Introducing the #RangeNerd Social Media Campaign

Greetings,

I'm Christopher Bernau, a Rangeland Research Specialist at the [University of Arizona's V Bar V Ranch](#) and a member of the Rangelands Partnership's marketing task force. I'm here to talk about our new social media campaign and to ask for your help in generating content and promoting this campaign. We are calling it #RangeNerd, and it will be composed of a series of Rangeland related internet memes posted weekly from Monday, June 8th, until we run out of ideas. The purpose of this campaign is to promote awareness of Rangelands, show the diversity that exists within Rangelands, and showcase the various tasks and humor of the Rangeland World. We also hope to attract attention to the Rangelands Partnership's online resources and to our global partners.

You might be a #RangeNerd if

A day in the office is counting grass in the field

An internet meme is a themed post, video, or idea that spreads from person to person, often with some mimicry as it is spread; think Ice Bucket Challenge, Grumpy Cat, and the Success Baby. We chose to go with the internet meme for several reasons. First, society likes them. These types of posts are good for a quick laugh and a share, often spreading much farther than initially anticipated. Second, we've found that the most successful posts are fun photos and jokes. We post a variety of content; science articles, news clips, workshops, job posts, jokes, and action photos of field activities. The majority of our posts might get a hundred views or so, but the jokes and photos can reach over a thousand. So we felt it would be good to build on that popularity.

You might be a #RangeNerd if

Your monitoring wish list includes sharp clippers, a solid frame, and a drone

We chose to start with two memes; "You might be a #RangeNerd if" and "We are Rangelands".   "You might be a #RangeNerd if" is an open ended fill-in-the-blank joke that has a lot of possibilities. These Range Nerd jokes are entertaining since we've all had moments where something was Range Nerdy; perhaps interpreting the rangeland condition along a random highway, pointing out all the invasive plants on a family hike, or insisting on native grasses in a wedding bouquet. These are fun conversation pieces and make for great memes that we can all participate in. These will be the focus on our June 8th launch date, and we'll continue posting these every week as "#RangeNerd Monday".

"We are Rangelands" is a little different in that it is not focused on humor. Rather, it is about showcasing the beauty and variety that exists on our Rangelands. There is a lot more to Rangelands than the public knows about and we'd like to exhibit that diversity here. These are simple and we collectively have some of the best photographic examples of our Rangelands. There's no set themed date for posting these, we will just post them randomly as we make them. We'll still post these under the hashtag #RangeNerd to keep the campaign tied to a consistent theme.

We Need Your Help

We need your help generating content for these memes and in promoting the campaign. We would like to promote this campaign with a coordinated effort of all our partners. We will post these memes on Facebook, Twitter, Instagram, and possibly a few other outlets. What we need you to do is to like and share them to get them to as large an audience as possible. If every member shares these posts we would have a massive audience. To assist in the coordinated effort we've come up with the hashtag #RangeNerd. Please use it when you share the posts as it ensures that the global conversation is all tied together. The Rangelands Partnership also has #RangePartners, and the Society for Range Management has its own #RespectOnTheRange.

As for content, so far we have enough for the first eight weeks but if we want this campaign to continue we'll need a lot more material. We are hoping our members across the world can use their unique experiences and locations to make that material. Creating the memes is rather easy; they just require the headline, the photo, and the punchline. We've even created a power point template, downloadable here, where all you have to do is add the photo and adjust the punchline or photo location as you see fit. We've also left a place in the bottom right where you can add your organization's logo if you would like.

When you create your meme please email them to me at cbernau@cals.arizona.edu and I'll schedule it to be posted on a future Monday. Or you can post them yourself on your own social media outlets. If you do post it yourself please tag the Rangelands Partnership in the post so we'll be alerted and can share it and please remember to use the Hashtag for the campaign (#RangeNerd) and consider including the tags for the Rangelands Partnership (#RangePartners) and the Society for Range Management (#RespectOnTheRange). Thank you for your help!

Instructions for making #RangeNerd Memes

Step 1: [Download and open the "MemeTemplate.pptx" file](#)

Step 2: In the file, there are 4 slides:

- Slides 1 and 2 were created for the "You might be a #RangeNerd if" campaign. Slide 1 is the template you'll make edits to. Slide 2 is an example with some tips.
- Slides 3 and 4 were created for the "We are Rangelands" campaign. Slide 3 is the template you'll make edits to. Slide 4 is an example with some tips.

Step 3: Making edits to a template – Add a picture

- Delete the white box by clicking inside the white box and pressing the delete or backspace key.
- Locate the picture you want to use from your computer and copy and paste it into the slide.
- We recommend resizing the picture – Right click on the picture, select "Size and Position." Adjust the Height and Width until the top and bottom text can be seen. We suggest: 6.75" height and 9" width.
- Move the picture to the middle of the page by clicking on the image and moving it to the desired location. If you want PowerPoint to center it for you, click on the image, click on "Format" in the menu bar, find "Align" under the Arrange options, and select "Align Center."

Step 4: Making edits to a template – Edit the bottom line of the meme text

- Click on the text "Something creative in this box" and write the punch line to the meme.

Step 5: Making edits to a template – Add your Personal Logo(s)

- Delete the blue box by clicking inside the blue box and pressing the delete or backspace key.
- Locate personal logos and copy and paste them into the area where the blue box used to be.

Step 6: Once done editing a template - Save as JPEG

- File to "Save as"

- Save the file as a JPEG. You may have to select "Other Formats." In the new window, click on "Save as type" to view all format types. Scroll through to find "JPEG File Interchange Format (*.jpg)".
- Change the file name to your last name and the date. Example: Bernau6.15.2015
- A new window will open that says "Do you want to export every slide in the presentation or only the current slide?" Select "Current Slide Only."

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