D R A F T
Making It Last State Pilot Projects – Phase I Report
Telling the State Story and Building Agency Relevancy

Executive Summary

BACKGROUND

The *Making It Last* campaign had its beginnings with a recognized need for state fish and wildlife agencies to consistently and more broadly communicate the relevancy and unique authority of state fish and wildlife agencies in today's society. In other words, to advance the case for why state fish and wildlife agencies matter.

The Blue Ribbon Panel on Sustaining America's Diverse Fish & Wildlife Resources presented two key recommendations for state wildlife agencies: 1) to increase funding to improve the work they do; and 2) to increase their relevancy to a wider audience. The first recommendation led to the Recovering America's Wildlife Act's (RAWA's) House and Senate bills and advocacy efforts in 2018 and similar efforts in 2019. The second recommendation led to the development of the Relevancy Roadmap document and the National Conservation Outreach Plan (NCOP) to promote the relevancy of wildlife agencies to a broader audience. The NCOP s now known as the *Making It Last* campaign.

There is growing participation in wildlife-watching as well as interest in conserving wildlife and natural places in every state. According to the 2011 USFWS participation in wildlife associated recreation report, 37% of all Americans participate in wildlife-watching. National research, such as the 2017 Nature of Americans study, found that more than two-thirds of Americans place a high value on nature as important to their physical and emotional well-being and strongly believe it should be conserved for future generations.

This presents an ongoing and feasible opportunity for fish and wildlife agencies to become more relevant by implementing a campaign to increase awareness of the critical role our agencies play in conserving the nature and wildlife these audiences care about now and in the future for their families.

The overarching theme for the campaign is *Making It Last*. This is about connecting with the public's deep pride in natural resources and how they want those resources to be conserved for future generations. The theme and messaging is based on marketing research and input from state communicators.

Making It Last is an opportunity for states to connect with new audiences and be relevant to more than their traditional audiences. Not only is there a need for new relevance but the most recent US Fish and Wildlife Service Survey of Fishing, Hunting, and Wildlife Associated Recreation research points to the continued long-term decline in participation in hunting and fishing (fortunately short-term trends show an increase in fishing). Agencies face a shrinking

traditional audience. Meanwhile research also shows that those who do not hunt and fish perceive our agencies as only relevant to hunters and anglers or do not even know what we do. While state communicators work to support R3 efforts they can also reach out to new segments of the population who have a passion for wildlife and nature, while staying connected to hunters and anglers.

The *Making It Last* campaign has been evaluated, thanks to funding provided by the conservation community. Its potential to succeed across diverse states and regions was demonstrated as part of that research. First, focus groups were convened to gain understanding of the impact of our early materials and concepts.

The Wildlife Management Institute funded three focus groups – Indianapolis, Indiana; Cincinnati, Ohio; and Orange County, California – to learn how target audiences would react to the *Making It Last* message coupled with images of wildlife, landscapes, outdoor recreation and agency staff at work. Key takeaways, across all three locations, included:
- Images with people, especially children and families, resonate most strongly.
- Landscape images alone were uninspiring. People wanted to see wildlife, people enjoying the outdoors or agency personnel engaged in conservation activities.
- Description of work carried out by fish and wildlife agency was needed for complete understanding and connection to the slogan.

Following the focus groups, the campaign materials were fine-tuned. A Steering Committee finalized three versions for additional online testing. Ten states – California, Colorado, Georgia, Nebraska, New Jersey, Tennessee, Texas, Utah, Virginia and Wyoming – fielded a survey featuring *Making It Last* ads. The survey was designed to determine if various versions of the campaign would change or improve public opinion of state fish and wildlife agencies. In order to meet that ultimate objective, the campaign had to meet several smaller objectives along the way. The ads needed to:
- Attract attention
- Appeal to the audience
- Be identified with the state fish and wildlife agency
- Be informative to the audience
- Be relevant to the audience
- Be important to the audience

The *Making It Last* campaign positively impacted all measures for all state agencies. Key results include:
- The results were consistent across diverse states.
- The campaign improved viewers' opinion of their state fish and wildlife agency. In every state, every ad format tested, achieved 20-50 percent positive opinion change and very low negative opinion change.
- The campaign worked for both non-hunters/anglers and hunters/anglers. While the reactions of hunter/anglers and non-hunter/anglers were not identical, both groups reacted positively to the campaign.

- Adding descriptive copy improved audience reaction to the ads. Adding a block of informative copy – that helped define the "it" in *Making It Last* – increased the overall effectiveness index of the campaign.
- Adding an additional headline had very little impact on the ad's effectiveness.

The idea behind a national outreach plan is that if all state agencies commit to supporting this campaign there will be unified momentum behind it and success stories can be shared and repeated. An implementation toolkit, including proposed paid and non-paid media approaches; evaluation recommendations and more, was completed. This allows each state agency to implement the campaign regardless of their budget constraints or other communication needs. However, real-time testing was deemed to be necessary to ensure diverse states are positioned to successfully implement the campaign guidance and to fully understand through experience what lessons remain to be learned.

PILOT PROJECTS PHASE I SUMMARY

The next step in implementing the *Making It Last* campaign involved a Multistate Conservation Grant funding for pilot projects in 2 regions of the U.S. How would it go when a state was given $20,000 to implement the social media advertising approach outlined in the Toolkit? What problems needed to be overcome? What results would be achieved? Were there "lessons learned" or "best practices" that might be shared to pave the way for the next group of states to use the materials developed?

This report contains state pilot project results from five states in the West and Midwest AFWA regions. California, Texas, Kansas, Wisconsin and Indiana were selected from more than a dozen proposals obtained in response to a national call to test the *Making It Last* Toolkit. The states were required to use paid social media advertising and had various levels of experience with social media advertising/marketing before the project began.

Here is a summary of target audiences and where they invested in social media. Basic metrics achieved appear in the final table. To see full state results please read the individual reports following this section. You can also review the ads used by each state agency in the Appendix.

DIGITAL TARGET AUDIENCES					
	California	Indiana	Kansas	Texas	Wisconsin
Age 18-54	●	●	●	●	●
Age 18-45	●	●			●
Wide range of outdoor interests	●	●	●	●	●
Micro-targeted outdoor interests		●			
Families	●		●	●	
Hunters		●	●		
Anglers		●	●		
Current Facebook Fans					

MIL TOOLKIT: PRIMARY AUDIENCE SEGMENTATION				
Outdoor Enthusiasts	•	•	•	• •
Family Outdoors	•		•	• •
Affable Adventurers	•		•	• •
Outdoor Excitement	•		•	• •
Dabblers	•	•	•	• •

PAID MEDIA PLATFORMS				
	California	**Indiana**	**Kansas**	**Texas**	**Wisconsin**
Facebook	•	•	•	•	
Instagram		•	•	•	
Snapchat			•		•
Google display		•			•
YouTube bumper ads		•			•

RESULTS

RESULTS

California

Facebook (paid)
Goal - Engagement
Impressions – 2,115,662
Engagements – 97,148

Instagram (unpaid)
Impressions – 39,785
Engagements – 3,240

Indiana

Goal - Link Clicks
Facebook and Instagram
Impressions – 1.2 million
Engagements – 9,603
Clicks – 6,739
Google Display and YouTube
Impressions – 3.7 million
Clicks – 21,433

Kansas

Facebook and Instagram
Goal - Brand Awareness
Impressions – 5 million
Engagements – 11,741
Snapchat
Impressions – 3 million
Swipe Ups – 37,966

Wisconsin   Goal – Awareness
Google/YouTube
Impressions – 2.9 million
Clicks – 29,896
Snapchat
Impressions – 2.1 million
Engagements – 366,753

Texas   Facebook and Instagram
Goal - Engagement
Impressions – 3.1 million
Engagements – 1.2 million

Social Media Terms

Impressions[1] are a social media metric that measures how many times your post has been shown in users' feeds. Unlike with reach, you may count multiple impressions for a single user if they have looked at your post more than once.

Engagement[2] includes Talking to, messaging, or otherwise interacting with other people on social networks. Engagement broadly encompasses many types of actions, from commenting on Instagram posts to producing a Facebook Live show with an open Q&A. Engagement is central to any social media strategy.

Engagement rate is a social media metric that tells you much a post is motivating people to interact with it. It's defined as (number of people who engaged with your post / number of people who saw your post) x 100%.

On social media, the *clickthrough rate* is the percentage of people that see your post who click on it. What counts as a click and what counts as 'seeing your post' vary by social network. On Facebook, CTR is equal to (link clicks / post impressions) x 100%. Or, if 100 people saw your Google Ad, and one person clicked on it, your CTR is one percent.

The *"Swipe up"* tool is a feature that is available with the Instagram Stories. This method of posting allows you to display short videos that users can receive in their daily feeds, and which may summarize or highlight your latest activity. You have the option of adding the Swipe up feature to your Instagram story. This feature will appear as an interactive text that will ask users to swipe up to receive more information about your products, services or offers.

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[1] Downloaded March 22, 2020 from https://www.falcon.io/insights-hub/topics/social-media-management/social-media-terms-buzzwords-definitions-marketers-need-to-know/

[2] Downloaded March 22, 2020 from https://blog.hootsuite.com/social-media-glossary-definitions/

Cost per click is a social media advertising metric that tells you how much you're paying for each click on your ad on average.

How Much Does a Click Cost on Each Social Network?
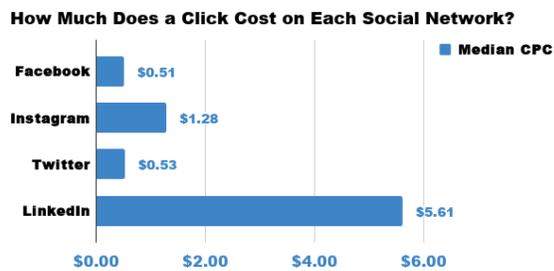
Sentiment analysis is the way software analyzes the attitude of a piece of text. On social media, sentiment analysis tools can be used to automatically detect whether customer feedback is positive, negative, or neutral. Social media marketers can also look at the average sentiment of their customer interactions over time to see the general mood of their audience or the overall response to their content. (*Kansas recommended this metric be considered in the future*)

MAKING IT LAST -- LESSONS LEARNED + BEST PRACTICES

The numbers don't tell all there is to learn from the first Pilot State efforts. The states provided input on the lessons they learned and best practices were formulated from their work. We have identified nine best practices to pass along to states using the *Making It Last Toolkit*. If these lessons are incorporated into the planning of a paid social media campaign, the ability of any state fish and wildlife agency to successfully develop a campaign will be greatly enhanced. In addition, states will connect with thousands of new citizens who are interested in wildlife and the outdoors. The contacts made are the start of a new awareness about what state agencies do. Over time, as part of a strategic and systematic communication effort, they provide a method for states to begin to make the case for why state fish and wildlife agencies matter while building relevancy among new audiences that value nature and the outdoors life.

Best Practice One: Identify Purchasing Procedures and Social Media Policies Early

Pilot states ran into challenges in executing the basics of the campaign – buying and paying for social media advertising. Knowing what they learned will assist states to achieve a faster start to their campaigns.

- The first challenge is the need for a method to purchase social media advertising. Whether accomplished via a state agency credit card or an existing or new relationship with an external group willing to purchase on the agency's behalf, this is part and parcel of social media advertising. There are no bids to solicit or paper invoices that will be sent to the agency. The agency needs a credit card with an appropriate credit limit before the campaign begins. A limit on campaign time and spend will also be determined. When you hit that dollar total, the campaign ends. If you have an existing advertising agency of record, they may be able to provide this service for you and bill the state agency as determined in the contracting in place. If you have an agency-related Foundation, something similar may be worked out if their policies and procedures permit. Another state agency or division in your department may also be a source of assistance. Start early on this aspect of purchasing.

- The second potential stumbling block may be found in outdated purchasing policies that do not speak to online social media activities and sole source circumstances that prevent standard bidding activities. There is only one Facebook, for example, and if you wish access to targeted audiences through this platform, they are the only path. States note that due to the layers of approval that surround purchasing processes at state government agencies, it can be difficult to determine the best course of action for properly funding the campaign and working within internal purchasing restrictions. Meet with accounting staff early to identify the best course of action for handling campaign purchases.

- Finally, examine your state social media policies. These policies may not include mention of running ads or doing media buys. This can cause confusion as to what is allowed. If you have decided to work with an external partner (advertising/marketing company) determine whether or not the state can grant a third party access to state agency social

media accounts. Pilot states recommend conversations with those who oversee your social media policies, as well as your procurement processers to ensure policies are interpreted or updated to reflect current practice. This will result in mutual understanding about how this work can be done and how it can be paid for.

- Alternately, some of these issues can be avoided altogether by working with an advertising or marketing agency/contractor who can also handle the financial aspects and reporting of results.

Best Practice Two: Establish Advertising Content Approval Process

States should allot more time than they think will be necessary to effectively brainstorm, create, assign, and schedule content. If an agency is running this campaign with staff who have jobs other than marketing and communication, it can be challenging to balance campaign needs against ongoing daily duties.

Apart from employee availability, it is recommended that future MIL project coordinators work to develop ad approval processes and get agreement to these processes from approvers. This pilot program was not always taken on by the communication arm of the agency. Therefore, there may be challenges to overcome including the structure of communications programs and review processes making planning and follow up essential. Involve the communication office as a partner and look to them for established agency practices as they relate to news, magazine, radio and digital storytelling approval practices. Be aware that ads are not always immediately approved and this can lead to hours-long or days-long disruptions in the dissemination timeline. Planning ahead and communication within the agency seems to be key to a successful launch.

A publishing approval process is a business procedure for ensuring that outbound social media messages are error-free, on-time, and on-brand. Many organizations now protect their social media accounts by managing them through a social relationship platform (SRP), which provide a safe environment for teams to collaborate on content before publishing. Lower-level employees, interns, or contractors might draft messages, but their content must be approved by managers, supervisors, and/or compliance officers before publishing.[3]

Best Practice Three: Encourage Teamwork to Succeed in Marketing

Internal buy-in matters. As with all communication campaigns, the state agency internal audience needs to be briefed and on-board to provide the best support. Consider a strategy to go agency-wide in carrying out the MIL campaign. Not only will others be aware of your campaign and why you are doing it, MIL pilot project coordinators are confident the input received from field staff ultimately led to more effective, and better informed, ad content. Make time for visiting with internal staff and soliciting feedback as creative concepts are drafted.

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[3] Downloaded March 22, 2020 from https://blog.hootsuite.com/social-media-glossary-definitions/

One state recommends that ads should be R3-friendly and include R3 staff throughout the creative process to ensure recruitment, retention, and reactivation strategies are incorporated and aligned.

MIL project coordinators are cautioned to carry out a thorough examination of existing capabilities, and produce an honest estimate of staff hours that can realistically be dedicated to the campaign, and delegate accordingly. Before starting a campaign, meet with internal and external partners to make sure your project is successful. More specifically:

- If you have creative staff in your agency meet with layout and design specialists to determine their availability and workload during the campaign timeframe to ensure they are able to take on the additional work;
- If you have a social media team, meet with them to determine availability, workload, and other ongoing or seasonal campaigns that are coming up on the agency calendar. This allows for discussion on where the *Making It Last* campaign could fit within what was already planned during your proposed timeframe.

"... we are very pleased with the effectiveness of the campaign, especially in its ability to engage new audiences who hopefully will be more likely to support or advocate for our agency's mission in the future."

-Texas Parks and Wildlife

Best Practice Four: Review and Establish Photo Shoot Practices

Department photos taken for marketing purposes require photo releases from all pictured. If this is not an organized and tracked process, states may be limited in the photos they are able to use for the campaign. Based on this learning, one state plans to ensure when photos are taken of the public and may be used for marketing, permission forms are completed in advance. Consider assigning staff to conduct specific photoshoots to build a source of good images for future marketing endeavors.

States learned they don't have to have professional grade marketing photos. In fact, many of the images staff provided of their peers in the field performed the best compared to photos taken by department professional photographers. In the testing that preceded the pilot projects, "Boots on the Ground" images were the most popular category of photography. People are very interested in how their state fish and wildlife agency does its work.

Best Practice Five: Quality over Quantity in Platform Selection

The biggest challenge that may face a state is the knowledge required to effectively create and run ads using Facebook Ads Manager. If your state is new to social media advertising, seek advice from other agencies who may have done this before, agency social media staff if you have them or from the platforms you intend to use. There are tutorials and people employed by the various platforms who can give you step-by-step guidance. Alternately, if you are using an ad agency to help you, you will have experts working with you.

Keep your campaign modest as you gain experience. Don't feel compelled to use every platform available. Project coordinators can chose to "scale back" campaign efforts to focus on a manageable number of platforms, given employee resources and experience, and goals of the campaign. If time has not been allotted to properly train and practice in using a new platform, it is recommended that MIL project coordinators focus on social media platforms where staff have the most experience.

One of the pilot states suggested that an initial training session be offered for the next participants in Phase II testing in the Northeast and Midwest AFWA regions. This overview might cover the targeting parameters identified in the Toolkit, the basics of using the various social media platforms to place ads, and guidance on how to build successful ads. The training could be recorded and available online to be referred to as needed by all states in the future.

Best Practice Six: Operate with a Learning Mindset

Consider your "least successful ads" as an opportunity for growth. If your ads do not achieve their intended purpose, they provide staff with valuable information which suggests the agency may benefit from increasing the amount of education and outreach surrounding those ad subjects. Future MIL project coordinators are encouraged to not only measure quantitative metrics, but qualitative, as well – to include audience sentiment. (ask Nadia to expand this statement)

The goals you establish for your campaign are key to measuring your success. Study the results of testing in the Toolkit as you develop your plan so that you don't aim to reach conclusions that can't be substantiated by your design. The first steps in the "ladder of engagement" are about introducing your agency, raising awareness that you exist and for what purpose.

When determining your audiences using the toolkit description, you have the option to filter out people who already follow your social media platforms and/or hunters and anglers. The campaign helps with existing audiences to inform them about aspects of the agency's work they may not be familiar with. However, filtering was considered key for one state's success as it demonstrated they were truly connecting with new audiences.

States learned that substantial numbers of impressions can be obtained digitally and impressions were one of the goals for the campaigns. Engagement was a second goal for some states. These goals both have industry standards for measurement.

Best Practice Seven: Consider Involving a Marketing Firm

Using a professional marketing firm really helped in planning the targets for the campaign in some states and streamlined the purchasing of ads. As a result of implementing the campaign in this way, the state agency has identified several marketing firms authorized to conduct media buys on its behalf in the future. This sets the tone for and increases the feasibility of future media buys. If your agency already has a contract with an advertising / marketing firm:
- ask for their ideas on what an awareness campaign could look like with the audiences outlined in the *Making It Last Toolkit*;
- what the best use of your overall budget might be; and,
- what could be accomplished in a given timeline in a measurable, successful way.

Best Practice Eight: No Budget, No Problem

States noted that there is much more to learn as we explore future social media marketing campaigns. If marketing is not included in future budgets, the information gleaned from the pilot projects will assist states to use the creative content on non-paid platforms, including social media, trade shows, e-newsletters or other promotional materials. For example one pilot state used the learnings to inform other aspects of implementation of the *Making It Last* relevancy message. They ran a *Making It Last* campaign ad in the January issue of their magazine, featuring an image that had performed successfully on Facebook.

States learned that the *Making It Last* target audiences want to know about the work agency staff do and the benefits it provides everyone. Plans are underway in a couple of the five states to develop a social media campaign that highlights more of what agency staff does, why they do it and why it is important. The research that preceded the release of the *Toolkit* noted that "boots on the ground" topics, agency staff going about their daily work to conserve the nature of each state's resources were among the most effective in explaining the role of state fish and wildlife agencies.

Best Practice Nine: You Can Do This

Be careful about your assumptions and comparisons to other states. Your agency may have a small staff and limited support for these type of marketing campaigns. It is easy to say it isn't possible for your agency to do this. However, the pilot states learned it is possible. In comparing results with other states, all the ads performed about the same. It is not necessary to have professional grade photos; staff photos still performed well and helped states achieve their goals. It is important for those agencies who may be smaller or more limited in marketing expertise, to see that this campaign can be done with limited resources and without dedicated marketing staff. The *Making It Last Toolkit* has helpful guidance and as the next set of pilot projects begins there is a core of experience available to help new states take on this opportunity.

"This was the first time the Division and our Department did a media buy marketing campaign. As a result, we learned many lessons through this pilot project. The most important lesson we learned, is that fish and wildlife staff can do marketing with the help of the Making It Last Marketing Campaign Toolkit, a professional marketing firm, and support from AFWA and other state agency experiences. Indiana does not have marketing professionals on staff and this campaign was not a priority for our Department of Communications. As a result, two executive level professionals with science backgrounds and a commitment to agency relevancy, embarked on learning how to do media buys as a state agency in an effort to be relevant to a broader audience. Due to the funding provided through AFWA, the recommendations in the Making It Last Marketing Campaign Toolkit and the support we received from this pilot project, we are now able to say we have successfully completed a marketing campaign. And we were able to see results that these ads worked with our target audience through our target metrics. For Indiana, this is probably the biggest win and biggest lesson we have learned- we CAN do marketing, even if we aren't marketing professionals."

– Indiana Department of Natural Resources

Appendices

1. California *Making It Last* State Report

2. Indiana *Making It Last* State Report

3. Kansas *Making It Last* State Report

4. Texas *Making It Last* State Report

5. Wisconsin *Making It Last* State Report

MAKING IT LAST STATE PILOT PROJECT REPORT
California Department of Fish and Wildlife

Prepared by
Katie Kukulka, Social Media Coordinator
Kirsten Macintyre, Communications Manager

GOALS AND OBJECTIVES

Our primary goal was to increase awareness of the California Department of Fish and Wildlife's role in caring for and managing wildlife and habitats. Our secondary goal was gauging public perception, understanding of our department and the work we do, and interest in what we shared.

TARGET METRICS

We set three parameters for success:

- Engagement – how many comments, likes, and other reactions we received per ad.
- Perception – tone of comments, number of likes, hearts, and emoji reactions indicating a specific emotional response to the ad.
- Reach – how many people we reached with our ads.

TARGET AUDIENCE

We targeted audiences based on interests:

- Wildlife – using both broad (the Marine Mammal Center, Marine Biology) and specific (sea otters, sea cucumbers) audience targeting parameters
- Non-consumptive outdoor activities such as camping and hiking
- Fishing
- Conservation

We kept age and gender broad, from 18-60 on most of the ads, because we wanted to expedite our efforts to conclude by February 29.

CAMPAIGN STRATEGY

Because of limited staff resources – we currently only have one full time graphic designer, one marketing specialist, and one videographer/photographer on our team – we chose to focus our efforts on paid social, which at first glance seemed like it would have the smallest learning curve. Design and purchase of digital billboards, video pre-roll ads, radio, or print were not viable options.

We turned to the platform we were most familiar with, with our largest engaged following - Facebook. We currently have 67,000 followers and our current reach for a typical week is 478,000 individuals.

Outside of the Making It Last campaign, the department does not do any paid advertisements or paid boosts for posts.

For the Making It Last campaign, we placed paid ads using reach and engagement campaigns. The purpose of the reach ads was to raise awareness and brand recognition by targeting a California Fish and Wildlife Facebook fan page lookalike audience. We used engagement campaigns to gauge public perception, understanding of our agency, and the work we do, and interest in what we shared.

We also ran several print ads in our bimonthly self-published magazine, *Outdoor California*. This was a simple (and no-cost) way to increase familiarity with the Making It Last tagline and the images that readers might run across on social media (readership includes a subscription base of 9,600 and an additional 6,400 copies given away to the public at various events and through field offices).

RESULTS

We ran two test ads in August and October, spending less than $1,000 total and experimenting with different types of campaigns (including a "learn more" button that redirected to the Department website, for instance). In December, a new social media coordinator joined the team, and thus the bulk of the campaign happened in the months of January and February. During this time, we ran multiple ads for short periods using between $1,200 - $2,000 per ad on average. Because Facebook ads are shown to those who have had a recent interest in a topic, we didn't want to compete with ourselves and target the same audience with two ads simultaneously. After one ad stopped, we would run a second one with different copy and creative to a similar audience.

Our most liked and well engaged posts were about wild salmon and steelhead, raptors, poaching, and sea otters. The same four also had the lowest cost per result, between $0.10 - $0.16.

Additionally, we posted six of our ads on our Instagram feed as standard posts without the Making It Last text overlay, using the #MakingItLast hashtag. They reached 39,785 users, were liked 3,174 times, and engaged with 3,240 times total.

Overall our paid social ads reached 2,115,262 people and were engaged with 93,908 times. We believe without being able to track interest and impact quantitatively beyond these metrics, it's impossible to know in the short term if our ads raised awareness sufficiently to make a lasting impact.

Together our paid and unpaid ads potentially reached a total of 2,171,047 people and were engaged with 97,148 times.

We analyzed our most successful ads and found that most of the comments were about the species featured in the ad and it was hard to tell if a correlation was drawn between the species and the work we do as a department.

LESSONS LEARNED

We learned many lessons during this process, particularly about our purchasing processes as a department. We initially struggled to find a way to pay for the ads, for several reasons (obtaining

permission to use a department credit card, creating purchasing contracts that needed approval, raising credit limits when cards were declined, etc.). We worked out these issues, but they took time.

The biggest challenge we faced was lacking the knowledge to effectively create and run ads using Facebook Ads Manager – which was far more complex than anticipated. This was one of the primary reasons we struggled to get the campaign off the ground.

Kirsten reached out to several other California state agencies to see if there was one of comparable size that had experience with Facebook Ad Manager and/or other types of social media advertising buys. Only one had experience running any kind of Facebook ads. They provided about six hours of initial guidance on how to set parameters, etc. but she still found the program itself (Ad Manager) to be cumbersome and not intuitive to use. She also watched online tutorials and spoke to Facebook consultants directly on a several occasions, but was not able to get up to speed quickly enough to launch the campaign in any kind of meaningful way.

Despite the challenges she faced, Kirsten ran three ads total between August to October 2019, but ultimately found that they were not achieving the results she was hoping for.

When Katie joined the team in December 2019, at the very end of the campaign deadline, she took the reins and put together a strategy and was able to create ads with prior knowledge of the Facebook Ads Manager platform, and the nuts and bolts of how to create Facebook ads.

Katie's strategy was to take Kirsten's original proposal, of creating a dozen or more ads and targeting separate audiences, deciding on the specific parameters and implementing the strategy.

We needed to run each ad we created by a series of approvers. Once final sign off was given we were able to run a total of fourteen ads and one split test.

SUGGESTIONS

One suggestion would be to offer departments with limited resources or knowledge more detailed information about how to create a successful ad. Because we needed to produce all creative, schedule the ads, compile the data, and run reports in house without the help of an outside marketing or advertising entity, we found ourselves unable to execute the campaign as effectively as we had hoped, given the time parameters.

We needed help with Facebook specifically, but if we had more time would have liked to explore more options. Advice for how to create and run a Facebook ad, a YouTube pre-roll, and geofencing would be a great resource. We realize these resources are highly technical and would involve a great deal of time and energy for someone to produce, but in a perfect world more assistance in these specific areas would have helped us achieve more in less time.

During check-in calls the primary focus when discussing the success of an ad was the subject of an image. But learning the targeting parameters would have been helpful to understand why that image may have performed well.

MOST SUCCESSFUL ADS

California Department of Fish and Wildlife
Written by Katie Kukulka [?] · February 6 at 3:55 PM · 🌐

Back in 1981, state fisheries biologists recognized the need for a grants program to help stop the rapid decline of wild salmon and steelhead populations in California. Nearly four decades later, the Fisheries Restoration Grants Program has invested millions of dollars in projects ranging from sediment reduction to watershed education. Partners include federal and local governments, tribes, water districts, fisheries organizations, watershed restoration groups, private landowners and more. Together, we're making a difference in our waterways, and helping to ensure they'll last for generations to come. #MakingItLast

California Department of Fish and Wildlife
Government Organization

$	Engagements	Reach	CPR	Likes
$2,000	17,730	139,777	$0.11	13K

California Department of Fish and Wildlife
Written by Katie Kukulka [?] · February 6 at 2:49 PM · 🌐

California biologists are keeping a close eye on Southern sea otters. Playful and personable, sea otters also give scientists clues on the state of nearshore ecosystems, since they feed and live near the coast and often are the first predators exposed to pollutants and pathogens washed down from coastlands. The California Department of Fish and Wildlife, US Geological Survey and Monterey Bay Aquarium have conducted a range-wide census of southern sea otter populations annually since the 1980s. By collecting and reviewing the best available data, we improve our understanding of how to protect and conserve this important species. #MakingItLast

California Department of Fish and Wildlife
Government Organization

$	Engagements	Reach	CPR	Likes
$2,000	12,624	58,451	$0.16	8.7K

California Department of Fish and Wildlife
Written by Katie Kukulka [?] · February 24 at 4:43 PM · 🌐

California's fish and wildlife resources belong to all of us. Poaching – which can involve taking fish or wildlife out of season, selling illegally-taken fish and wildlife for personal profit, or taking more fish or game animals than the law allows – is a serious crime against the environment. The California Department of Fish and Wildlife is always on the lookout for those who mistreat and unlawfully degrade the wildlife and wild places of California. Speak up if you witness a poaching violation and help us make our most precious wild resources last. #MakingItLast

California Department of Fish and Wildlife
Government Organization

$	Engagements	Reach	CPR	Likes
$1,230	12,577	127,072	$0.10	9.3K

California Department of Fish and Wildlife
Written by Katie Kukulka [?] · February 6 at 3:29 PM · 🌐

Raptors, also known as "birds of prey," are a valuable resource to the State of California. There are more than 30 species of raptors that inhabit the state at some point during their life cycle; all are protected by law. The California Department of Fish and Wildlife conducts raptor surveys and collects data throughout the year to help support populations and determine the best ways to mitigate threats. Our work helps to ensure that these soaring, majestic birds will be a mainstay in the Golden State's landscape for generations to come. #MakingItLast

California Department of Fish and Wildlife
Government Organization

$	Engagements	Reach	CPR	Likes
$1,107	10,315	54,352	$0.11	9.1K

17

MAKING IT LAST – Bald Eagle
California Department of Fish and Wildlife

IMAGES

TEXT

Raptors, also known as "birds of prey," are a valuable resource to the State of California. There are more than 30 species of raptors that inhabit the state at some point during their life cycle; all are protected by law. The California Department of Fish and Wildlife conducts raptor surveys and collects data throughout the year to help support populations and determine the best ways to mitigate threats. Our work helps to ensure that these soaring, majestic birds will be a mainstay in the Golden State's landscape for generations to come. #MakingItLast

Link: https://wildlife.ca.gov/conservation/birds/raptors

FACEBOOK AD DETAILS

AD TYPE
Reach

AUDIENCE
Location: Living in California
Age: 18-60

All genders
Facebook page lookalike audience (0-2%)

SPEND
Total: $1,230.00
Duration: From February 24 at 4:29 p.m. to February 29 at 11:59 p.m.

PLACEMENTS
Facebook news feed
In-Article
In-Stream
Facebook video feeds
Facebook groups feed
Facebook marketplace

RESULTS
Reach: 480,259
Impressions: 503,367
Cost per result: $2.56
Result rate 95.35%
Comments: 14
Shares: 332
Likes: 328
Hearts: 41
Emoji reactions:
      Wow: 1
      Haha: 2
Link clicks: 749

LINK TO AD
https://www.facebook.com/130403963705746/posts/2828702183875897

MAKING IT LAST – CDFW LANDS

IMAGE

TEXT

CDFW manages 749 properties throughout the state – that's more than a million acres of wild lands. These properties are home to a rich diversity of fish, wildlife and plant species, and varied ecosystems, including wetlands, riparian habitats, native grasslands and wildlife-friendly farmlands. CDFW works year-round to conserve and protect these valuable resources while also providing compatible public use opportunities. Visit a wildlife area or ecological reserve near you, and experience the spectacular beauty of California's outdoors! #MakingItLast

AD DETAILS

AD TYPE
Reach

AUDIENCE
Location: Living in California
Age: 18-65+
Targeting: Facebook page lookalike audience 0-2%

SPEND
Total: $2,000
Duration: February 7 at 8:00 a.m. to February 16 at 11:59 p.m.

RESULTS
Reach: 713,860
Comments: 34
Shares: 16
Likes: 359
Cost per result: $2.80
Cost per result women: $2.79
Cost per result men: $2.81
Result rate: 81.91%

LINK TO AD

https://www.facebook.com/130403963705746/posts/2789774247768691

MAKING IT LAST – Hawk
California Department of Fish and Wildlife

IMAGES

TEXT

Raptors, also known as "birds of prey," are a valuable resource to the State of California. There are more than 30 species of raptors that inhabit the state at some point during their life cycle; all are protected by law. The California Department of Fish and Wildlife conducts raptor surveys and collects data throughout the year to help support populations and determine the best ways to mitigate threats. Our work helps to ensure that these soaring, majestic birds will be a mainstay in the Golden State's landscape for generations to come. #MakingItLast

Link: https://wildlife.ca.gov/conservation/birds/raptors

FACEBOOK AD DETAILS

AD TYPE
Engagement

AUDIENCE
Location: Living in California
Age: 18-65+

All genders
Detailed Targeting:
          Interests:
- Bird of prey
- Birdwatching
- California Academy of Sciences
- National Wildlife Federation
- Wildlife rehabilitation

SPEND
Total: $1,107.14
Duration: From February 12 at 8:55 a.m. to February 17 at 11:59 p.m.

PLACEMENTS
Facebook news feed
In-Article
In-Stream
Facebook video feeds

RESULTS
Post engagements: 10,315
Reach: 54,352
Impressions: 98,247
Cost per result: $0.11
Result rate: 10.50%
Comments: 323
Shares: 1.5K
Likes: 9.1K
Hearts: 1.6K
Emoji reactions:
          Wow: 68
          Sad: 11
          Haha: 2
          Angry: 1
Link clicks: 108

LINK TO AD
https://www.facebook.com/130403963705746/posts/2789865851092864

MAKING IT LAST – CDFW Lands
California Department of Fish and Wildlife

IMAGES

TEXT

CDFW manages 749 properties throughout the state – that's more than a million acres of wild lands. These properties are home to a rich diversity of fish, wildlife and plant species, and varied ecosystems, including wetlands, riparian habitats, native grasslands and wildlife-friendly farmlands. CDFW works year-round to conserve and protect these valuable resources while also providing compatible public use opportunities. Visit a wildlife area or ecological reserve near you, and experience the spectacular beauty of California's outdoors! #MakingItLast

Link: https://wildlife.ca.gov/lands

FACEBOOK AD DETAILS

AD TYPE
Engagement

AUDIENCE
Location: Living in California
Age: 18-60

All genders
Detailed Targeting:
       Interests:
- Ecology
- Natural environment
- Outdoor enthusiast
- Wilderness
- Wildlife
- Wildlife conservation
- Wildlife photography
- Nature
- Camping
- Outdoor recreation

SPEND
Total: $1,230.00
Duration: February 24 at 4:36 p.m. to February 29 at 11:59 p.m.

PLACEMENTS
Facebook news feed
In-Article
In-Stream
Facebook video feeds

RESULTS
Post engagements: 4,906
Reach: 60,896
Impressions: 100,889
Cost per result: $0.25
Result rate: 4.86%
Comments: 147
Shares: 239
Likes: 4K
Hearts: 240
Emoji reactions:
       Wow: 28
       Sad: 3
       Haha: 4
       Angry: 2
Link clicks: 54

LINK TO AD
https://www.facebook.com/130403963705746/posts/2789774247768691

MAKING IT LAST – CDFW Lands
California Department of Fish and Wildlife

IMAGES

TEXT

CDFW manages 749 properties throughout the state – that's more than a million acres of wild lands. These properties are home to a rich diversity of fish, wildlife and plant species, and varied ecosystems, including wetlands, riparian habitats, native grasslands and wildlife-friendly farmlands. CDFW works year-round to conserve and protect these valuable resources while also providing compatible public use opportunities. Visit a wildlife area or ecological reserve near you, and experience the spectacular beauty of California's outdoors! #MakingItLast

Link: https://wildlife.ca.gov/lands

FACEBOOK AD DETAILS

AD TYPE
Reach

AUDIENCE
Location: Living in California
Age: 18-60

All genders
Facebook page lookalike audience (0-2%)
SPEND
Total: $2,000.00
Duration: From February 7 at 8:00 a.m. to February 16 at 11:59 p.m.

PLACEMENTS
Facebook news feed
In-Article
In-Stream
Facebook video feeds
Facebook marketplace
Facebook groups feed

RESULTS
Reach: 713,860
Impressions: 871,532
Cost per result: $2.80
Result rate: 81.91%
Comments: 34
Shares:16
Likes: 343
Hearts: 14
Emoji reactions:
        Wow: 0
        Sad: 1
        Haha: 1
        Angry: 0
Link clicks: 1,128

LINK TO AD
https://www.facebook.com/130403963705746/posts/2830175053728610

MAKING IT LAST – OSPR
California Department of Fish and Wildlife

<u>**IMAGE**</u>

<u>**TEXT**</u>

When there's an oil spill in California's bays, rivers, coast, stream or lakes, the California Department of Fish and Wildlife is the first line of defense for the species that live in our pristine waters. More than 240 employees in CDFW's Office of Spill Prevention and Response train year-round to prevent, prepare for and respond to any release or imminent threat of an oil spill the Golden State. Their work helps ensure that our most precious natural resources will be here for generations to come.

Link: https://wildlife.ca.gov/OSPR

<u>**FACEBOOK AD DETAILS**</u>

AD TYPE
Engagement

AUDIENCE
Location: Living in California

Age: 18-60
All genders
Detailed Targeting:
     Interests:
- Birds and bird watching
- Endangered species
- Friends of the earth
- National Wildlife Federation
- Natural environment
- Pacific Ocean
- Sea otter
- The Nature Conservancy
- Wildlife
- Wildlife conservation
- Beaches
- Surfing

SPEND
Total: $1,230.00
Duration: From February 24 at 4:29 p.m. to February 29 at 11:59 p.m.

PLACEMENTS
Facebook news feed
In-Article
In-Stream
Facebook video feeds

RESULTS
Post engagements: 6,410
Reach: 83,235
Impressions: 119,345
Cost per result: $0.19
Result rate: 5.37%
Comments: 210
Shares: 344
Likes: 5.2K
Hearts: 183
Emoji reactions:
     Wow: 84
     Sad: 28
     Haha: 17
     Angry: 9
Link clicks: 65

LINK TO AD
https://www.facebook.com/130403963705746/posts/2828714340541348

MAKING IT LAST – Sea Otters
California Department of Fish and Wildlife

IMAGE

TEXT

California biologists are keeping a close eye on Southern sea otters. Playful and personable, sea otters also give scientists clues on the state of nearshore ecosystems, since they feed and live near the coast and often are the first predators exposed to pollutants and pathogens washed down from coastlands. The California Department of Fish and Wildlife, US Geological Survey and Monterey Bay Aquarium have conducted a range-wide census of southern sea otter populations annually since the 1980s. By collecting and reviewing the best available data, we improve our understanding of how to protect and conserve this important species. #MakingItLast

Link: https://wildlife.ca.gov/OSPR/science/MWVCRC

FACEBOOK AD DETAILS

AD TYPE
Engagement

AUDIENCE
Location: Living in California
Age: 18-65+
All genders
Detailed Targeting:
        Interests:
- Monterey Bay Aquarium
- Sea Otters
- Aquarium of the Pacific
- The Marine Mammal Center

SPEND
Total: $2,000
Duration: From February 7 at 8:00 a.m. to February 16 at 11:59 p.m.

PLACEMENTS

RESULTS
Post engagements: 12,624
Reach: 58,451
Cost per result: $0.16
Result rate: 8.44%
Comments: 193
Shares: 1.2K
Likes: 8.7K
Hearts: 1.7K
Emoji Reactions:
        Wow: 78
        Sad: 27
        Haha: 5
Link Clicks: 65

LINK TO AD
https://www.facebook.com/130403963705746/posts/2789815024431280

MAKING IT LAST

Raptors, also known as "birds of prey," are a valuable resource to the State of California. There are more than 30 species of raptors that inhabit the state at some point during their life cycle; all are protected by law. The California Department of Fish and Wildlife conducts raptor surveys and collects data throughout the year to help support populations and determine the best ways to mitigate threats. Our work helps to ensure that these soaring, majestic birds will be a mainstay in the Golden State's landscape for generations to come.

CALIFORNIA
DEPARTMENT OF
FISH & WILDLIFE

MAKING IT LAST

When standing on the water's edge, the sight of a fish silently gliding by is a welcome reminder of the amazing diversity of fisheries California has to offer. The California Department of Fish and Wildlife raises over a dozen species of salmon and trout at hatchery facilities throughout the state, regularly releasing them into more than 850 lakes, reservoirs and waterways. This practice ensures Californians have a greater opportunity to experience the joy of seeing — and catching — trout and salmon when enjoying the outdoors.

CALIFORNIA
DEPARTMENT OF
FISH & WILDLIFE

MAKING IT LAST – Poaching
California Department of Fish and Wildlife

IMAGE

TEXT

California's fish and wildlife resources belong to all of us. Poaching – which can involve taking fish or wildlife out of season, selling illegally-taken fish and wildlife for personal profit, or taking more fish or game animals than the law allows – is a serious crime against the environment. The California Department of Fish and Wildlife is always on the lookout for those who mistreat and unlawfully degrade the wildlife and wild places of California. Speak up if you witness a poaching violation and help us make our most precious wild resources last. #MakingItLast

Link: https://wildlife.ca.gov/Enforcement/CalTIP

FACEBOOK AD DETAILS

AD TYPE
Engagement

AUDIENCE
Location: Living in California

Age: 18-65+
All genders
Detailed Targeting:
      Interests:

- Ecology
- Natural environment
- Outdoor enthusiast
- Outdoors
- Wilderness
- Wildlife
- Wildlife conservation
- Nature
- Outdoor recreation

SPEND
Total: $1,230
Duration: February 24 at 4:43 p.m. to February 29 at 11:59 p.m.

PLACEMENTS
Facebook news feed
In-Article
In-Stream
Facebook video feeds

RESULTS
Post engagements: 12,577
Reach: 127,072
Impressions: 167,384
Cost per result: $0.10
Result rate: 7.51%
Comments: 637
Shares: 1.1K
Likes: 9.3K
Hearts: 315
Emoji reactions:
      Wow: 88
      Sad: 28
      Haha: 51
      Angry: 32
Link clicks: 235

LINK TO AD
https://www.facebook.com/130403963705746/posts/2828735517205897

MAKING IT LAST – Wild Salmon and Steelhead
California Department of Fish and Wildlife

IMAGE

TEXT

Back in 1981, state fisheries biologists recognized the need for a grants program to help stop the rapid decline of wild salmon and steelhead populations in California. Nearly four decades later, the Fisheries Restoration Grants Program has invested millions of dollars in projects ranging from sediment reduction to watershed education. Partners include federal and local governments, tribes, water districts, fisheries organizations, watershed restoration groups, private landowners and more. Together, we're making a difference in our waterways, and helping to ensure they'll last for generations to come. #MakingItLast

Link: https://wildlife.ca.gov/conservation/fishes

FACEBOOK AD DETAILS

AD TYPE
Engagement

AUDIENCE
Location: Living in California

Age: 18-65+
All genders
Detailed Targeting:
  Interests:
- Hiking trails
- RV camping
- Wild fisheries
- Camping

SPEND
Total: $2,000.00
Duration: From February 6 at 3:55 p.m. to February 16 at 11:59 p.m.

PLACEMENTS
Facebook news feed
In-Article
In-Stream
Facebook video feeds

RESULTS
Post engagements: 17,730
Reach: 139,777
Impressions: 232,526
Cost per result: $0.11
Result rate: 7.62%
Comments: 803
Shares: 1.6K
Likes: 13K
Hearts: 555
Emoji reactions:
  Wow: 180
  Sad: 49
  Haha: 34
  Angry: 36
Link clicks: 183

LINK TO AD
https://www.facebook.com/130403963705746/posts/2789899114422871

MAKING IT LAST – Sea Cucumber
California Department of Fish and Wildlife

IMAGE

TEXT

California Department of Fish and Wildlife scientists regularly collaborate with fishery participants, government agencies, universities, public groups and others to research and improve management of California's marine resources. The information is used to sustainably manage everything from the majestic bluefin tuna to the humble warty sea cucumber. In fact, cooperative research on sea cucumber behavior recently led to new regulations that will protect spawning sea cucumbers and promote a healthy fishery. #MakingItLast

Link: https://wildlife.ca.gov/conservation/marine#29376840-aquaculture-and-bay-management-project-abmp

FACEBOOK AD DETAILS

AD TYPE
Engagement

AUDIENCE
Location: Living in California

Age: 18-60
All genders
Detailed Targeting:
 Interests:
- Aquarium of the Pacific
- Marine biology
- Marine conservation
- Marine Conservation Society
- Monterey Bay Aquarium
- Ocean Conservancy
- Ocean Preservation Society
- Oceanography

SPEND
Total: $1,230.00
Duration: From February 12 at 8:55 a.m. to February 17 at 11:59 p.m.

PLACEMENTS
Facebook news feed
In-Article
In-Stream
Facebook video feeds

RESULTS
Post engagements: 4,002
Reach: 54,560
Impressions: 85,877
Cost per result: $0.31
Result rate: 4.66%
Comments: 68
Shares: 223
Likes: 3.1K
Hearts: 149
Emoji reactions:
 Wow: 33
 Sad: 1
 Haha: 3
 Angry: 3
Link clicks: 48

LINK TO AD
https://www.facebook.com/130403963705746/posts/2830175053728610

IMAGE

TEXT

When standing on the water's edge, the sight of a fish silently gliding by is a welcome reminder of the amazing diversity of fisheries California has to offer. The California Department of Fish and Wildlife raises over a dozen species of salmon and trout at hatchery facilities throughout the state, regularly releasing them into more than 850 lakes, reservoirs and waterways. This practice ensures Californians have a greater opportunity to experience the joy of seeing — and catching — trout and salmon when enjoying the outdoors. #MakingItLast

Link: N/A

FACEBOOK AD 1 DETAILS

AD TYPE
Engagement

AUDIENCE
Location: Living in California
Age: 18-65+

All genders
Detailed Targeting:
      Interests:
- Carhartt
    - Fishing
        - Camping

SPEND
Total: $1,280.58
Duration: From January 11 at 8:00 a.m. to February 18 at 11:59 p.m.

PLACEMENTS
Facebook news feed
Facebook video feeds

RESULTS
Post engagements: 4,021
Reach: 47,696
Impressions: 119,345
Cost per result: $0.32
Result rate: 2.45%
Comments: 238
Shares: 276
Likes: 2.8K
Hearts: 128
Emoji reactions:
      Wow: 12
      Sad: 4
      Haha: 10
      Angry: 9
Link clicks: N/A

Link to ad: https://www.facebook.com/130403963705746/posts/2733971133349003

FACEBOOK AD 2 DETAILS

AD TYPE
Engagement

AUDIENCE
Location: Living in California
Age: 18-45
All genders
Detailed Targeting:
      Interests:
- United States Fish and Wildlife Service

SPEND
Total: $1,278.44
Duration: From January 11 at 8:00 a.m. to February 18 at 11:59 p.m.

PLACEMENTS
Facebook news feed
Facebook video feeds

RESULTS
Post engagements: 2,566
Reach: 38,512
Impressions: 234,278
Cost per result: $0.50
Result rate: 1.10%
Comments: 132
Shares: 156
Likes: 1.5K
Hearts: 154
Emoji reactions:
      Wow: 7
      Sad: 1
      Haha: 7
      Angry: 3
Link clicks: N/A

Link to ad: https://www.facebook.com/130403963705746/posts/2733962700016513

FACEBOOK AD 3 DETAILS

AD TYPE
Engagement

AUDIENCE
Location: Living in California
Age: 18-45
All genders
Detailed Targeting:
      Interests:
- Camping
  - Fly fishing
    - REI

SPEND
Total: $1,124.45
Duration: From January 11 at 8:00 a.m. to February 10 at 11:59 p.m.

PLACEMENTS
Facebook news feed
Facebook video feeds

RESULTS
Post engagements: 1,952
Reach: 25,376
Impressions: 155,934
Cost per result: $0.58
Result rate: 1.25%
Comments: 107
Shares: 74
Likes: 1.2K
Hearts: 83
Emoji reactions:
        Wow: 2
        Sad: 0
        Haha: 13
        Angry: 1
Link clicks: N/A

Link to ad: https://www.facebook.com/130403963705746/posts/2733949150017868

MAKING IT LAST – Tule Elk
California Department of Fish and Wildlife

IMAGE

TEXT

One of the largest land mammals in North America is also one of California's most successful conservation stories. In 1807, there were just three tule elk left in California. Through the efforts of the California Department of Fish and Wildlife, hunters, conservation organizations and tribes, the three sub-species of elk in California have rebounded to approximately 12,900 animals today. Biologists study these iconic mammals year-round, in order to monitor their populations and ensure that they'll be here for generations to come. All of us play a part in California's future. #MakingItLast

Link: https://wildlife.ca.gov/conservation/mammals/elk

FACEBOOK AD DETAILS

AD TYPE
Engagement

AUDIENCE
Location: Living in California
Age: 18-65+

All genders
Detailed Targeting:
Interests:
- Elk
- United States Fish and Wildlife Service
- Wildlife rehabilitation

SPEND
Total: $570.22
Duration: February 7 at 8:00 a.m. to February 10 at 11:59 p.m.

PLACEMENTS
Facebook news feed
In-Article
In-Stream
Facebook video feeds

RESULTS
Post engagements: 6,265
Reach: 34,184
Impressions: 57,438
Cost per result: $0.09
Result rate: 10.91%
Comments: 487
Shares: 676
Likes: 4.3K
Hearts: 656
Emoji reactions:
        Wow: 52
        Sad: 5
        Haha: 8
        Angry: 3
Link clicks: 65

LINK TO AD
https://www.facebook.com/130403963705746/posts/2789917647754351

MAKING IT LAST – Abalone/CalTIP (1)
California Department of Fish and Wildlife

IMAGES

TEXT

California's dwindling #abalone populations are threatened by illegal harvest. Wildlife officers protect these precious natural resources by investigating and arresting abalone poachers and traffickers. Divers and visitors to our coastline can help by reporting suspicious activity. Download the CalTIP app, or save the number to your phone today. #makingitlast

Link: http://www.wildlife.ca.gov/enforcement/caltip

FACEBOOK AD DETAILS

AD TYPE
Link Click

AUDIENCE
United States: Orange County California, San Diego County California, San Mateo County California, Santa Barbara County California, Ventura County California, Del Norte County California, San Francisco County California, Contra Costa County California, Marin County California, Mendocino County California, San Luis Obispo County California, Los Angeles County California, Humboldt County California, Santa Cruz County California, Monterey County California

Age: 18-65+
All genders
Detailed Targeting:

Interests:
- Surfing
- Freediving
- Abalone
- Paddleboarding
- Surf kayaking
- Scuba
- Diving
- Beaches or Pacific Ocean

SPEND
Total: $20.00
Duration: Aug. 29 (test run)

PLACEMENTS
Automatic

OPTIMIZATION GOAL
Link Clicks

BID STRATEGY
Lowest cost

RESULTS
Post engagements: N/A (Link Click)
Reach: 2,828
Impressions: 3,043
Cost per result: $0.20
Result rate: 0.90%
Comments: 1
Shares: 4
Likes: 27
Hearts: 1
Emoji reactions:
      Wow: 0
      Sad: 0
      Haha: 2
      Angry: 0
Link clicks: 102

LINK TO AD
https://www.facebook.com/130403963705746/posts/2449154445164008

MAKING IT LAST – Abalone/CalTip (2)
California Department of Fish and Wildlife

IMAGES

TEXT

Report poachers and polluters, and help save California's natural resources. Download the free CalTIP app today! #makingitlast

Link: http://www.wildlife.ca.gov/enforcement/caltip

FACEBOOK AD DETAILS

AD TYPE
Engagement

AUDIENCE
United States: Orange County California, San Diego County California, San Mateo County California, Santa Barbara County California, Ventura County California, Del Norte County California, San Francisco County California, Contra Costa County California, Marin County California, Mendocino County California, San Luis Obispo County California, Los Angeles County California, Humboldt County California, Santa Cruz County California, Monterey County California

Age: 18-65+
All genders
Detailed Targeting:
     Interests:
          • Surfing

- Freediving
- Abalone
- Paddleboarding
- Surf kayaking
- Scuba
- Diving
- Beaches or Pacific Ocean

SPEND
Total: $500.00
Duration: Oct. 8 to Oct. 12

PLACEMENTS
Automatic

OPTIMIZATION GOAL
Link Clicks

BID STRATEGY
Lowest cost

RESULTS
Post engagements: 4,160
Reach: 33,740
Impressions: 42,981
Cost per result: $0.12
Result rate:
Comments: 50
Shares: 128
Likes: 1.1K
Hearts: 76
Emoji reactions:
　　　Wow: 11
　　　Sad: 1
　　　Haha: 31
　　　Angry: 0
Link clicks: 177

LINK TO AD
https://www.facebook.com/130403963705746/posts/2525411864204932

MAKING IT LAST – Bats
California Department of Fish and Wildlife

IMAGES

TEXT

This Townsend's big-eared bat, a California Species of Special Concern, was captured and released as part of a population study. Bats are an important part of our state's ecosystems, and CDFW biologists are trying to learn how they could be affected by White-nose Syndrome. Please report sightings of dead or injured bats online, and help us help them. #MakingItLast

Link: http://www.wildlife.ca.gov/Conservation/Laboratories/Wildlife-Investigations/Monitoring/WNS

FACEBOOK AD DETAILS

AD TYPE
Link Click

AUDIENCE
Location: United States: Plumas County (+25 mi) California; Lassen County California, Alpine County California, Amador County California, Inyo County California, El Dorado County California, Calaveras County California, Del Norte County California, Shasta County California, Sierra County New Mexico, Mariposa County California, Mono County California, Trinity County California, Modoc County California, Nevada County California, Tehama County California, Mendocino County California, Placer County California, Siskiyou County California, Humboldt County California, Madera County California, Butte County California, Tuolumne County California

Age: 18-65+
All genders
Detailed Targeting:
      Interests:
- Bat
- Cross-country skiing
- Backcountry skiing
- Skiing
- Herpetology
- Caving or birdwatching
- Hiking

SPEND
Total: $360.00
Duration: From Oct. 25 at 4.46 p.m. to Oct. 28

PLACEMENTS
Automatic

RESULTS
Post engagements: N/A (Link Click)
Reach: 33,456
Impressions: 51,226
Cost per result: $0.78
Result rate: 0.90%
Comments: 34
Shares: 122
Likes: 308
Hearts: 44
Emoji reactions:
      Wow: 6
      Sad: 24
      Haha: 0
      Angry: 0
Link clicks: 460

LINK TO AD
https://www.facebook.com/130403963705746/posts/2563746810371437

Ad Description	Ad Type	Spend	Engagements	Reach	Impressions	CPR	Result Rate	Comments	Shares	Likes	Hearts	Link Clicks
Trout - 1	Engagement	$1,280.58	4,021	47,696	119,345	$0.32	2.45%	238	276	2.8K	128	N/A
Trout - 2	Engagement	$1,278.44	2,566	38,512	234,278	$0.50	1.10%	132	156	1.5K	154	N/A
Trout - 3	Engagement	$1,124.45	1,952	25,376	155,934	$0.58	1.25%	107	74	1.2K	83	N/A
Elk	Engagement	$570.22	6,265	34,184	57,438	$0.09	10.91%	487	676	4.3K	656	65
Lands	Engagement	$1,230.00	4,906	60,896	100,889	$0.25	4.86%	147	239	4K	240	54
Wild Salmon/Steelhead	Engagement	$2,000.00	17,730	139,777	232,526	$0.11	7.62%	803	1.6K	13K	555	183
Hawk	Engagement	$1,107.14	10,315	54,352	98,247	$0.11	10.50%	323	1.5K	9.1K	1.6K	108
OSPR	Engagement	$1,230.00	6,410	83,232	119,345	$0.19	5.37%	210	344	5.2K	183	65
Otters	Engagement	$2,000.00	12,624	58,451	149,559	$0.16	8.44%	193	1.2K	8.7K	1.7K	65
Boy Fishing	Engagement	$1,230.00	6,380	127,041	179,497	$0.19	3.55%	974	388	4.3K	310	348
Sea Cucumber	Engagement	$1,230.00	4,002	54,530	85,877	$0.31	4.66%	68	223	3.1K	149	48
Poching - LED	Engagement	$1,230.00	12,577	127,072	167,384	$0.10	7.51%	637	1.1K	9.3K	315	235
Bald Eagle	Reach	$1,230.00	N/A	480,259	503,367	$2.56	95.35%	14	332	328	41	749
Lands	Reach	$2,000.00	N/A	713,860	871,532	$2.80	81.91%	34	16	343	14	1128
Warden - 1	Engagement	$500.00	4,160	33,740	42,981	$0.12	N/A	50	128	1.1K	76	177
Warden - 2	Link Click	$20.00	N/A	2,828	3,043	$0.20	0.90%	1	4	27	1	102
Bat	Link Click	$360.00	N/A	33,456	51,226	$0.78	0.90%	34	122	308	44	460
TOTALS		$19,620.83	93,908	2,115,262	3,172,468	$9.37		4,452	2,978		2949	3787

MAKING IT LAST CALIFORNIA RESULTS

MIL Indiana Pilot Project Phase 1 Report

Agency Name: Indiana Division of Fish & Wildlife

Team Contact Information:
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Campaign Goal:
The mission of Indiana Division of Fish & Wildlife is to enrich the quality of life for present and future generations by balancing biological, ecological, recreational and economic benefits of Indiana's fish, wildlife and their habitats. The goal of this campaign is to highlight how this newly revised mission is meant to be more than just providing hunting, fishing, trapping and shooting opportunities and to demonstrate the many ways visitors benefit from the delivery of our revised mission.

Target Metrics:
Target metrics identified to measure success for this campaign included the number of impressions, engagements, and click-throughs on Facebook, Instagram, Google display, and YouTube.

Campaign Implementation:
We used the Making it Last Marketing Campaign Toolkit to identify two primary target audiences: Outdoor Enthusiasts (age 18-45) and Dabblers (age 18-29). Creative content was created focused on four major themes:
1. Protecting Indiana's wildlife, enriching your way of life
2. Protecting Indiana's wildlife and habitats for current and future generations
3. More than just for hunters and anglers
4. Providing experiences for Indiana residents

Learfield IMG, a professional marketing firm, was hired to assist in developing the creative content, as well as to run and manage the paid ads. Indiana Division of Fish & Wildlife, provided Learfield with images and text to include on the creative content.

The paid ads were run on Facebook, Instagram, Google and YouTube from October 9, 2019 – December 29, 2019. A few of the ads were used only seasonally and switched out, depending on the activity depicted in the photo. For example, the warmer weather photos of kids with binoculars was switched out for a winter hunting photo so as to better depict the current seasons in Indiana.

The tagline "Helping you enjoy Indiana is the nature of our work", was used with all paid ads. The Making It Last Toolkit recommendation of utilizing boots on the ground photos as a preference was followed as much as possible. Each ad directed customers to our main Division of Fish & Wildlife website (wildlife.IN.gov). A banner was created to match the Making It Last creative content and visitors could then click "to learn more" which took them to our About Us landing page (www.in.gov/dnr/fishwild/5446.htm) which described the Division, our revised mission, and our values in more detail.

For this campaign, we only focused on social media channels and we did not do any other non-paid advertising. Since the Division was new to paid marketing efforts, we wanted to keep our pilot very small and ensure our target metrics could be traced specifically to our paid ads. All grant funds were allocated to Learfield IMG to develop, manage and buy digital ads on social media. Table 1 shows how grant funds were spent. Actual media buy is the hard cost spend on media buys and does not include any other costs associated with developing or managing the ads by Learfield IMG.

Table 1: Campaign Budget

Social Media Channel	Budgeted Amount	Actual Media Buy
Facebook	$5,500	$3,329.27
Instagram	$1,700	$970.73
YouTube	$7,200	$4,300.61
Google Display	$5,600	$3,362.08
TOTAL:	**$20,000**	**$11,962.69**

All creative content developed for this campaign are included in Appendix A.

Results:
As a result of this marketing campaign, in total we achieved 4,872,324 impressions, 31,036 engagements, and 28,172 click-throughs across all social media channels combined. A breakdown of each channel and final results are in Table 2.

Table 2: Results for each campaign

Social Media Channel	Facebook/Instagram	YouTube/Google
Conversion Cost	$0.33	$0.16/$8.52
Number of Impressions	1,168,171	3,704,153
Number of Engagements	9,603	21,433
Number of Click Throughs	6,739	21,433

Overall, the ads performed well on most platforms. The general category of Outdoor Enthusiasts was the highest served on Google and YouTube. It accounted for 30% of the click-throughs and 26% of the impressions. On Facebook and Instagram almost all of our ads received a quality ranking of above average, which indicates the images resonated with our target audience according to Facebook's algorithm. Since the goal of this campaign was to increase awareness of the Division's revised mission and to get customers to visit our website, we primarily looked at click through rates to identify which ads performed the best on each channel. Some ads may have had lower click-throughs, but higher impressions or engagements. So for the purpose of this discussion, we looked at click-throughs to determine which ads performed the best on each channel. On Facebook, the kayaking and fish tagging images performed the best, and the two binocular images resulted in the least amount of clicks. On Instagram, the waterfowl count, kayaking and fish tagging images performed the best, while the group birdwatching and the winter geese hunting resulted in the least amount of clicks. On YouTube, the kids with binoculars and pheasant hunting resulted in the most clicks, while waterfowl counts produced the lowest. On Google Display, geese banding, fish tagging and kids with binoculars performed the best, while the lake survey and pheasant hunting images results in the least amount of clicks. These results demonstrate some images

36

performed the best on some channels, while the same image performed the lowest on another channel. This tells us it will depend on the social media channel on which images will resonate best. More work will need to be done for us to parse out which images will perform best on which channels. One thing we did notice, is that on Instagram, overall images with a single individual doing an activity or in scenery appear to have performed the best.

Lessons Learned:
This was the first time the Division and our Department did a media buy marketing campaign. As a result, we learned many lessons through this pilot project. The most important lesson we learned, is that fish and wildlife staff can do marketing with the help of the Making It Last Marketing Campaign Toolkit, a professional marketing firm, and support from AFWA and other state agency experiences. Indiana does not have marketing professionals on staff and this campaign was not a priority for our Department of Communications. As a result, two executive level professionals with science backgrounds and a commitment to agency relevancy, embarked on learning how to do media buys as a state agency in an effort to be relevant to a broader audience. Due to the funding provided through AFWA, the recommendations in the Making It Last Marketing Campaign Toolkit and the support we received from this pilot project, we are now able to say we have successfully completed a marketing campaign. And we were able to see results that these ads worked with our target audience through our target metrics. For Indiana, this is probably the biggest win and biggest lesson we have learned- we CAN do marketing, even if we aren't marketing professionals.

While we were successful, we certainly ran into a few pitfalls as we embarked on our first media buy campaign. The first pitfall we ran into was getting buy in and support from our Division of Communications. We learned that our state policies regarding social media are outdated and therefore don't include mention of running ads or doing media buys. This caused great confusion on what was allowed or not allowed and if we could grant a third party access to our social media accounts. The second pitfall, related to these outdated policies, is there was confusion on what was allowed to be purchased and how depending on interpretations of our Quantity Purchasing Agreements (QPA). Our recommendation is to talk to those who oversee your social media policies, as well as your procurement processes to ensure policies are updated and it is understood how this work can be done and how it can be paid for. Using a professional marketing firm really helped us streamline the purchasing part of the actual ads. As a result of this campaign, the Department has now identified several marketing firms on a QPA who is authorized to do media buys. This should help us with future media buys. The third pitfall we ran into, was the use of Department photos taken by our Department photographers for marketing purposes. We were required to obtain permission forms from anyone pictured in our photos who were not staff. This limited us in the photos options we were able to use for this campaign. Moving forward, we will be working to ensure when photos are taken of the public and we think they may be used for marketing, to ensure we have permission forms completed in advance. We have also started conducting marketing photoshoots and having our Department photographers take these photos so we can have a good stock pile for future marketing endeavors.

There is much more for us to learn as we explore future marketing campaigns. While we do not have a marketing budget to help us do media buys, the information we gleaned from this pilot will allow us to use the creative content on non-paid platforms, including social media, trade shows, e-newsletters or other promotional materials. We have learned people want to know about the work our staff do and the benefits it provides everyone. We will be looking at a social media campaign that highlights more of what our staff do, why they do it and why it is important. We also learned that we don't have to have professional grade marketing photos. In fact, many of the images staff took with cameras or cell phones of their peers in the field performed the best compared to photos taken by our Department professional photographers.

Lastly, Indiana learned to not compare ourselves to other states. We have a small staff and limited support for these type of marketing campaigns. It is easy to look at other states and say it isn't possible for us because of this. However, we have learned it is possible. In looking at our results and comparing them with other larger states, we can see our ads performed about the same. While we may not have had professional grade photos, our photos still performed well and helped us achieve our goal. I think it is important for those agencies who may be smaller or limited, to see that this campaign can be done with limited resources and without dedicated marketing staff. I think Indiana and this pilot project is proof of that.

Appendix A: Creative Content

Facebook

DNR Indiana Department of Natural Resources
Sponsored · ⚙
Indiana water trails provide recreational paddling opportunities. #makingitlast

IN.GOV
Providing experiences for Indiana residents
LEARN MORE

😀❤️😆 330   29 Comments   50 Shares
👍 Like   💬 Comment   ➤ Share

DNR Indiana Department of Natural Resources
Sponsored · ⚙
Providing Experiences

IN.GOV/DNR
Protecting for the Future
#makingitlast
LEARN MORE

👍❤️😆 148   40 Comments   16 Shares
👍 Like   💬 Comment   ➤ Share

DNR Indiana Department of Natural Resources
Sponsored · ⚙
Few things pique a child's curiosity more than some time in nature. #makingitlast

IN.GOV
More than just for hunters and anglers
LEARN MORE

👍❤️ 28   1 Comment   5 Shares
👍 Like   💬 Comment   ➤ Share

DNR Indiana Department of Natural Resources
Sponsored · ⚙
Banding waterfowl provides data to help DNR biologists manage populations. #makingitlast

IN.GOV
Protecting Indiana's wildlife and habitats
LEARN MORE

👍❤️😆 194   24 Comments   24 Shares
👍 Like   💬 Comment   ➤ Share

DNR Indiana Department of Natural Resources
Sponsored · ⚙
Protecting Indiana's wildlife, enriching your way of life

IN.GOV
Enjoy Indiana
#makingitlast
LEARN MORE

👍😆😞 94   7 Comments   5 Shares
👍 Like   💬 Comment   ➤ Share

DNR Indiana Department of Natural Resources
Sponsored · ⚙
Fisheries biologists often tag fish to track movement and populations. #makingitlast

IN.GOV/DNR
Providing experiences for Indiana residents
LEARN MORE

👍😮 84   18 Comments   9 Shares
👍 Like   💬 Comment   ➤ Share

DNR Indiana Department of Natural Resources
Sponsored · ⚙
Monitoring and surveying wildlife are critical in keeping populations healthy and thriving.

IN.GOV
Protecting Indiana's wildlife
for current and future generation...
LEARN MORE

👍 44   8 Comments   4 Shares
👍 Like   💬 Comment   ➤ Share

DNR Indiana Department of Natural Resources
Sponsored · ⚙
Indiana youth watch birds at Atterbury Fish & Wildlife Area. #makingitlast

IN.GOV/DNR
Providing experiences for Indiana residents
LEARN MORE

👍❤️ 25   2 Shares
👍 Like   💬 Comment   ➤ Share

DNR Indiana Department of Natural Resources
Sponsored · ⚙
Protecting Indiana's Wildlife

IN.GOV/DNR
Providing experiences for Indiana residents
LEARN MORE

👍 Like   💬 Comment   ➤ Share

Instagram

Instagram
indianadnr
Sponsored

MAKING IT LAST
Helping You Enjoy Indiana
is the Nature of Our Work

Learn More

indianadnr Monitoring and surveying wildlife are critical in
keeping populations healthy and thriving. #makingitlast

Instagram
indianadnr
Sponsored

MAKING IT LAST
Helping You Enjoy Indiana
is the Nature of Our Work

DNR

Learn More

indianadnr Few things pique a child's curiosity more than
some time in nature. #makingitlast

Instagram
indianadnr
Sponsored

MAKING IT LAST
Helping You Enjoy Indiana
is the Nature of Our Work

DNR

Learn More

indianadnr Fisheries biologists often tag fish to track
movement and populations. #makingitlast

Instagram
indianadnr
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Learn More

indianadnr Providing experiences for Indiana residents.
#makingitlast

Instagram
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indianadnr Indiana youth watch birds at Atterbury Fish &
Wildlife Area. #makingitlast

Instagram
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Learn More

indianadnr Protecting Indiana's Wildlife #makingitlast

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Helping You Enjoy Indiana
is the Nature of Our Work

DNR

Learn More

indianadnr Indiana water trails provide recreational
paddling opportunities. #makingitlast

YouTube
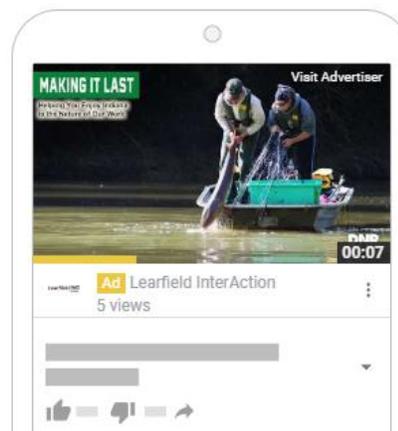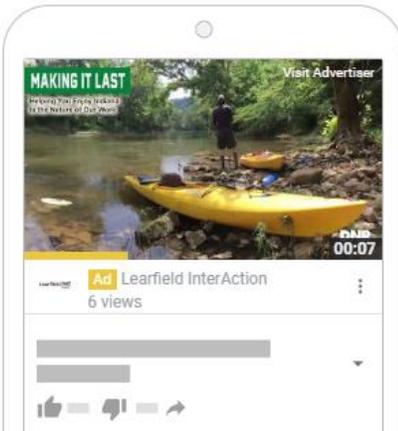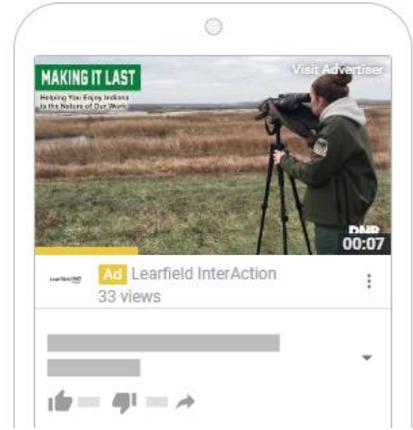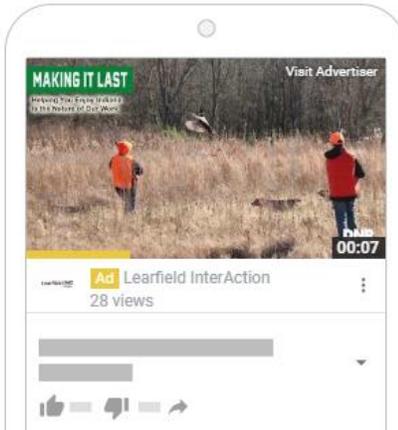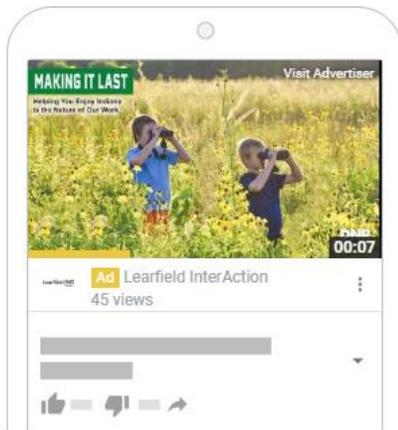
Google Display
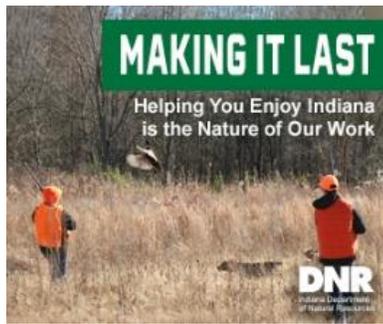
Making It Last:
A State Wildlife Agency Relevancy Campaign

Pilot Project – Phase 1

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Background

Like many other state wildlife agencies, KDWPT is exploring avenues for increasing agency awareness, better promoting agency relevancy, and ultimately, broadening agency reach. The MIL pilot project posed a unique opportunity for KDWPT – a state wildlife agency with no dedicated digital marketing funds or digital media staff – to experiment with a digital relevancy campaign for the first time. This report includes the results of that effort.

Campaign Goals, Objectives

The primary goal associated with implementation of the MIL pilot project in Kansas was to experiment with digital marketing strategies to determine their potential effectiveness at promoting key agency relevancy messages via popular social media outlets.

Initially, KDWPT's plans included the use of the social media platforms Instagram, Facebook and Snapchat, and the use of Google-placed advertisements, with the following objectives in mind:

–Increase general awareness of KDWPT
–Illustrate the diverse nature of KDWPT's work
–Highlight the connection between KDWPT's work, and how that positively impacts the quality of life for Kansans and Kansas' natural resources, as a whole.

KDWPT's secondary goal with implementing the MIL campaign was to increase intra-agency collaboration between divisions and sections.

Target Metrics

Metrics used in Kansas' MIL campaign, by platform, are as follows:

Facebook

- **Impressions:** The number of times the ads were on screen.
- **Engagements:** The total number of actions that people took involving the ad; this could also be referred to as "interaction."
- **Likes:** The number of likes on the post as a result of the ad.
- **Comments:** The number of comments on the ad.
- **Shares:** The number of times the ad was shared; this includes shares on personal pages, "friends'" timelines, in groups and on other business pages.

Instagram

- **Impressions:** The number of times the ads were on screen.
- **Engagements:** The total number of actions that people took involving the ad; this could also be referred to as "interaction."
- **Likes:** The number of likes on the post as a result of the ad.
- **Comments:** The number of comments on the ad.
- **Shares:** The number of times the ad was shared; this includes shares on personal pages, "friends'" timelines, in groups and on other business pages.

Snapchat

- **Paid Impressions:** The total number of times the ad was served.
- **Paid eCPM (effective cost per thousand impressions):** The average cost per 1,000 impressions.
- **Swipe Ups:** The number of times the ad was swiped up on or the "call to action" was tapped to view the attachment below.
- **eCPSU (effective cost per swipe up):** The average cost per each swipe up.

Albeit a qualitative "metric," staff also informally measured overall sentiment surrounding each ad by manually identifying the use of emojis/emoticons and posted comments as either generally negative, positive or neutral.

Target Audiences

KDWPT's primary and secondary target audiences were based upon those outlined in the MIL toolkit, and were micro-targeted using the following defining characteristics, shared values, demographics and tactics:

Primary Audiences

"Outdoor Enthusiasts"
MIL Toolkit: Concerned about environment; Most engaged in fishing; 50% female, 50% male; Ages 18-45; and, can likely be reached through Facebook, Instagram and Snapchat.
Facebook/Instagram: Interests > Kayaking, Canoeing, Boating; Male and female; Ages 18-65+; Kansas.
Snapchat: Not targeted using this medium.

"Family Outdoors"
MIL Toolkit: Active, enjoy lots of activities; 40% are likely to visit a state/national park; 40% female, 60% male; Ages 35-54; and, can likely be reached through Facebook.
Facebook/Instagram: Interests > National parks, Gardening, Hiking trails, Swimming, Birds and birdwatching, Camping, State parks, Arts and crafts movement, Trekking; Male and female; Ages 18-65+; Kansas
Snapchat: Not targeted using this medium.

"Affable Adventurers"
MIL Toolkit: Motivated to participate in social activities – ways to spend time with family and friends; Most engaged in camping, but also outdoor adventure activities and fishing; 50% female, 50% male; Ages 18-40; and, can likely be reached through Facebook, Instagram and Snapchat.
Facebook/Instagram: Interests > Outdoor adventure; Male and female; Ages 18-65+; Kansas.
Snapchat: Female and Male; Ages 13 to 50+; English language; State of Kansas.
Pre-defined audience: Lifestyles > Adventure Seekers; Fitness Enthusiasts > Cycling Enthusiasts, Running Enthusiasts, Yoga Enthusiasts; Outdoor & Nature Enthusiasts; Travel Enthusiasts > Family Travelers; and Wellness & Healthy Lifestyle.

"Outdoor Excitement"
MIL Toolkit: Motivated by adventure, thrills scenery, simply enjoying outdoors; Most engaged in camping, fishing and wildlife viewing/bird-watching; 50% female, 50% male; Ages 25-54; and, can likely be reached through Facebook and Instagram.
Facebook/Instagram: Interests > Birds, Birdwatching, Shooting sports, Camping, Golf, Motorcycling; Male and female; Ages 18-65+; Kansas

Snapchat: Not targeted using this medium.

"Dabblers"
MIL Toolkit: Not avid about any particular activity, willing to try new things; Most interested in running/jogging (tie to Kansas is the use of trails); 50% female, 50% male; Ages 18- 29; and, can likely be reached through Instagram and Snapchat.
Facebook/Instagram: Interests > Fishing, Hunting, Jogging, Team sports, Wildlife, Tennis, Running; Male and female; Ages 18-65+; Kansas
Snapchat: Female; Ages 18 to 50+; English language; State of Kansas. Pre-defined audience: Lifestyles > Adventure Seekers; Fitness Enthusiasts > Cycling Enthusiasts, Running Enthusiasts, Yoga Enthusiasts; Outdoor & Nature Enthusiasts; and Wellness & Healthy Lifestyle.

Secondary Audience

"Hunters/Anglers"
MIL Toolkit: Varying levels of awareness, knowledge, consideration, as well as interest and engagement; Some shared values include care for outdoors, appreciation for management; 35% female, 65% male; Ages 25-65; and, can likely be reached through Facebook.
Facebook/Instagram: Interests > Fishing, Hunting, and Wildlife; Male and female; Ages 18-65+; Kansas.
Snapchat: Not targeted using this medium.

Due to a high likelihood that audiences had a large potential for overlap, KDWPT approached each ad with the mindset that the message could appeal to multiple key audiences.

Other factors utilized in audience targeting included whether audiences were familiar with KDWPT's website, ksoutdoors.com, and KDWPT's Facebook pages, *Kansas Department of Wildlife, Parks and Tourism* and *Kansas Wildlife, Parks & Tourism – Game Wardens*.

Campaign – Approach
KDWPT's approach to this campaign was truly an agency-wide approach. Project contributors first sought to obtain internal buy-in through discussions with each division director and section chief prior to any creative being created. Once priority messages/programs were determined (Figure 18), project contributors began drafting ad language, then collecting visual imagery best suited to solicit attention and illustrate the topic at hand. The draft ads were then compiled into a packet, and reviewed by each section or division to which the ad belonged. Adjustments were made, and then ad scheduling began.

KDWPT first scheduled ads to run on social media (Facebook, Instagram), then in print, concluding with select digital ads on social media again, though a previously-unutilized platform (Snapchat); Snapchat ads were informed by the best-performing ads/images on Facebook and Instagram, and ads/images determined to be most compatible with Snapchat's known audiences – young Outdoor Enthusiasts, Affable Adventurers, and Dabblers.

Campaign – Tools
- Imagery
- Advertisements
  - Digital Advertisements/Digital Media: Facebook, Instagram and Snapchat
  - Print Advertising/Print Media: *Kansas Wildlife & Parks Magazine* and *VYPE* magazine

Paid Advertising

KDWPT's campaign had a total ad spend of $15,972.94 across three social media platforms – Facebook, Instagram and Snapchat. An itemized breakdown is as follows:

> **Facebook Ad Spend – $9,037.00**
> **Instagram Ad Spend – $935.94**
> **Snapchat Ad Spend – $6,000.00**

KDWPT also utilized non-paid advertising to supplement digital advertising effort, to include print advertisements on the back cover of the department's flagship publication, *Kansas Wildlife & Parks Magazine*, as well in a pre-paid advertising slot in the Kansas-based publication, *VYPE* High School Sports magazine. See "Non-paid Advertising" section for details.

Non-paid Advertising

All print advertisements (Figure 17) were seasonally-appropriate, hunting and fishing related, and crafted to appeal to youth athletes and fans, as well as their parents. Estimated reach for both of these platforms were based on current readership totals. See Figure 14 and Figure 16 for details.

Reach

Facebook *(Figures 1-8.2)*
Total Reach: 1,529,779
Total Impressions: 4,415,747
Total Likes: 4,807
Total Shares: 749
New followers: 15

Instagram *(Figures 1-8.2)*
Total Reach: 421,542
Total Impressions: 615,176
Total Likes: 767

Snapchat *(Figures 9-13)*
Total Impressions: 3,093,244
Total Swipe-ups: 37,966

Results by Ad Image, Platform

See Figures 1.1-13.

Most, Least Successful Ads

Most Successful
Based on overall interactions, KDWPT discovered ads featuring animals performed the best overall. KDWPT's ads featuring skink and paddlefish images (Figure 5 and Figures 4.1-4.2) saw a high number of positive interactions and unexpectedly led to users sharing personal photos of their catches in the comments section.

Least Successful
While receiving a great deal of impressions and interactions, KDWPT's ads featuring a quail (Figure 2.4) and a controlled burn (Figure 2.3) were deemed least successful due to the audience's overall tone and "reactions." In response to these images, KDWPT received scathing comments about the Department's (perceived) negligent practices, revealing a high level of mistrust and misinformation surrounding upland game and range management in the state.

Best Practices Identified
View "Least Successful Ads" as an Opportunity for Growth
The results of KDWPT's aforementioned "least successful" ads serve as an opportunity for growth. Albeit these two ads did not achieve their intended purpose, they provided staff with valuable information which suggests KDWPT may benefit from increasing the amount of education and outreach surrounding the ad subjects. Future MIL project coordinators are encouraged to not only measure quantitative metrics, but qualitative, as well – to include audience sentiment.

Internal Buy-in Matters
KDWPT's agency-wide strategy in carrying out the MIL campaign reaffirmed the value of internal buy-in and the need for continued intra-agency collaboration. KDWPT project coordinators are confident the input received from field staff ultimately led to more effective, and better informed, ad content. As such, future MIL project coordinators should allot adequate time for visiting with internal staff and soliciting feedback once creative is drafted.

Ads Should Be R3-Friendly
In addition to division and section leaders, KDWPT project coordinators suggest R3 staff be included throughout the creative process to ensure recruitment, retention, and reactivation strategies are incorporated.

Identify Purchasing Processes Ahead of Time
Due to the layers of approval that surround purchasing processes at state government agencies, it was initially difficult for KDWPT project coordinators to determine the best course of action for properly funding the campaign and working within internal purchasing restrictions.

KDWPT project coordinators recommend future MIL project coordinators sit down and visit with accounting staff ahead of time to identify the best course of action for handling campaign purchases.

Additionally, KDWPT project coordinators recommend future MIL project coordinators identify contact information for each social media platform to be used.

Allot More Time Than Necessary
The time necessary to effectively brainstorm, create, assign, and schedule content is incredible. Because KDWPT has no internal marketing staff, it was very difficult for KDWPT project coordinators to balance campaign needs against regular, daily duties.

Apart from employee availability, future MIL project coordinators should also allot extra time for each platform's ad approval process; ads are not always immediately approved and this can sometimes lead to hours-long or days-long disruptions in the dissemination timeline.

KDWPT project coordinators recommend future MIL project coordinators carry out a thorough examination of existing capabilities, and produce an honest estimate of staff hours that can

realistically be dedicated to the campaign, and delegate accordingly.

Quality Over Quantity in Platform Selection
While other platforms were included in KDWPT's initial campaign outline, KDWPT project coordinators ultimately chose to "scale back" campaign efforts to focus on a manageable amount of platforms, given employee resources and experience; this included Facebook, Instagram, Snapchat, and print media.

If time has not been allotted to properly train and practice in using a new platform, it is recommended that future MIL project coordinators focus on social media platforms where staff have the most experience.

Figure 1.1

Platform: Facebook/Instagram

Duration (days): 13 days

Audience: Outdoor Enthusiasts, Family Outdoors

Demographics: Ages 18-54, M/F, KS

Impressions: F = 52,525; I = 6,538

Engagements: F = 211, I = 20

Likes: F = 79, I = 16

Comments: F = 1

Shares: F = 25

Figure 1.2

Platform: Facebook/Instagram

Duration (days): 13 days

Audience: Outdoor Enthusiasts, Family Outdoors

Demographics: Ages 18-54, M/F, KS

Impressions: F = 199,389 I = 26,323, M = 636

Engagements: F = 453, I = 34

Likes: F = 115, I = 14

Comments: F = 5

Shares: F = 20

Education:
Becoming an Outdoors Woman, 12/29-1/28

Kansas Department of Wildlife, Parks and Tourism
Sponsored · 🌐

Becoming an Outdoors-Woman workshops are an exciting opportunity to pick up new outdoor skills – like archery, kayaking, and fishing – in a supportive peer environment. Offered in the spring and fall, these hands-on classes provide participants with a judgement-free space to learn throughout the year. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working to make opportunity last. #MakingItLast

MAKING IT LAST

KSOUTDOORS.COM
Becoming an Outdoors Woman
The official website of the Kansas Department of Wildlife, Parks and Tourism

---

Figure 1.3

Platform:
Facebook/Instagram/Messenger

Duration (days): 29 days

Audience: Outdoor Enthusiasts, Dabblers, Outdoor Excitement, Affable Adventurers

Demographics: M/F, 18-47, KS

Impressions: F = 182,299, I = 43,425, M = 517

Engagements: F = 494, I = 51

Likes: F = 95, I = 25

Comments: F = 15

Shares: F = 24

Kansas Department of Wildlife, Parks and Tourism
Sponsored · 🌐

Becoming an Outdoors-Woman workshops are an exciting opportunity to pick up new outdoor skills – like archery, kayaking, and fishing – in a supportive peer environment. Offered in the spring and fall, these hands-on classes provide participants with a judgement-free space to learn throughout the year. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working to make opportunity last. #MakingItLast

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KSOUTDOORS.COM
Becoming an Outdoors Woman
The official website of the Kansas Department of Wildlife, Parks and Tourism

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Figure 1.4

Platform:
Facebook/Instagram/Messenger

Duration (days): 29 days

Audience: Outdoor Enthusiasts, Dabblers, Outdoor Excitement, Affable Adventurers

Demographics: M/F, 18-47, KS

Impressions: F = 219,245, I = 19,534, M = 558

Engagements: F = 579, I = 18

Likes: F = 126, I = 7

Comments: F = 19

Shares: F = 65

51

Kansas Department of Wildlife, Parks and Tourism
Sponsored ·

Nestled in the heart of the central flyway, Kansas is home to a treasure trove of fertile marshes and wetlands. Thanks to the habitat and management efforts of our Public Lands staff, these unique areas provide migratory birds with much needed fuel and shelter, birders with world-renowned birdwatching opportunities, and hunters with memorable seasons afield. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working to make wetlands last. #MakingItLast

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Figure 2.1

Platform: Facebook/Instagram/Messenger

Duration (days): 26

Audience: Outdoor Enthusiasts, Outdoor Excitement, Hunters and Anglers

Demographics: M/F, 18-65, KS

Impressions: F = 207,507, I = 23,084, M = 113

Engagements: F = 392, I = 41

Likes: F = 243, I = 41

Comments: F = 15

Shares: F = 18

Kansas Department of Wildlife, Parks and Tourism
Sponsored ·

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MAKING IT LAST

Figure 2.2

Platform: Facebook/Instagram/Messenger

Duration (days): 26

Audience: Outdoor Enthusiasts, Outdoor Excitement, Hunters and Anglers

Demographics: M/F, 18-65, KS

Impressions: F = 198,460, I = 27,753, M = 182

Engagements: F = 386, I = 46

Likes: F = 219, I = 45

Comments: F = 7

Shares: F = 18

Kansas Department of Wildlife, Parks and Tourism
Sponsored · ⊕

From invasive plant removal and prescribed burning to helping plant native grasses and shrubs, Public Lands and Wildlife staff are working to improve natural habitat for all. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working to make habitat last. #MakingItLast

MAKING IT LAST

Kansas
Department of Wildlife, Parks and Tourism

Figure 2.3

Platform:
Facebook/Instagram/Messenger

Duration (days): 24

Audience: Outdoor Enthusiasts, Hunters and Anglers

Demographics: M/F, 18-65, KS

Impressions: F = 425,255, I = 24,441, M = 314

Engagements: F = 784, I =

32 Likes: F = 485, I = 34

Comments: F = 45

Shares: F = 24

Kansas Department of Wildlife, Parks and Tourism
Sponsored · ⊕

Despite nationwide declines, Kansas continues to have one of the strongest northern bobwhite quail populations in the country. But it hasn't always been that way. That's why Wildlife Division staff continue to work directly with Kansas farmers and ranchers to establish and maintain wildlife-friendly habitat. Through select state and farm bill programs, landowners receive a financial incentive and the species receive the critical habitat they need to thrive. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working to make game species last. #MakingItLast

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Kansas
Department of Wildlife, Parks and Tourism

Figure 2.4

Platform:
Facebook/Instagram/Messenger

Duration (days): 22

Audience: Outdoor Enthusiasts, Hunters and Anglers

Demographics: M/F, 18-65, KS

Impressions: F = 401,244, I = 37,421, M = 433

Engagements: F = 1,414, I = 178

Likes: F = 886, I = 166

Comments: F = 264, I = 4

Shares: F = 129

Figure 3.1

Platform: Facebook, Instagram, Messenger

Duration (days): 3

Audience: Outdoor Enthusiasts, Family Outdoors, Hunters and Anglers

Demographics: M/F, 18-65, KS

Impressions: F = 22,524, I = 4,042, M = 5

Engagements: F = 56, I = 5

Likes: F = 41, I = 5

Comments: F = 1

Shares: F = 3

Figure 3.2

Platform: Facebook, Instagram, Messenger

Duration (days): 3

Audience: Outdoor Enthusiasts, Family Outdoors, Hunters and Anglers

Demographics: M/F, 18-65, KS

Impressions: F = 21,749, I = 4,346, M = 10

Engagements: F = 53, I = 3

Likes: F = 36, I = 3

Comments: Shares:

F = 2

Kansas Department of Wildlife, Parks and Tourism
Sponsored ·

Just like us, fish and other species require good quality water to survive and thrive. That's why we partner with KDHE to monitor Kansas' reservoirs, rivers and streams to ensure that this precious natural resource remains free of toxic materials. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working to make water quality last. #MakingItLast

Kansas Department of Wildlife, Parks and Tourism
Sponsored ·

Just like us, fish and other species require good quality water to survive and thrive. That's why we partner with KDHE to monitor Kansas' reservoirs, rivers and streams to ensure that this precious natural resource remains free of toxic materials. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working to make water quality last. #MakingItLast

Figure 3.3

Platform: Facebook, Instagram, Messenger

Duration (days): 10

Audience: Outdoor Enthusiasts, Family Outdoors, Hunters and Anglers

Demographics: M/F, 18-65, KS

Impressions: F = 153,955, I = 31,413, M = 285

Engagements: F = 285, I =

46 Likes: F = 169, I = 46

Comments: F = 3

Shares: F = 13

Figure 3.4

Platform: Facebook, Instagram, Messenger

Duration (days): 10

Audience: Outdoor Enthusiasts, Family Outdoors, Hunters and Anglers

Demographics: M/F, 18-65, KS

Impressions: F = 147,321, I = 45,222, M = 310

Engagements: F = 233, I

= 51 Likes: F = 148, I =

47

Comments:

Shares: F = 16

Figure 4.1

Platform: Facebook, Instagram, Messenger

Duration (days): 16

Audience: Outdoor Enthusiasts, Affable Adventurers, Outdoor Excitement, Hunters and Anglers

Demographics: M/F, 18-65, KS

Impressions: F = 234,501, I = 5,941, M = 55

Engagements: F = 1,124, I = 27

Likes: F =537, I = 22

Comments: F = 53

Shares: F = 93

Figure 4.2

Platform: Facebook, Instagram, Messenger

Duration (days): 16

Audience: Outdoor Enthusiasts, Affable Adventurers, Outdoor Excitement, Hunters and Anglers

Demographics: M/F, 18-65, KS

Impressions: F = 219,434, I = 10,354, M = 139

Engagements: F = 624, I = 31

Likes: F = 277, I = 24

Comments: F = 44

Shares: F = 45

Ecological Services: Skink,
Jan. 12-31

Kansas Department of Wildlife, Parks and Tourism
Sponsored · 🌐

Broadhead skinks – a threatened species in Kansas – are one of the many non-game species that Ecological Services staff work diligently to protect. This special lizard inhabits the eastern border of Kansas where it spends much of its time near forested rivers and streams. Through programs like Chickadee Checkoff, Ecological Services staff are able to leverage charitable contributions to help secure critical habitat for reptiles like the Broadhead skink. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is making threatened and endangered species last. #MakingItLast

Figure 5

Platform: Facebook, Instagram, Messenger

Duration (days): 20

Audience: Outdoor Enthusiasts, Outdoor Excitement, Hunters and Anglers

Demographics: M/F, 18-65, KS

Impressions: F = 365,265, I = 20,186, M = 384

Engagements: F = 1,019, I = 79

Likes: F = 503, I = 63

Comments: F = 107, I = 6

Shares: F = 130

Law Enforcement: Emergency
Services, Jan 23-31

Kansas Department of Wildlife, Parks and Tourism
Sponsored · 🌐

Kansas game wardens train for the worst so that they can offer you their best. From vehicle accidents to natural disaster response, Kansas game wardens are equipped to handle more than hunting and fishing related incidents. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working to put safety first and help make our natural resources last. #MakingItLast

KSOUTDOORS.COM
Law Enforcement
The official website of the Kansas Department of Wildlife, Parks and Tourism

Figure 6

Platform: Facebook, Instagram, Messenger

Duration (days): 7

Audience: Outdoor Enthusiasts, Family Outdoors, Affable Adventurers, Outdoor Excitement, Dabblers, Hunters and Anglers

Demographics: M/F, 18-65, KS

Impressions: F = 391,801, I = 28,736, M = 533

Engagements: F = 1,034, I = 99, M = 1

Likes: F = 406, I = 51

Comments: F = 16

Shares: F = 30

Parks:
Trails System, Jan. 2-31

Kansas Department of Wildlife, Parks and Tourism
Sponsored · 🌐

As you hike across the Flint Hills Nature Trail, you'll cross one of the last remaining tallgrass prairie ecosystems in the world. This historic 117-mile crown jewel may be the seventh-longest rail-trail in the U.S. and the longest trail in Kansas, but it's only one of the many Kansas state parks offer for your enjoyment. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working to make healthy lifestyles last. #MakingItLast

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KSOUTDOORS.COM
HIKING, BIKING, HORSEBACK RIDING
The official website of the Kansas Department of Wildlife, Parks and Tourism

Figure 7.1

Platform: Facebook, Instagram, Messenger

Duration (days): 30

Audience: Outdoor Enthusiasts, Family Outdoors, Affable Adventurers, Outdoor Excitement, Dabblers

Demographics: M/F, 18-54, KS

Impressions: F = 208,397, I = 23,657, M = 381

Engagements: F = 383, I = 28

Likes: F = 98, I = 17

Comments: F = 3

Shares: F = 16

Kansas Department of Wildlife, Parks and Tourism
Sponsored · 🌐

As you hike across the Flint Hills Nature Trail, you'll cross one of the last remaining tallgrass prairie ecosystems in the world. This historic 117-mile crown jewel may be the seventh-longest rail-trail in the U.S. and the longest trail in Kansas, but it's only one of the many Kansas state parks offer for your enjoyment. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working to make healthy lifestyles last. #MakingItLast

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KSOUTDOORS.COM
HIKING, BIKING, HORSEBACK RIDING
The official website of the Kansas Department of Wildlife, Parks and Tourism

Figure 7.2

Platform: Facebook, Instagram, Messenger

Duration (days): 30

Audience: Outdoor Enthusiasts, Family Outdoors, Affable Adventurers, Outdoor Excitement, Dabblers

Demographics: M/F, 18-54, KS

Impressions: F = 193,703, I = 38,412, M = 497

Engagements: F = 299, I = 42, M = 2

Likes: F = 104, I = 22

Comments: F = 2

Shares: F = 26

Kansas Department of Wildlife, Parks and Tourism
Sponsored · 🌐

Camping, fishing, hiking and boating – whatever your outdoor interests may be – they can all be found at a Kansas state park. Twenty-eight state parks invite you to explore the Kansas outdoors, many for the affordable price of a $5 vehicle permit. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working to make outdoor recreation last. #MakingItLast

MAKING IT LAST

KSOUTDOORS.COM
State Parks
The official website of the Kansas Department of Wildlife, Parks and Tourism

Figure 7.3

Platform: Facebook, Instagram, Messenger

Duration (days): 28

Audience: Outdoor Enthusiasts, Affable Adventurers, Dabblers

Demographics: M/F, 18-45, KS

Impressions: F = 144,157, I = 38,147, M = 539

Engagements: F = 170, I = 30, M =

3 Likes: F = 52, I = 16

Comments:

Shares: F = 6

Kansas Department of Wildlife, Parks and Tourism
Sponsored · 🌐

Camping, fishing, hiking and boating – whatever your outdoor interests may be – they can all be found at a Kansas state park. Twenty-eight state parks invite you to explore the Kansas outdoors, many for the affordable price of a $5 vehicle permit. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working to make outdoor recreation last. #MakingItLast

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KSOUTDOORS.COM
State Parks
The official website of the Kansas Department of Wildlife, Parks and Tourism

Figure 7.4

Platform: Facebook, Instagram, Messenger

Duration (days): 28

Audience: Outdoor Enthusiasts, Affable Adventurers, Outdoor Excitement, Dabblers

Demographics: M/F, 18-45, KS

Impressions: F = 122,052, I = 88,242, M = 400

Engagements: F = 177, I =

109 Likes: F = 47, I = 37

Comments: I =

3 Shares: F = 10

Tourism: Prairie Trail Scenic Byway, Jan. 23-31

Figure 8.1

Platform: Facebook, Instagram, Messenger

Duration (days): 9

Audience: Outdoor Enthusiasts, Family Outdoors, Dabblers

Demographics: M/F, 18-54, KS

Impressions: F = 144,018, I = 30,880, M = 403

Engagements: F = 250, I = 44

Likes: F = 76, I = 31

Comments: F = 1

Shares: F = 28

Figure 8.2

Platform: Facebook, Instagram, Messenger

Duration (days): 9

Audience: Outdoor Enthusiasts, Family Outdoors, Dabblers

Demographics: M/F, 18-54, KS

Impressions: F = 153,690, I = 37,090, M = 396

Engagements: F = 234, I = 67

Likes: F = 65, I = 35

Comments: Shares: F

= 8

Snapchat Advertisements:

Figure 9

Platform: Snapchat

Duration (days): 9

Demographics: F

Impressions: 944,243

Swipe Ups: 11,921

Figure 10

Platform: Snapchat

Duration (days): 9

Demographics: F

Impressions:

562,883

Swipe Ups: 7,276

Figure 11
Platform: Snapchat

Duration (days): 9

Demographics:

M/F Impressions:
646,573

Swipe Ups: 7,374

Figure 12

Platform: Snapchat

Duration (days): 9

Demographics: M/F

Impressions: 363,649

Swipe Ups: 4,671

Figure 13

Platform: Snapchat

Duration (days): 9

Demographics:

M/F Impressions:

575,896

Swipe Ups: 6,724

COOL DATA...

that every advertiser should know about VYPE

(from our 2009 CVC distribution and circulation audit)

- CVC interviews indicate that **100%** of reported controlled bulk drop locations indicated they received VYPE High School Sports Magazine - Central Kansas on a regular basis. **Less than 25%** of all magazines receive this success!

- CVC interviews indicate that **less than 5%** of VYPE High School Sports Magazine - Central Kansas' controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle. **We don't leave magazines on the shelf!**

- Average readers per edition during the audit period: 2.75*. This means **each single copy of VYPE is read by 3 adults** due to demand!

- Other data from research questions!

- VYPE High School Sports Magazine is distributed regularly in your area. Do you regularly read or look through VYPE High School Sports Magazine?
  - **· YES 306 Survey Respondents**
  - **· NO 0 Survey Respondents-UNBELIEVABLE!**

- Do any individuals under the age of 18 in your household also read VYPE High School Sports Magazine? We only surveyed 18+
  - **· YES=81.4%-We get the parents AND the teens-kids!**
  - · NO=18.6%

- Are you male or female? HOWEVER, see next point!
  - · 73% Male Readers
  - **· 27% Female Readers-MOMS!**

- (IF YES to 1A) What is the gender of the individuals under the age of 18 in your household that read VYPE High School Sports Magazine?
  - · 69% Male Readers
  - · 19% Female Readers
  - · 12% Both Male & Female Readers in Household
  - **· Female readers make up a TOTAL of 31% of readers! And, this was in 2008. We believe that number is much higher now!**

- Please select the category that best describes your age.
  - · 11% 06% 18 - 20
  - · 13% 08% 21 - 24
  - · 08% 18% 25 - 34
  - **· 20% 20% 35 - 44**
  - **· 32% 19% 45 - 54**
  - **· 15% 13% 55 - 64**
  - · 02% 08% 65 - 74
  - · 00% 08% 75 years or older
  - **· Dominant demo is 35-64...PARENTS**

- (IF YES to 1A) What is the age of the individuals under the age of 18 in your household that read VYPE High School Sports Magazine?
  - · 01% Under 5
  - · 31% 5-12 years
  - **· 59% 13-15 years**
  - **· 95% 16-18 years**

- Do you frequently purchase products or services from ads seen in VYPE High School Sports Magazine?
  - **· YES=51.6% This is a VERY high buyer profile!**
  - · NO=48.4%

- What category best describes your combined annual household income for last year?
  - · 04% Under $25,000
  - · 28% $25,001 - $49,999
  - **· 34% $50,000 - $74,999**
  - **· 28% $75,000 - $99,999**
  - · 05% $100,000 - $149,999
  - · 01% Over $150,000

- How many total children under the age of 18 live in your household?
  (including readers & nonreaders)
  - · 2.20 average response

- (IF YES to 6) How many in the following age ranges? (% of total)
  (including readers & non-readers)
  - · 10% Under 5
  - · 29% 5-12 years
  - **· 64% 13-15 years**
  - **· 96% 16-18 years**

- How many total individuals live in your household? (adults & children)
  - · 4.25* average response

VYPE HIGH SCHOOL SPORTS

65

VYPE Magazine Example – <u>Figure 15</u>

Kansas Department of Wildlife, Parks and Tourism

CALL OF THE WILD

Wichita Area Outdoors Spotlight:
Hunter Salinas - Goddard Eisenhower

It was at the young age of four when Goddard Eisenhower's Hunter Salinas first started hunting and fishing with his father. Today, the pair love to hunt for deer, turkey and quail. For the Salinas family, being good stewards of the land is important.

"My dad has always taught us to leave an area as you found it or better. Not just during hunting but when we camped or just did a day trip to scout. Never leave trash behind or damage any part of the environment," said Salinas.

Being outdoors is in his DNA.

"Being able to see and do things that most people never get the chance to is why I love being outdoors," said Salinas. "Fishing has always been a favorite thing to do when I have the chance or just spending time with family and friends."

As a student-athlete, Salinas has a unique perspective on what it takes to be a hunter and an athlete.

"Makes me feel like I did something good. Making an assist, scoring or defending is part of teamwork. Taking a deer is all on me. Scouting, set up, making the shot is a personal victory,"

said Salinas.

His soccer team placed third at state and for Salinas it was a great moment for him and his teammates.

"I've been playing with most of them since I was younger and knowing that I got to play my last high school game with guys that love the game as much as I do was special," said Salinas.

This spring Salinas will graduate with many of this teammates and he is looking forward to the next chapter of his life.

"After graduation I plan to play soccer in college and study construction management," said Salinas.

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Kansas Department of Wildlife, Parks and Tourism
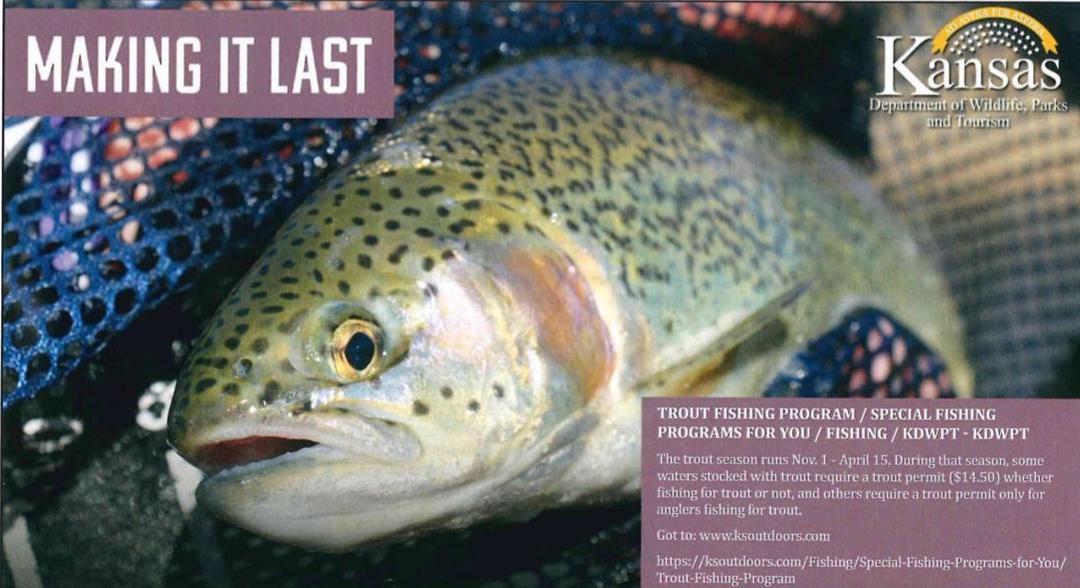
TROUT FISHING PROGRAM / SPECIAL FISHING PROGRAMS FOR YOU / FISHING / KDWPT - KDWPT

The trout season runs Nov. 1 - April 15. During that season, some waters stocked with trout require a trout permit ($14.50) whether fishing for trout or not, and others require a trout permit only for anglers fishing for trout.

Got to: www.ksoutdoors.com

https://www.ksoutdoors.com/Fishing/Special-Fishing-Programs-for-You/Trout-Fishing-Program

During the winter months, more than 56,000 pounds of rainbow trout are stocked in over 30 locations around the state. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working year-round to make *angling opportunities* last.

25

Vype Ads <u>Figure 17</u>

Habitat and management efforts provide migratory birds with much needed fuel and shelter. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working to make *wetlands* last.

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During the winter months, more than 56,000 pounds of rainbow trout are stocked in over 30 locations around the state. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is working year-round to make *angling opportunities* last.

Kansas' Special Hunts program gives youth, hunters with disabilities, and others access to lands normally closed to hunting. It's just one more way the Kansas Department of Wildlife, Parks and Tourism is making *access* last.

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Kansas
Department of Wildlife, Parks and Tourism

Division Topics - <u>Figure 18</u>

Wildlife	Fisheries	Public Lands	Law Enforcement	Parks	Ecological Services	Education	Tourism
Habitat Assistance Program – Habitat First	F.I.S.H. and C.F.A.P. Programs	Public Hunting Access (more than it's ever been)	Operation Game Thief Program	Trails System	Nongame Species	Museums and Nature Centers	Kansas Byways
Acess Program – WIHA (Cover 100% of cost)	Recreational Access to Rivers and Streams	Habitat Management (Prescribed Fire, Timberstand Improvements, etc.)	Hunter Education (Jeff Sutton, Dodge)	Hiking, Frisbee Golf	Chickadee Checkoff Program	Bowhunter Education	Agritourism
Habitat Improvement on Department and Private Lands	Water Quality Monitoring	Wetlands are a success story – restoration and development	Criminal Cases	State Parks Passport	Mussells and Water Quality (Ed Miller)	Boater Education	Travel Information Centers
Research and Monitoring of Game Species (Quail would be good "highlight")	Protection of Native Species	McPherson (or Neosho or Jamestown)	Boating Law/Boating Enforcement Statewide	"Rent a Tent" Program (Can also rent boats and kayaks)	Mobile App for "Citizen Science" (Diversity tracking)	Hunter Education	
	Prevention of Nuisance Species	Special Hunts; In 2018, we offered 1,053.	Search and Rescues	Cabin Program	Bats, Alligator Snapping Turtle, Skinks (Threatened) (Zack Cordes)	Furharvester Education	
	Aquatic Biodiversity Center		Emergency Management/Disaster Relief		Habitat Management to benefit Species in Greatest Need of Conservation	Becoming An Outdoors-woman	
	Paddlefish		K-9 Unit			OWLS Program	
	Economic Benefit of Fishing (AFWA 5-year Survey)		*See strat plan			Eco-Meets	
	Walleye Initiative						
	Early-spawn Bass Program						

MIL State Pilot Project Phase 1: Texas Report

Agency Name: Texas Parks and Wildlife Department

Team Contact Information
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Nature Tourism Manager
512-389-4500, shelly.plante@tpwd.texas.gov

Darcy Bontempo
Marketing Director
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Campaign Goal
Increase Texans' understanding of and connection with the work TPWD does to conserve fish and wildlife and provide outdoor nature-based recreational opportunities, especially those who have an interest in nature and the outdoors but who are not traditional audiences or currently reached by the agency social media accounts.

Target Audience
TPWD and their advertising agency, Sherry Matthews Group (SMG), used the *Making It Last Marketing Campaign Toolkit* to identify audiences that combined elements of all 5 of the primary target audiences suggested (Outdoor Enthusiasts, Family Outdoors, Affable Adventurers, Outdoor Excitement, and Dabblers). This larger group included an expanded age range and a larger variety of outdoor interests/characteristics that we could target with specific posts, varying those interest filters based on the content of each post.

All posts:

- **Targeted** adults 18-54 (Plus Interests, based on content of the promoted post, listed below) who live in Texas
- **Excluded** people who are already connected to TPWD Facebook/Instagram pages or are involved with or interested in hunting or angling.
- **Included** the following **Audience Characteristics (Interests):** Adventure travel, Outdoors, Watercraft, Waterskiing, Outdoor recreation, National park, Gardening, Snowboard, Cross-country skiing, hiking trails, Kayaking, Jogging, Wakesurfing, Ski, Boating, Canoe, Outdoor enthusiast, Team sport, Swimming, Motorboat, Windsurfing, Birds and bird watching, Birds, Paddleboarding, Winter sport, Skiing, Wildlife, Kayak, Adventure, Natural environment, Camping, Travel Adventures, Nature, Tennis, Running, Cycling, Canoeing, Outdoor Life, Birdwatching, Golf, Snowboarding, Jet Ski, Wakeboarding, Bicycle, Boats, Travel or Standup paddleboarding

Media Strategy and Metrics:

PLATFORM	STRATEGY	ESTIMATED IMPRESSIONS GOAL
Facebook Boosted Newsfeed Posts	Media Strategy: Boost (Winning) Organic Posts Buying Objective: **Post Engagement** Creative: Video/Animated Photo Organic Posts Audience: Texans with General Outdoor Interests and Specific interests that Match the Post if Applicable	1,222,680
Instagram Boosted Feed Posts	Media Strategy: Boost (Winning) Organic Posts Buying Objective: **Profile Visits** Creative: Video/Animated Photo Organic Posts Audience: Texans with General Outdoor Interests and Specific interests that Match the Post if Applicable	666,667
Total		1,889,347

Platforms: Facebook and Instagram
Languages/Ethnic Focus: English
Flight Dates: 10/18/19 – 10/20/19 & 11/11/19 – 11/17/19
Geography: Texas
Destination URL: Custom to content of the promoted post (note: driving traffic to a URL was not a key metric for our campaign.)

Campaign Implementation
We worked with our ad agency to create a blended owned + paid social media experience that aggregated engagement and amplified the impact of the campaign. *Making It Last* campaign posts were first organically posted on TPWD Facebook's account to maximize our paid boosts, while also helping identify the best performing posts. The unpaid posts also drove no-cost, incremental reach for the campaign amongst followers of TPWD's owned social media channels.

Creative for the campaign included a mix of "boots on the ground", "wildlife", and "recreation" topic video posts and included #MakingItLast. TPWD created and used 12 unique videos (4 per category) – details below.

Organic Posts	
	FB video
Wildlife	4
Boots on ground	4
Recreation	4
Totals	**12**

TPWD did three organic posts per week (one per category listed above) for four weeks total. From this creative, the top performing (winning) organic Facebook post for each week was boosted with paid dollars on Facebook, and a corresponding paid post on Instagram was also created.

During the campaign period a total of 4 Facebook posts and 4 Instagram posts ran as paid social media. These boosted posts allowed TPWD to target specific audiences who are not currently traditional customers or currently reached by TPWD's social media accounts, but who have one or more interests that align with TPWD's mission.

These "new" audiences included people who had broad outdoor interests and where relevant was customized by the topic/content of the organic post (e.g., a post about the Texas Paddling Trails was also boosted to users interested in paddling, standup paddle boarding, boating, boats, etc.).

Posts boosted on Facebook had the media buying objective to maximize standard post engagements (i.e., reactions, comments, and shares). By boosting organic posts on Facebook, the paid engagement benefited from the organic post, improving the perception of the post's popularity and relevance and increasing the potential for users to interact with other TPWD content on the profile pages.

It was not possible to boost an organic post on Instagram, so we created "dark" posts to re-post our organic Instagram post separately to any audience not following TPWD's Instagram account who met our target filter parameters. All paid posts on Instagram had the media buying strategy to maximize profile visits, which increased the potential for users to be exposed to, and interact with, other TPWD Instagram content.

Campaign Final Budget: Total Budget (Gross): $14,170.10

FY20 Making It Last Budget	Total Cost
Labor	**$6,255.00**
Paid Media	**$13,745.00**
Facebook Boosted Posts	$7,845.36
Instagram Boosted Posts	$6,324.74
Commission Rebate -3%	-$425.10
TOTAL	**$20,000.00**

Results

The campaign achieved 1.2 million standard post engagements, and the cost per engagement was only $0.01 per standard engagement on both Facebook and Instagram. The campaign also had a total of 3.1 million impressions through the paid campaign, for a cost per 1,000 impressions of $3.85.


OVERALL
Highlights – Standard Engagements

Media Spend (Net)	$12,045
Impressions	3,125,512
Cost per 1,000 Impressions	$3.85
"Standard" Post Engagements — All actions people take involving campaign ads. Can include actions such as reacting to, commenting on or sharing the ad, claiming an offer, viewing a photo or video, or clicking on a link	1,160,666
Cost per "Standard" Post Engagement	$0.01

Due to a variety of factors, including that the campaign ran on two different platforms, at different times of day, and during different weeks, it is difficult to definitively identify trends. In addition, two factors seemed to play a role in the effectiveness of some posts:

- Texas had an election on November 5, 2019 that involved adding a constitutional amendment for dedicated state park funding. TPWD did much education about this potential legislation leading up to the election, and our post on social media thanking the public on November 6 had huge numbers for engagement. The rest of all TPWD social media posts that week decreased dramatically, and our campaign timing had all three of week 4's posts running after the election. As a result, those organic numbers were significantly smaller than the other three weeks of the campaign.
- Thanksgiving occurred around our campaign flight. We intentionally timed the post showing wild turkey restoration within a couple of weeks of this holiday, and it ended up being the top post for that week. During a different time of year, this may have skewed differently, or it may have remained the same. Regardless, during this campaign the post did incredibly well.

However, there were learnings worth mentioning:

- Posts on "wildlife" and "boots on the ground" always did better than "recreation" posts.
- When looking at the data for each type of post boosted on Facebook, the "wildlife" posts had a higher percentage of organic reactions compared to "boots on the ground." See below:

Organic vs. Paid Reach on Facebook			
Type of post	**Post description**	**Organic Reach**	**Paid Reach**
Wildlife	Birds at watering hole	30%	70%
Boots on the Ground	Guadalupe Bass fingerlings	14%	86%
Wildlife	Bison herd	37%	62%
Boots on the Ground	Wild turkey release	10%	90%

CREATIVE
Most Instagram Impressions Served on "Birds" Post, Most Facebook Impressions Served on "Turkey" Post
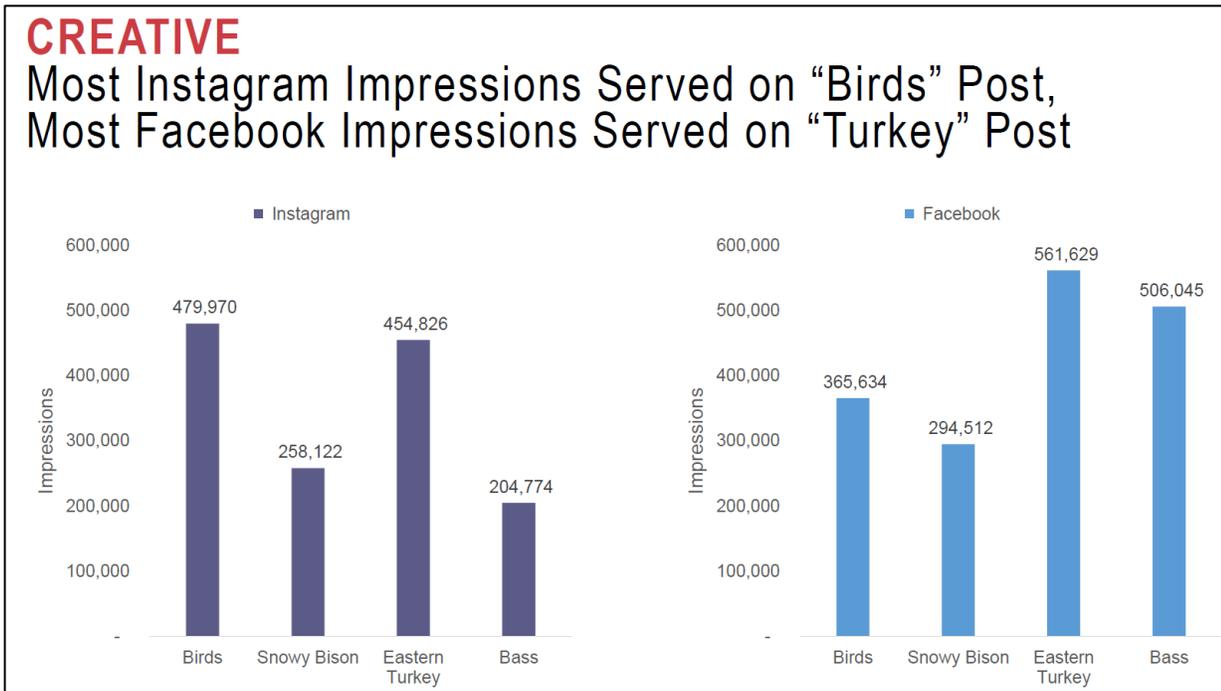
- The *Making it Last* campaign really resonated in areas with large Spanish-speaking audiences (San Antonio, Harlingen-Weslaco-Brownsville-McAllen, Corpus Christi, El Paso, and Laredo).
- Houston, Austin, San Antonio, and Dallas-Ft. Worth all performed well, but smaller cities from all corners of the state had high engagement, too. These findings would help guide future spending on an awareness campaign and help us focus our promotional dollars accordingly. See below:
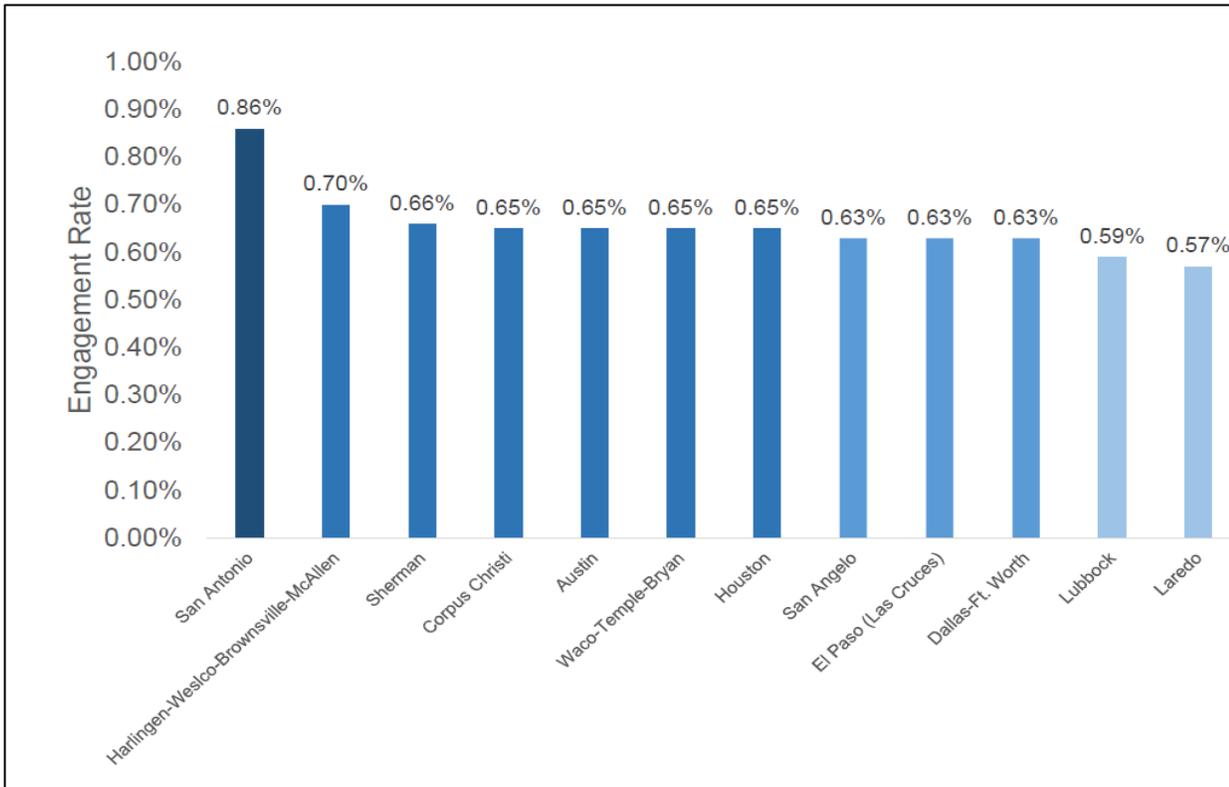
Lessons Learned and Best Practices

Before applying for this grant, we met the following partners to make sure our project with have the most success and be able to work within AFWA's timeline:

- The TPWD layout and design team to determine availability and workload during campaign timeframe to ensure they would be able to take on the work (they were).
- TPWD Social Media team to determine availability, workload, and other ongoing or seasonal campaigns that were coming up on her calendar. This allowed us to have a discussion on whether the *Making It Last* (MIL) campaign could fit within what TPWD was already planning to post on social media last fall (and moving forward).
- Our ad agency of record, Sherry Matthews Group, to ask for their ideas on what a $20,000 awareness campaign could look like with these audiences, what the best use of this overall budget might be, and what we could accomplish in the given timeline in a measurable, successful way.

We believe another key decision we made to filter out people who already followed TPWD's media channels and hunters and anglers was key for our campaign's success as it ensured we were truly speaking to new audiences.

Since "recreation" imagery didn't do as well as "wildlife" and "boots on the ground" did in this campaign, we hope to test activity-based imagery that includes wildlife in the short video or still shot with people to see if that has a stronger engagement.

We have been able to use the learnings from this AFWA paid effort to inform other aspects of how to continue implementation of this relevancy message. We ran a MIL campaign ad in the January issue of Texas Parks & Wildlife magazine. We featured an image (the Bison herd in the snow of one of our state parks) that had performed successfully on Facebook.

In summary, we are very pleased with the effectiveness of the campaign, especially in its ability to engage new audiences who hopefully will be more likely to support or advocate for our agency's mission in the future.

POST CREATIVE
Flight 1

Texas Parks and Wildlife
Sponsored ·

Meet our official state fish, found only in Texas. We're working hard to restore healthy populations of Guadalupe Bass. ...See More

MAKING IT LAST

1.2K   90 Comments   295 Shares

Texas Parks and Wildlife
Sponsored ·

Texas is world-famous for our birds with 652 different species! Do you have a favorite?
Find the best places to see wildlife ...See More

3K   287 Comments   990 Shares

Instagram

texasparkswildlife
Sponsored

MAKING IT LAST

texasparkswildlife Meet our official state fish, found only in Texas. We're working hard to restore healthy ... more

Instagram

texasparkswildlife
Sponsored

MAKING IT LAST

texasparkswildlife Texas is world-famous for our birds with 652 different species! Do you have a favori... more

POST CREATIVE
Flight 2

Appendix C: Magazine advertising (based on campaign learnings)

MAKING IT LAST

Protecting Wild Things and Wild Places

Seeing the Texas State Bison herd on a snowy day at Caprock Canyon
State Park is a true bucket-list experience. We're working to ensure wildlife
and wide-open spaces are here for future generations. #MakingItLast

TEXAS PARKS & WILDLIFE

Life's better outside.®

Wisconsin State Report

1. Agency Name.
    a. **Wisconsin Department of Natural Resources**
2. Contact info and name of person preparing this report. If you established a team include names and positions.
    a. **Keith Warnke**
    b. **Jill Makovec, National Account Executive, Learfield/IMG College, jmakovec@learfield.com, 608-848-2770**
3. State campaign goals and benchmarks.
    - **Deliver the following estimated impressions throughout Wisconsin, across the various platforms to support greater awareness and appreciation for the work Wisconsin DNR does to care for wildlife, fish and natural resources in the state**
    - **Increase visitorship to our designated landing page on dnr.wi.gov and click-through to specified campaign graphic(s) within the page**

        Google Display:
        Estimated Impressions: 2,400,000

        YouTube:
        Estimated Impressions: 375,000

        Snapchat:
        Estimated Impressions: 2,000,000

4. State your selected target metrics - reach x people with $20,000 grant or other description.
5. Describe target audiences, based on those identified in the MIL Toolkit
    a. **Our main digital avenue was Google display as this reaches across all the audiences identified: outdoor enthusiasts, family outdoors, affable adventurers, outdoor excitement, dabblers and hunters/anglers. This vehicle allowed us to generate thousands of impressions for a low price point. We used behavioral and programmatic targeting to target those adult Wisconsinites with families and an affinity to the outdoors but not necessarily hunters based on the criteria and key words identified in the toolkit.**
    b. **Secondly, we utilized YouTube bumper ads. These would be 7-second, non-skippable ads with a voice overlay. The key audiences for these ads was Dabblers and Hunter/Anglers.**
    c. **Third, we included advertising on SnapChat as we are always trying to reach a younger audience and give them a positive experience with the DNR at an early age. Several of the target audiences were reached with this platform. Those include Outdoor Enthusiasts, Affable Adventurers, and Dabblers.**
6. Describe how your campaign rolled out. Include:
    a. Approach

- o **As noted above, we used a mix of Google Display, YouTube and Snapchat. We launched three sets of ads by season. See appendix for air dates for each set/season.**
   b. Tools (from the suite of tools identified in the National Conservation Outreach Strategy toolkit, i.e. social media, video, trade show kiosks, imagery, reports, media events, advertisements, state story-telling hubs, etc.),
      - o **We used the Make it Last banner and tag and the images specific to Wisconsin buy following the same theme for all platforms mentioned.**
   c. Detail how you spent $20,000 in grant finding.
      - o **Outlined on previous spreadsheet**
   d. Identify non-paid advertising that was used to supplement paid social media campaign.
      - o **None of which I am aware**
   e. Include images of the ads in an appendix.
      - o **See attached**
   f. Describe results - numbers reached and metrics used by each social media platform used.
      - o **On previous submitted spreadsheet and attached appendix**
   g. Include a discussion of which ads were most and least successful and the images and messages that were used.
      - o **The success of campaign creatives based on initial assessment, during various checkpoints in the campaign, appeared to be highly dependent upon platforms used. However, once final stats were pulled, there did emerge a pattern across platforms for which ads seemed to resonate most soundly with Wisconsin residents in the fall. Imagery of a kayak was the most served and engaged with image all together, but in second, with a significantly higher rate on Snapchat was an image of a warden. The remaining images, across platforms and across seasons, tended to have much closer delivery and engagement rates. One notable exception being that the images that had more than one individual pictured, tended to do better than those with similar subject matter, but that only had one individual pictured. Image copy was consistent across creatives, with the Making It Last ribbon and Conserving Wisconsin's Natural Resources being present on all of the summer and fall ads. For winter ads, copy was changed to Winter Fun in Wisconsin. The CPC was overall lower with the winter ads over the fall ads.**
7. Discuss lessons learned and best practices identified. What did you learn that will help other states to tell the story of state-based conservation and increase state fish and wildlife agency relevancy? What was most successful for your state and why? What were potential pitfalls that you were able to overcome and how? We have talked about these over the last few months from the need for an agency credit card to the plusses and minuses of layers of approvals. All of these items will help other states successfully plan and implement this program.
   a. **The most successful part of this project was out-sourcing the creative and delivery to a contractor (Learfield). They also handled all the financial aspects and reporting. Not having to receive a grant to the state agency greatly streamlined this project.**

b. **Challenges include the structure of agency communications programs which require extensive review periods making planning and follow up essential.**
c. **We learned that we can create substantial impressions with people digitally but have to greatly increase the investment to be able to measure return with any reliability.**
d. **Pre and post survey instruments would aid in evaluating the effectiveness of messages at informing and convincing the public.**