

Social Media Task Force Notes

Members: Amber Dalke (Arizona), Sarah Noelle (Arizona), Chris Bernau (Arizona), Nancy Marshall (South Dakota), Sheila Merrigan (Arizona), John Harper (California), Laura (New Mexico, going to Oklahoma)

- International Year of Range (2017)
 - Target audience: general public, aimed at kids (middle school/high school)
 - Work with international partners
 - Global perspective
 - Show images of rangelands around the world to show rangeland distribution
 - Aim for younger students
 - Deliver hands on range experiences (Ex. Ranch Explorers Day at the V bar B)
 - Speakers, food, activities, animals, soils, plants, roping – remind people that rangelands are important because influence water quality, green space, recreational opportunities, wildlife
 - Possible activity: Have a table with a display of a bunch of random items and ask what is found on rangelands. Displayed items include minerals, artifacts, something bird related, renewable product, wildlife skeletons
 - Target agriculture or biology teachers (identify teacher trainings and make teachers aware of range – use HEC resources)
 - Marketing ideas
 - Inspirational video release coincides with International Year of Range
 - Have a presence at state fairs/county fairs/rodeos
 - Non-traditional range venues (Ex. John Harper may have access to promote inspiration video at movie theaters and it could be played as PBS style introduction)
 - Investigate marketing organization or getting a marketing student involved with the project
 - Community of libraries to distribute information
 - Tours and extension activities advertise (maybe 1-2 activities per state)
 - Career days and job fairs
- Social Media
 - Making social media more visible
 - More support from members
 - Social media campaign ideas
 - “We are rangelands”
 - Each state creates an image with something from their state and embeds the words We are rangelands at the top
 - MEME
 - Each state creates at least one of their own meme with something funny, timely, or unique about rangelands in their areas
 - Aim to roll out one per week
 - Vintage pictures with funny text overlaid

- Generally funny, same idea as above
- Goals of this campaign: tell funny stories, gain interest, quick
 - Meme or We are rangelands can link to video or text
 - Avoid copyrighted material (possible to give credit to the author/artist, but best to develop origination content)
- Hash tags
 - Come up with a constant hash tag that can be used on all social media platforms in order to have a single united conversation related to the rangelands partnership (avoid a large number of smaller conversations)
 - SRM uses #respecttherange; V bar V sometimes uses the popular #Farm365 (brings agriculture community together)
 - Ideas for the Rangelands Partnership: #rangeland, #rangelands, #rangechat
- Join up with #AgChat
 - AgChat is a twitter based group where a moderator posts a question every five minutes (or so) and many people respond, after five minutes another question is asked (5-8 questions in total). The conversation becomes a very fast paced growing dialog between interested parties.
 - Perhaps the Rangelands Partnership can reach out to this venue and ask them to host a range related AgChat
 - Could also do an Australia version – maintain the global perspective of the partnership
- Instagram
 - No business related instagram account. Best to make a new account using a general email and share username and password with people willing to contribute to the account
 - Aim to always use the to be determined Rangelands Partnership hash tag and other hash tags to bring help spread posts
 - Email account: rangelandspartnership@gmail.com
 - Password: RangelandsWest

Action Items

- Use same hash tag – create this hash tag (8-12 characters) – Maybe #Rangelands
- Create Instagram and explore the possibility of creating LinkedIn as a company rather than a group (Amber Dalke – by late April)
- Make state memes (Chris Bernau and Amber Dalke will brainstorm and create a few to present to the Arizona group – aiming for late April)
- All members need to share/like things posted on social media (all members should do this, perhaps send a reminder email at some point in the future)
- Brainstorm logistics and work on ideas for the International Year of Range (coming 2017! – Discuss with Arizona team and brainstorm if this is possible)