Using Social Media to Engage the Public

TEXAS
PARKS &
WILDLIFE

Texas Land & Water Plan:

Educate, inform and engage Texas citizens in support of conservation and recreation.

Traditional media

Face-to-face

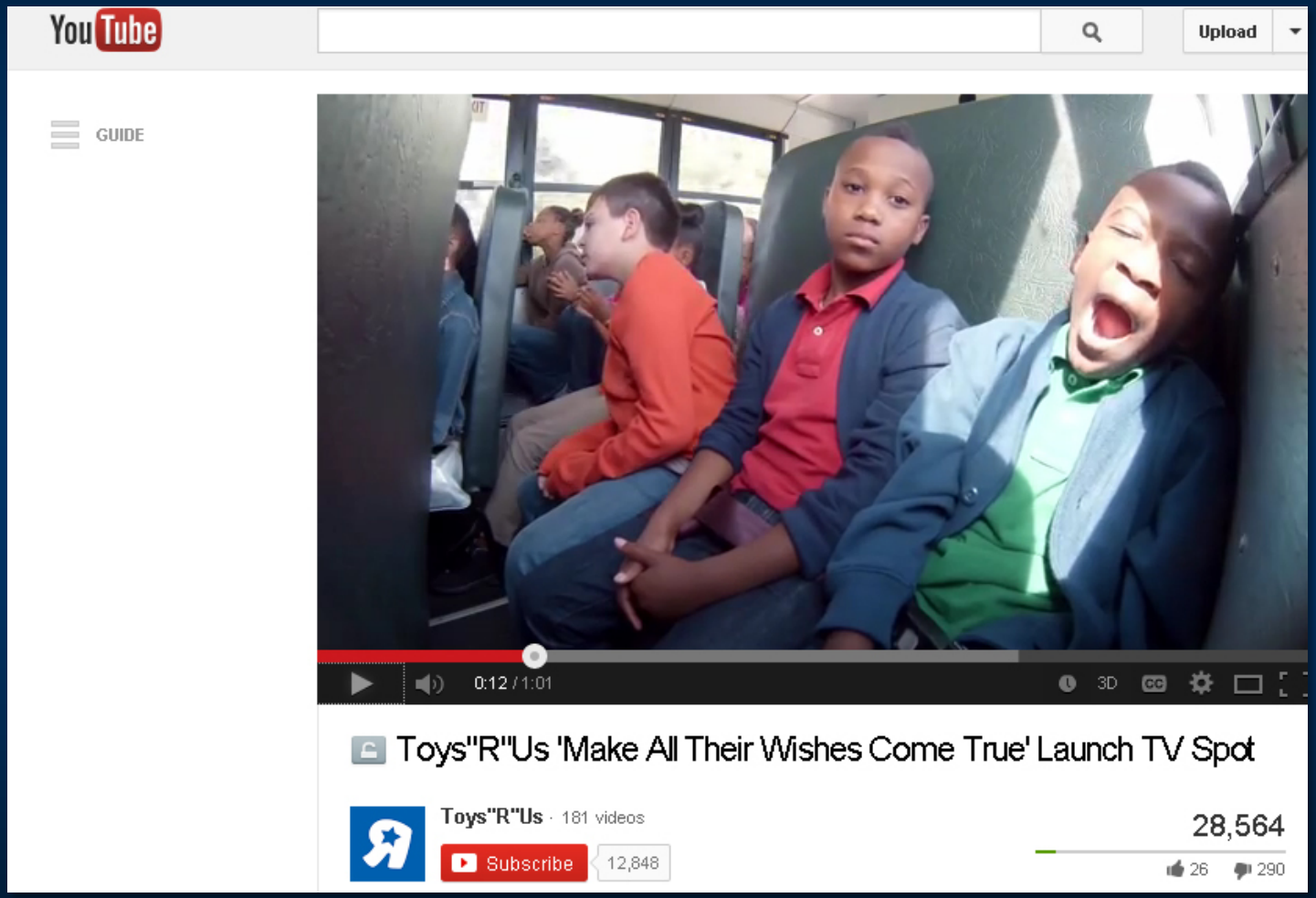
Social media

Texas demographic trends

- ~ 1000 people move to Texas every day
- Metro areas growing
- Population becoming more diverse

What we're up against:

A nature field trip



67% of internet users on social networks

The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

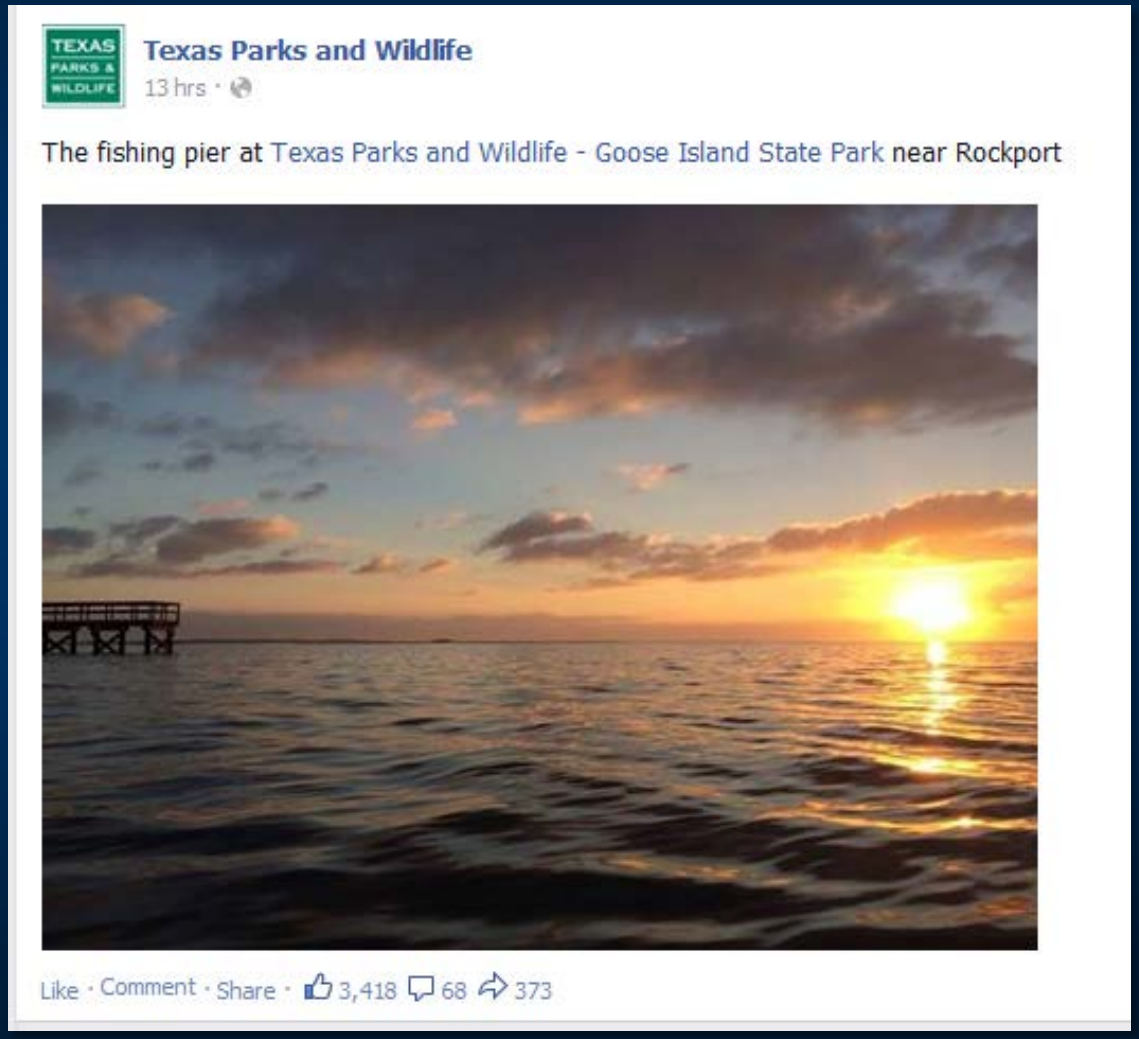
“You can’t just say it.

You have to get the people to say it to each other.”

- James Farley
  Ford’s VP for Global Marketing

How do you keep people interested?

Appeal to the Visual



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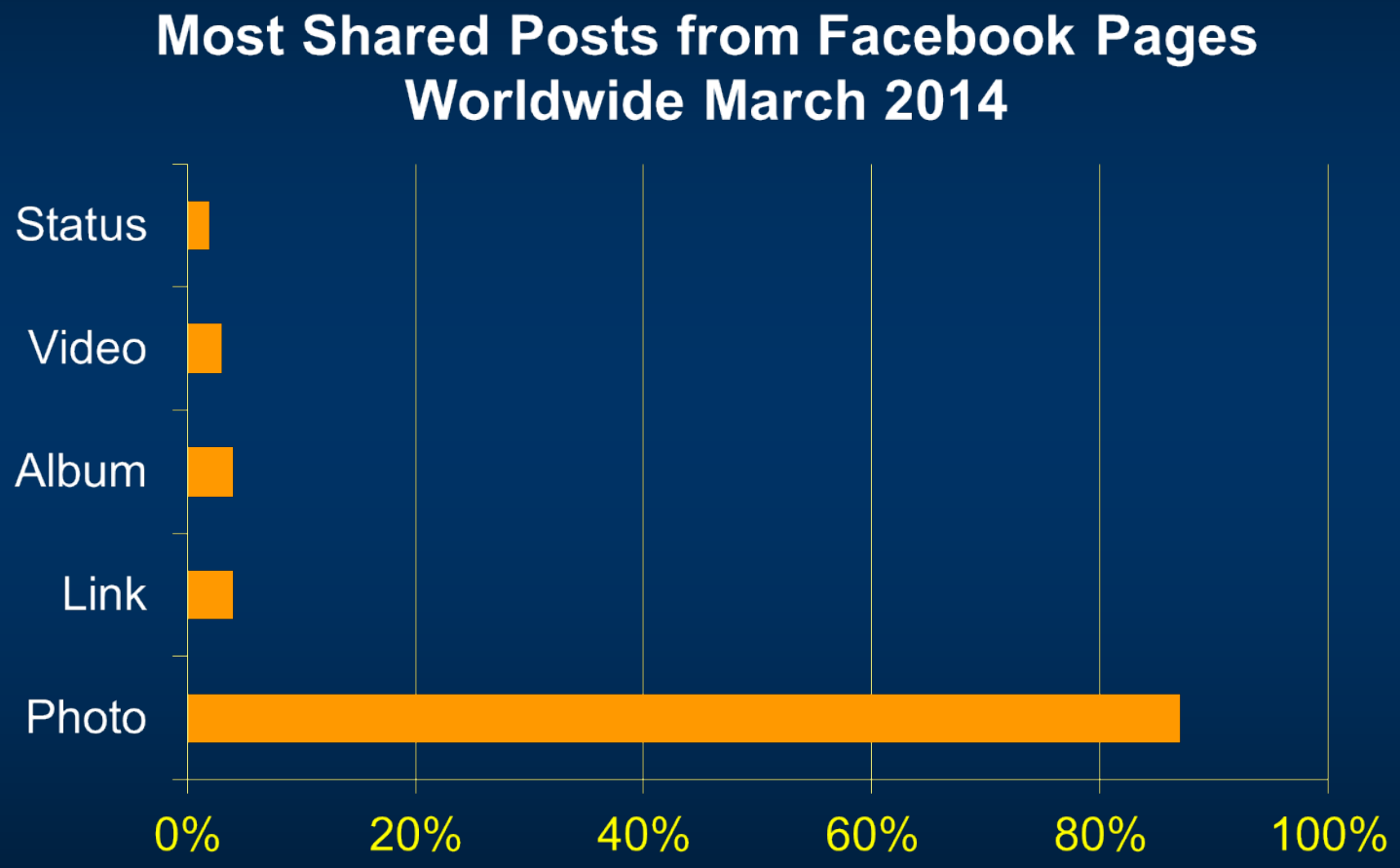
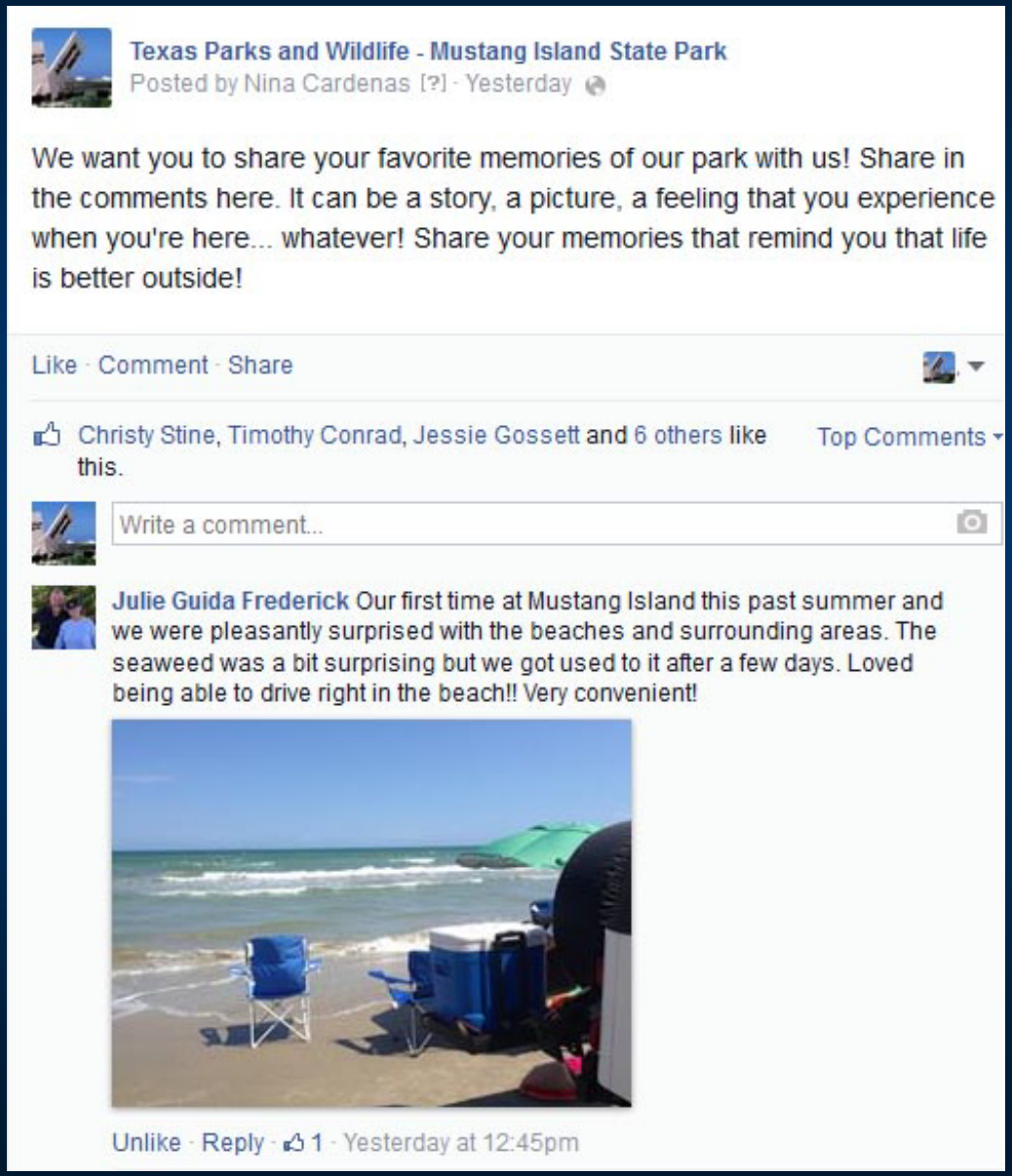


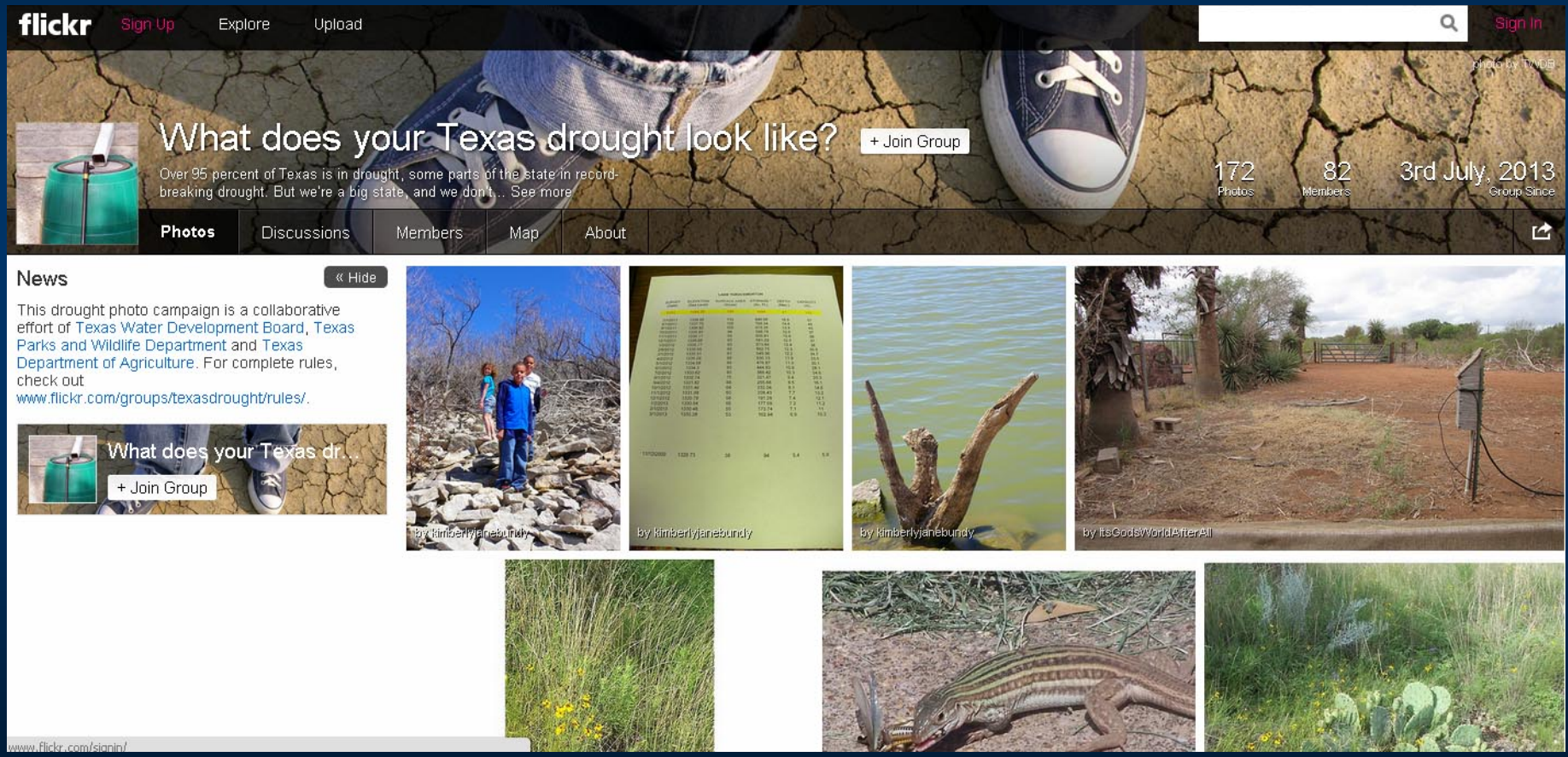
Source: emarketer.com

Ask for Pictures



Encourage Participation

Campaign: What Does Your Texas Drought Look Like?



Houston NEWS

TOP BLOG STORIES

J.J. Watt Fans Crash Skeeters Ticket Website...
By Sean Pendergast

Five Ever Check O Week
By Micha Barajas

Environment

What Does Your Texas Drought Look Like? Now You Can See Documentary Photos From Across the State

By Margaret Downing Mon., Oct. 28 2013 at 11:00 AM
Categories: Environment, Texas, Weather

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STATEIMPACT A reporting project of npr member stations

TEXAS | Energy and Environment Reporting for Texas

CLIMATE INDUSTRY POLICY INNOVATION

SLIDESHOW

Texas Wants to See What the Drought Looks Like to You

AUGUST 13, 2013 | 6:00 AM
BY MICHAEL MARKS

Comment Email Tweet 9

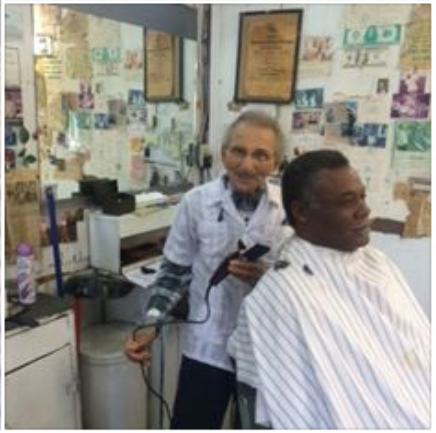
The Texas Water Development Board's most recent **drought report** showed that 97 percent of the state is still experiencing some level of drought. So what does a state that parched look like?

The agency, along with **Texas Parks and Wildlife** and the **Texas Department of Agriculture**, have come together to show you. Those three agencies have launched an initiative called "**What Does Your Texas Drought Look Like?**", which encourages Texans to upload their drought-related photos to a public flickr page.

Share Stories

Texas Department of Licensing and Regulation (TDLR) added 3 new photos.
February 6 at 1:41pm ·

[PIC] This is 87-year-old licensed barber Willie Jacks. He's been a barber since 1947 – 68 years! We recently took these photos of him during our periodic inspection of Ryon Barber Shop in Houston.



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#FullMoon

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Texas News

Moon, cubs seen at Texas state parks

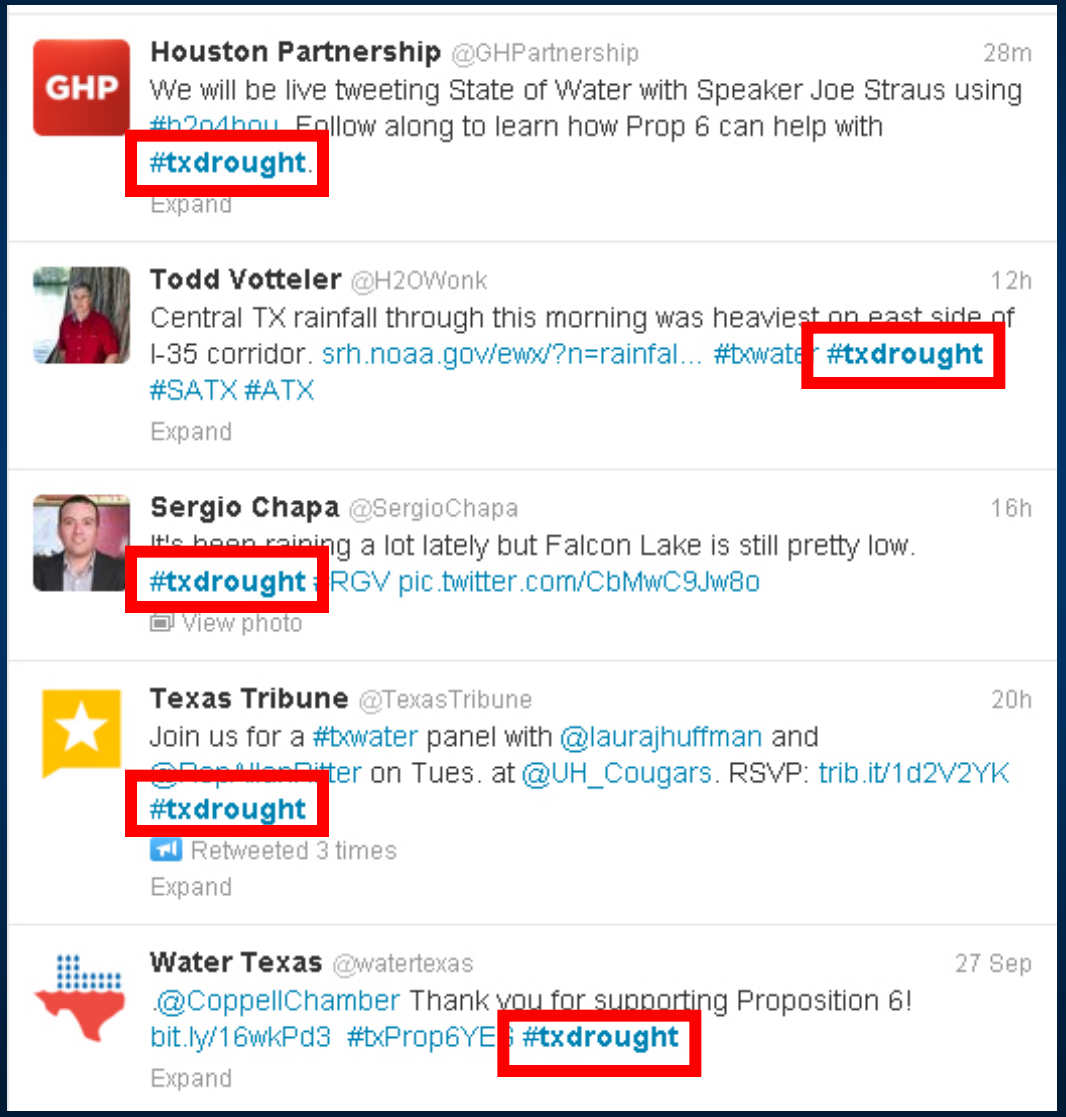
redit: Photo: Texas Park and Wildlife Department

+1 MORE

Engage with Questions & Quizzes

Use Hashtags Strategically

Twitter



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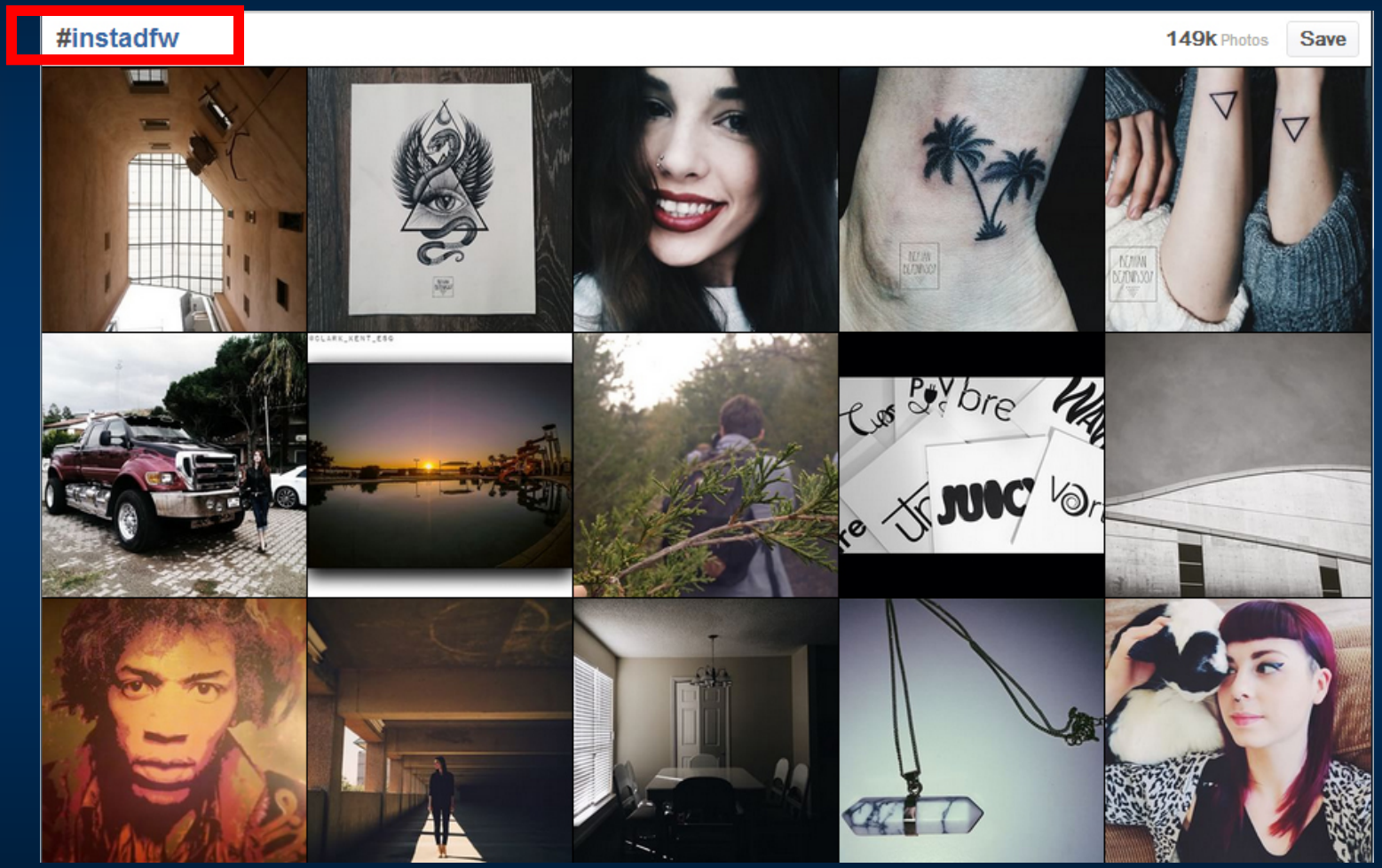
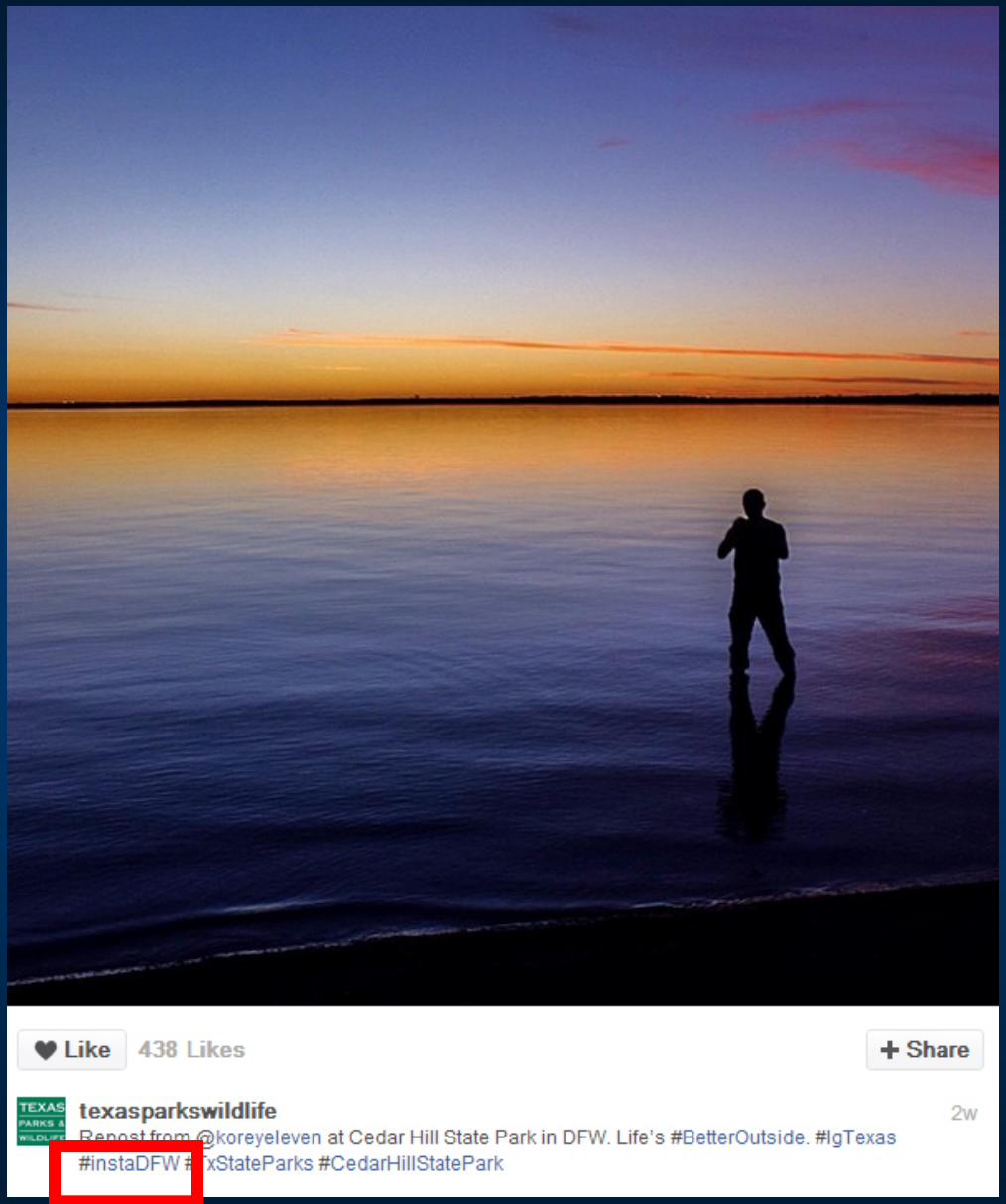
Instagram



Instagram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texasparkswildlife
2w
Repost from @koreyeleven at Cedar Hill State Park in DFW. Life's #BetterOutside. #IgTexas
#instaDFW #TxStateParks #CedarHillStatePark

Use Hashtags Strategically

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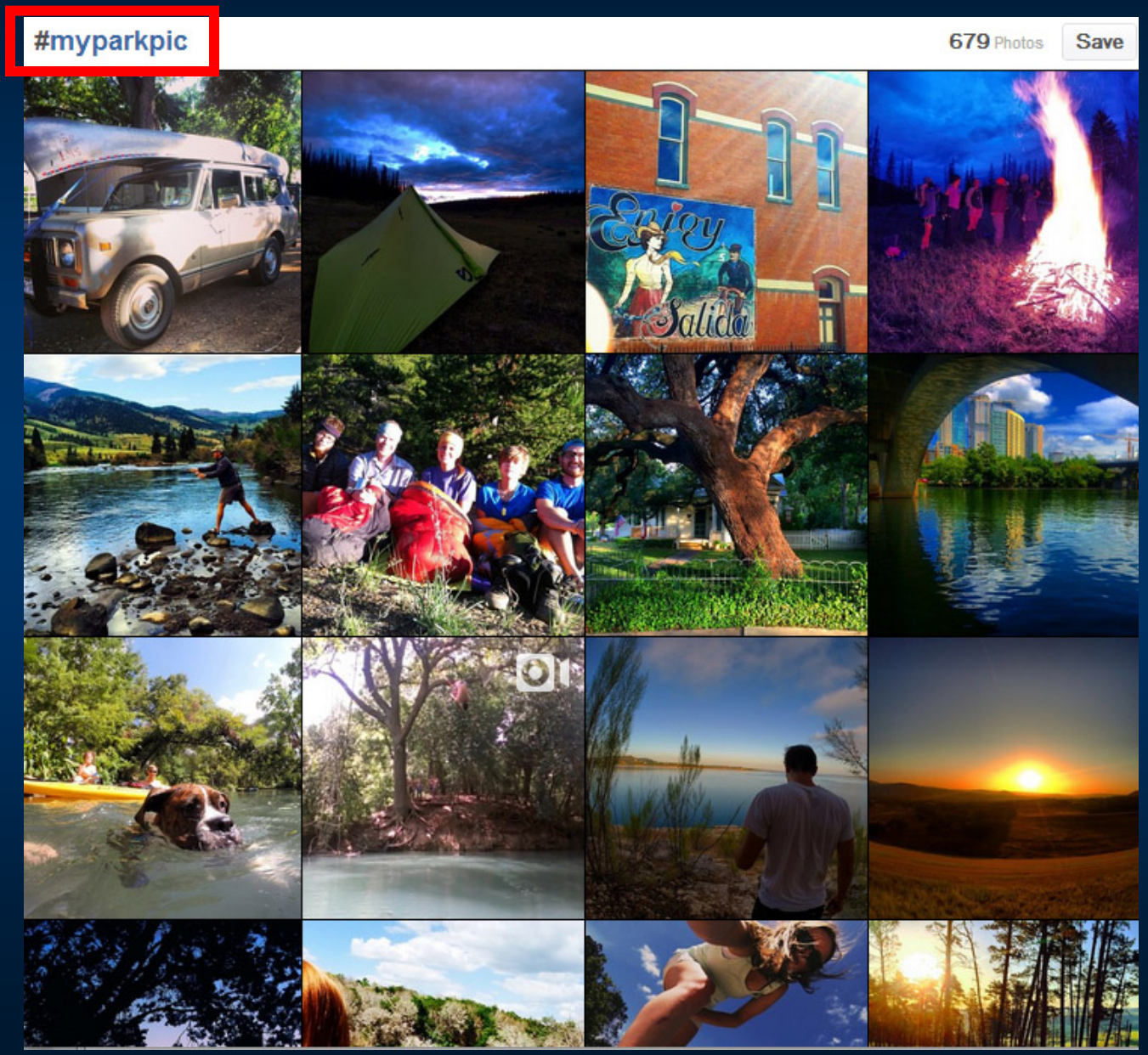

Questions?

Contact me:

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