

Social Media & Email Newsletters

Tim Campbell

UWEX Natural Resources Institute

Wisconsin Sea Grant

Wisconsin DNR



**STOP AQUATIC
HITCHHIKERS!**

Prevent the transport of nuisance species.

Clean all recreational equipment.

www.ProtectYourWaters.net



**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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**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!






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

volunteers needed!




SAT, APR 13 AT 1 PM
Wader Wash Workday
Festge County Park · Cross Plains

 You like River Alliance of Wisconsin


72  3 



Add
commentary


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★ Interested

👤 You like River Alliance of Wisconsin

72 People Reached 3 Engagements **Boost Event**



Create &
promote
events

The image shows a screenshot of a Facebook event page. At the top is a profile picture of a smiling woman wearing a winter hat and a red hooded jacket. Below the photo, the event title is "Feb 17 Tap Talks: Salting Our Lakes" in bold black text, with "FEB 17" in red to the left. Underneath the title, it says "Public · Hosted by Wisconsin Lakes Partnership and 2 others". A notification from "Eric Olson" says "invited you". Below this are three buttons: "Interested" with a star icon, "Going" with a checkmark icon, and "Ignore" with an 'X' icon. To the right of these buttons is a three-dot menu icon. The event date and time are "Sunday, February 17, 2019 at 4 PM – 5 PM" with "about 1 month ago" below it. The location is "Central Waters Brewing Company" with the address "351 Allen St, Amherst, Wisconsin 54406" and a "Show Map" link. Below the location are two tabs: "About" (selected) and "Discussion". At the bottom of the event card are four options: "Write Post", "Add Photo/Video", "Live Video", and "Create Poll". Below the event card is a text input area with a profile picture of Eric Olson and the placeholder text "Write something...". At the bottom of the screenshot, it shows "14 Went · 259 Interested" with a "See All" link. Below this are two profile pictures: one of Eric Olson with a green checkmark and one of the woman from the event photo with a blue plus sign. The text "Eric went" is below the first profile picture.



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/>

👍❤️😄 28 3 Comments 11 Shares

👍 Like 💬 Comment ➦ Share 🌐



Fun stuff you can use FB for

Split test study

★ [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



**STOP AQUATIC
HITCHHIKERS!**

Be A Good Steward. Clean. Drain. Dry.
StopAquaticHitchhikers.org

 Wisconsin Lakes Partnership
Sponsored · 🌐

Keep them out of Wisconsin's lakes.



stopaquatichitchhikers.org
Not Native. Not Welcome.
Stop invasive species in your wa...

LEARN MORE

Like | Comment | Share

 Wisconsin Lakes Partnership
Sponsored · 🌐

Zebra mussels harm our waters.



stopaquatichitchhikers.org
Help protect Wisconsin's lakes

LEARN MORE

Like | Comment | Share

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