



SIKU 2023 Goose Watch

Impact Report for Sponsors

The 2023 Goose Watch Challenge was the most successful event yet, thanks to your continued sponsorship. This year, **46** Inuit and Cree communities made **1112** posts across the North, helping to document the northern goose migration.



Graphic showcasing the impact of the 2023 Goose Watch Challenge.

Detailed Results

Our social media campaign achieved a targeted reach of **276,980**, as well as Uvagut TV's **250,000+** northern viewers, featuring the North West Company as a sponsor in all of our content. This year, The Weather Network featured a story about the Goose Watch Challenge, bringing awareness of the event to an even wider audience. To view the story, click [here](#).

Year	2023	2022	2021	2020
Reach (unique individuals)	276,980	154,061	129,297	18,243
Engagement (likes, shares, comments)	1,940	1,492	1,673	1,301
Unique content advertized/posted	46	29	16	15

Social media growth since the launch of the 2020 Goose Watch.

Year	2023	2022	2021	2020
Number of Goose Watch Posts	1,112	713	691	222
SIKU users making Goose Posts during the spring migration	210	173	150	86
Number of participating communities	46	32	31	28

Growth on SIKU since the launch of the 2020 Goose Watch.



Launch and Mid-Way graphics used to promote Goose Watch 2023 on various social media platforms.

Community and Grand Prize Winners

While all eligible Goose Posts were entered into the Grand Prize draw, **\$100** gift cards were also awarded to the first person in each community to make a SIKU Goose Harvest Post. In total, **31** individuals received gift cards for their first Goose Harvest Post and **three** individuals were selected in the Grand Prize draw at the end of the challenge.

The Northern gift cards are much appreciated by the winners!

GRAND PRIZE WINNERS!

GOOSE WATCH SIKU 2023

2

Lucas Owlijoot
Arviat
\$500 Northern Gift Card

1

Danny Angnatuk
Kuujuaq
\$1000
Northern Gift Card

3

Joe Kavik
Sanikiluaq
\$250 Northern Gift Card

ARCTIC EIDER SOCIETY SIKU Northern The Weather Network uvagut

Grand Prize Winners graphic posted on various social media platforms.

Tracking the Goose Migration

Goose Posts made on the SIKU app allow northern communities to track and share the progress of the spring goose migration. This information includes the timing of nesting, hatching and molting for every major northern flyway. Posts shared on SIKU maps and community feeds are also available to broad audiences on social media and Uvagut TV. Posts sometimes feature milestone moments of kids getting their first geese, while also providing vital climate change information and documenting potential cases of avian flu.



Community Winners from this year's Goose Watch.



Sponsored by Northern

HELP TRACK THE **GOOSE MIGRATION** USING THE **SIKU** APP & YOU COULD WIN!



1st **SIKU** Goose Harvest Post
in your community wins a
\$100 Gift Card & a chance to
win a **\$1000** Grand Prize!

*Until July 31, 2023

siku.org/goosewatch



Goose Watch 2023 poster that was displayed in participating Northern stores.



Thank You!

Your support is raising awareness of the challenge across the North and dramatically increasing participation year after year. AES looks forward to working with our sponsors in 2024 to continue to increase the impact and scale of the Goose Watch Challenge.



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