



# IOWA DEPARTMENT OF NATURAL RESOURCES

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LEADING IOWANS IN CARING FOR OUR NATURAL RESOURCES



# Hello!

## I'm Jessie Brown

### Iowa Department of Natural Resources

# WHERE IT'S AT

IOWA DEPARTMENT OF NATURAL RESOURCES  
BRUCE TRAUTMAN, ACTING DIRECTOR



# Be the GOAT of social goals

- ✓ Build relationships
- ✓ Inspire and encourage
- ✓ Enhance outdoor experiences
- ✓ Educate and inform
- ✓ Grow support
- ✓ Create stewards, enthusiasts and brand advocates





It's about  
people and  
relationships





## BUILDING RELATIONSHIPS

- Ask Us Anything
- 7,000 responses in 2017
- Swift response
- Friendly, personable tone
- When all else fails...Dad jokes

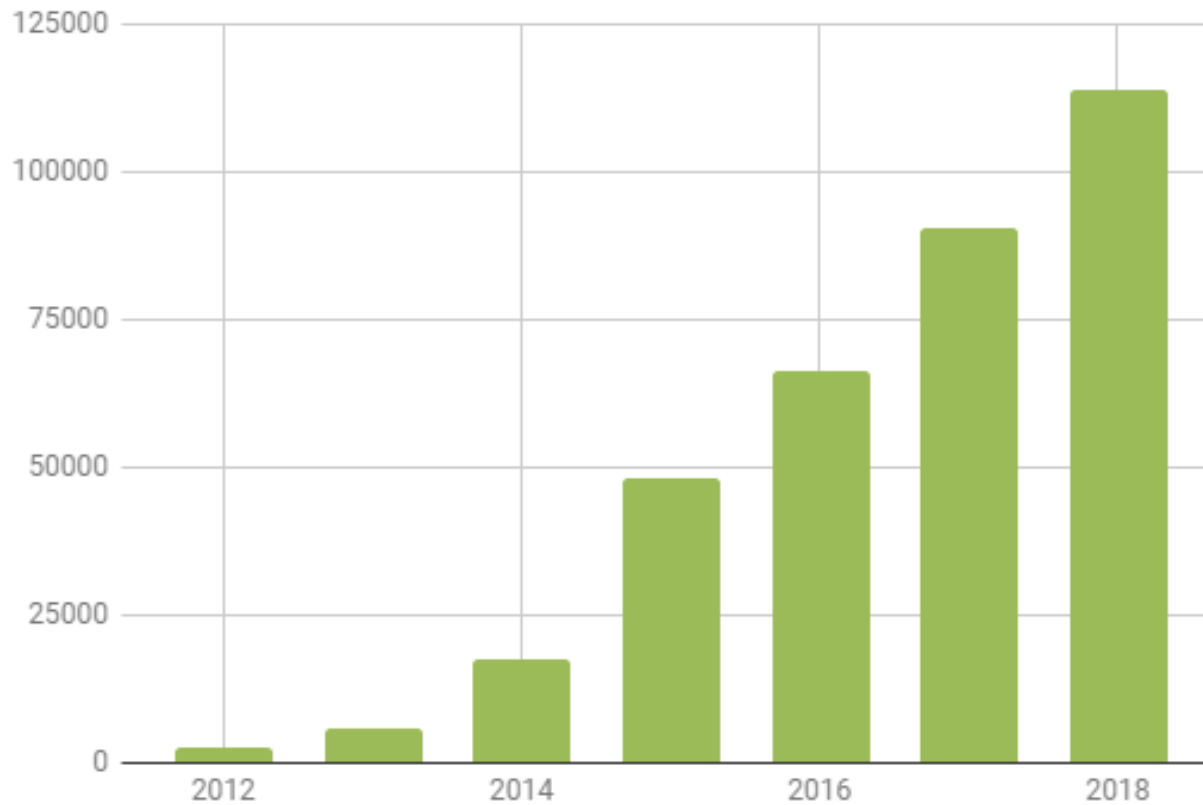
## PEOPLE FIRST

- Post with a purpose
- Content marketing: give viewers content they personally find value in
- Be inspiring and encouraging, give resources
- Be friendly, be a person
- Hug your haters



# MAKING STRIDES

Facebook followers 2012-2018







161,100+

Followers across platforms

850,000

Weekly Reach

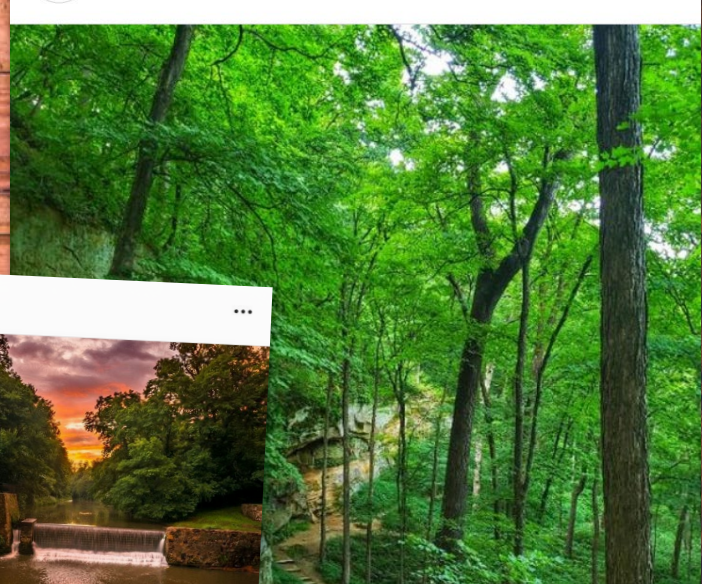
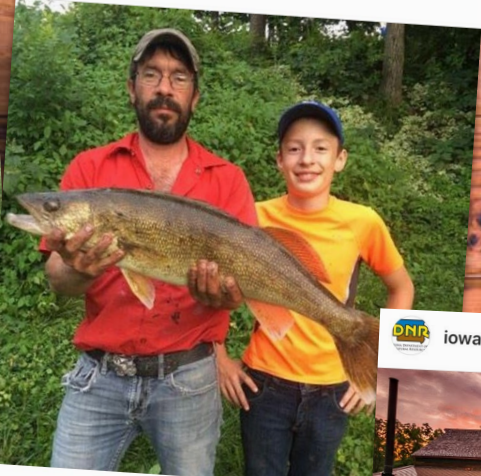
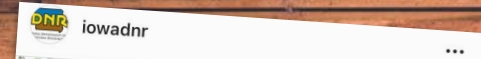
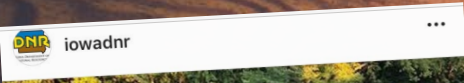
1,200,000

Weekly Impressions

# @iowadnr







View Insights

1,274 likes

iowadnr When Alaina Rogers said she caught a beast of a largemouth bass in a southeast Iowa farm pond...

View Insights

420 likes

iowadnr And that right there is a Master Angler...



View Insights

471 likes

iowadnr You just can't paint a picture prettier than this. 📍: Trenton McDonough, Wildcat Den State Park

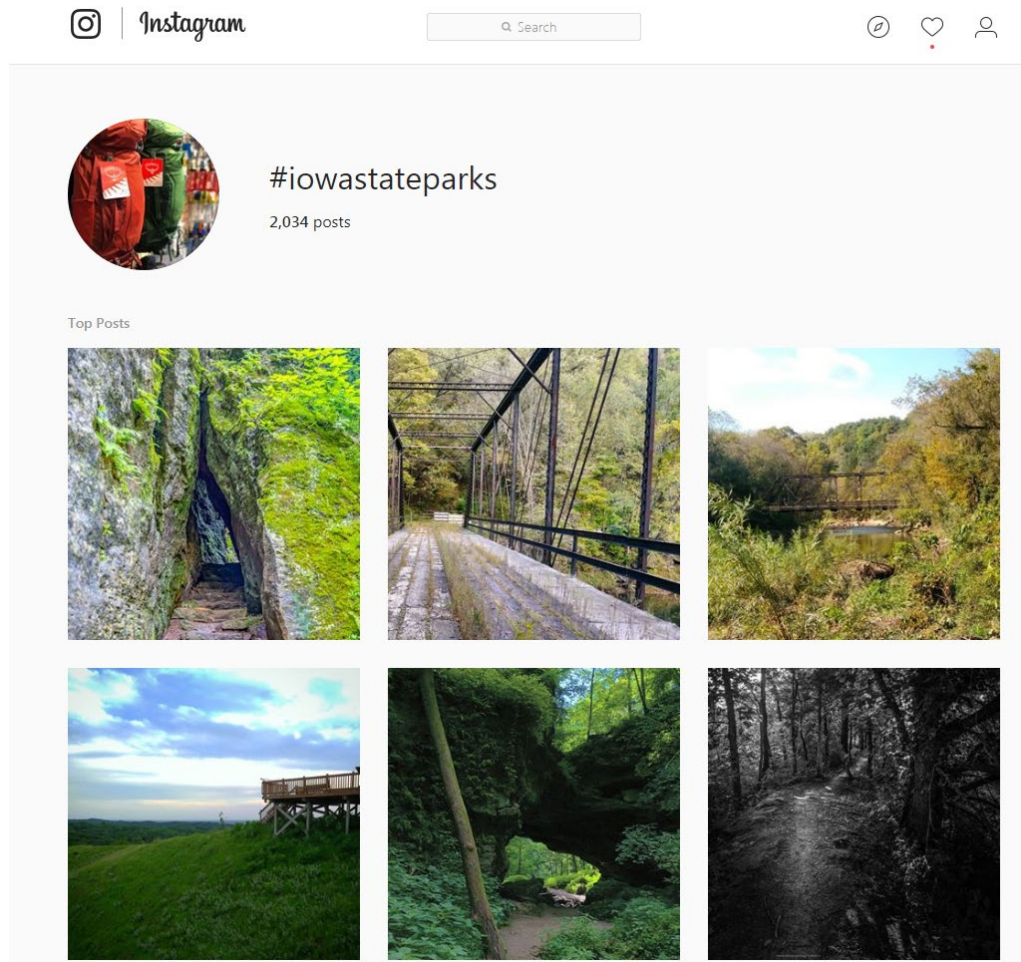
#IowaStateParks #ThisIsIowa #IowaDNR #WildcatDen #Sunset #IowaHistory #NaturePhotography #Regram



# #UGC



# USER GENERATED CONTENT




- People are capturing experiences and sharing with us
- Using UGC helps build relationships and develop advocates
- Hashtags make finding content easy
- PEOPLE WANT TO CONNECT.


# VALUE-ADDED BLOGGING

- thumb-stopping
- clickable
- gives usable content reader finds value in
- encourages new or enhanced experiences
- expert info and new experiences grow trust




7 hidden surprises at Yellow River State Forest   
📅 9/19/2018 10:12:00 AM 👁 View Count 20  
With 8,900 acres of forest nestled in Iowa's Driftless region, Yellow River State Park offers many different options, you're sure to find your peace in this special place of Iowa. Here are his top picks for the forest.




5 cool things to know about gray foxes   
📅 8/27/2018 3:09:00 PM 👁 View Count 1680  
Although not yet endangered or threatened in Iowa, gray fox populations have been declining in some areas.



4 things to know before packing a cooler   
📅 8/27/2018 1:50:00 PM 👁 View Count 1498  
Packing a cooler may seem pretty simple – just throw in ice, right? But it's a little smoother and safer. With a little preparation, packing a cooler is quite simple.




8 hidden surprises at Maquoketa Caves   
📅 8/21/2018 2:08:00 PM 👁 View Count 5327  
Maquoketa Caves State Park may be known for its caves and gorgeous scenery, but there are many other things to see and do suggested by park staff?



Don't trash these 8 things   
📅 8/15/2018 2:27:00 PM 👁 View Count 5163  
Each year, almost 3 million tons of trash end up in Iowa landfills, and of that amount, a large portion could have been diverted from the landfill through reuse, recycling and other methods. Keep items out of landfills by following these easy tips!



Meet Iowa's smallest carnivore 



Iowa Department of Natural Resources



July 7, 2017 · ⚙️

“My buddies and I were driving for hours and hours to get anywhere you could spend a day on, and we all started thinking this is ridiculous. Iowa has plenty of rivers and outdated dams that could be great for this,” he says. “All you need is good flow, some drop in elevation and gravity.”



IOWADNR.GOV

### Rock the Rapids: turning dangerous dams into places for family fun draws crowds to communities

51,042  
People Reached

726  
Engagements

3,447  
Clicks

[Boost Post](#)

362

30 Comments 101 Shares







Also likes [Travel Iowa](#)

**Maggie Turza** My family moved to Dubuque a year ago and have loved all of the knowledge we have gained from the Iowa DNR. We just went to check out Manchester's park this weekend after the article you posted and had an absolute blast! Everyone at the park was helpful, courteous and kind. Manchester was a welcoming community, you can really tell that they embrace their unique park! Thank you for being a great resource, our time in Iowa would be much less adventurous without the influence of the DNR!



11

[Like](#) · [Reply](#) · [Message](#) · 1y



**Iowa Department of Natural Resources** Maggie, we're so glad to hear about your family's adventures! Thanks for sharing them with us, and welcome to Iowa! 😊

[Like](#) · [Reply](#) · [Commented on by Jessie Brown \[?\]](#) · 1y

# EXPLORING THE LORE OF PAINT ROCK

IOWA  
OUTDOORS



BRIAN GIBBS 

## DIY OUTDOORS

### PINTEREST:

- Makes getting outdoors simpler
- Inspires and encourages
- Reaches those in charge of making family plans
- Provides valuable info for later access
- Increases traffic to [iowadnr.gov](http://iowadnr.gov)

IOWA DEPARTMENT OF NATURAL RESOURCES

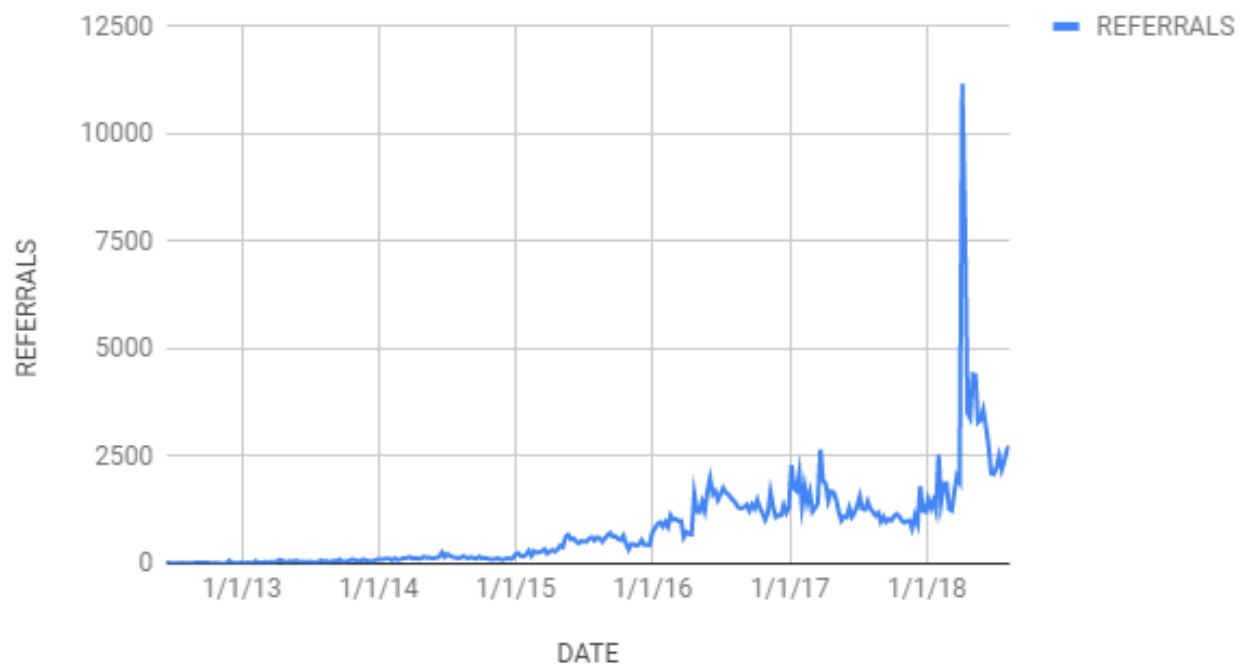
BRUCE TRAUTMAN, ACTING DIRECTOR





**Iowa Dept of  
Natural Resources**  
1.4m monthly viewers

### REFERRALS vs. DATE





**Iowa DNR** @iowadnr

Drift or slowly troll jigs or minnows for white #crappie in lower half of Rock Creek Lake  
[iowadnr.gov/fishingreport](http://iowadnr.gov/fishingreport)  
#IowaFishingReport



12:08 PM - 29 Jul 2018

9 Likes  
[User avatars]  
[Retweet icon] [Like icon] 9

**Iowa DNR** @iowadnr

Use stink bait worms or cut bait fished off the bottom for #ChannelCatfish at Volga Lake  
[iowadnr.gov/fishingreport](http://iowadnr.gov/fishingreport)  
#IowaFishingReport



6:18 PM - 30 Aug 2018

5 Likes  
[User avatars]  
[Retweet icon] [Like icon] 5

**Iowa DNR** @iowadnr

#northernpike are feeding in trees in backwaters of Miss. pools 9-11 on crawler rigs w/leader [iowadnr.gov/fishingreport](http://iowadnr.gov/fishingreport)  
#IowaFishingReport

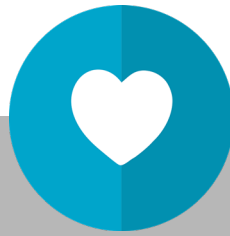


12:48 PM - 3 Aug 2018

1 Retweet 6 Likes  
[User avatars]  
[Retweet icon] 1 [Like icon] 6

# #IowaFishingReport





23,432

Referrals from GovDelivery

3,593

Referrals from Twitter

4,388

Referrals from Facebook





Iowa Department of Natural Resources was live — at Iowa State Fairgrounds on Saturday

Ever met a trumpeter swan? Here's your chance! Ask biologist Dave Hoffman your questions!

22,836 people reached

153 Likes 35 Shares 7.9K Views

Like Comment Share Up Next

Comments

Most Relevant

View previous comments 20 of 50

- Scott A. Gebers · 9:37 I miss working with them  
Like Reply Message 1d
- Debbi Moore Schoppe · 8:48 Love this from Texas  
Like Reply Message 1d
- Lori Westcott · 2:19 He's beautiful  
Like Reply Message 1d
- Tyler Randall · 2:07 See you Iowa state fair 2019 good  
Like Reply Message 21h



Des Moines Public Library about 2 months ago

High water is making it tough to fish in most parts of the state right now, but check your local pond - it may be just right. Ask your fishing questions LIVE to our fearless fishing live of Chief Arian Arthur and Community Fisheries Biologist Tyler Stuber!

People have watched this video for a total of 5.5K minutes

141 Likes 31 Shares 8.7K Views

Like Comment Share Up Next

Realtime Comments

- Nathan Vogel · 3:23 Thanks for all you do!  
Like Reply 7h
- Sassy Bink Killinger · 6:34 Awesome that you do this Tyler. It is all great information! Where are you catching crappie, should they be spawning soon?  
Like Reply 7h
- Devlin O'neal · 6:37 Any good tips on catching fish like what to look for or spots to keep an eye out for  
Like Reply 7h
- Jason Euchner · 5:28 Hi Tyler and Aaron  
Like Reply 7h
- Mark Smith · 7:30 FYI, that corner is the deepest part of Lily pond. When it is this hot, that might be the best spot to start.  
Like Reply 7h

Replying to Devlin

- Nike jod · Can't wait
- Sounds awesome

Write a comment





# LIVE AND LOCAL FISHING

- Able to demo techniques, give tips
- Show off Iowa's great fishing spots
- Give viewers direct access to ask fishing questions
- All about **connecting and encouraging Iowans**
  - make fishing easier
  - make fishing more successful
  - building relationships
  - building trust
- And we're fun, too!





709,000

People reached

145,000

Video views

1,100

Comments

# #LetsGoHunting

- Telling stories crafted for each platform, audience but with a common brand
- Encouraging hunters to take someone hunting
- 300 photos entered in contest hosted by WHO-TV
- Promoting Apprentice License



Iowa Department of Natural Resources

Published by Jessie Brown [?] · November 22, 2017 ·

"You're never too old to go duck hunting! 21 & 91 years old."



iowadnr

Who will you take hunting?  
#LetsGoHunting

#IowaDNR #IowaHunting #RaisedHunting  
#Campfire #Tradition

Video: group around a campfire; be the person that sparks an interest in hunting in someone else

timhansen8532 I took my son hunting at 12. now he helps sponsors youth



658 views

DECEMBER 4, 2017

Add a comment...





At what age must I be to get a life time fishing license , and how much are they ? I'm 64 now .



wanting to try n get her into deer hunting, she would like to go but isn't 100% set she'll like it. Does this rule apply for deer tags for early muzzleloader or just for small game? If so could you give me a few things I'll need in order to get her set up. Thank you!



I have a question.... can I buy a first season doe tag only then buy a any sex late muzzle loader tag



So I've asked a few people and haven't been able to get an answer. I caught this fish earlier when was wondering if you could fill me in on what it is.



Access today on the North Raccoon River. Do you have any reports of the river height in that area if it is good to kayak? We could also do Adel to Puckerbrush if that is better. Thanks!!

Booneville



How would one go about hunting doves if someone didn't get the dove endorsement on their hunting license?



Are live goldfish legal to use as bait for catfish?



How many bank poles/diddy poles is allowed per person



I am disabled and I would like to know  
Thank you



Please settle a debate about this being a bobcat or not, in Ottumwa Ia.



My buddy and I have been going early teal season and saw a lot of wood duck hens and we were discussing what a ticket would be if someone shot one(we of course didn't ) just out of curiosity what is a fine for something like that so I can let him know?

stringer



Can you target/sight to shotgun before hunting season starts on public land?



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relationships





# Questions?

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