

POINTERS

SHARE YOUR TIPS, TRICKS AND FAVORITE OUTDOOR TECHNIQUES



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SOUTH DAKOTA
Game, Fish & Parks

Custer State Park

HOME TO ADVENTURE

OPEN HOUSE WEEKEND | MAY 18-20



SOUTH DAKOTA
Game, Fish & Parks

GO JOIN OUR TEAM

National Fishing Day

Sunday, June 18

GFP.SD.GOV | #SDINTHEFIELD

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tradi**tion** starts here

HUNTSAFE.

#MYSDBTRADITION



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FISHING REELS > HOLIDAY DEALS

take advantage of the outdoors this weekend.



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SD LEAST WANTED.COM



WHAT'S IT WORTH?

THE SPREAD OF AQUATIC INVASIVE SPECIES COSTS ALL OF US.

BRACKEN, LOUSTEN, AND LAY

MILLIONS OF DOLLARS TO CONTROL DAMAGE TO BOATS AND EQUIPMENT POLLUTION ON SHORELINES AND BEACHES HARM TO LOCAL FISH POPULATIONS

IS IT WORTH BEING RESPONSIBLE FOR THE SPREAD?

EDUCATE YOURSELF.
YOU CAN'T AFFORD NOT TO.

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PODcast&blast



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DON'T GET LEFT BEHIND!

GENERAL COMBINATION HUNTING AND FISHING LICENSES EXPIRE

JANUARY 31



Length and possession limits still apply.

FINDING THE BITE.

FREE FISHING WEEKEND | MAY 18-20



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Fort Sisseton Historic State Park

HOME TO HISTORY

OPEN HOUSE WEEKEND | MAY 18-20



ENJOY FREE FISHING AND ENTRANCE INTO SOUTH DAKOTA STATE PARKS AND RECREATION AREAS

SOUTH DAKOTA
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OUTDOOR TRADITION 100 YEARS

VOTE FOR OUR SPECIAL BREW

TO BECOME THE OFFICIAL TASTE OF OUTDOOR TRADITION



OUTDOOR TRADITION 100 YEARS

Communications Team Update | December 7, 2018



Overview

- 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.
- 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

- 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



Breakdown of Duties/Priorities

- **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





Breakdown of Duties/Priorities

- **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





Breakdown of Duties/Priorities

- **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.





Breakdown of Duties/Priorities

- **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.





Breakdown of Duties/Priorities

- **Habitat, Habitat, Habitat**
- **Chronic Wasting Disease**
- **The Deer Plan**
- **100 Years of Outdoor Tradition**
- **Trapping Awareness**
- **Landowner Outreach**
- **Recruitment, Retention and Reactivation**
- **Internal Communications**





Commitment to Excellence



Commitment to Excellence

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

