

April 2024

Impact Report

Shoreline Heroes



Running Wild Media
Internship

shorelineheros@gmail.com



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Protecting and Spreading Awareness for our Coastal Environments

Shoreline Heroes has used their social presence to help spread awareness to create attention towards endangered species and environments.



Who we are

Behind Shoreline Heroes, are two committed girls working towards fighting against erosion with every tool they have.

Our names are Ashton and Alanna and we started this non-profit with the goal of educating people and preserving our environment. We grew up loving the beach, and now we're working hard to protect it. Our goal is to protect these natural treasures, ensuring they are enjoyed by generations to come. We are committed to preserving our local beaches through education and action. Witnessing first hand how erosion affects beach communities it is our goal to help minimize erosion.

What we do

Protecting

Our goal is to protect the delicate habitat of ghost crabs and other wildlife that depend on them for survival.

Preserving

By raising awareness about the importance of preserving coastal ecosystems, implementing responsible beach management practices, and reducing human disturbances, we strive to create a safe and sustainable environment for these vulnerable creatures.

Rebuilding

Through collaboration with local communities, conservation efforts, and scientific research, we are committed to safeguarding the future of ghost crabs and their interconnected ecosystem.

We are also working to create healthy, natural backyards for beachside houses. Through strategic landscaping choices such as planting native vegetation, installing rain gardens, and implementing erosion control measures, we aim to create a natural barrier against erosion while enhancing biodiversity.





Our impact

23

Instagram Followers

16

Website Views

13

Social Media Posts

Shoreline heroes was created to help spread awareness of how erosion affects coastal communities and habitats.

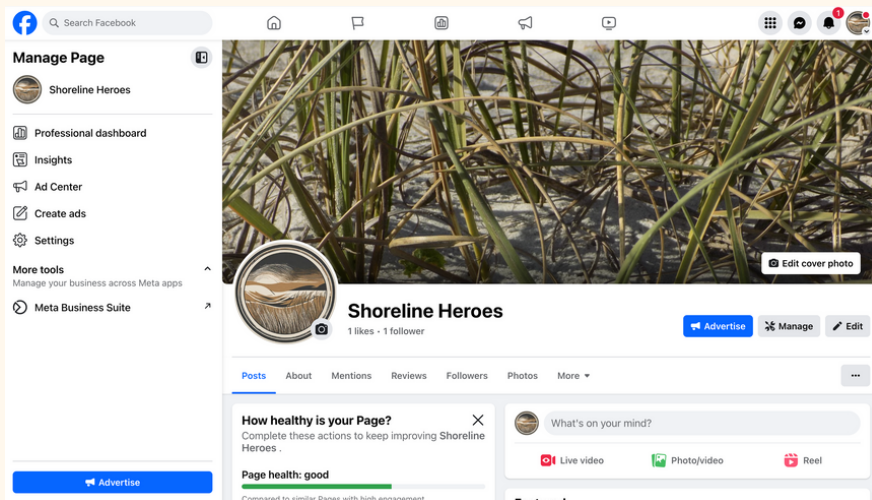
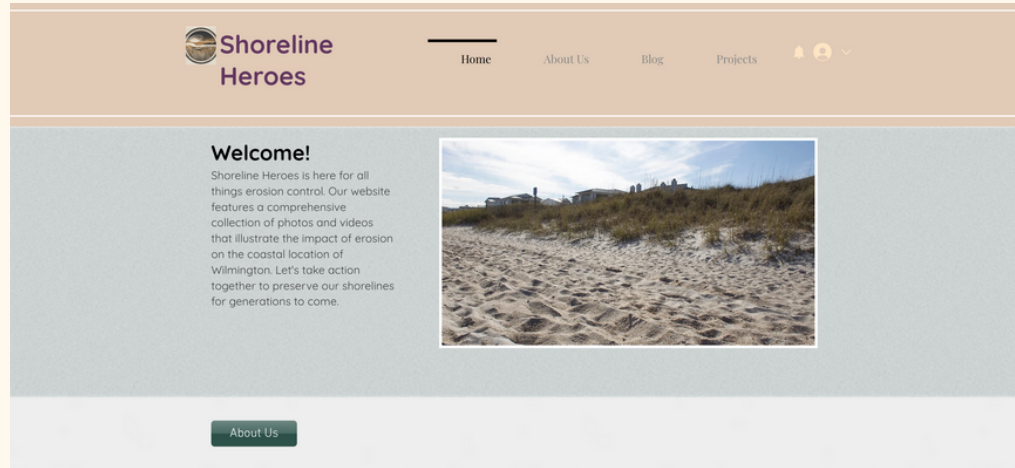




Our impact

Created a Website

Our idea for this website was to help spread awareness to all demographics of people. This website also allowed us to share more information than we could on our other social media platforms.

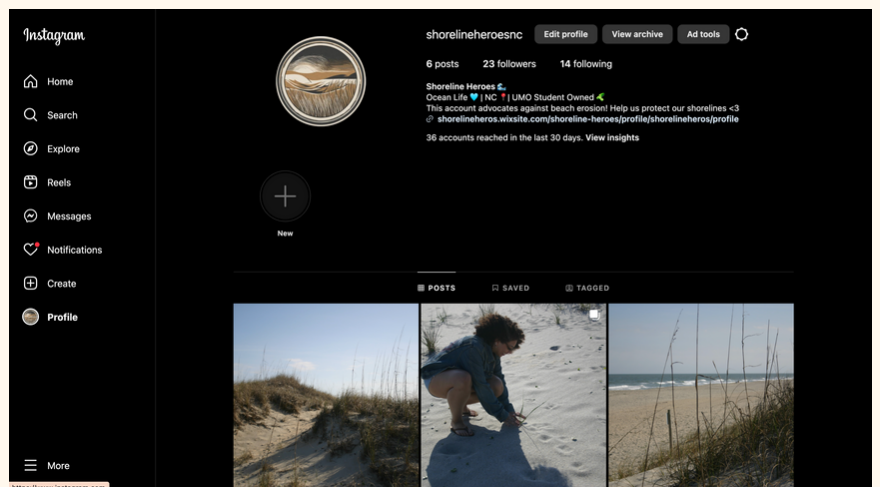


Created a Facebook

We used Facebook to spread awareness within a social media platform, targeting an older audience demographic.

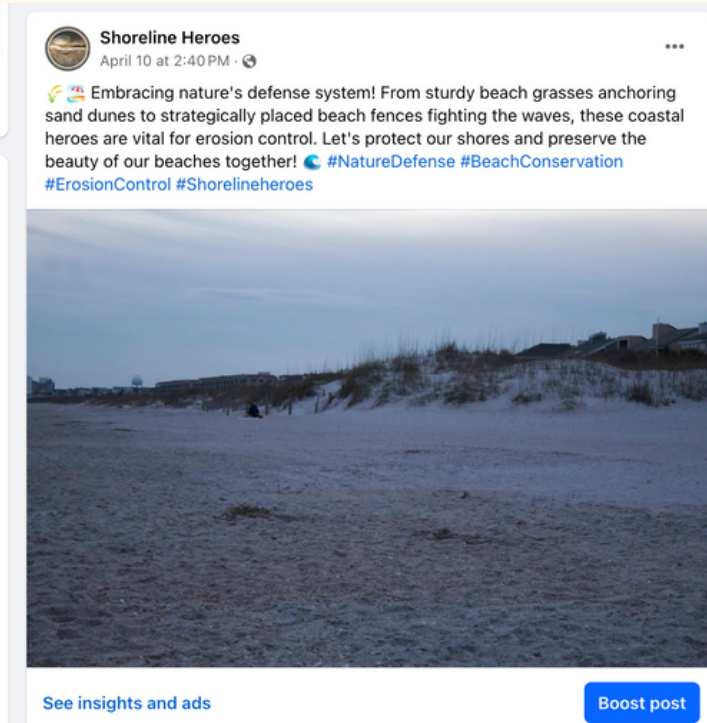
Created a Instagram

We used Instagram to spread awareness within a social media platform, targeting a younger audience demographic.





Our impact

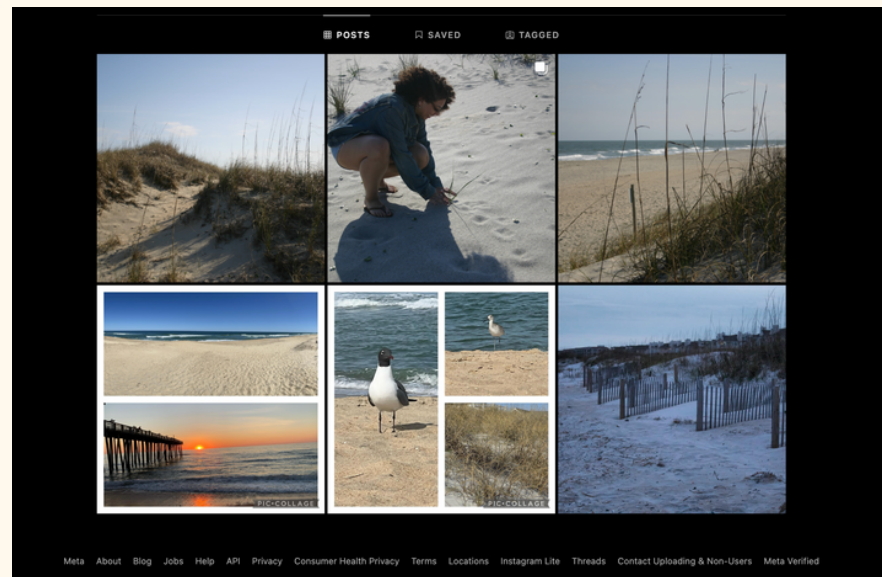


Uploaded 1 Facebook Post

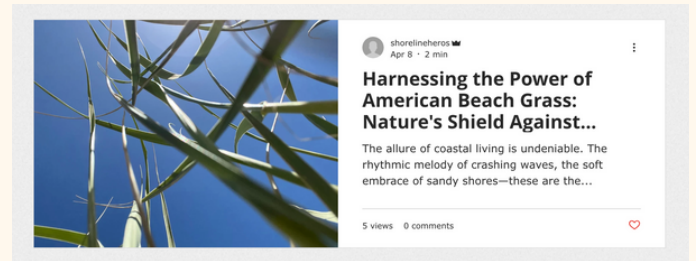
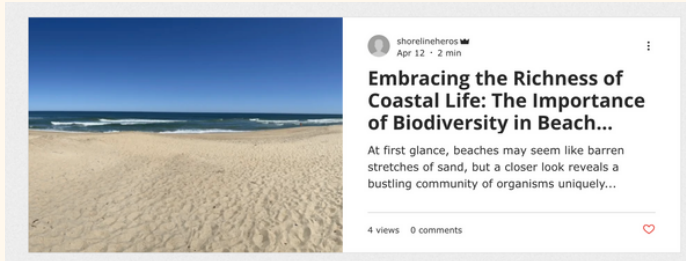
To our website, we uploaded 4 blog posts that gave a quick oversight to our conservation project. Within these posts, we talked about how to spread awareness and better protect our coastal ecosystem.

Uploaded 6 Instagram Posts

Within our instagram, we added 6 informative social media posts to help share information to those who wanted to learn!

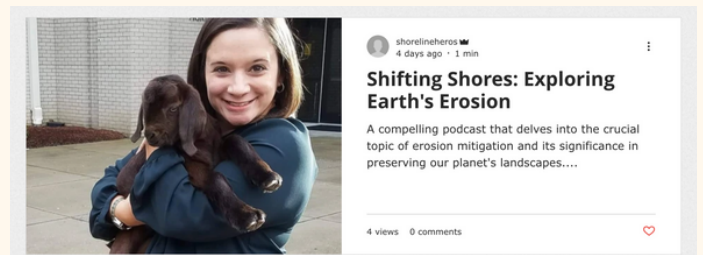
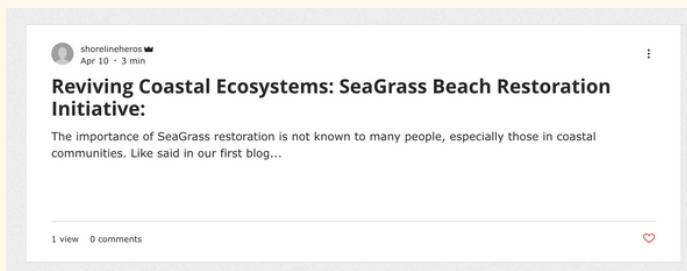


Our impact



Uploaded 4 Blog posts

To our website, we uploaded 4 blog posts that gave a quick oversight to our conservation project. Within these posts, we talked about how to spread awareness and better protect our coastal ecosystem.



Uploaded 1 Photo Story

We were also able to upload a photo story to our website that helped capture the endangered ecosystem that we are trying to preserve. Multiple images showed the dunes of North Carolina's beaches before, during, and after restoration.



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**Thank you Running Wild
Media, Justin Grubb and
Dr. Sara Lahman**