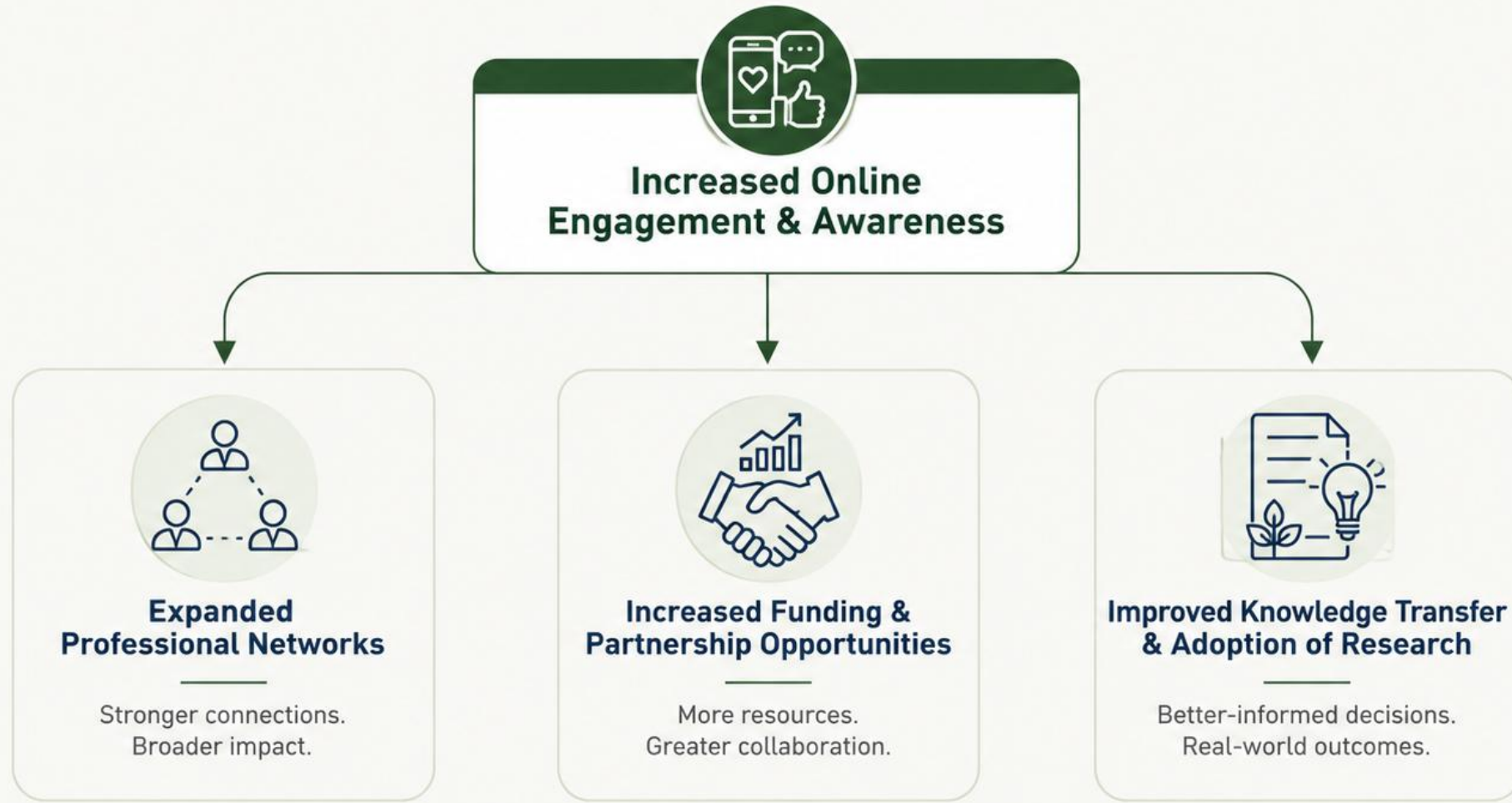
Social media and reclamation may seem like conflicting ideas. Reclamation science is complex and technical. Social media is often viewed as fast, simple, and superficial (and recently, more AI slop and clickbait)

- Important reclamation insights do not always reach the people who can use them most.
- LinkedIn offered a practical way to connect with relevant professional audiences.
- This project evaluated whether social media could increase **awareness, engagement, and professional connections** in reclamation.



CONTEXT

Real world implications



Two goals shaped the strategy

Goal 1

AWARENESS

Did the information reach the right people?

Increase visibility of Abnova Ecological Solutions and raise awareness of the reclamation industry within relevant professional audiences.

Measures of Success:

- Follower growth
- Increase in impressions
- Demographics (Location, Industry, Seniority within the workplace)

Goal 2

ENGAGEMENT

Did the right people act?

Did our content prompt professional audiences to interact, validate, share, or continue learning around reclamation?

Measures of Success:

- Engagement rate vs. industry benchmarks
- Click through rate
- Types of action taken (likes, clicks, comments, reposts)

How we reached the goal

LinkedIn
PLATFORM

**Feb 2025–
Apr 2026**
TIMEFRAME
15-months

2x / week
CADENCE
The same time of day once a trend
was observed

Organic traffic only was measured. Content followed four recurring pillars designed to translate technical work into professional, accessible content.

- **Regional Context:** Wyoming-specific reclamation and western ecosystems.
- **Research & Data Translation:** scientific findings, monitoring results, ecological data.
- **Applied Reclamation Expertise:** field projects, restoration practices, monitoring methods, case studies, and outcomes.
- **Professional Visibility & Industry Engagement:** conferences, publications, partnerships, team expertise.

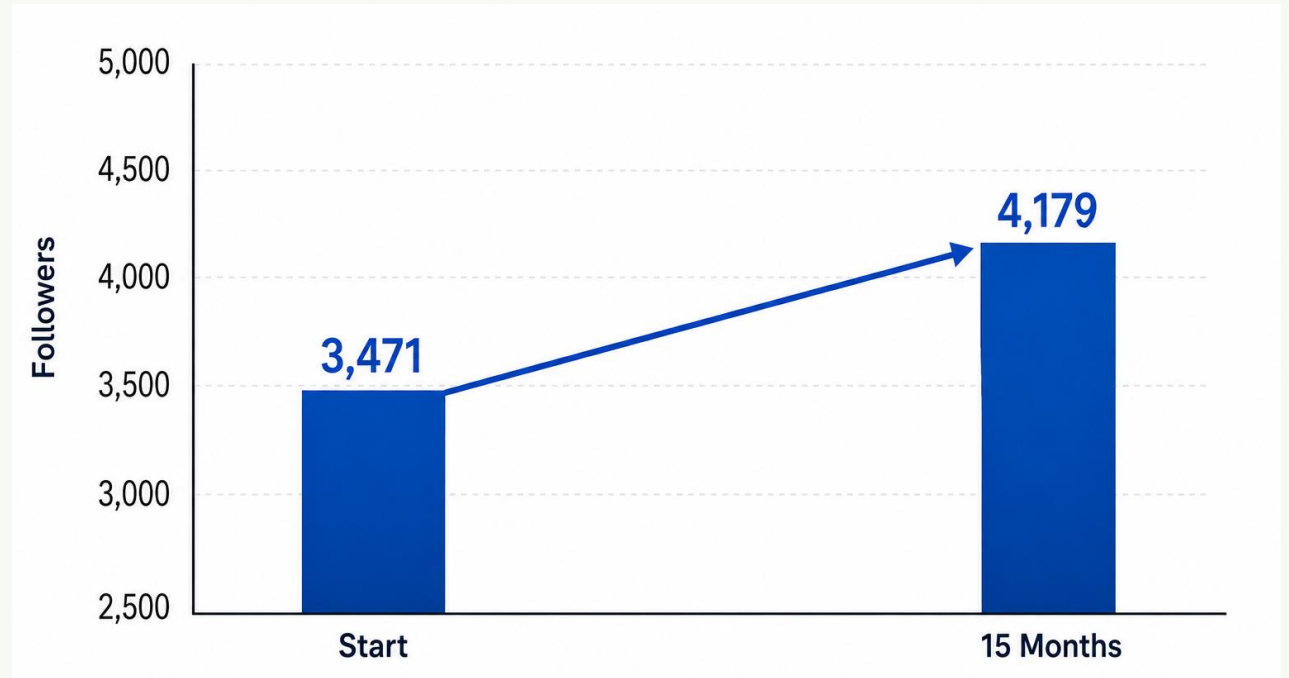
Results

Evidence that visibility and engagement improved

Measure 1: Follower growth

Followers indicate the size of the subscribed audience to Abnova's LinkedIn page. This metric is useful for understanding sustained awareness.

Follower growth of 20.4% exceeded LinkedIn's benchmark of 18.95% for growth over the same time period.



Measure 2: Impressions increased as the campaign matured

3,968

AVG. MONTHLY
IMPRESSIONS
First 8 months

5,869

AVG. MONTHLY
IMPRESSIONS
Final 7 months

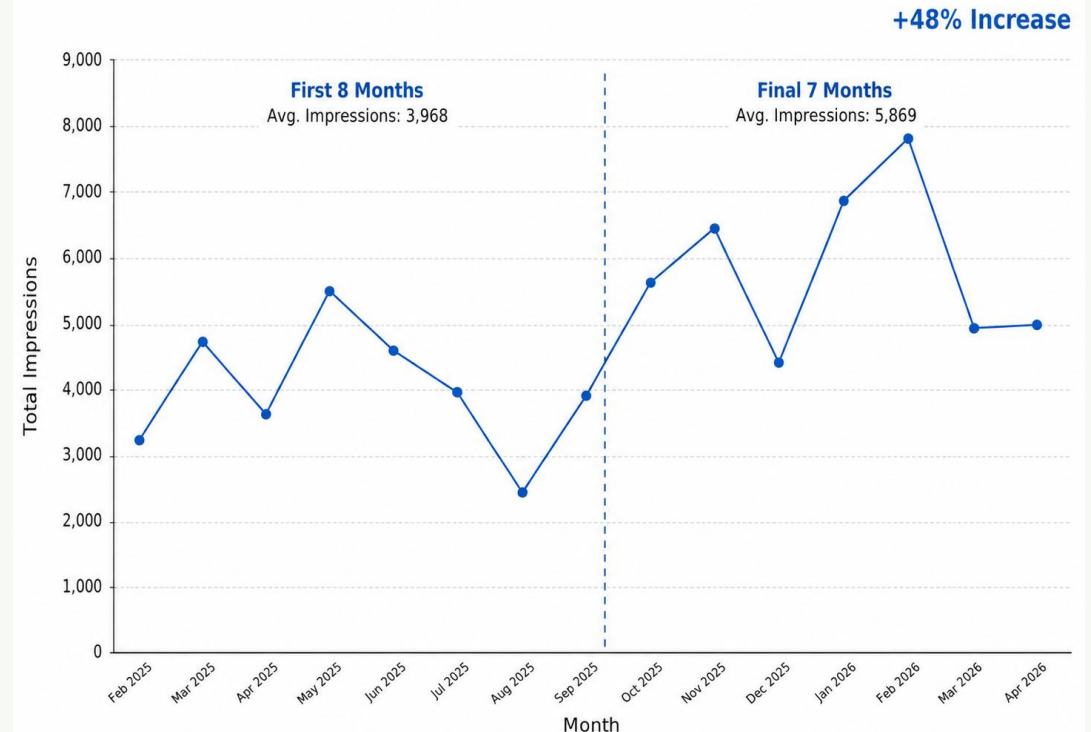
+48%**INCREASE**

More views without a quality
collapse

Impressions measure how many times a post was viewed.

Visibility improved over the campaign period, and engagement quality remained meaningful as the audience grew (more on this later)

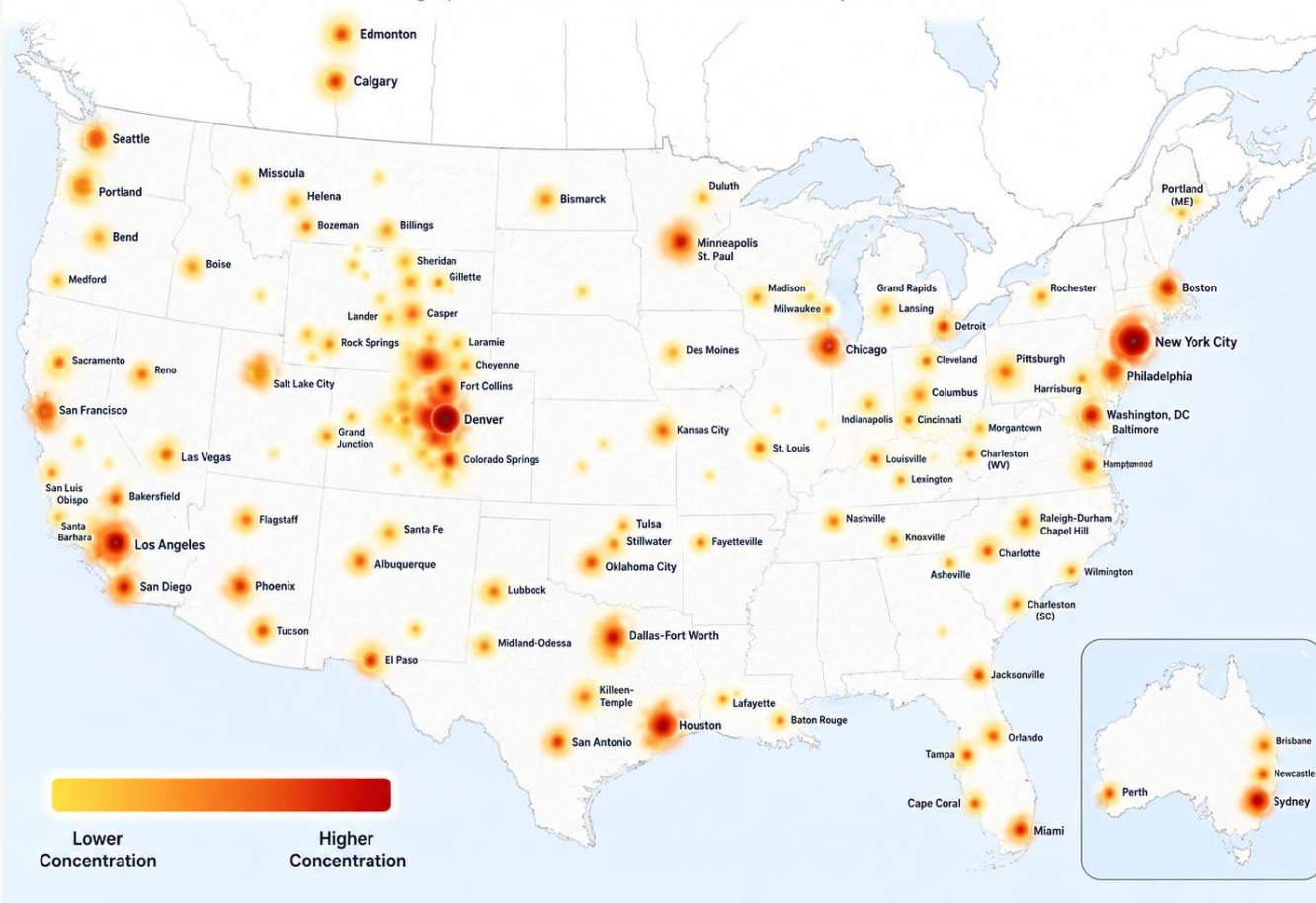
Monthly LinkedIn Impressions



Measure 3: The content reached beyond Wyoming

Follower Locations Heat Map

Geographic concentration of followers across major metro areas

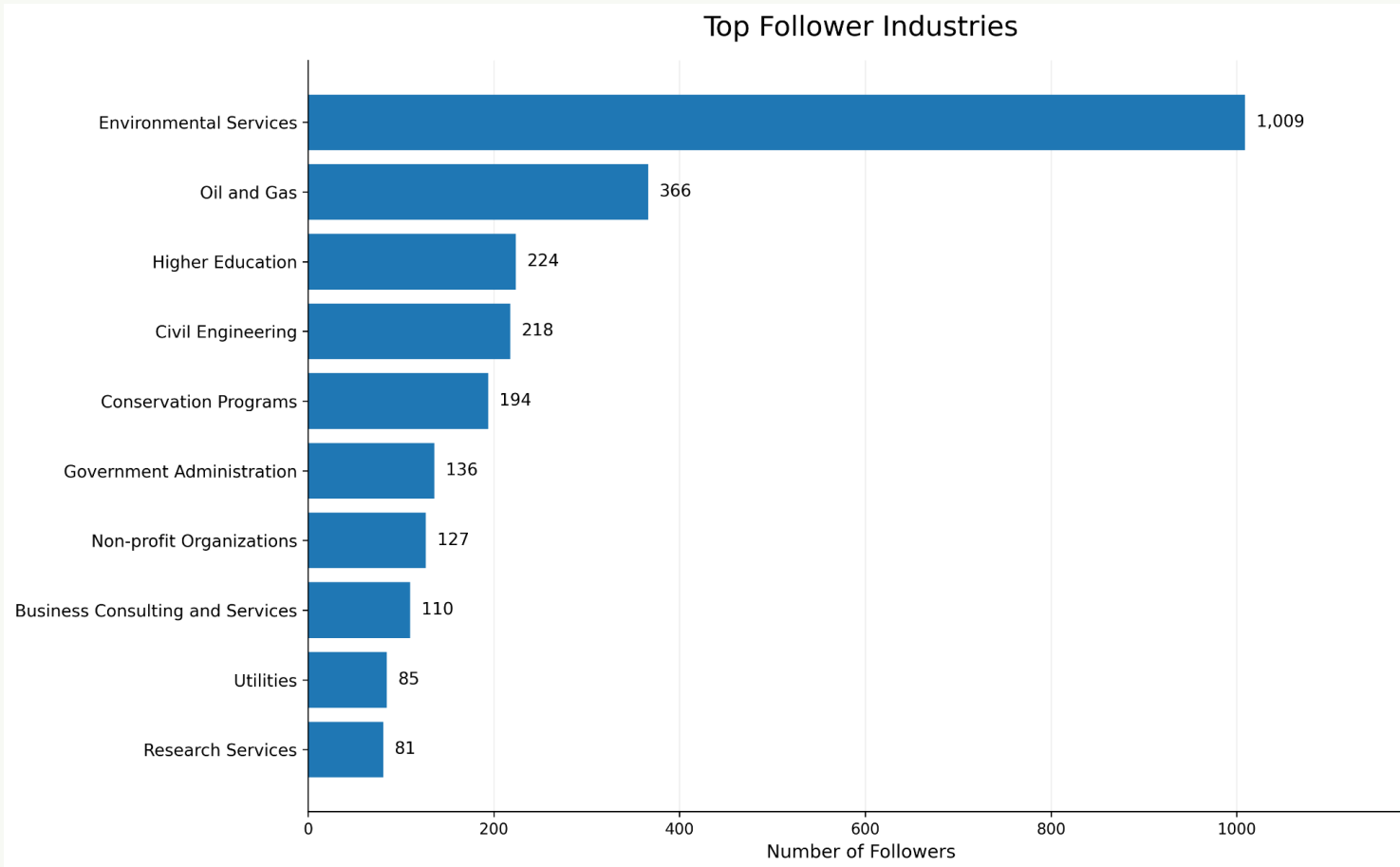


Top Cities:

1. Denver
2. New York City
3. Greater Houston
4. Los Angeles
5. Washington, DC

Followers extended into regions connected to energy, consulting, higher education, policy, investment, and applied research.

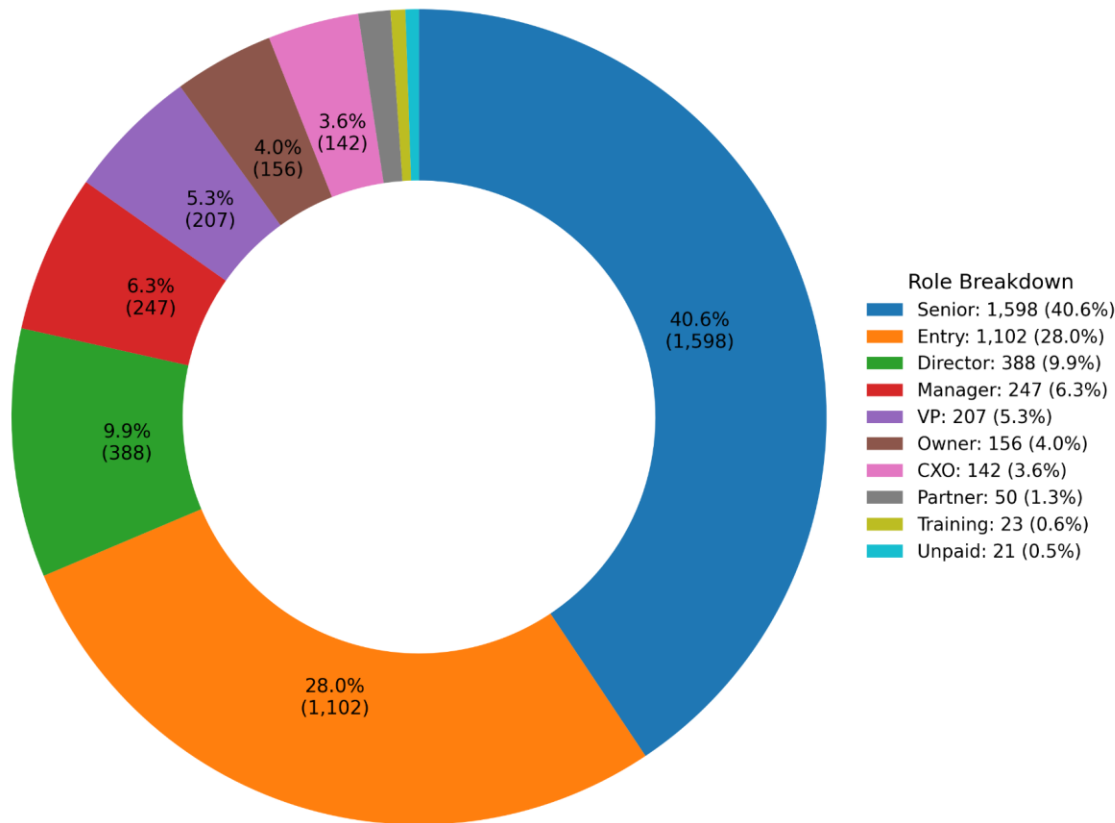
Measure 4: The audience matched the intended professional community



The campaign reached the ecosystem of people reclamation communication needs to reach: practitioners, operators, researchers, regulators, consultants, conservation professionals, and supporting organizations.

Measure 5: The audience included decision-makers and practitioners

Follower Seniority Roles



Senior-level practitioners supported professional credibility. ***(Real World Application 1)***

Entry-level professionals supported education and knowledge diffusion. ***(Real World Application 3)***

Owners, CXOs, VPs, and directors indicated reach into decision-making networks ***(Real World Application 2)***

The campaign did not only reach people with passing interest. It reached both those doing the work and those influencing decisions.

Measure 1: Engagement stayed strong as reach grew

7.27%

**AVERAGE ENGAGEMENT
RATE**

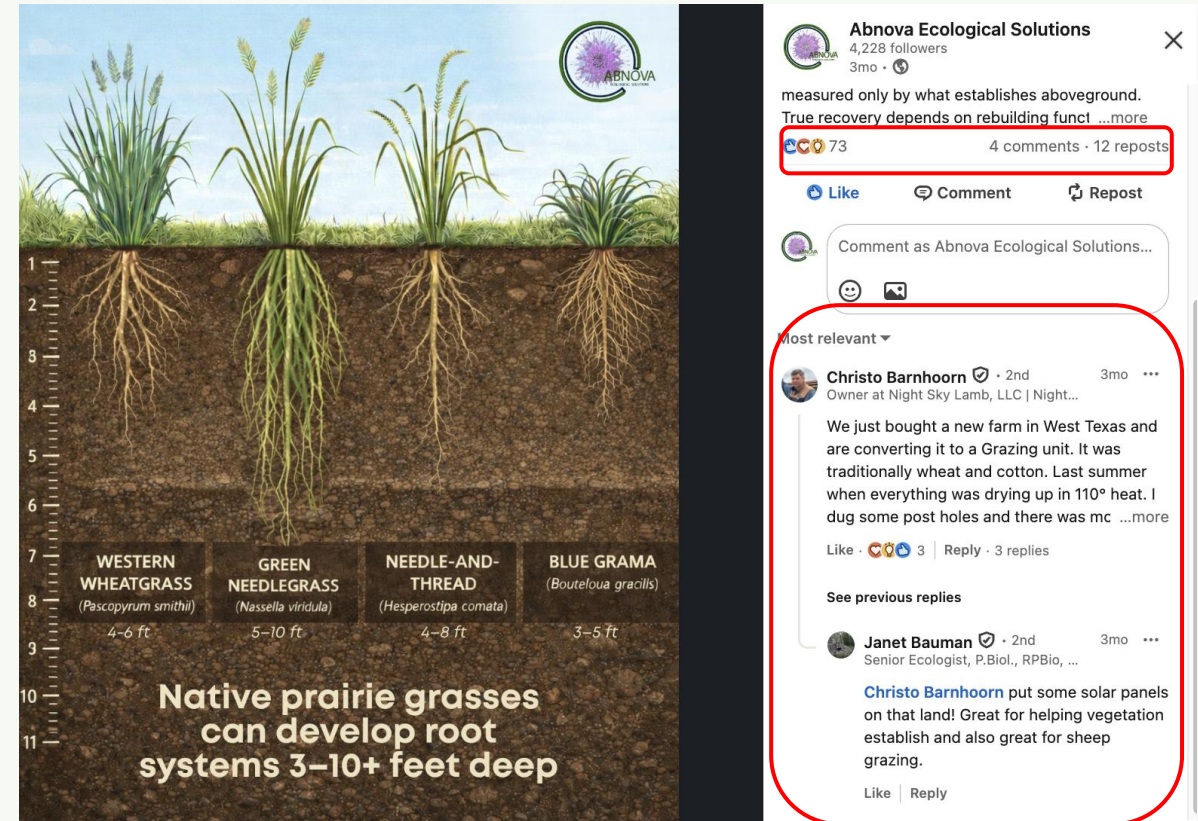
Across analysis period

2–4%

LINKEDIN BENCHMARK

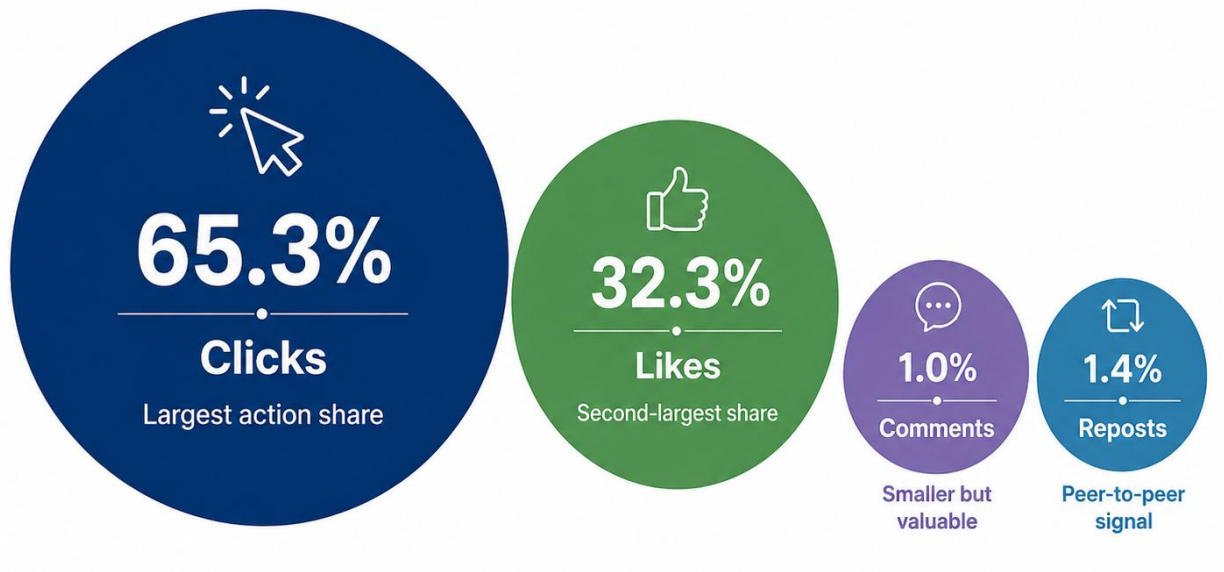
Engagement rate is the percentage of impressions that generated interaction (clicks, likes, comments, reposts)

It is useful for understanding resonance. Normally, engagement rates drop as impressions or followers grow. Here, engagement remained above benchmark overall, suggesting the larger audience still found the content relevant.



Linkedin weighs engagement rate when determining if it should show the post to others.

Measure 2: Clicks were the dominant action



CTR shows how often post views turned into clicks **on something within the post.**

4.29%

AVERAGE CTR
Across analysis period

2.5-5.5%

LINKEDIN BENCHMARK

Clicks were the strongest engagement behavior, showing that **viewers were willing to take an extra step** beyond the post to spend more time learning through a linked page, website, or tagged profile.

Because clicks require a deliberate step, they are a stronger signal of deeper interest than likes.

Applications

What the results suggest for social media implementation

What drove visibility by content pillar

Research & Data Translation

Applied research and scientific findings (ER)
Applied research and scientific findings (CTR)

Applied Reclamation Expertise

Visual challenges, before/after, and interactive curiosity (CTR)
Reclamation results and success stories (ER)
Field projects, case studies, and applied reclamation (CTR)

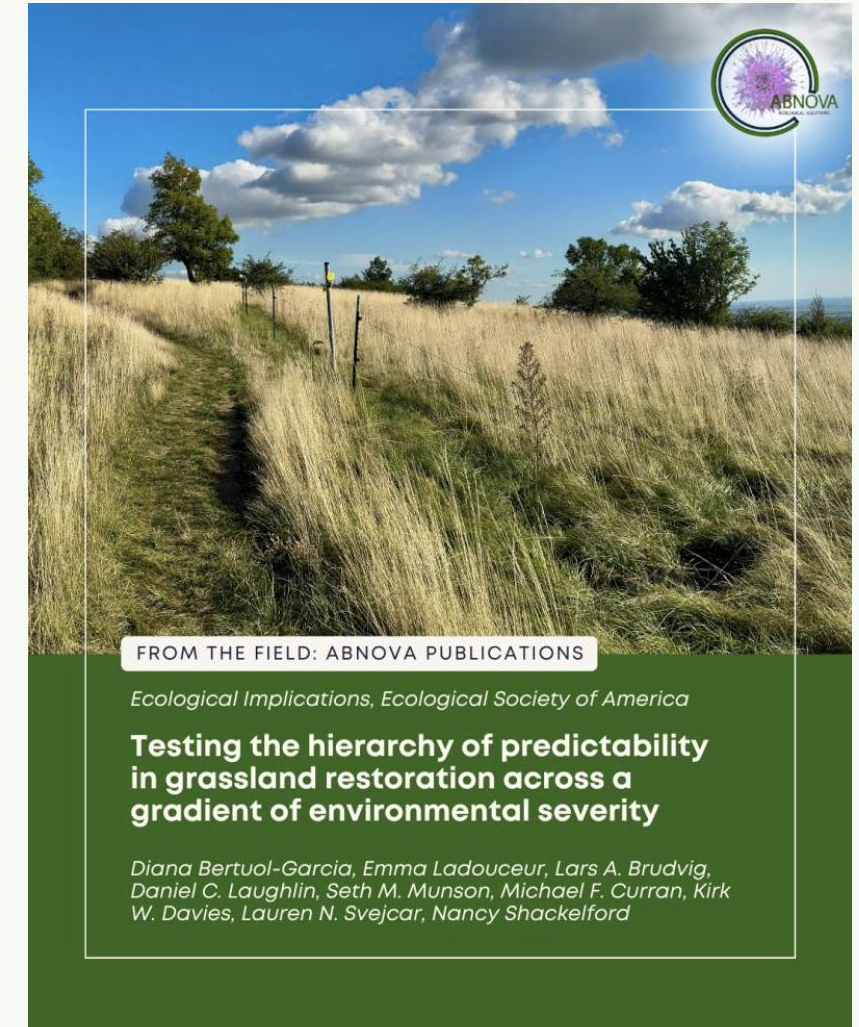
Regional Context

Educational ecology and ecosystem awareness (ER)
Educational ecology and species spotlights (CTR)

Professional Visibility & Industry Engagement

Thought leadership, conferences, and industry recognition (CTR)
Thought leadership, publications, and industry recognition (ER)
Founder stories and brand narrative (ER)
Founder stories and brand narrative (CTR)

Engagement rate (ER)
Click through rate (CTR)



The strongest content shared four traits

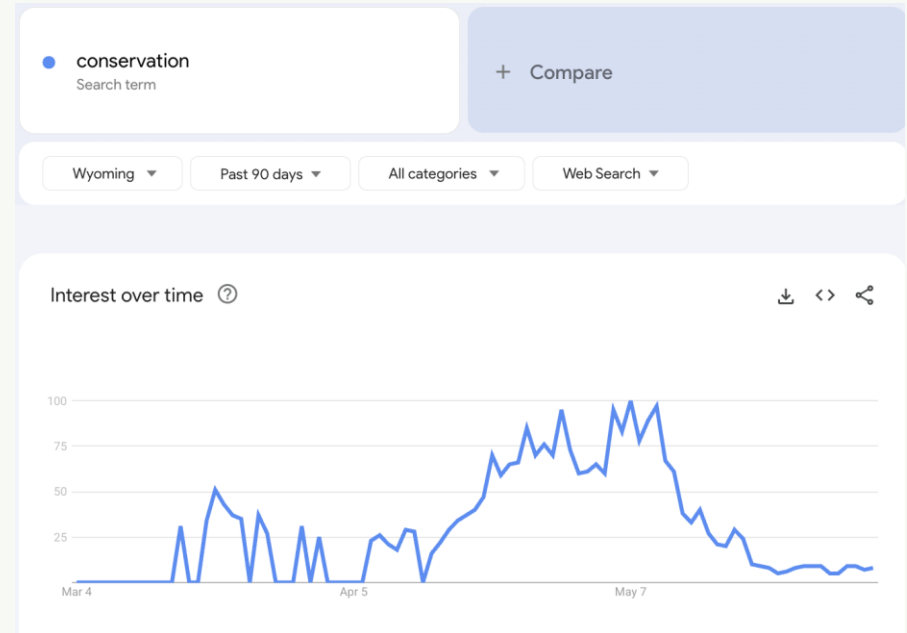
- Clear science takeaway in digestible format
- Strong visual or text hook
- Real-world relevance
- Reason to engage or click



Research before writing

- Use Google Trends to understand how people search for the topic.
- Analyze competitors, agencies, universities, and industry groups to see what formats and questions are gaining traction.
- Look for the gap: what is scientifically important but under-explained to the audience?

Google Trends



Competitor Analysis LinkedIn

LinkedIn Competitor Analysis table showing performance metrics for Abnova Ecological Solutions compared to competitors over the last 30 days.

Competitors	New followers	Posts	Comments	Comments per day	Reactions
1 Abnova Ecological Solutions You 4,228 followers	50 ▲ 38.9%	9 ▲ 12.5%	6 ▲ 50%	0 ▲ 50%	114 ▲ 25.3%
2 [Competitor Name]	[Value]	[Value]	[Value]	[Value]	[Value]
3 [Competitor Name]	[Value]	[Value]	[Value]	[Value]	[Value]

Build every post around three elements

1**VISUAL HOOK**

Make the audience stop scrolling

2**TEXT HOOK**

Create relevance or curiosity

3**CALL TO ACTION**

Tell people what to do next

The Visual Hook should help the audience understand the topic quickly and stop scrolling.

The Text Hook should create relevance, curiosity, or a useful knowledge gap.

The CTA should invite people to comment, compare, click, share, or reflect.



Choose format based on audience behavior

Abnova's strongest format was a still graphic with an accompanying caption. Carousels did well in engagement.

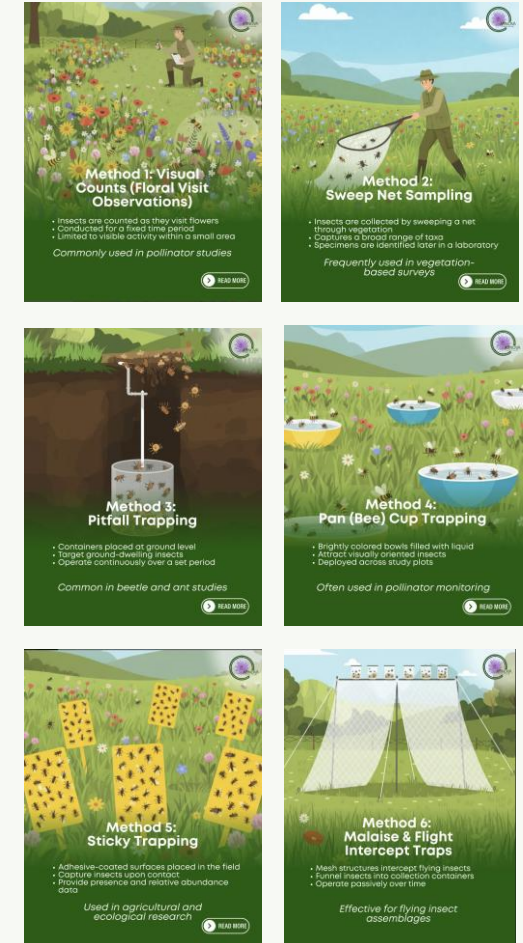
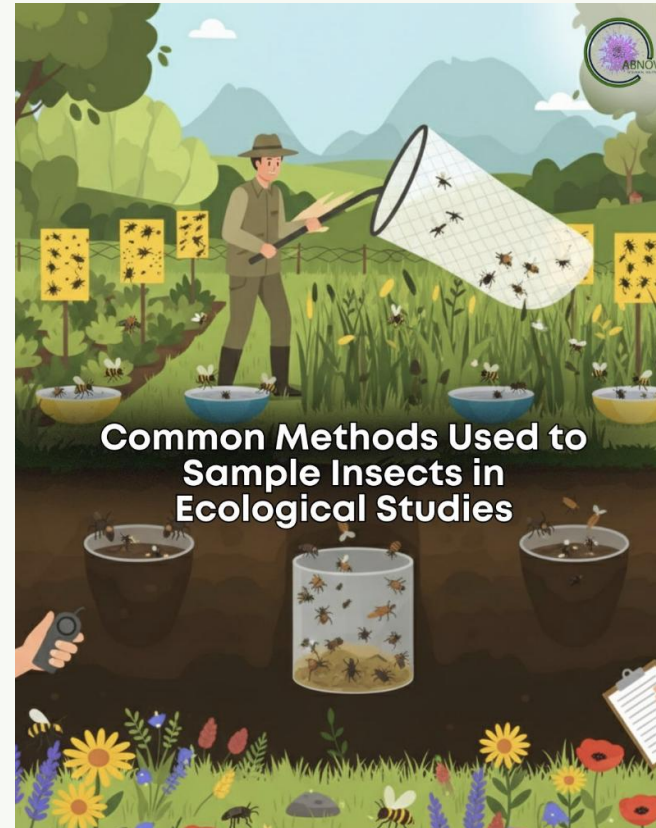
- Still graphics made complex information easier to process quickly.
- Captions provided explanation, context, and scientific nuance.
- Videos can support reach, but did not perform well for this audience.
- Abstract uploads, polls, and documents can support depth, but they require a stronger reason to click or save.



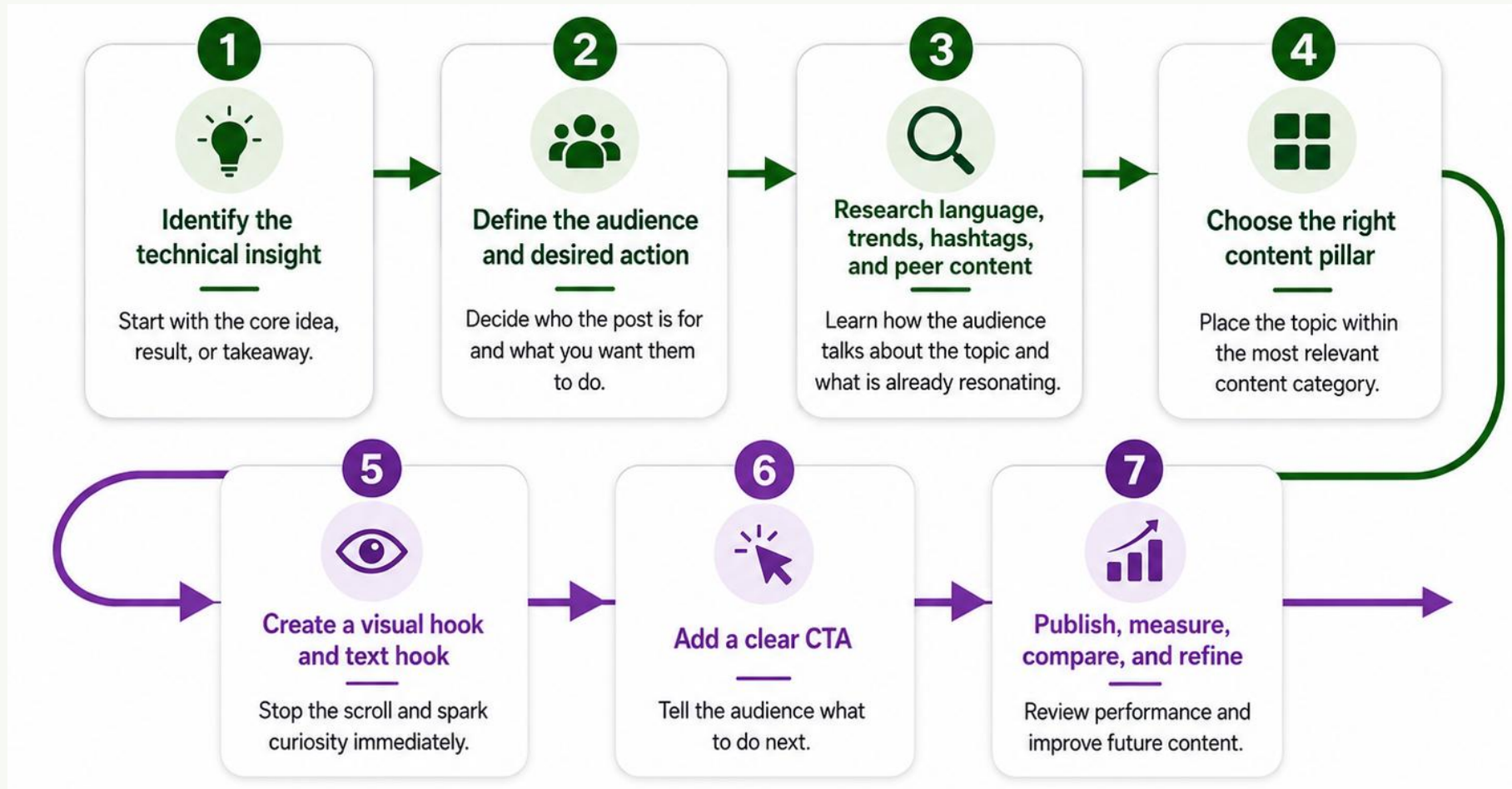
AI can be your friend

Use AI for refinement purposes:

- Improve clarity of blurry images taken in the field.
- Generate graphics that demonstrate key concepts while maintaining client confidentiality, permitting compliance, and protection of regulated project sites.
- Rewrite captions so individuals outside the reclamation world can understand the takeaway.
- Always use human review before publication to protect credibility, accuracy, and context.



A repeatable content workflow



Questions?



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M E D I A

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