Minnesota Traditions 2020 Campaign
Vision and Mission

• Create a Multi-County Aquatic Invasive Species Campaign that has consistent message and influences behavioral change to prevent spread of AIS.

• Motivate recreational users of resources in MHB counties through a proactive positive message about AIS prevention.
A Brief History

• Minnesota Traditions was originally launched in 2016 as a 30 minute TV show (informercial) with a social media presence
  ○ There were six different episodes targeting different user groups on the importance of clean, drain, dry, dispose
• Since then, surveys have shown that our social media has made the largest impact in messaging, education and growth
• With that information, social media and content opportunities have been the marketing vehicles
How MN Traditions Social Media Works

• MN Traditions has two social media pages – Facebook and Twitter
• In 2016, we launched both platforms with zero followers
• We are now at over 23,000 on Facebook and over 4,000 on Twitter!
• A majority of the followers found MN Traditions through targeted “like” campaigns
  ○ These campaigns target people based on geography and their interests (fishing, boating, sailing, water sports, canoeing/kayaking & waterfowl hunting)
• We post a variety of content including
  ○ In-house created pieces – stories, videos, etc
  ○ Event pieces - i.e. Inspector AIS training, workshops
  ○ Share other influencer content – i.e. MAISRC posts
A Look at the 2019 Plan

- Current Plan is generating more followers and shares than previous campaigns.
Goals For 2019

• Grow the social media awareness of Aquatic Invasive Species (AIS) and the marketing arm of the Mississippi Headwaters Board & counties – Minnesota Traditions

• Increase MN Traditions reach/impressions on Facebook and Twitter through aggressive “like” campaigns for increased followers

• All those involved with MN Traditions – whether individuals, counties, organizations please FOLLOW US ON FACEBOOK & TWITTER, LIKE, & SHARE OUR POSTS

• Get those involved in the counties and organizations sharing and contributing to our social media content and story ideas (event photos, etc)

• Engaging, original content is vital for continued success!
Monthly Reports

Facebook Followers by City in July
- Minneapolis: 2,034
- St. Paul: 1,200
- Duluth: 732
- Rochester: 614
- St. Cloud: 507
- Mankato: 391
- Fargo: 368
- Brainerd: 296
- Bemidji: 289
- Coon Rapids: 254
- Detroit Lakes: 218
- Grand Rapids: 201

- Total Followers: 5,502
- New Followers in July: 687
- Tweet Impressions: 324,000

Paid Campaign Reach:
- Fishing: 581 likes, 141,441 impressions
- Canoeing/Kayaking: 1,022 likes, 222,817 impressions
- Water Sports: 416 likes, 120,394 impressions
- Boating: 373 likes, 86,462 impressions

- Facebook post engagement: 3,365
- New Page Likes in July: 2,392
- Facebook post reach: 33,984
Since launching our social media campaign in April 2016, Minnesota Traditions has generated...
### 2018 Survey Results

#### Question 7: To what extent do you agree or disagree with the following statements

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased my concern about AIS</td>
<td>3%</td>
<td>3%</td>
<td>14%</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td>Increased my knowledge about AIS prevention</td>
<td>2%</td>
<td>4%</td>
<td>13%</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>Inspired me to talk to others about AIS prevention</td>
<td>2%</td>
<td>5%</td>
<td>25%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Inspired me to use AIS prevention practices in the future</td>
<td>2%</td>
<td>3%</td>
<td>11%</td>
<td>16%</td>
<td>30%</td>
</tr>
<tr>
<td>Empowered me to prevent or control the spread of AIS</td>
<td>2%</td>
<td>2%</td>
<td>11%</td>
<td>18%</td>
<td>29%</td>
</tr>
<tr>
<td>Increased my ability (e.g., knowledge, skills) for AIS prevention</td>
<td>2%</td>
<td>4%</td>
<td>11%</td>
<td>19%</td>
<td>26%</td>
</tr>
<tr>
<td>Inspired me to work with others in AIS prevention</td>
<td>4%</td>
<td>5%</td>
<td>22%</td>
<td>13%</td>
<td>18%</td>
</tr>
</tbody>
</table>

#### Question 8: After watching Minnesota Traditions TV Infomercials or visiting Minnesota Traditions Social Media.

<table>
<thead>
<tr>
<th>Practice</th>
<th>Very unlikely</th>
<th>Somewhat unlikely</th>
<th>Neutral</th>
<th>Somewhat likely</th>
<th>Very likely</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual inspections of boats, trailers and equipment</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>5%</td>
<td>48%</td>
<td>1%</td>
</tr>
<tr>
<td>Drain water from boats</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>5%</td>
<td>46%</td>
<td>3%</td>
</tr>
<tr>
<td>Avoid release of unwanted bait into water</td>
<td>2%</td>
<td>1%</td>
<td>4%</td>
<td>5%</td>
<td>41%</td>
<td>1%</td>
</tr>
<tr>
<td>Manually remove AIS from boats, trailers and equipment</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>5%</td>
<td>51%</td>
<td>1%</td>
</tr>
<tr>
<td>Flush motor's cooling system with tap water</td>
<td>5%</td>
<td>6%</td>
<td>8%</td>
<td>12%</td>
<td>24%</td>
<td>2%</td>
</tr>
<tr>
<td>Rinse boat with high pressure and/or hot water</td>
<td>5%</td>
<td>5%</td>
<td>7%</td>
<td>13%</td>
<td>26%</td>
<td>1%</td>
</tr>
<tr>
<td>Dry boat with a towel or allow boat to dry for at least five days</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
<td>13%</td>
<td>22%</td>
<td>1%</td>
</tr>
<tr>
<td>Set traps to catch and dispose of AIS following state regulations</td>
<td>16%</td>
<td>9%</td>
<td>11%</td>
<td>5%</td>
<td>14%</td>
<td>1%</td>
</tr>
<tr>
<td>Physically remove AIS from my boat or trailer</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>7%</td>
<td>44%</td>
<td>1%</td>
</tr>
<tr>
<td>Avoid boating in AIS infested water bodies</td>
<td>10%</td>
<td>7%</td>
<td>13%</td>
<td>8%</td>
<td>16%</td>
<td>1%</td>
</tr>
<tr>
<td>Boat or fish only on one lake</td>
<td>26%</td>
<td>8%</td>
<td>9%</td>
<td>4%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Continue with enhanced social media campaign

• Target five user groups and time of emphasis for social media
  1. Anglers (April – July)
  2. Boating/sailing (June – August)
  3. Watersports (June – August)
  4. Canoeing/kayaking (May – June)
  5. Waterfowl (August – October)

6. AIS coordinators can share stories of their successes and MN Traditions will post them.
Develop Content Using DNR Social Based Marketing Behavioral Pathways

• AIS coordinators can choose which content we want to focus on based off DNR study.
Additional *Option*

Article writing campaign targeted to local newspapers, media, and legislature.
Article Campaign

- Freelance journalist to interview and write short story about a success and/or local story in your county.
- Write 2 articles/month for participating MHB counties about **AIS successes** or **issues**.
- Stories will be developed and sent to all participating counties to distribute to local newspaper, and your local MN Legislative Rep. and Senator. MN Traditions will send to over 800 media outlets.
- Stories will be placed on MN Traditions social media as content.
Advantages of MN Traditions

• Credibility in the Narrative
• MHB is a social media influencer (paddlefolk & AGT)
• It’s an geographic offensive strategy - Generals and Sergeant
What does it take to make AIS manageable?