



Minnesota Traditions

BI-ANNUAL MEETING 2021 - 2023



**What's Your
Minnesota Tradition?**



Mission & Vision

Create a

MULTI-COUNTY

Aquatic Invasive Species Campaign that has consistent message

AND INFLUENCES BEHAVIORAL CHANGE

to prevent spread of AIS.



MOTIVATE

recreational users of resources in MHB counties through a **PROACTIVE POSITIVE MESSAGE ABOUT AIS prevention.**



Brief History



Minnesota Traditions was originally launched in 2016 in long form video story telling format

Message was human interest based, pier to pier story telling of why outdoor aquatic based activities were important to humans.

Human attention spans have decreased 33% over the past decade, from .12 seconds to .08

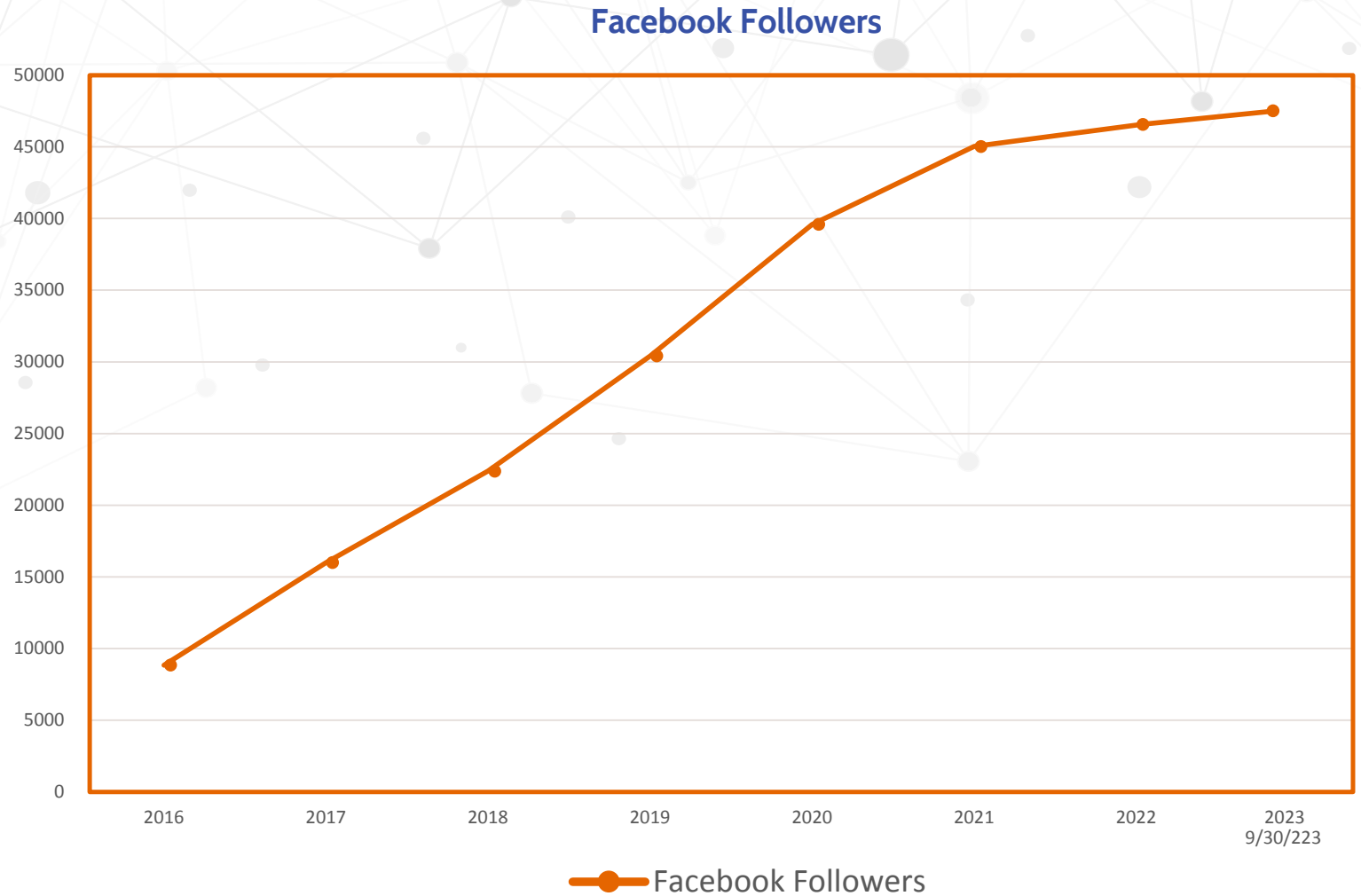
MN Traditions has shortened our messages to fit attention spans as well as delivery networks.





Facebook Followers

- 2016 = 8,845
- 2017 = 16,000
- 2018 = 22,380
- 2019 = 30,419
- 2020 = 39,518
- 2021 = 45,032
- 2022 = 46,575
- 2023 = 46,692 (9/30/23)



Early priority was to grow audience



2023 Re-Direction

Social Media Terms

Reach

Total number of people who see the content

Impressions

Number of times the content is displayed, no matter if it was clicked on or not

Engagement

An umbrella term for actions that reflect and measure how much your audience interacts with your content.

2023 Mission was to continue to push reach and impressions with a emphasis on **ENGAGEMENT**
ENGAGEMENT has the highest value in social media data when looking to influence human behavior.

2023 Summary: 2022 vs. 2023

Focus: behavioral change



Number of Posts +60.7%
Impressions - 43.4%
Engagements +61.4%



Number of posts +66.6 %
Engagement + 293%



Number of posts + 49.3%
Engagement + 22%



Positive Commentary

Positive commentary and support are showing up online.

Folks are expanding on awareness or pointing out additional measures folks should take.





Facebook Engagement



10:04 Minnesota Traditions 99+

Posts About Videos More

Jul 18

Let's do our best to protect our resources in the land of sky blue waters. CLEAN. DRAIN. DRY. #Minnesota #sailing #lakelife #MNTr... See more

PROTECT THE SKY BLUE WATERS
✓ CLEAN ✓ DRAIN ✓ DRY

Minnesota Traditions

2.6K 84 comments • 2 shares

9:56 minnesota traditions

All Posts People Groups Reels Events

Minnesota Traditions Jul 22

Visited the Mississippi River headwaters at Itasca State Park today. Always amazed at how such a mighty river can have such humble beg... See more

Minnesota Traditions

2.2K 180 comments • 490 shares

10:06 Minnesota Traditions 99+

Posts About Videos More

Minnesota Traditions May 7

Here at Minnesota Traditions we believe in taking care of our lakes, rivers, streams and other bodies of water. #MNTraditions #AISawareness

As users of Minnesota's unique and majestic lakes and rivers, one of the most responsible things we can do is take care of them and leave them how Mother Nature intended.

Minnesota Traditions

5.6K 209 comments • 6 shares



X (FKA Twitter) Engagement



9:59 • 51%

Minnesota Traditions
1,159 posts

Posts Replies Highlights Media Lik

Minnesota Traditions @MNTra... · 3d
The good news is we got some decent weather to take the docks out. The not-so-good news is we are taking the docks out. Early detection is key to stopping the spread of aquatic invasive species. Please let the MN DNR know if you find zebra mussels or other AIS. #Minnesota

5 32 169 47.7K

Minnesota Traditions @MNTra...
Fall is a great time to go out...

10:00 • 51%

Minnesota Traditions
1,159 posts

Posts Replies Highlights Media Lik

Minnesota Traditions @M... · 13 Aug
Let's protect our lakes, rivers & streams for future generations.
CLEAN.
DRAIN.
DRY.
#Minnesota #MNtraditions #AISawareness

17 57 422 73.9

Promote Again

10:00 • 51%

Minnesota Traditions
1,159 posts

Posts Replies Highlights Media Lik

Minnesota Traditions @MN... · 18 Jul
Let's do our best to protect our resources in the land of sky blue waters. #Minnesota #aisawareness #mntraditions

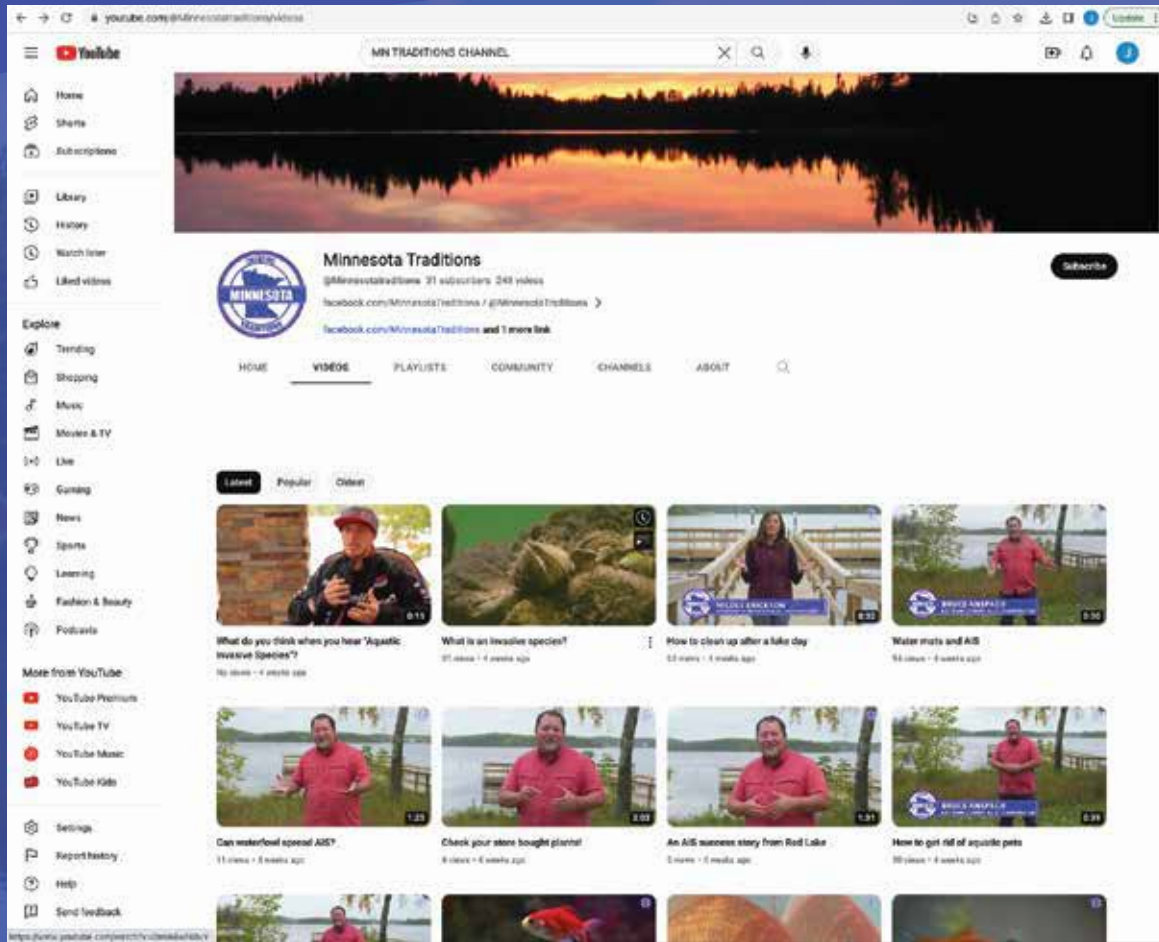
Promote Again

16 37 268 75.9K

We are connected by water. Please remember to clean, drain & dry to keep that connection strong.
#Minnesota #MNtraditions #AISawareness



You Tube



- Nearly 300 Videos of Minnesota Traditions
- Almost 250- videos less than :59 ready for Social Media
- FREE- FREE -FREE



Continuing with Social Media

Docks & Lifts (April, May, September, October)

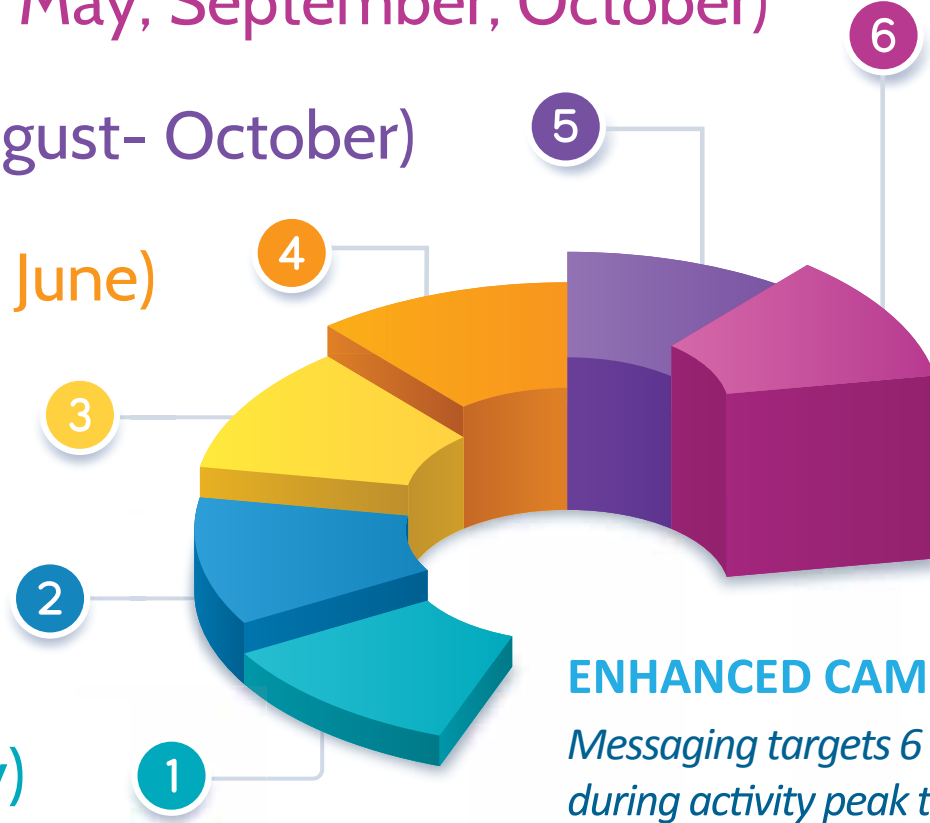
Waterfowl (August- October)

Canoeing / Kayaking (May - June)

Watersports (June - August)

Boat/ Sailing (June - August)

Anglers (April - July)



ENHANCED CAMPAIGNS
Messaging targets 6 unique user groups during activity peak times of year.



AIS coordinators can share stories of their successes and MN Traditions will post them.



Questions