

Nebraska Game and Parks Commission



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Client Background

Competitors

Colorado Parks and Wildlife | Iowa Department of Natural Resources | Nebraska Tourism Commission

Social Media Presence

Nebraska Game and Parks Commission

Facebook: Nebraska Game and Parks Commission

Twitter: @NEGameandParks

Instagram: @negameandparks

YouTube: Nebraska Game and Parks Commission

Social Media Assessment Nebraska Game and Parks Commission

Facebook

Likes: 100,730

Frequency: 20 posts (5/31 - 6/7)

Twitter

Tweets: 14,980

Following: 346

Followers: 22,450

Likes: 4,639

Frequency: 4.62 tweets per day

Instagram

Posts: 823

Followers: 12,721

Following: 226

Frequency: 6 posts (5/31 - 6/7)

Content Audit

Facebook

The NGPC posts about wildlife such as foxes in the city or Nebraska turtle species. Many posts promote park locations across the state as well as hunting seasons as they begin and end throughout the year. Most posts are informative articles or unusual outdoor finds.

Twitter

The NGPC shares many similar posts to its Facebook page. Fun, engaging posts are shared more often on Twitter using #NEGameandParks. Many of these posts are trending topics or celebrating some type of "day."

Instagram

The NGPC shares a great variety of photos and videos highlighting outdoor opportunities across Nebraska. Many posts promote park locations across the state as well as wildlife and hunting seasons.

Insights

- Most informative posts fall flat regarding engagement
- Videos are the greatest driver
- Little interaction with followers

Recommendations

The Nebraska Game and Parks Commission has a good follower base all around but posts result in little engagement.

- The NGPC needs to find more quality posts to share and boost excitement with its followers.
- Videos do extremely well - creating more and better videos will help boost engagement
- People are talking but the NGPC does not always reply back!
- Post user-shared content on more social media pages

Social Media Strategies

Social Media Goal

Increase attendance to Nebraska state parks throughout the summer months

- Enhance awareness of parks in various regions of the state
- Develop engaging social media posts
- Interact with positive and negative comments
- Create a more authentic message
- Move away from flashy marketing lingo and focus on real inactions

Why? The NGPC has a well-balanced following, but many posts result in little engagement. When engagement picks up, interactions do not continue past any more than a simple, generalized comment. This results in little follow up engagement from followers.

Social Media Objectives

Boost post engagement from June until August 2019

- Facebook | Increase post engagement by 20%
 - Create video tours of the parks
 - Interact with user questions and complaints
- Twitter | Expand post engagement by 10%
 - Create more interactive posts
 - Present more shareable posts i.e. generate retweets and likes
- Instagram | Increase engagement by 30%
 - Encourage others to tag the NGPC in their photos

Why? The NGPC continues to be in good standing with followers, but they tend to not engage with posts or the NGPC misses opportunities to engage. Each social media platform has different levels of interaction, but authentic interactions tend to have a more favorable impression on the NGPC's audience based on its social media audit.

Target Audience

Demographics

Facebook and Instagram

- Women (20-44): Married, With children
- Household Income: \$30,000 – \$100,000+
- Location: Nebraska

Twitter

- Men (20-55): Married
- Household Income: \$30,000 - \$100,000+
- Location: Nebraska

Psychographics and Behaviors

Facebook and Instagram

- Enjoys spending time with family
- Wants a healthy lifestyle
- Values their local community
- Spends time outdoors—bicycling, barbecuing
- Shops at Kohl's and L.L.Bean

Twitter

- Values time spent outdoors
- Enjoys lighthearted interactions
- Watches NASCAR, college basketball
- Enjoys photography

Media Platform Usage

- Social Media: Facebook, Twitter, Instagram
- Television: ABC, CMT, Outdoors Channel, HGTV
- Magazines: NEBRASKAland Magazine, National Geographic
- News: Local media

Why? The NGPC should direct its focus on married women with children on Facebook. Men are typically associated with the outdoors and parks, but women have a majority of the NGPC's following. Women tend to do majority of the decision making in family trips which works well for the NGPC's targeting its desired audience. Twitter tends to be more masculine also working with the NGPC's desired audience.

Content Strategy

The NGPC's social media campaign Explore Your State Parks will feature the hashtag #ExploreNE and display photos, videos, graphics and user-shared content. The campaign will highlight Nebraska's 77 state parks encouraging people to take part in hiking, camping and much more.

Theme Days

Monday: Checking in on how people spent their weekend, post user-shared stories

Tuesday: Video tour of a state park

Wednesday: Wildlife Wednesday! Photo or video with informational facts

Thursday: Promote weekend events

Friday: Scenic park photo

Saturday and Sunday: Recommend random outdoor activity

Events/Holidays

Memorial Day

The unofficial start to summer is Memorial Day weekend. This is the NGPC's first opportunity to reach out to outdoor enthusiasts and remind them it's time to get back out and explore Nebraska state parks.

Fourth of July

Right about half way through summer, the Fourth of July is a time known for being outside. The NGPC will share themed content such as events and graphics to encourage people to spend their time in a Nebraska state park.

Labor Day

And at the end of summer, Labor Day weekend is the last hurrah before kids go back to school and the weather slowly cools. The NGPC will encourage campers to get out there one more time and recommend to new campers there's nothing like getting outdoors!

Why? The NGPC will follow themed days throughout the social media campaign. Themed days allow for varied content as well as letting followers anticipate upcoming posts. (Wang, 2018) Each day will focus on promoting the parks in various ways such as sharing user photos, video tours, events, holidays and scenic photos. Based on the NGPC's social media audit, videos and scenic photography grab the greatest engagement from the NGPC's audience. Sharing stories and other informative posts allow insight into park experiences helping other decide how to get out and explore. Posts with a practical value are more likely to be shared since they have value to others. (Wang, 2018)

Scheduling Strategy

The Best Time to Post on...

Facebook: Noon to 3 pm | Monday, Wednesday, Thursday and Friday
Noon to 1 pm | Saturday and Sunday

Twitter: 3 pm | Monday to Friday

Instagram: Noon to 1 pm | Monday to Friday

Source: Hootsuite (2018)

Social Media Channels

Facebook

Facebook continues to be the most popular social networking site with 80 percent of marketers using the platform. Facebook also drives the largest share of social media referral traffic. While all social media sites drive about 30 percent of all referral traffic, Facebook alone drives nearly 25 percent. The NGPC wants to increase engagements with its users and Facebook allows organizations to master the art of engaging content.

Source: Forbes (2015)

Twitter

Twitter claims nearly 75% of people who follow a brand on Twitter do so to get product updates. This fact alone, should encourage every organization to share on Twitter. Twitter allows for an enormous opportunity to promote products and services such as park locations. Twitter also is a hub for important industry-related conversations to take place. Twitter allows for a much more authentic relationship with followers compared to platforms such as Facebook. Developing authentic relationships will in turn create an increase in engagement.

Source: Medium (2018)

Instagram

Instagram allows organizations to tell interesting stories. Being a visual platform, Instagram is the perfect place to be creative when marketing parks. Instagram Stories offer an additional outlet for information. Instagram allows organizations to build connections with like-minded people who would hopefully already be the NGPC's desired audience.

Source: Small Business Trends (2018)

The Voice

The NGPC will use a direct, clear voice when presenting events and outdoor activities. The goal is to get visitors to the parks, so giving them exactly what they need will result in the best outcome. Other playful posts will have a more light-hearted approach to make people feel a connection to the NGPC and Nebraska state parks. Keeping posts consistent with structuring will allow followers to quickly recognize specific posts and boost engagement on that post.

Social Media Policies

Social media allows people to discuss, debate and embrace ideas every day. Participating in these conversations must be a priority for organizations wanting to enhance their brand. Following a social media policy, the NGPC will be able to protect itself from legal trouble, empower employees to share NGPC messaging and create consistency across multiple platforms.

Guidelines:

- Employees must receive permission from the Communications Department before posting
- Be respectful
- Like, comment or share only appropriate and reputable sources
- Ensure posts do not depict illegal activity
- Follow legal review processes for offers and contests
- Keep the conversation on topic
- Use common sense
- Help every interested visitor
- Do not post personal information of users
- Unapproved posts must be reported to the Digital Media Manager for review

Social Media Tactics

Advertising on Facebook

Why use Facebook?

Facebook allows for advertisers to utilize multiple targeting opportunities. It's simple for new users to glean an overview of objectives, placement, ad type and targeting options. Nebraska state parks are all about enjoying your time outdoors, and Facebook users are known to be more inclined to share content that makes them feel happy. Oh, and Facebook has nearly 1.45 billion daily users!

Sources: Facebook Newsroom (2018), WARC: What We Know About Marketing on Facebook (2017)

Campaign: Objective

Consideration | Engagement

The NGPC is looking to boost its engagement with park goers. The consideration objective with a focus on engagement will be the best option. It allows for more people to see and engage with posts and the NGPC's page through comments, shares, likes, event responses and offer claims.

Ad Set: Audience

Location: Nebraska

Age: 20-55

Gender: All

Languages: Default

Detailed Targeting: Camping, Outdoors, Fishing, Travel, Spending Time with Family

Connections: Default

Ad Set: Placements

Automatic Placements

Ad Set: Budget and Schedule

Budget: \$500

Schedule: May 20 – May 27

Potential Reach

770,000

Ad Format and Copy



Digital PR on Facebook

Objectives

The NGPC cares for the state's natural resources and works to inform everyone about Nebraska's outdoors. The NGPC will work to promote visiting state parks, hunting game animals and provide a well-rounded attitude toward NGPC practices.

Targets

Men and Women (25-55): Married, With Children
Location: Nebraska

Content Strategy

Utilizing Facebook Digital PR, the NGPC will focus on sharing informative blog posts about current natural events or fun seasonal activities. Scenic videos and photos also complement Nebraska's beauty and are drivers for generating engagement. Monthly giveaways encourage further engagement from new Facebook users. The \$300 would be put toward giving away summer must-haves such as a tent, sleeping bag, grill or a cooler.

Scheduling Strategy

Weekdays: 2-3 posts
Weekends: 2-3 posts

The NGPC will post several times a day varying from lunch time through later in the evening. Facebook is known to reach more users between noon and 3 pm during the weekdays while weekends tend to excel during the noon hour.

Advertising on Twitter

Why use Twitter?

With 328 million monthly users, Twitter gives brands the opportunity to enter into a real-time dialogue with engaged users seeking information and entertainment. The NGPC is seeking to enhance its engagement and Twitter remains the primary channel for news and events.

Source: WARC: What We Know About Marketing on Twitter (2017)

Campaign Objective

Tweet Engagements

With the goal of enhancing its engagement with park goers, the tweet engagement objective will be the best option allowing for more people to see and engage with posts. This style of promoted tweets starts conversations with the NGPC's desired audience lifting the brand and offline sales.

Budget and Timing

Daily Budget: \$62.50
Total Budget: \$500
Dates: May 20 – 27

Creative

Promoted Tweet: You take pride in your campfire. Snap a photo and share that beauty with us!

Ad Placements

Users' Timelines
Profiles and Tweet Detail Pages
Search Results

Audience

Gender: Any Gender
Age: 20-55
Locations: Nebraska
Audience Features: Travel, Camping, Hiking, Outdoors, Nature, Outdoor Education

Bid and Budget

Automatic Bid
Optimization Preference: None

Digital PR on Twitter

Objectives

The NGPC works each day to educate everyone and anyone listening about the state's natural resources. The NGPC will work to promote visiting state parks, hunting game animals and provide a well-rounded attitude toward NGPC practices.

Targets

Men and Women (20-55): Married, With/out Children
Location: Nebraska

Content Strategy

The NGPC will focus on sharing informative blog posts about current natural events or fun seasonal activities. Other simple, educational facts from the blogs will be shared throughout the schedule. Scenic videos and photos also compliment Nebraska's beauty and are drivers for generating engagement. Recurring giveaways encourage further engagement from new Twitter users. The \$300 would be put toward giving away summer must-haves such as a tent, sleeping bag, grill or a cooler.

Scheduling Strategy

Weekdays: 3-5 posts
Weekends: 2-3 posts

The NGPC will post several times a day varying from early morning, lunch time and later in the day. Twitter is known to reach more users around 3 pm during the weekdays while weekends tend to perform well over the lunch hour.

Advertising on Instagram

What is Instagram?

Instagram is a photo sharing platform, popular among celebrities and the public alike. Whether you're hanging around at the beach or simply eating a bowl of ramen, your followers can check in on what you're up to in one to ten images or videos.

Instagram Advertising

Instagram offers several options for advertising. Photo, video, carousel (multiple photos) and stories ads are the four opportunities to reach users. Determining an objective to follow is similar to Facebook with awareness, consideration and conversion.

Recommendation

Absolutely advertise on Instagram — The human brain processes images 60,000 times faster than words and in an age characterized by the exponential production of information, coupled with less time to consume text, people are relying more on visual communication. And who doesn't want to look at awesome photos of Nebraska's parks? Instagram's 600 million followers do. Instagram pulls a younger and more feminine audience than Facebook and Twitter allowing the NGPC to reach a varied audience. Also, user generated content tends to outperform brand creative which could be a benefit for the NGPC's attempt to increase engagement. The NGPC could run a giveaway which is promoted to encourage users to share their favorite way to spend time in a Nebraska state park.

Source: WARC: What We Know About Marketing on Instagram

Digital PR on Instagram

Objectives

The NGPC's aim is to encourage the use of and appreciation for the state's natural resources. The NGPC will work to promote visiting state parks, hunting game animals and provide a well-rounded attitude toward NGPC practices.

Targets

Men and Women (18-55): Married, With/out Children
Location: Nebraska

Content Strategy

The NGPC will focus on sharing park photos and videos highlighting scenic views, fun activities, wildlife and other perks of nature. Recurring giveaways encourage further engagement from new Instagram users. The \$300 would be put toward giving away summer must-haves such as a tent, sleeping bag, grill or a cooler.

Scheduling Strategy

Weekdays: 1-2 posts

The NGPC will post one time a day adding a second photo once or twice a week. The posts will vary from early morning and lunch time—Instagram is known to reach more users around the noon hour on weekdays. The NGPC will also share one Instagram story each week highlighting various current natural events for users to be on the lookout for while exploring the outdoors as well as other engaging content.

Instagram Story | Problem-Agitate-Solve

The Problem-Agitate-Solve storytelling formula presents a problem such as not having anything to do on a summer weekend. The following images agitate the problem by reminding the user of how boring sitting on the couch can be and lastly suggesting a solution. Visiting a Nebraska state park is the perfect way to relieve the stresses of the work week.

The NGPC could also use Simon Sinek's Golden Circle formula for sharing Instagram stories. The NGPC can use this recipe to encourage users to better support various NGPC practices by explaining mutual benefits. Another storytelling formula is the Star-Chain-Hook which allows the post to turn the audience's attention into a desire leaving them with something actionable. This formula would work well with a giveaway by describing something the user wants to do then giving them the option to win it. A simple comment or like would boost engagement and enter them to win.

SEM

Benefits of SEM

Over 100 billion searches happen monthly. Engaging in paid search allows a brand to be discovered as people search throughout the day for new products, services or price quotes. Various studies have shown that just the presence of a paid search ad has helped to increase a brand's top-of-mind awareness, regardless of whether the user actually clicked or not. Also, the financial barrier to entry with search marketing is much lower than other media tactics. From multibillion dollar corporations to the mom-and-pop shop down the street, any business can enter the search marketplace with minimal or substantial budgets.

Source: Road to Discovery: The Intricacies of Search Marketing (2016)

SEM Campaign

Budget: \$200

Locations: Nebraska

Interest by Subregion – Nebraska (100), Kansas (5), Colorado (5)

Source: Google Trends for “Nebraska state parks”

Networks: Search Network

Keywords: shooting range, boating license, Mahoney state park, Nebraska game and parks, archery range, state park jobs, ne game and parks, state park camping, horse trails near me, fishing license online, state park reservations, state park campground, Nebraska fishing license, fort robinson nebraska, cabins for rent in Nebraska, camping cabins, outdoor nebraska

<input type="checkbox"/> Keyword ↑	Ad group	Max. CPC	Clicks	Impressions	Cost	CTR	Avg. CPC
<input type="checkbox"/> archery range	Ad group 1	\$3.00	608.71	11,092.16	\$626.26	5.5%	\$1.03
<input type="checkbox"/> boating license	Ad group 1	\$3.00	26,261.25	255,965.44	\$38,780.58	10.3%	\$1.48
<input type="checkbox"/> cabins for rent in Nebraska	Ad group 1	\$3.00	46.26	370.03	\$22.33	12.5%	\$0.48
<input type="checkbox"/> camping cabins	Ad group 1	\$3.00	8,486.63	103,441.64	\$9,628.16	8.2%	\$1.13
<input type="checkbox"/> fishing license online	Ad group 1	\$3.00	1,620.82	11,241.93	\$1,904.22	14.4%	\$1.17
<input type="checkbox"/> fort robinson nebraska	Ad group 1	\$3.00	6.19	105.72	\$4.15	5.9%	\$0.67
<input type="checkbox"/> horse trails near me	Ad group 1	\$3.00	124.85	2,255.44	\$131.70	5.5%	\$1.05
<input type="checkbox"/> Mahoney state park	Ad group 1	\$3.00	2,537.04	32,219.24	\$2,600.20	7.9%	\$1.02
<input type="checkbox"/> Nebraska fishing license	Ad group 1	\$3.00	1,961.92	8,528.36	\$1,805.35	23.0%	\$0.92
<input type="checkbox"/> Nebraska game and parks	Ad group 1	\$3.00	46.46	319.81	\$25.76	8.9%	\$0.55
<input type="checkbox"/> ne game and parks	Ad group 1	\$3.00	1.73	26.43	\$0.93	6.5%	\$0.54
<input type="checkbox"/> outdoor nebraska	Ad group 1	\$3.00	19.43	273.12	\$12.66	7.1%	\$0.65
<input type="checkbox"/> shooting range	Ad group 1	\$3.00	5,093.87	108,622.10	\$6,866.74	4.7%	\$1.35
<input type="checkbox"/> state park campground	Ad group 1	\$3.00	335.44	4,466.82	\$328.62	7.5%	\$0.98
<input type="checkbox"/> state park camping	Ad group 1	\$3.00	1,175.85	16,422.38	\$1,147.71	7.2%	\$0.98
<input type="checkbox"/> state park jobs	Ad group 1	\$3.00	4,081.67	33,331.97	\$2,534.12	12.2%	\$0.82
<input type="checkbox"/> state park reservations	Ad group 1	\$3.00	328.56	2,925.02	\$168.43	11.2%	\$0.51

Source: Google Adwords Keyword Plan

	Keyword	Volume	KD	CPC (USD)	Com.	Results	Trend	SERP
<input type="checkbox"/>	nebraska state parks	6,600	79.73	0.52	0.00	22,400,000		
<input type="checkbox"/>	mahoney state park nebraska	720	87.41	0.55	0.04	1,310,000		
<input type="checkbox"/>	nebraska state parks camping	480	75.18	2.56	0.02	6,130,000		
<input type="checkbox"/>	indian cave state park nebraska	480	80.29	0.00	0.01	5,130,000		
<input type="checkbox"/>	nebraska state park permit	480	67.11	0.00	0.03	14,200,000		
<input type="checkbox"/>	nebraska state parks map	390	78.82	0.00	0.03	22,100,000		
<input type="checkbox"/>	nebraska state parks with cabins	260	68.47	0.98	0.07	1,790,000		
<input type="checkbox"/>	fort robinson state park nebraska	260	80.25	0.00	0.04	6,680,000		
<input type="checkbox"/>	state parks nebraska	210	79.28	1.06	0.07	-		
<input type="checkbox"/>	two rivers state park nebraska	210	83.31	0.00	0.00	5,100,000		
Total: 1700		79.16	0.00	0.00	0.00	170,000,000		

Source: SEMrush Phrase Match Report

Bidding: Clicks | Automatically maximize clicks

Sample Ad:

1 of 2 previews

Mobile

Explore Nebraska State Parks | Boat, Fish, Camp, Ride

Ad

www.outdoornebraska.org

Nebraska state parks allow you to enjoy the beauty of every corner of Nebraska

Your ad might not always include all your text. Some shortening may also occur in some formats. [Learn more](#)

Integration



The campaign focuses on boosting engagement with park goers, and to complete the process, owned media such as Facebook, Twitter, Instagram and the NGPC's website will be used to launch the campaign. Paid media beginning with SEM will drive clicks to the NGPC's website allowing them to browse park locations and other outdoor activities. Individuals will also be able to find social media sites to learn more. Paid ads on Facebook, Twitter and Instagram will keep people's attention to outdoor activities, encouraging them to share their experiences. These efforts will in turn enhance engagement with new and seasoned park goers.

Evaluation

The campaign will track engagement based on insights provided through Facebook, Twitter and Instagram. The original goal (Social Media Marketing Plan I) of each platform will be assessed at the end of the campaign and also compared to the engagement of organic posts. Google Analytics will be used to track link clicks from SEM.