Social Media & Email Newsletters

Tim Campbell UWEX Natural Resources Institute Wisconsin Sea Grant Wisconsin DNR









YOU DON"T HAVE TO DO IT ALL YOURSELF

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- Lake Tides
- Lakes Partnership FB
- Wisconsin Sea Grant FB
- The Sea Grant Chronicle
- Other organizations!

- Wisconsin Lakes e-newsletter
- Local AIS coordinators
- DNR Lakes Blog
- DNR FB
- Other organizations!

Curate content vs create content

Questions?



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University of Wisconsin-Extension





Some Tips From An Invasive Species Specialist Who Spends Too Much Time Thinking About Social Media



Add commentary



Wisconsin Lakes Partnership shared an event. Published by Round Goby [?] - March 29 at 11:18 AM - 🚱

Join River Alliance to build some wader cleaning stations to prevent the spread of aquatic invasive species. Stick around for some fun activities and giveaways after!



Deeple Deepled

Wader Wash Workday! April 13th | Cross Plains, WI volunteers needed!

SAT, APR 13 AT 1 PM Wader Wash Workday * Interested Festge County Park · Cross Plains You like River Alliance of Wisconsin 72 3 **Boost Event**

Engagomente

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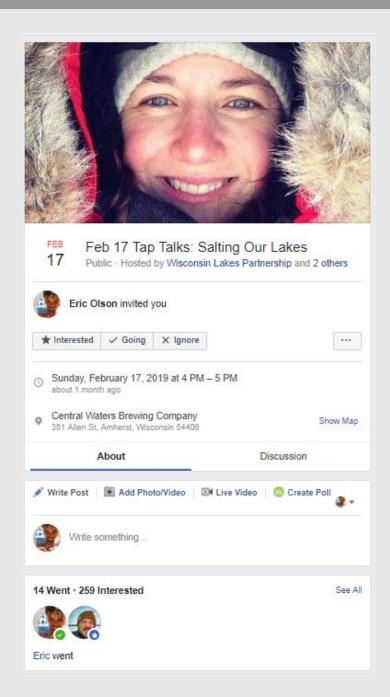
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Create & promote events





Have a strategy for original content



Wisconsin Department of Natural Resources April 1 at 6:01 PM · 🚱

In the heart of downtown Milwaukee, Lakeshore State Park provides a unique urban oasis with recreational and educational opportunities.

Lakeshore offers picturesque views of the city, paired with the beauty of Lake Michigan and short grass prairies. The park's multi-use trail connects to the Hank Aaron State Trail, the Oak Leaf Trail, and Milwaukee's lakefront.

Off-trail, the lagoons at Lakeshore offer opportunities to explore the park by paddling. Kayaks can launch and land on the beach or the stone steps at the south end of the island. Please note, kayaks must be carried or wheeled in as cars are not allowed the trail.

Fishing is also permitted anywhere along Lakeshore's shoreline and behind Summerfest's Marcus Amphitheater. An accessible fishing pier is located on the south lagoon off the western trail of the island. A fishing license is required for anyone age 16+.

Needless to say, there's something for everyone to explore at Lakeshore! Learn more about this unique Wisconsin State Park, here: https://dnr.wi.gov/topic/parks/name/lakeshore/





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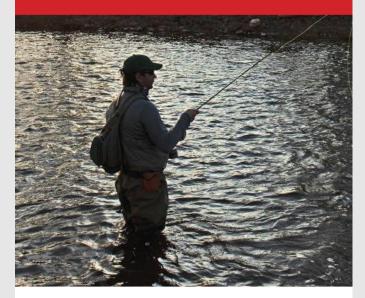


Fun stuff you can use FB for

A Split test study

1 [Join your fellow anglers and protect our waters!] Optimize Post Engagement - 20%	98	\$0.12
	Post Engagements	Per Post Engagement
[Keep your stream free of invasive species!] Optimize Post Engagement - 20%	69	\$0.17
	Post Engagements	Per Post Engagement
[Together] Optimize Post Engagement - 20%	79	\$0.15
	Post Engagements	Per Post Engagement
[Don't let invasive species ruin your fishing trip!] Optimize Post Engagement - 20%	76	\$0.16
	Post Engagements	Per Post Engagement
[Keep streams free of invasive species so the fishing is good tomorrow!] Optimize Post Engagement - 20%	83	\$0.14
	Post Engagements	Per Post Engagement

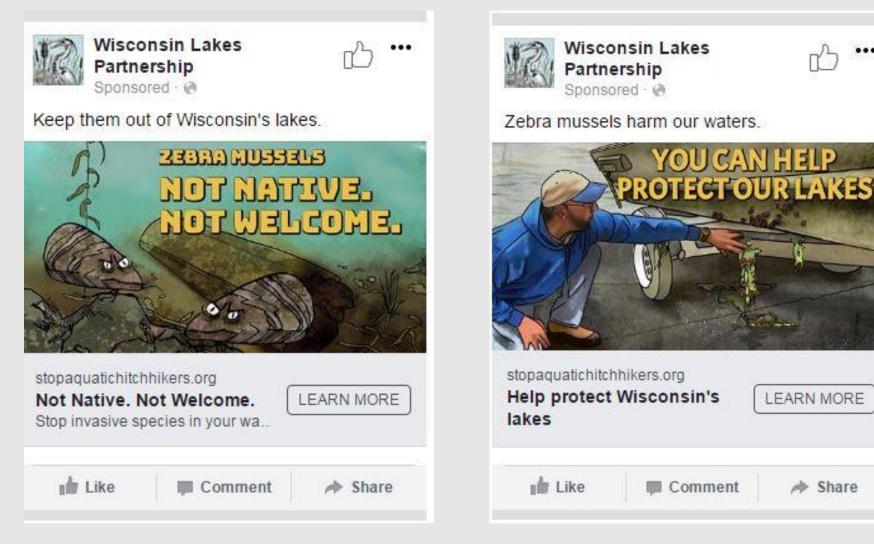
Join your fellow anglers and **protect our waters**!



Aquatic invasive species, like New Zealand mudsnails and Didymo ("rock snot") can be transported by a variety of fishing equipment. Do your part to prevent the spread of invasive species.

StopAquaticHitchhikers.org





Facebook "A/B" Message Testing 8:00 AM tomorrow

Email Newsletters

- Vertical Response
- MailChimp
- Constant Contact
- •

- Templates for design
- People can self-manage subscription
- Generates a lot of usage data