



BI-ANNUAL MEETING 2020 - 2021



Mission & Vision

Create a

MULTI-COUNTY

Aquatic Invasive Species
Campaign that has
consistent message
**AND INFLUENCES
BEHAVIORAL CHANGE**
to prevent spread of AIS.



MOTIVATE

recreational users of
resources in MHB
counties through a
**PROACTIVE POSITIVE
MESSAGE ABOUT**
AIS prevention.



Brief History



Minnesota Traditions was originally launched in 2016 as a 30 Minute TV show (informercial) with a social media presence.

There were six different episodes targeting different user groups on the importance of clean, drain, dry, dispose.

Since then, surveys have shown that our social media has made the **LARGEST IMPACT IN MESSAGING, EDUCATION & GROWTH.**



With that information, social media and content opportunities have been the marketing vehicles.





How Social Media Works

- MN Traditions has 3 social media pages – **FACEBOOK, TWITTER & INSTAGRAM**
 - In 2016, we launched with zero followers
- We are now at **OVER 44,000 ON FACEBOOK** and **OVER 10,000 ON TWITTER!**



A majority of the followers found MN Traditions through **TARGETED “LIKE” CAMPAIGNS**

- **These campaigns target people based on geography and their interests:** fishing, boating, sailing, water sports, canoeing/kayaking & waterfowl hunting

We post a variety of content including

- **In-house created pieces** – stories, videos, etc
- **Event pieces** -i.e. Inspector AIS training, workshops
- **Share other influencer content** –i.e. MAISRC posts



FACTS & FIGURES

Culminative Growth

Oct - 2016



8,845

Followers

120,000

Targeted Impressions

85,000

Organic Post Reach

NA

Post Engagement



1,180

Followers

424,800

Targeted Impressions

680,000

Organic Tweet Impressions

Sept - 2017



16,000

Followers

561,500

Targeted Impressions

227,000

Organic Post Reach

8,800

Post Engagement



2,840

Followers

862,300

Targeted Impressions

1,366,100

Organic Tweet Impressions

Nov - 2018



22,380

Followers

2,352,000

Targeted Impressions

494,200

Organic Post Reach

15,010

Post Engagement



3,931

Followers

1,384,600

Targeted Impressions

1,996,540

Organic Tweet Impressions

Sept- 2019



30,419

Followers

3,032,000

Targeted Impressions

570,660

Organic Post Reach

22,100

Post Engagement



5,965

Followers

1,747,220

Targeted Impressions

2,124,300

Organic Tweet Impressions

Oct- 2020



39,598

Followers

5,579,569

Targeted Impressions

704,780

Organic Post Reach

29,238

Post Engagement



8,118

Followers

4,434,411

Targeted Impressions

2,353,709

Organic Tweet Impressions

81% growth

368% growth

167% growth

140% growth

103% growth

101% growth

40% growth

319% growth

118% growth

71% growth

38% growth

61% growth

46% growth

39% growth

30% growth

16% growth

48% growth

55% growth

30% growth

7% growth

30% growth

16% growth

23.5% growth

32% growth

36% growth

54% growth

11% growth



2019
Facebook Followers

Minnesota DNR 39,800

MN Traditions 30,419

Brainerd Dispatch 20,000

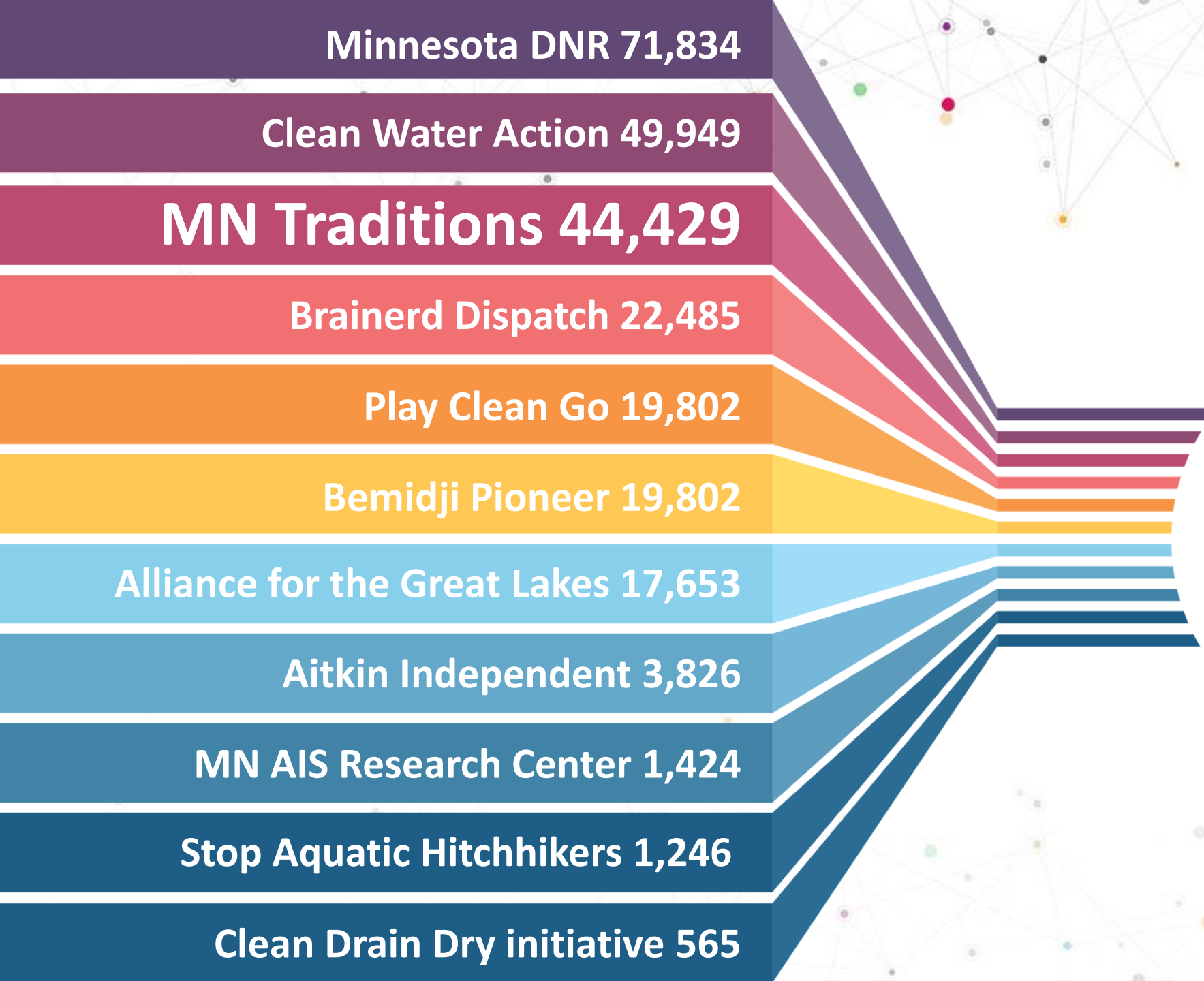
Bemidji Pioneer 17,200

Aitkin Independent 3,200

MN AIS Research Center 1,100

Stop Aquatic Hitchhikers 1,100

Clean Drain Dry Initiative 330



2021

Facebook Followers



Facebook Campaigns

2021 Results *(through September)*



People Reached

359,004



Impressions

2,188,900



New Followers

6,572





Positive Commentary

Positive commentary and support are showing up online. Folks are expanding on awareness or pointing out additional measures folks should take.



Stephanie Murrer Or your shoes

[Like](#) · [Reply](#) · [Message](#) · 1w



Laurie Jean Lang Not just watercraft can bring in AIS. So can fishing lines, nets, lures, minnows, minnow buckets, etc. Clean it all when going from one body of water to another or risk contamination.

[Like](#) · [Reply](#) · [Message](#) · 1w · Edited








Positive Commentary


Conversations are shifting, trending towards a better understanding of this movement and showing support.


All Comments ▾


 **Joel Tvedt** Really? Funny how they live in the ground and were naturally put there.
Reply · Unhide · 3y 1

 **Ian Medeck** This has got to be the dumbest shit I have ever heard...
Reply · Unhide · 3y 2




 **Marshall Geho** Ya we should go out in the woods and get rid of them. 😊
Unhide · 3y 2




 Reply as Minnesota Traditions

 **Todd Omann** Sure keep my yard aerated and fertilized.love them
Reply · Unhide · 3y


 **Robert Sterns** Sounds like hooley to me.
Reply · Unhide · 3y


3,471 People Reached 370 Engagements

   Carli Gaby, Andy Arens and 38 others 4 Comments 45 Shares

All Comments ▾

 **Paul Hedin** Clean your boats and trailers 2
Like · Reply · Message · 34w

 **Leisa Harris** And empty your live wells!! 3
Like · Reply · Message · 34w

“Clean your boats and trailers”

And empty your live wells!!



Community Content

Other pages and organizations regularly share Minnesota Tradition content to their audience.



*So far in 2021, MN Traditions content has been shared **593** times on Facebook.*

Performance for Your Post		
3,471 People Reached		
146 Reactions, Comments & Shares		
34 Like	21 On Post	13 On Shares
28 Wow	13 On Post	15 On Shares
11 Sad	6 On Post	5 On Shares
4 Angry	2 On Post	2 On Shares
21 Comments	6 On Post	15 On Shares
48 Shares	45 On Post	3 On Shares
224 Post Clicks		
0 Photo Views	100 Link Clicks	124 Other Clicks



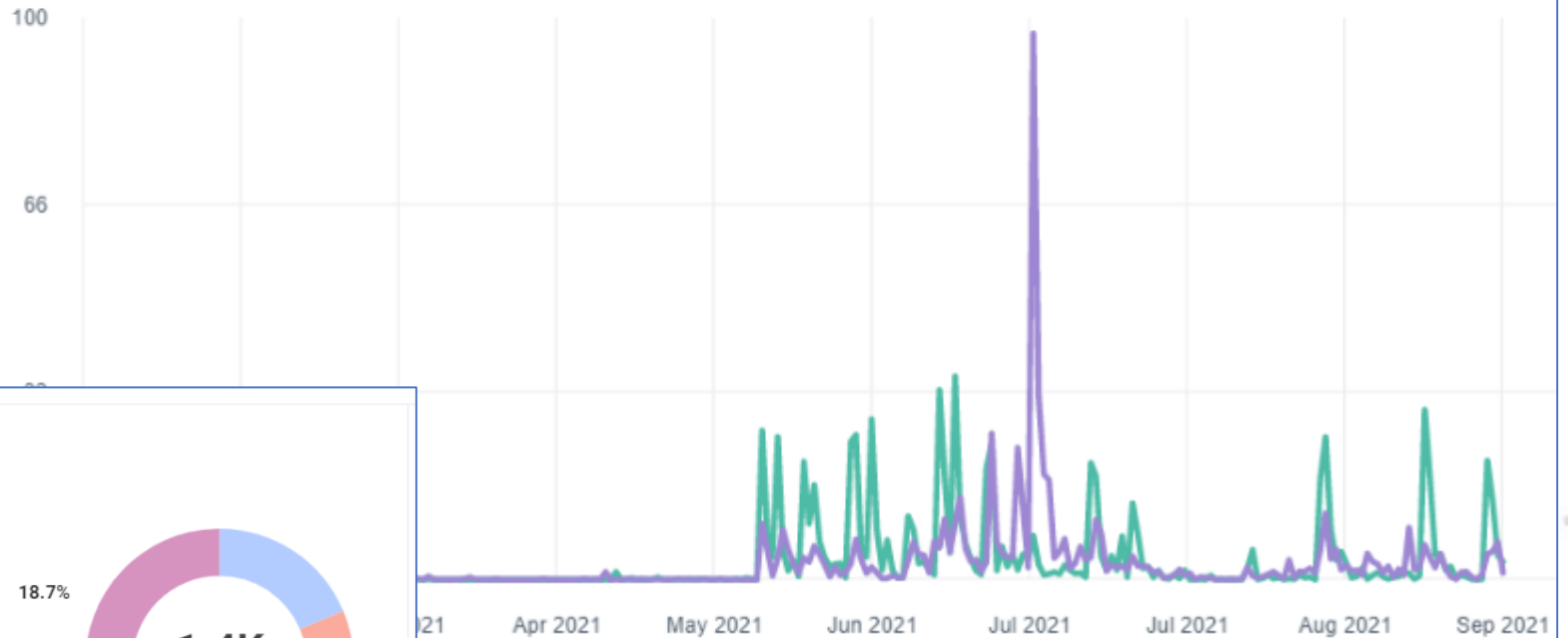
Video Performance

Video content proves to be a popular medium with high visibility. It reaches a large proportion of Non-Followers and receives higher than average reach, shares and impressions.

Minutes Viewed

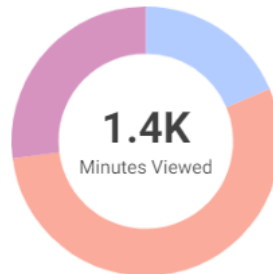
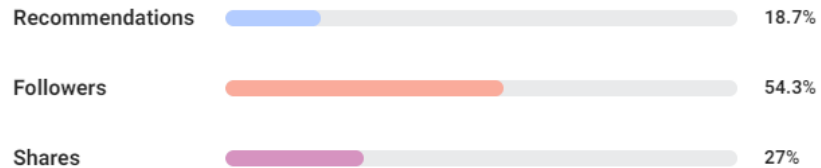
Jan 1, 2021 - Sep 30, 2021

773 Followers 650 Non Followers



Where Your Views Are Coming From

Traffic sources from Jan 1, 2021 - Sep 30, 2021





Video Performance

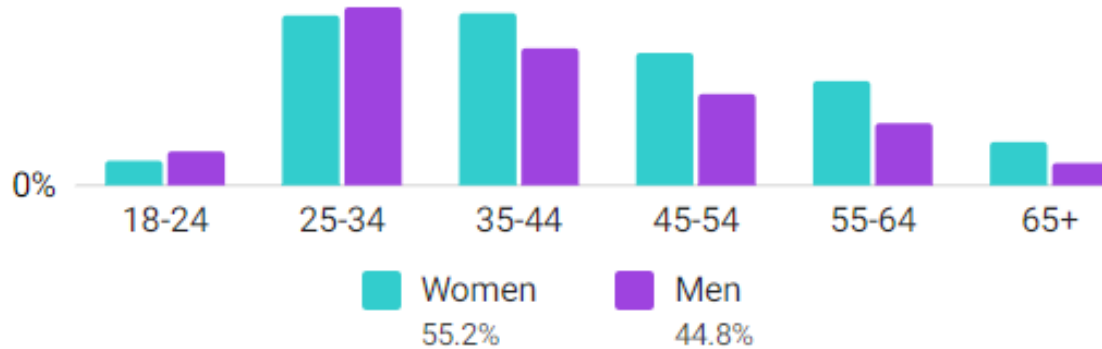




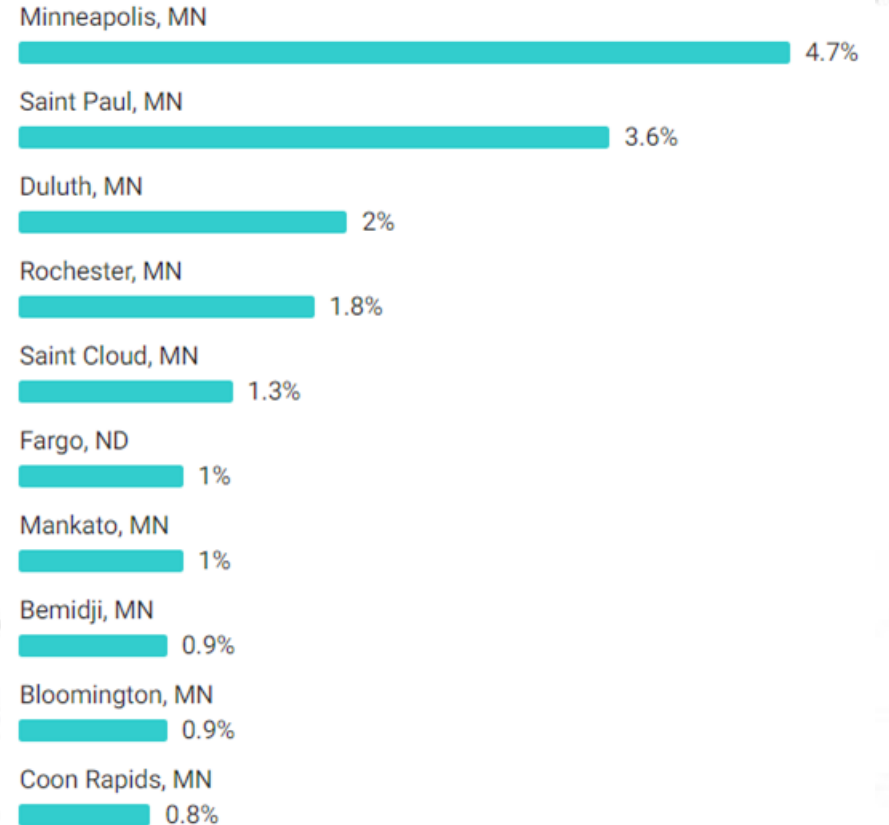
Facebook Audience Insight

By Age/Gender

By City



Top Cities





Continuing with Social Media

Waterfowl (August-October) 5

Canoeing/Kayaking (May-June) 4

Watersports (June-August) 3

Boating/Sailing (June-August) 2

Anglers (April-July) 1



ENHANCED CAMPAIGNS

Target five user groups and time of emphasis for social media.



AIS coordinators can share stories of their successes and MN Traditions will post them.



2022 & Beyond

Continue with Targeted Content Campaign to specific user groups

Shorten Content & re-package to meet audience digital habits

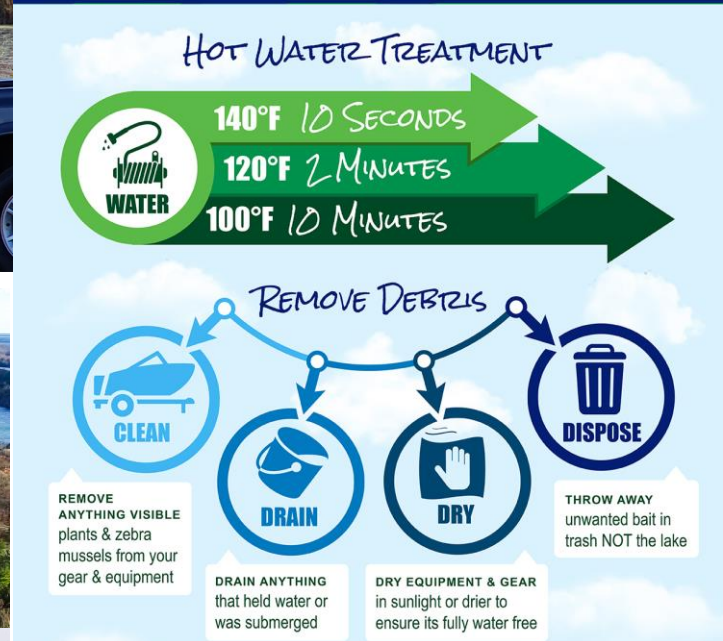
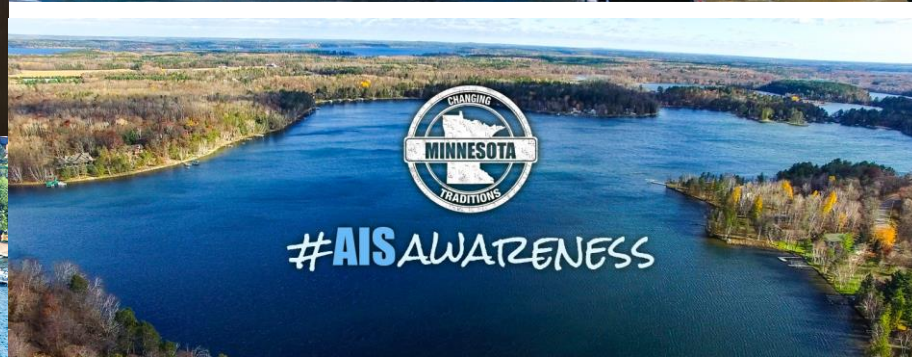
Continue to connect digitally thru comments & interactions
Share Campaigns

Enhance use of freelance journalists highlighting stories of success in the field

Share our work with counties to meet educational & awareness objectives
:30 second commercials with Beltrami Co

Empower people with knowledge and tools to displace myths and provide talking points that inspire change







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