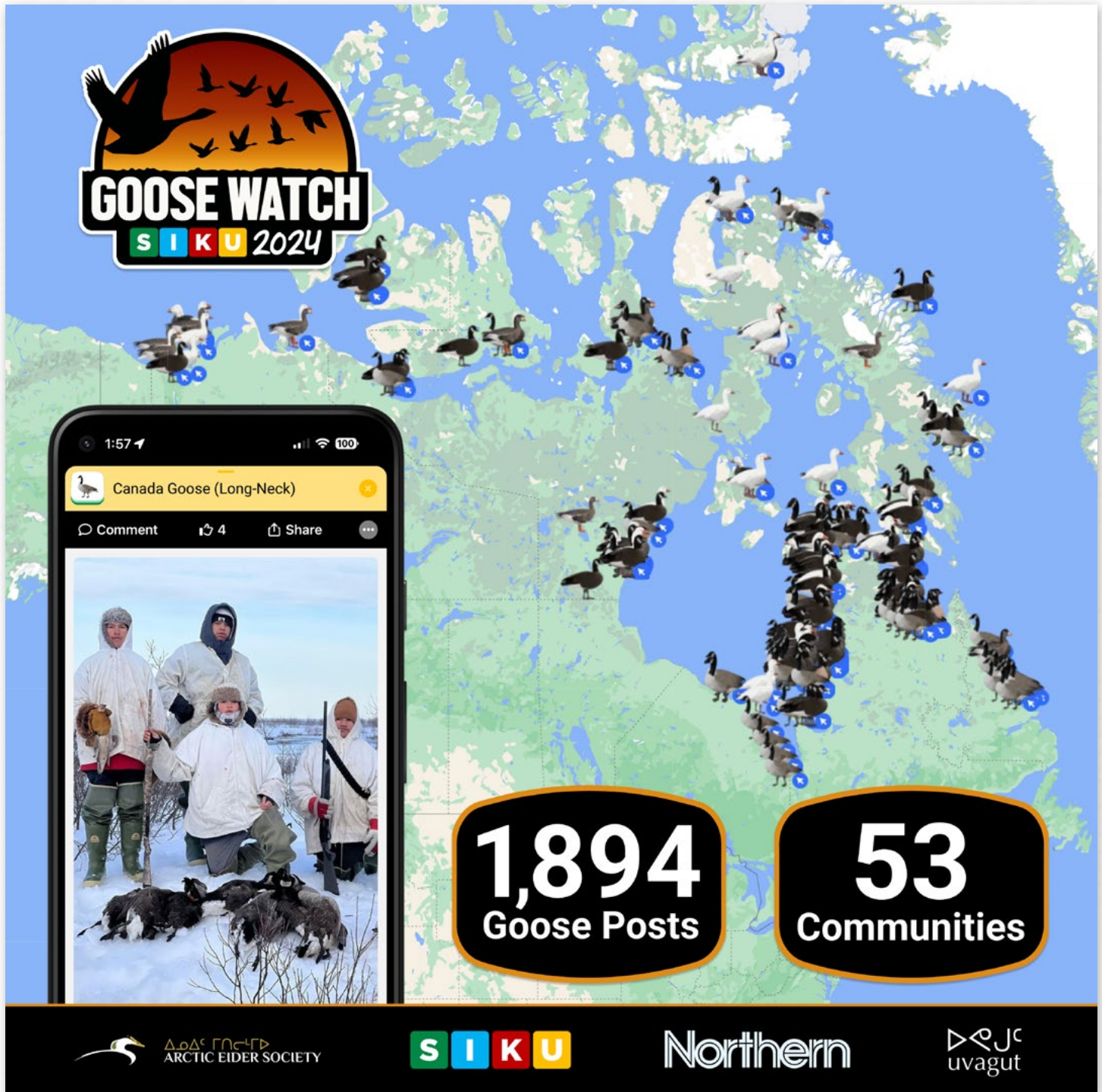




SIKU 2024 Goose Watch

Impact Report

Thanks to your continued sponsorship, the 2024 SIKU Goose Watch was the most successful event yet! This year, **53** Inuit, Innu and Cree communities made **1,894** posts across the North, helping to document the spring goose migration.



Graphic showcasing the impact of the 2024 Goose Watch Challenge.

Impact - Social Media and Television

Our social media campaign achieved a targeted reach of **457,616** unique viewers, and our video content received more than **314** scheduled plays on Uvagut TV. Uvagut TV broadcasts across the North, including Nunatsiavut, Nunavik, Nunavut, and the Inuvialuit Settlement Region. Uvagut is also accessible online and available to **600,000** Shaw, Arctic Co-op subscribers and local cable satellite services.

Year	2024	2023	2022	2021	2020
Unique views on social media	457,616	276,980	154,061	129,297	18,243
Engagement (likes, shares, comments)	4,438	1,940	1,492	1,673	1,301
Unique content advertized/posted	64	46	29	16	15

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

Year	2024	2023	2022	2021	2020
Number of Goose Watch Posts	1,894	1,112	713	691	222
Number of Participants	289	210	173	150	86
Number of participating communities	53	46	32	31	28

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



Launch graphics used to promote Goose Watch 2024 on various social media platforms.

Community Winners

The first person in each eligible community to make a qualifying goose or egg harvest post won a **\$100** gift card. This year, **43** people from communities across the North were Community Winners, ranging from Chisasibi to Grise Fiord and Nain to Aklavik.



A selection of Community Winner social media graphics from this year's Goose Watch.

Grand Prize Winners

After the challenge, a draw is held to determine the Grand Prize winners. This year, three lucky winners were awarded gift cards valued at **\$250**, **\$500**, and **\$1,000**, generously sponsored by Northern. This exciting prize structure not only recognizes participants' efforts, but also encourages greater engagement in communities throughout the North.

GRAND PRIZE WINNERS!

GOOSE WATCH SIKU 2024

2

Rayn Copland
Arviat
\$500 Northern Gift Card

1

Charlie H Bonabi
Aupaluk
\$1000
Northern Gift Card

3

Daniel Suppa
Kuujuaq
\$250 Northern Gift Card

ΔΟΔΣ ΕΠΙΣΤΗΜΗ
ARCTIC EIDER SOCIETY

SIKU

Northern

uvagut

Grand Prize Winners graphic posted on various social media platforms.

Tracking the Goose Migration

Goose Posts made on SIKU 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 are also available to broad audiences on social media and Uvagut TV. Posts can feature milestone moments, such as kids getting their first geese, while also providing vital climate change information affecting the goose harvest. Posts can also document potential cases of avian flu.



“I like using the SIKU app, it helps me know where animals are observed and harvested. I think Goose Watch is very important because it helps people understand where they migrate to the North.”

- **Goose Watch 2024 Grand Prize Winner Charlie H Bonabi**

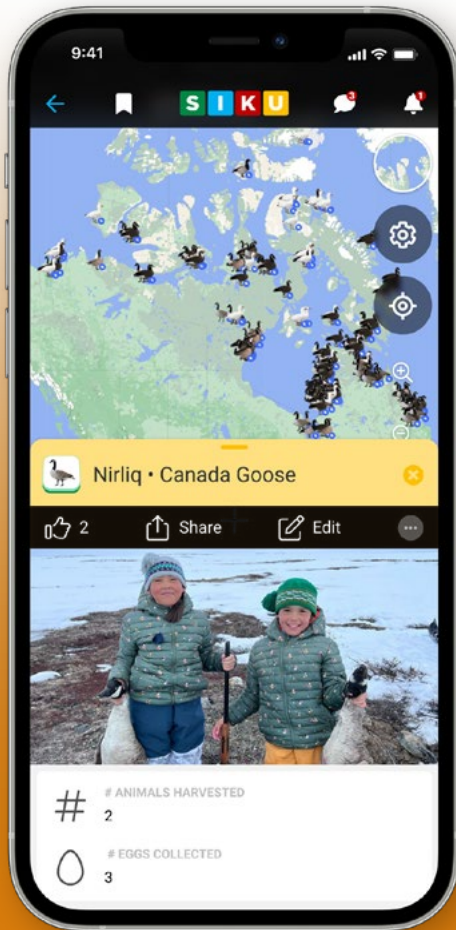


SIKU map showcasing goose posts from the 2024 Goose Watch challenge.



Sponsored by Northern

Help track the goose migration using **SIKU** & you could **win!**



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

Scan the QR code to download the SIKU app
Visit www.siku.org/goosewatch to learn more

Alternative gift cards available for communities without a Northern Store
Challenge ends July 31, 2024



Goose Watch 2024 poster that was displayed in eligible communities.



About AES and SIKU

Arctic Eider Society is an Inuit-led charity established in 2011, and developer of SIKU: The Indigenous Knowledge Social Network. SIKU is a web and mobile platform that provides tools and services for Indigenous communities to lead their own research and monitoring programs. SIKU currently supports more than **30,000** users in more than **125** northern communities.



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 2025 to continue to increase the impact and scale of the Goose Watch Challenge.



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