

### Communications Team Update | December 7, 2018

# Overview

SOUTH DAKOTA Game, Fish & Parks

Strategic Communications

Key Responsibilities

Breakdown of Roles | Current Priorities

Commitment to Excellence

### **Strategic Communications**

- More than public outreach.
- Core service piece that weaves into every strategic plan priority.

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- Saying the right thing, to the right people at the right time.
- Move beyond a radio sound bite or Facebook post.
- It isn't a one time activity.
- It's appealing to shared values.
- Outlining target markets and audiences.
  - The right people are not the general public.





# What do we do?

## Key Areas of Responsibility

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- Brand Management
- Editorial and Content Creation
- Media Relations and Public Relations
- Marketing
- Internal Communications
- Web Infrastructure Management
- Social Media Management
- Graphic Design and Print Production
- Photo and Video
- Commission Duties
- Trade Shows and Special Events
- Special Projects or Initiatives

### Commission Awareness

- Includes internal and external communications.
- Enhance the way we deliver live commission meeting info and pre-post awareness.

### Targeted Email Communication

- Ensure follow through on content calendar.
- Focus on areas of confusion, hot topics and strategic priorities.
- New Message and Medium Delivery
  - GFP Podcast and Blast
  - Facebook Live
  - Pandora Marketing
  - Field staff video stories
  - Return on Investment stories



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### Where the Money Goes?

- Infographic
- Video series
- Ads in Handbooks/Digest/CampSD

### Landowner Outreach

- Monthly e-mail outreach
- WIA mailer in January
- Biannually printed newsletter

### Habitat Conservation Foundation

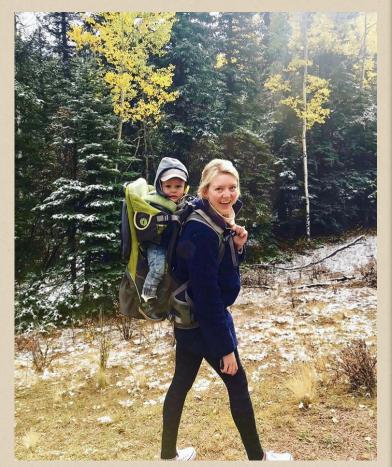
- Brand management oversight
- Website review
- Fundraising tactics and outreach

### Strategic Plan Education

- New one-pager
- Staff video series

### Lewis and Clark Recreation Area Rebrand

Print and digital



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#### Tatanka

2019 "Throwback" version in form a newspaper to commemorate the 100 year anniversary and promotion of the 100 Years of Outdoor Tradition campaign.

#### Park Times

2019 version includes old photos throughout to commemorate the 100 year anniversary and promotion of the 100 Years of Outdoor Tradition campaign.

#### Legislative Communications

Weekly email updates to staff on GFP bills and those closely related as well as reference times for committee hearings.

#### Wildlife Damage Management Annual Report

- New layout and design development.
- Sport Shows
  - Booth kit development.
  - Promotional items/giveaways.
  - Registration and regional staffing.

#### Going Paperless - Hunting Applications

Continue to gather data on how many printed, how many submitted, how many recycled.



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#### Website Functionality

- Easily accessible, searchable, accurate and timely.
- Ensure Commission information is easy to find and understand.
- Worked with multiple staff members to ensure content is developed and presented consistently.

#### Social Media Content Campaigns

- Cultural resources and history in relationship to each state park and rec area.
- Trapping awareness and highlighting the WDS services.
- Urban fishing opportunities.
- R3 and mentorship opportunities.
- Fishing and hunting regulation awareness.

#### Analytic Reports

Maximize reach and frequency.

#### Internal Social Media Guidelines

- Best practices for every day postings on social media.
- Roadshow at regional meetings across the state.
- Best engagement practices, official vs unofficial posts, freedom of speech with the goal to educate and inform.

#### Mobile App

- Waypoints added and how to use guide.
- Common questions addressed and placed online.



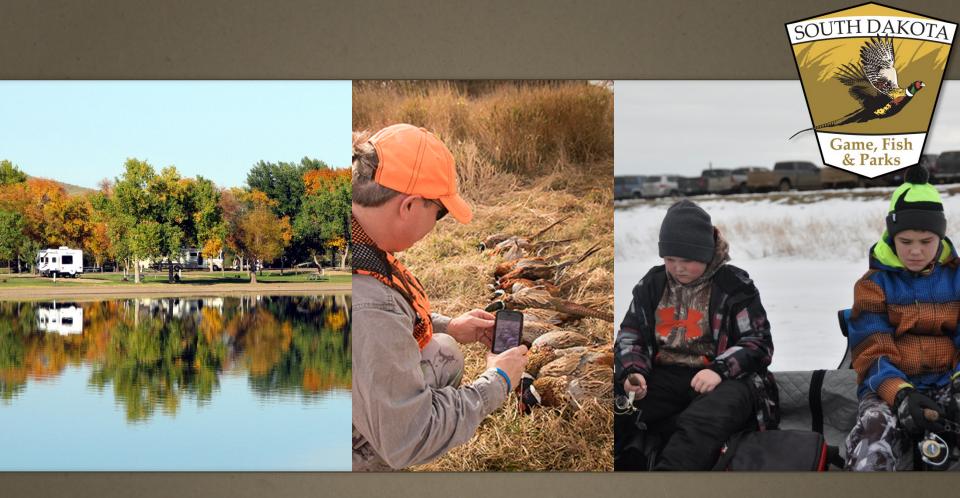
- Habitat, Habitat, Habitat
- Chronic Wasting Disease
- The Deer Plan
- 100 Years of Outdoor Tradition
- Trapping Awareness
- Landowner Outreach



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- Recruitment, Retention and Reactivation
- Internal Communications



# **Commitment to Excellence**

### **Commitment to Excellence**

 We are hunters, anglers, campers, hikers, boaters, wildlife watchers and landowners.

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- We are rooted in South Dakota.
- We care about what happens when changes are made to recreational opportunities.
- We want current and future customers to have the same enthusiasm that we have for our natural resources.
- We strive to be clear and concise.
- We want to be transparent and honest. It's who we are.

