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.