

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

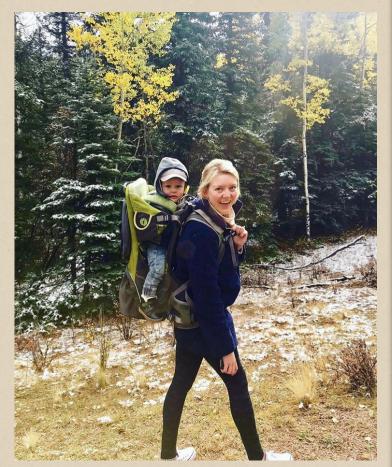
- Brand management oversight
- Website review
- Fundraising tactics and outreach

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.



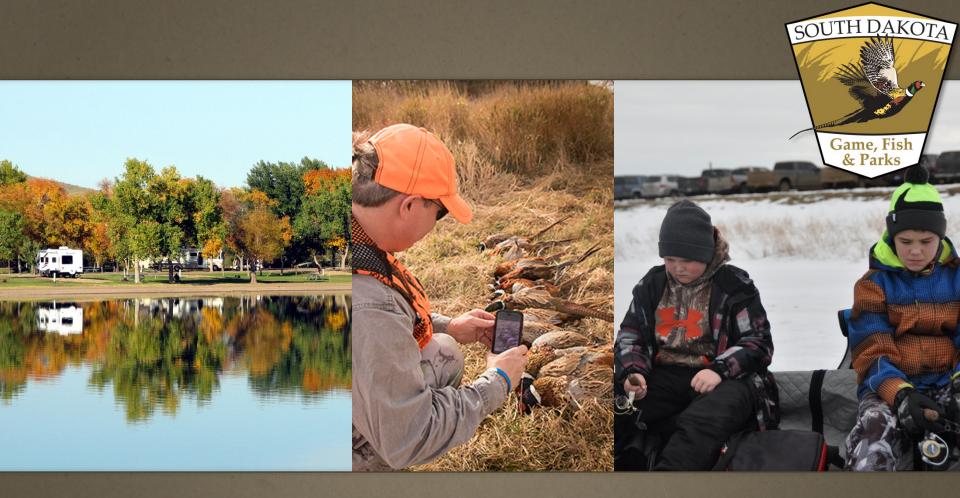
- Habitat, Habitat, Habitat
- Chronic Wasting Disease
- The Deer Plan
- 100 Years of Outdoor Tradition
- Trapping Awareness
- Landowner Outreach



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- Recruitment, Retention and Reactivation
- Internal Communications



Commitment to Excellence

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 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.

