

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



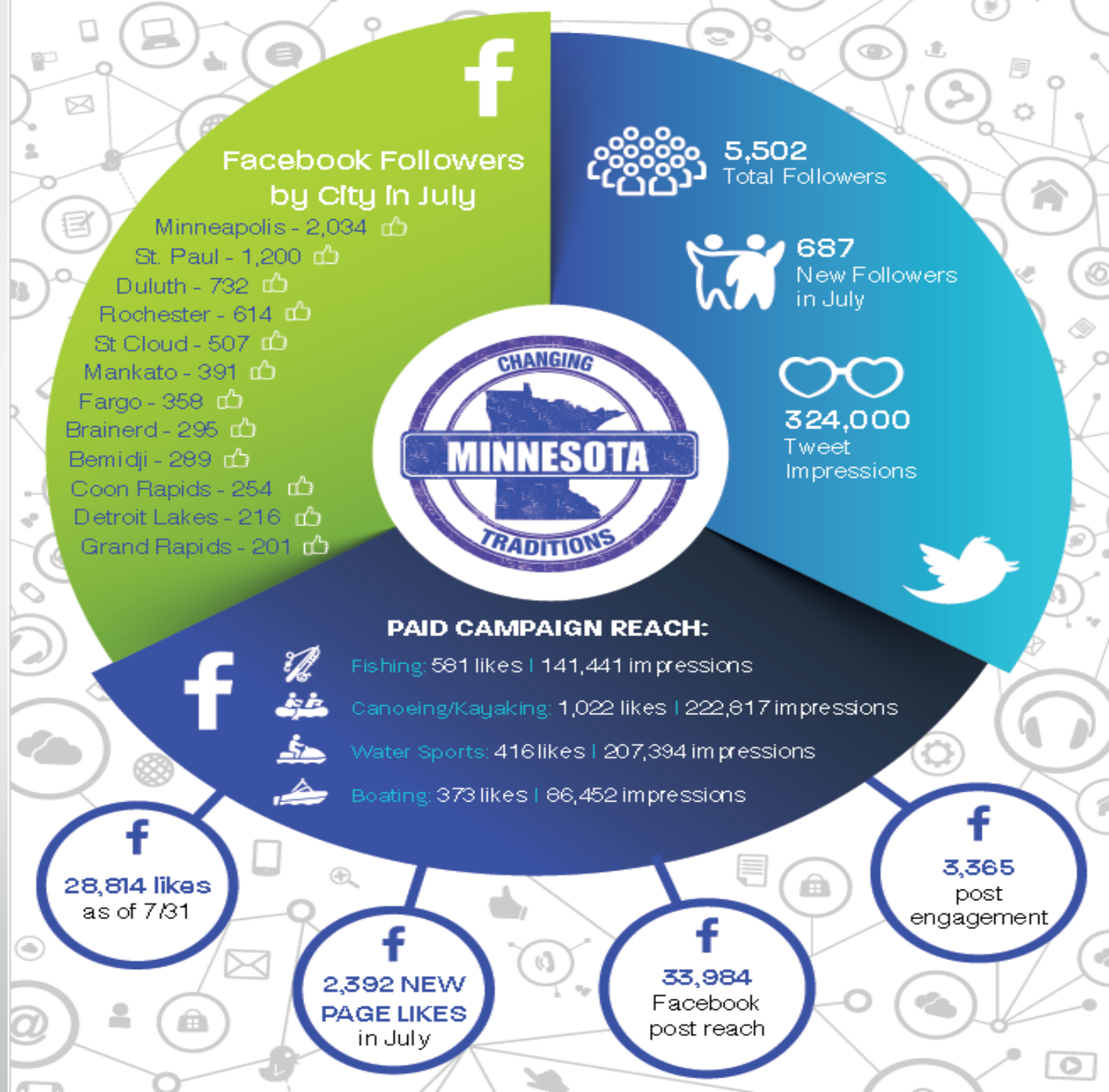
A Look at the 2019 Plan

- 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





Minnesota Traditions 
@MinnesotaTraditions

- Home
- About
- Posts
- Photos
- Videos
- Events
- Community
- Reviews



 Following  Share  Saved 

[Learn More](#)  Send Message



Write a post...



Photo/Video



Tag Friends



Check in

...

Posts



Minnesota Traditions

22 hrs · 

Good things are being done by great people! #InvasiveSpecies research, prevention and action!



HOMETOWNSOURCE.COM

Column: In the battle against invasive species

Last month, the Minnesota Aquatic Invasive Species Research Center (MAISRC) announced nine new research projects...



You and 8 others

8 Shares



Like



Comment



Share

4.8

4.8 out of 5 · Based on the opinion of 5 people



Changing Minnesota Traditions Towards Invasive ...

Minnesota Traditions promotes water quality monitoring, education and stewardship activities for sho...

[See More](#)

Community

[See All](#)

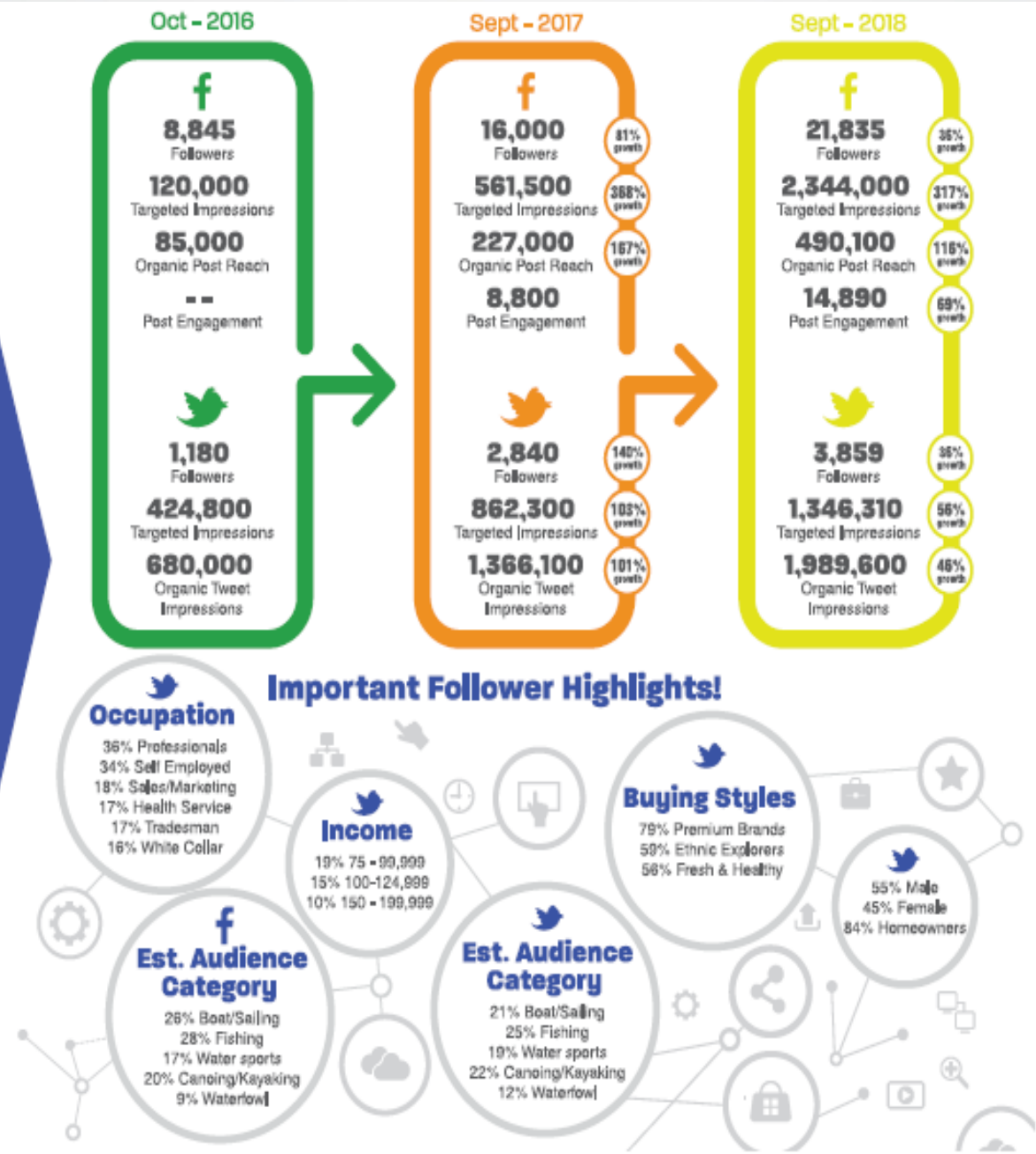


Invite your friends to like this

Chat (12)

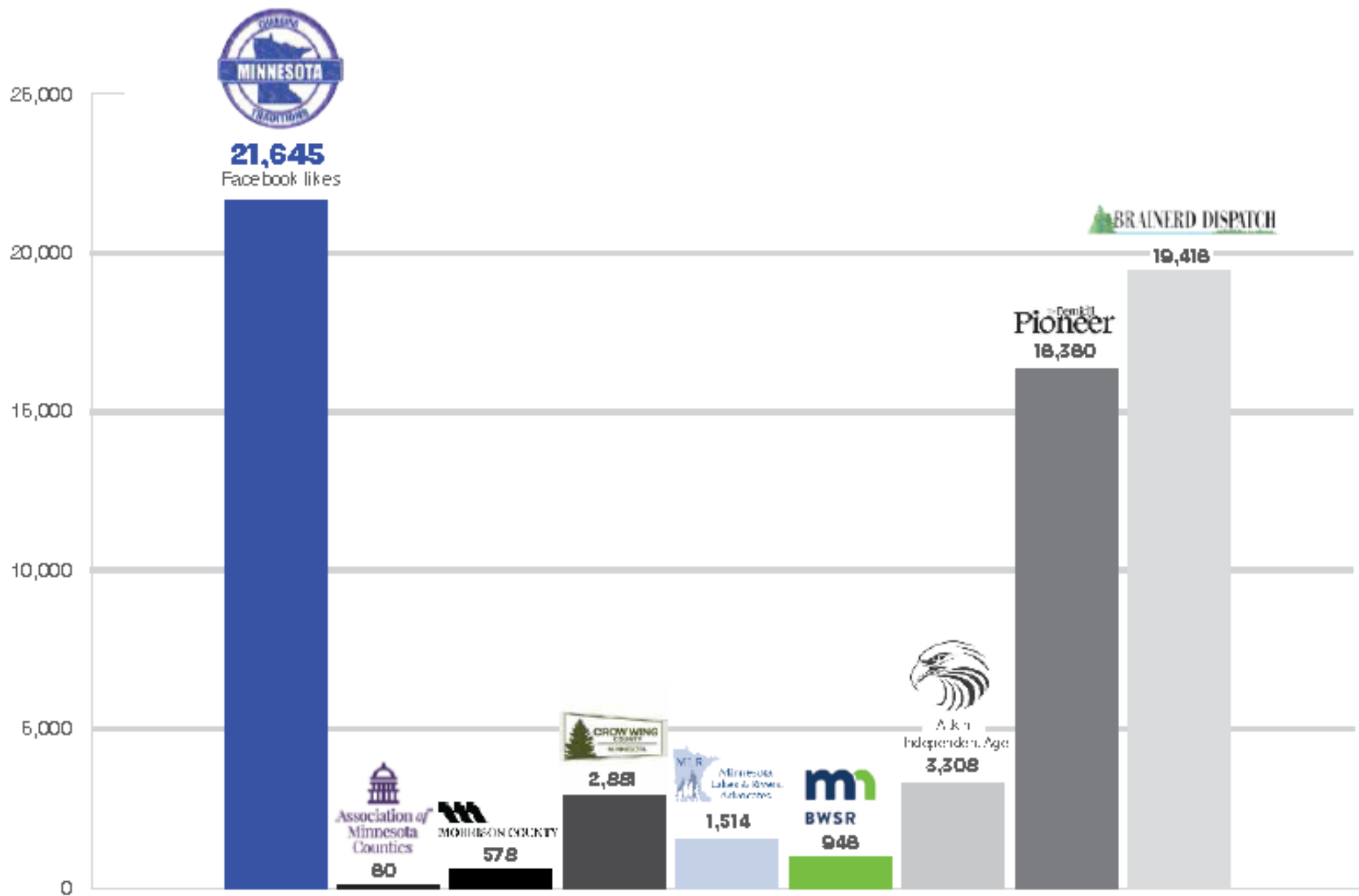
History

Since launching
our social media
campaign in April 2016,
Minnesota Traditions
has generated...





FACEBOOK LIKES COMPARISON



2018 Survey Results

7. To what extent do you agree or disagree with the following statements

Minnesota Traditions TV infomercials/Ads and Social Media have...	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
increased my concern about AIS	3%	3%	14%	18%	24%
increased my knowledge about AIS prevention	2%	4%	13%	20%	25%
inspired me to talk to others about AIS prevention	2%	5%	25%	13%	17%
inspired me to use AIS prevention practices in the future	2%	3%	11%	16%	30%
empowered me to prevent or control the spread of AIS	2%	2%	11%	18%	29%
increased my ability (e.g., knowledge, skills) for AIS prevention	2%	4%	11%	19%	26%
inspired me to work with others in AIS prevention	4%	5%	22%	13%	18%

8. After watching Minnesota Traditions TV infomercials or visiting Minnesota Traditions Social Media.

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



2020 Proposed Plan

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.



Minnesota Department of Natural
Resources Aquatic Invasive Species
Community-Based Social Marketing Project



Jay Cooke State Park. (Courtesy of the Minnesota DNR via mprnews.org)

Expert Panel Resource Guide

November 2018



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?

