

Campaign Level Content Example

Social Media Campaign - Dolores River Spill Season Review Meeting

Strategic Communications Plan Worksheet. Start here to answer a few questions and brainstorm for your campaign.

Goal: Use social media to raise awareness, support and drive attendance for the Dolores Spill Season Review (Off-season public meeting in Dolores, Colorado)

Effective Dates (the entire duration of your campaign, events or deliverables):

- Begin: August 25th
- Day of Meeting: Wednesday, Sept 25th
- Continue to raise awareness
- Build momentum for 2020 Spill Campaign
- Upcoming meetings, issues: Feb - April 2020

What is Your Campaign Elevator Speech:

Summary: The Dolores Spill Committee will explain how, why and when water was released from McPhee Dam during the 2019 runoff season. Focus includes recreation, fish health, ecological status, dam management, agricultural use and how forecasting the runoff for future seasons is accomplished.

What you hope to achieve with social media:

- Provide accessible, easily understandable information about the 2019 spill. Provide detailed information and how the data is evaluated each week to create the spill.
- Engage audiences, educate and answer inquiries about the spill, management of McPhee and uses of the Dolores River's water. This includes supplying the towns of Dove Creek, Towaoc, Cortez, Dolores, and Rico with drinking water directly from the Dolores, from McPhee Reservoir or from tributaries to the Dolores.
- Reach new audiences, both in person and online, to educate about the issues raised at the meeting, challenges of fulfilling allocations and satisfying tertiary expectations, all while sustaining a declining ecological riparian health.
- Drive event attendance, educate and engage audiences through questions/comments

Define the "why" of your campaign:

This event allows boaters the chance to sit in the same room with decision-makers, including what the flow will look like each week during the spill season and why. Also allows the boating community to share feedback, two-way dialogue.

Identify the key impacts of your campaign (specifically your FGN and any additional implications):

Educate online audiences, but also encourage action offline to bring people face to face with key players and decision makers. Build relationships both on and offline. Bring different groups together to foster understanding and get to know the issues, challenges and opportunities.

How do you envision social media being used to support your campaign?

Posts about event with logistical details. Start post with questions people might have about spill. Encourage people to attend and promote incentives, such as free bus to the event.

Who are your target markets? (Specifics about the population/s you serve, existing audiences)

Boaters, dirtbags, concerned citizens

Are there other audiences you'd like to reach? If so, who and why?

Out of town — visitors around the state and Four Corners.

What other organizations will you partner with?

- Bureau of Reclamation
- Dolores Water Conservancy District
- American Whitewater
- The Nature Conservancy
- Colorado River Basin Forecast Center

What are the most important messages for these audiences to hear about this campaign?

FILL THE ROOM and be the voice for this wild and scenic river that we all love, but is struggling. Speak up about the good season. Speak up in general, but be respectful and open-minded.

Other than social media, what other promotions do you have planned?

Maybe an email blast, depending on resources. PR outreach to community calendars, PSAs

Besides CLF, do you have communications/marketing guidance from a grantor that should be taken into consideration?

Not sure. Good question.

Any content promoting the campaign must include:

All the groups above probably.

Based on the above Q&A, the following is an example of a social media campaign to raise awareness, promote the event and drive attendance:

Goals:

1. Raise awareness and educate audiences about the spill and issues
2. Drive event attendance to the Spill Meeting on Sept. 25th
3. Educate new and existing audiences about the issues raised at the meeting

Strategies:

1. Work with key partners (Dolores Water Conservancy District) to cross-promote content that illustrates the management of McPhee and uses of the Dolores River's water, including the importance of supplying the towns of Dove Creek, Towaoc, Cortez, Dolores, and Rico with drinking water.
2. Use Facebook and Instagram to drive event attendance by targeting individuals within the drive markets. Partner with Osprey Packs or another key partner in the region with a
3. Capture raw footage at the event and the promote short clips post-event to educate audiences as to the challenges of fulfilling allocations and satisfying tertiary expectations, all while sustaining a declining ecological riparian health.

Tactics and Timeline:

Week of	Tactic	Notes
7/25	Begin Planning for DRBA Spill Meeting.	Create email lists, identify assets, resources, content plan & timing
7/25	Use Facebook Audience Insights and other free tools to research new and existing target audiences. Decide if you have a budget to allocate to FB ads and target audiences outside your region.	Use buzzsumo.com to see what type of content performs best
8/1	Begin to develop content - gather photo and video assets, build Q&A's for captions to start conversations. Plan to post 1-2 per week and be sure to respond to comments.	Follow up in the comments and encourage audiences to attend the event to provide input.
8/11	Begin planning for blog post w/ Dolores Water Conservancy District to educate on water issues.	250 - 500 words. Conversational tone for social, i.e. Top 5 Reasons... Ask staff and volunteers for help (any writers in your circle?)
8/18	Look at FB Page Insights and make note of your current followers, engagement and best content.	Use to set benchmarks and monitor your campaign's performance
8/25	Announce the Spill Meeting on Facebook by creating a FB Event. Invite fans to sign up and share. Use compelling photos and captions with a call to action.	Email partners and ask them to share the event on their channels.
8/25	Send Save the Date email blast	Email lists and ask them to attend and share on social media.
9/1	Promote blog post and drive website traffic via Facebook and Twitter. Ensure your link renders correctly to FB specs for wall posts with a compelling image and caption.	Ask your web developer about FB Tracking pixel and Google Analytics to track.

Week of	Tactic	Notes
9/8	Email blast to all lists w/ reminder about the event. Share your blog post to provide new info.	Ask them to share your event on their social media channels.
9/15	Launch a co-promotional giveaway with a gear company for a virtual door prize. Use to attract new fans, and build up your email lists.	Use Rafflecopter to host a giveaway and cross-promote with a brand partner to gain new fans, emails.
9/15	Follow up posts and reminders, ask your fans and partners to spread the word.	Q&As, update your FB event w/ any new info, content from the blog, etc.
9/21	Last Call! Follow up posts and email reminders, ask your fans and partners to spread the word.	Finalize giveaway and announce winner, update FB event.
9/25	Film the event to get raw footage for short video clips and use to promote post-event.	Clips should help answer Q&As, statements, interviews.
9/25	Remind attendees at the event to follow and support you on social media.	Make your social media handles visible.
9/25	Ask attendees to opt-in to your email marketing list.	Provide sign-up sheet or use a door prize raffle to collect business cards and email.
9/29	Email all attendees, supporters, partners to thank for their participation.	Share highlights from the event and action items / next steps.
9/29	Social media posts to thank audiences for their support, attendance.	Share highlights from the event and action items / next steps.
10/6	Begin video editing process to create useable soundbytes from the event. Aim to create 5 usable 15 - 30 seconds clips.	Adobe Premier Pro offers a free 30-day trial. Ask staff and volunteers for help (may have a video skills).
10/6	Plan for video clips and follow up content using your editorial calendar and content tools.	How will you use this content to lead up to the 2020 Spill, meetings.
10/13	Continue to share content from the event to educate audiences who did not attend.	Share highlights from the event and action items / next steps.
10/13	Create a post event survey that you can email and share on social media.	Ask for input - what worked, what could be improved.
10/28	Post-event and social media campaign evaluation.	Make a list of your results - # of attendees, social media likes and engagement, email opens, website traffic, etc.



**CONSERVATION
LANDS
FOUNDATION**
Respect. Protect. Explore.



**FRIENDS
GRASSROOTS
NETWORK**
for National Conservation Lands

www.conservationlands.org