



LOWER PLATTE SOUTH natural resources district

3125 Portia Street | P.O. Box 83581 • Lincoln, Nebraska 68501-3581 | P: 402.476.2729 • F: 402.476.6454 | www.lpsnrd.org

Memorandum

Date: August 16, 2019
To: Each Director
From: Mike Mascoe, Public Information Specialist
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee met Wednesday, August 14 at 5:30 PM at the NRD office. Subcommittee members present were Greg Osborn (Chair), Gary Aldridge, Vern Barrett, Tom Green, Chelsea Johnson, Milt Schmidt and Ray Stevens. Others present were Board Chair Larry Ruth and staff members Paul Zillig, David Potter, McKenzie Barry, Adam Sutton and Mike Mascoe.

Chair Osborn called the meeting to order. Natalie McClure and Casey Wurst of Red Thread updated the subcommittee and staff on LPSNRD social media analytics over the last two years, sighting impressive engagement and reach/impressions growth in both our Facebook and Instagram accounts. Facebook page likes, since September of 2017, have increased more than 200%, to 4,412.

Wurst and McClure also reported statistics concerning our recent Conservation Coach social media video campaign, which reached 47,000 people and generated 30,000 video views. A summary of the Red Thread presentation is attached.

Mascoe outlined traditional media aspects of the campaign, including television, radio, LPSNRD.org and our summer newsletter (attached). Three positive comments from social media and television viewers about the campaign (attached) were distributed.

Mascoe also explained staff sought a proposal (attached) from Red Thread to produce three more social media videos and three more television ads (the same numbers produced for the campaign just completed) featuring the Conservation Coach for use in 2020. The proposal had been distributed to the subcommittee several days prior. Red Thread's proposed production cost is slightly lower than for the first project. Staff suggested three topics for the videos: recreation areas, soil programs and forestry. Discussion by the subcommittee also brought-up climate change, the Salt Creek levee system, Antelope Valley and water conservation (watering landscaping, lawns and irrigation). **It was moved by Stevens, seconded by Schmidt and approved, with Aldridge**

voting "no." to recommend the LPSNRD Board of Directors approve the proposed professional services agreement from Red Thread for the production of educational/information videos at a cost not to exceed \$19,460.00.

Staff also reported to the subcommittee about a new monthly E-Mail Blast to be distributed to subscribers on the first Tuesday of each month, focusing on several aspects of a broader topic. The initial blast was distributed August 6. It was also reported the fall "Know Your NRD" newsletter, to be distributed in mid-October, will have re-designed printed and electronic templates. Staff has been working with Unanimous on the new designs.

There being no further business, Chair Osborn adjourned the meeting at 6:45 PM.

MM/mm



Social Media Performance Review

client: Lower Platte South NRD

client: Lower Platte South NRD

project: Social Media

2017 - 2019 Performance Overview

Facebook

Page likes grew from 1,665 to 4,412, +265% increase. Much of this is due to the ongoing and consistent promotions ran to gain page likes.

Total Page Likes as of Today: 4,412



Total Page Likes

BENCHMARK
Compare your average performance over time

Total Page Likes

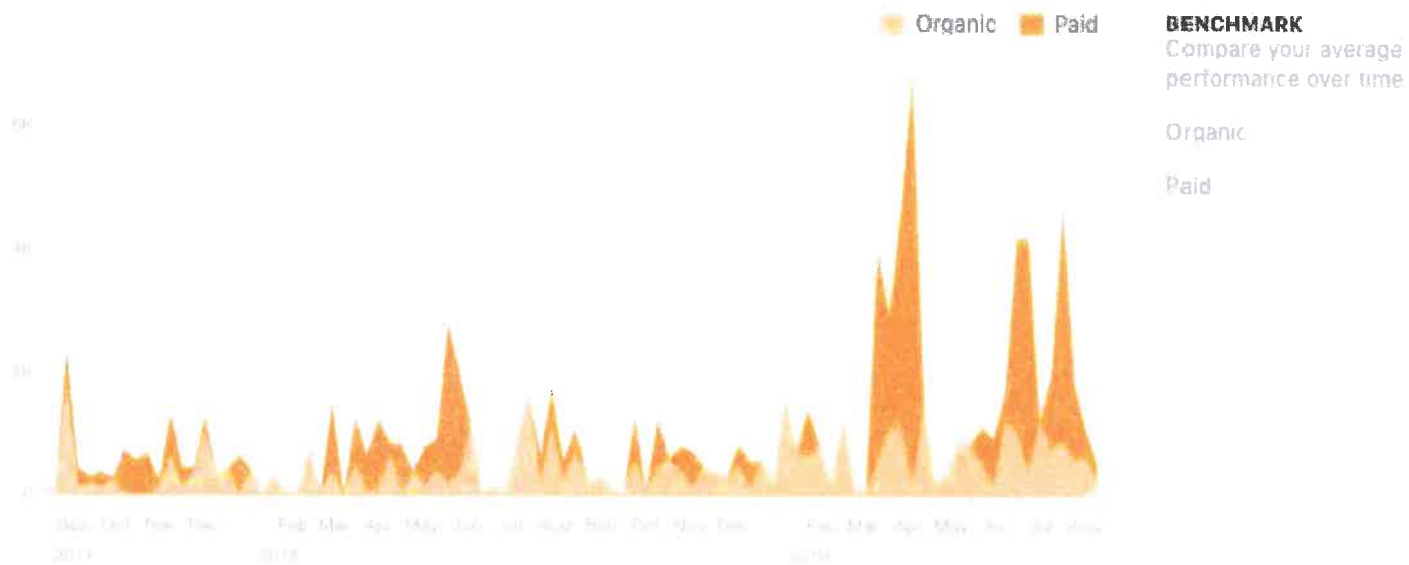
client: Lower Platte South NRD

project: Social Media

Putting ad spend behind our content is helping us reach significantly more people overall with our messaging. There has been more organic reach consistently in 2019 than former years, and far more paid reach.

Post Reach

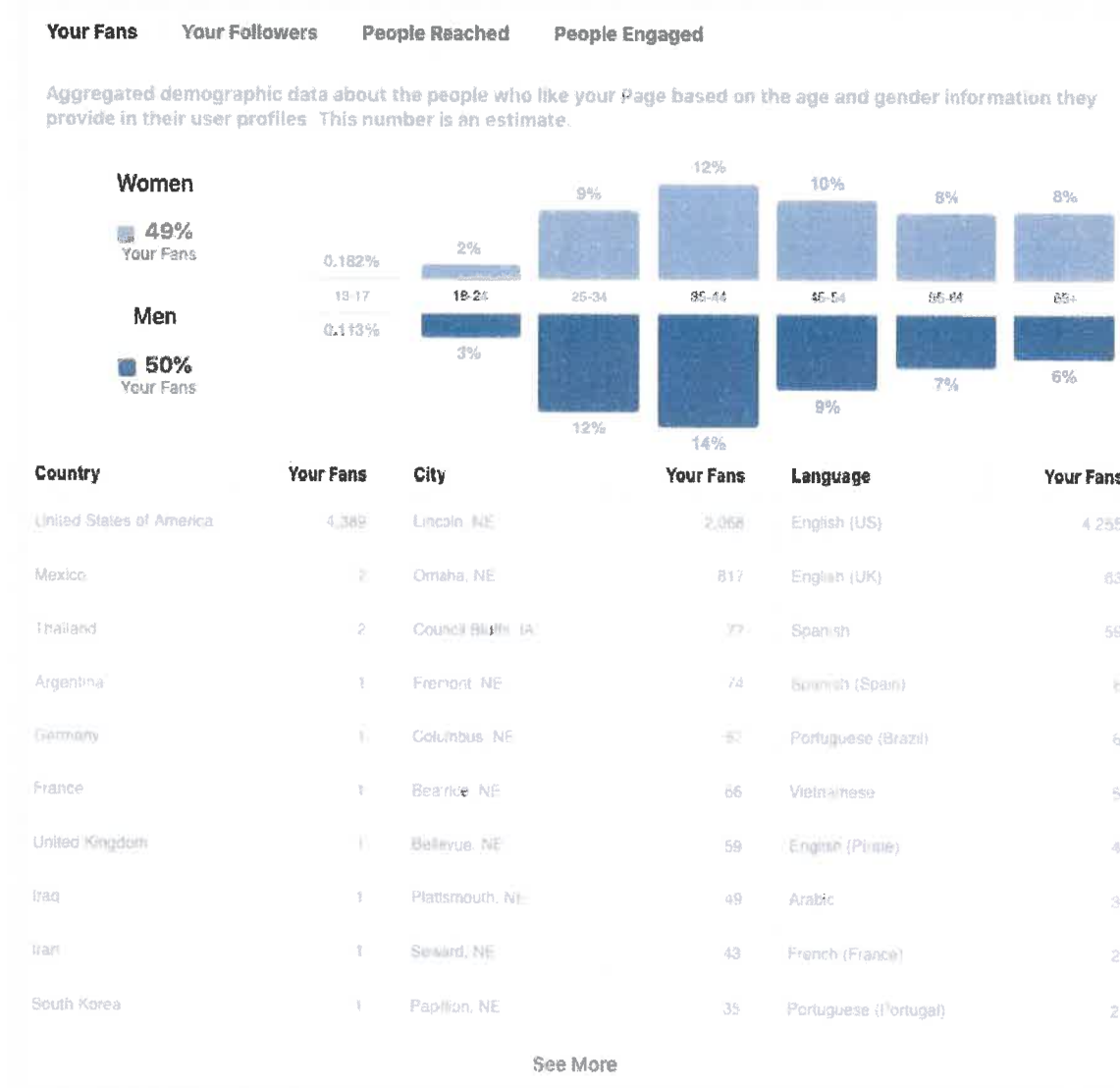
The number of people who had your Page's posts on their screen. This number is an estimate and may not be precise



client: Lower Platte South NRD

project: Social Media

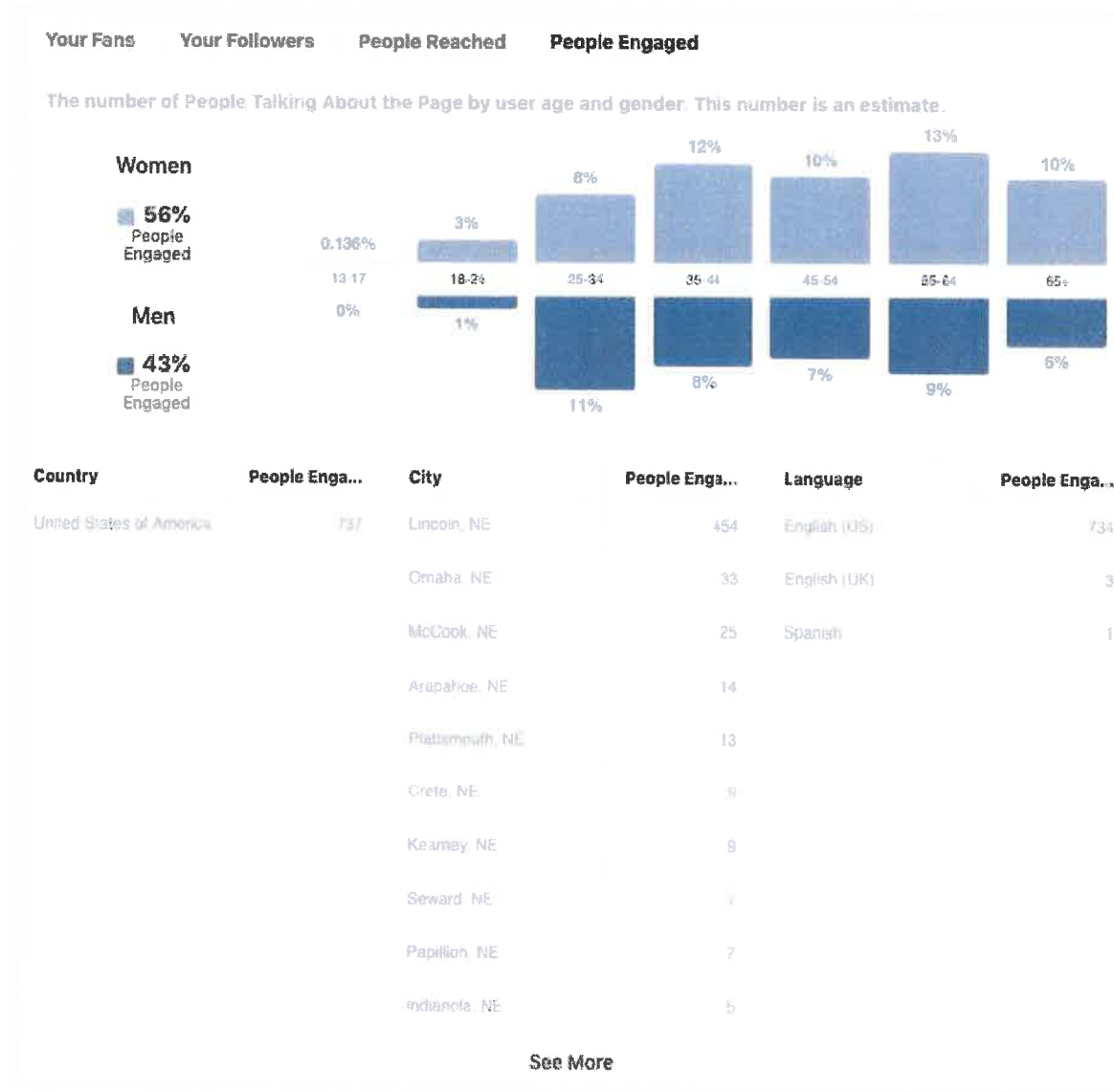
Our Facebook audience is about evenly split between males and females, with the largest audience age group being 35-44 years old.



client: Lower Platte South NRD

project: Social Media

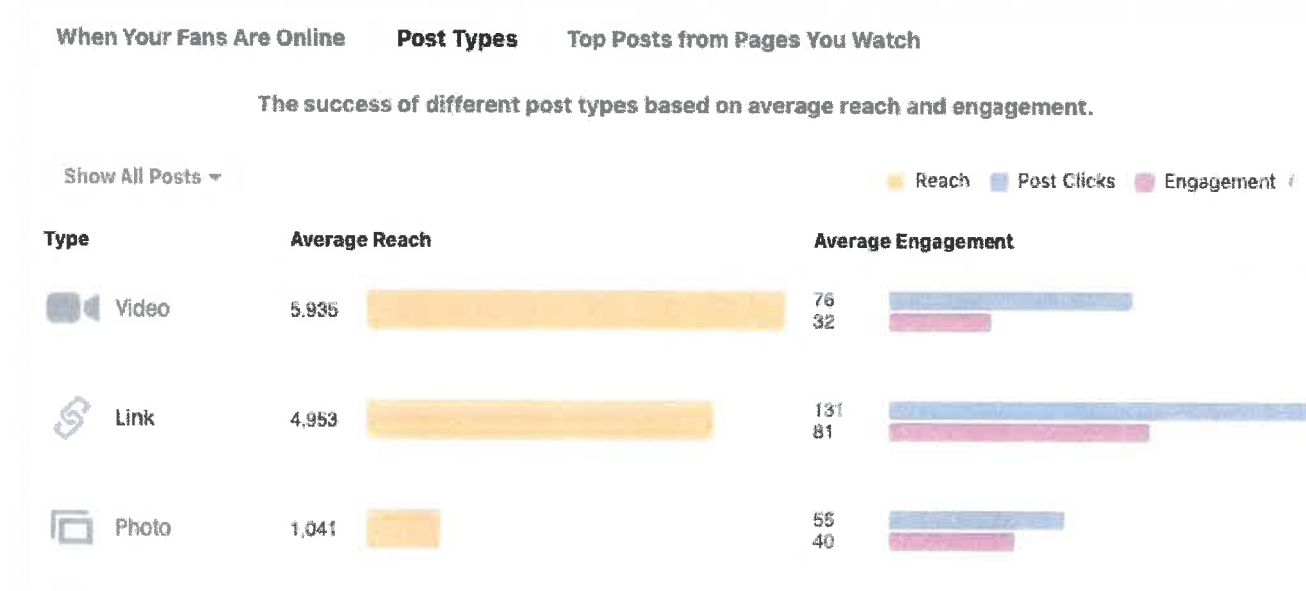
More engagements come from your female audience, ages 35-44 as well as 54-65 years old.



client: Lower Platte South NRD

project: Social Media

Content that's seeing high organic engagement includes posts on "Meet Us Monday" and "Win it Wednesday". Between types of content posted, video tends to get the most reach and site links typically get the most clicks and engagement.



client: Lower Platte South NRD
project: Social Media

Video insights show that the most popular videos from the past two years include the Conservation Coach series and the Well Decommissioning. We're seeing far more video views this year than in former years, thanks to ads ran specifically for getting more Facebook users to view our video content.



client: Lower Platte South NRD

project: Social Media

Instagram

Followers grew from 485 to 1,067, **+220%** increase, much of this is thanks to the Fall field trips for Environmental Education.



lowerplattesouthnrd

Content

Activity

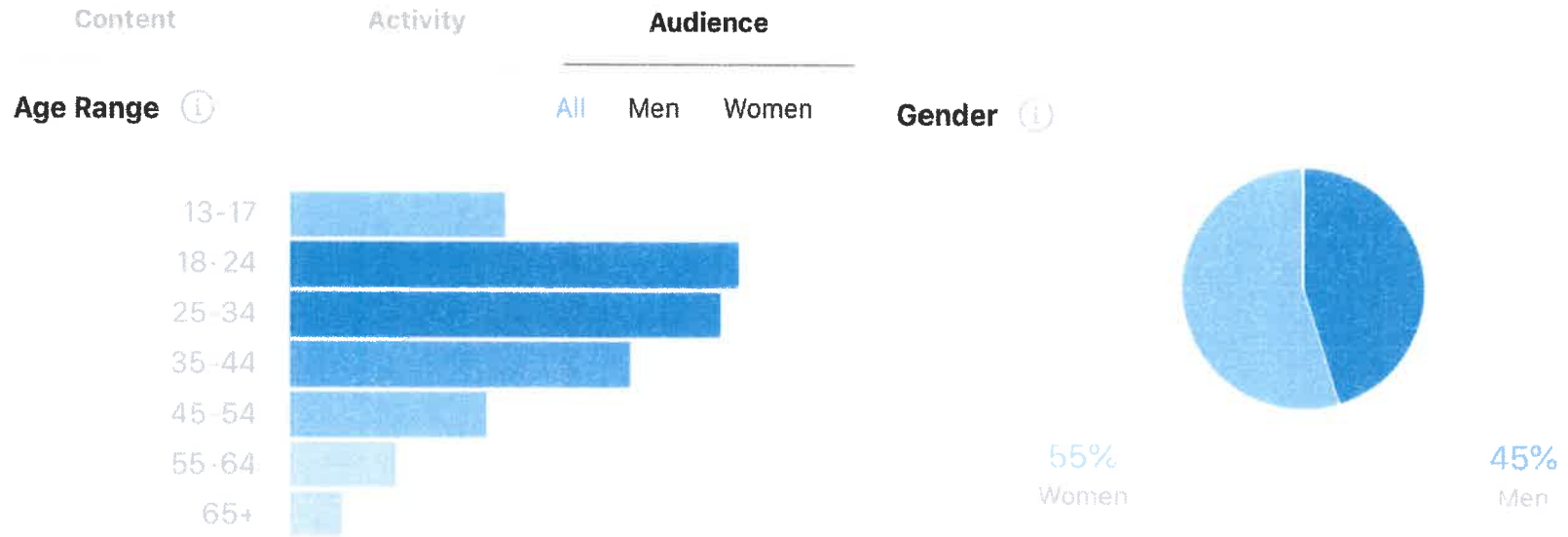
Audience

1,067 followers

+0 vs. Jul 29 Aug 04

client: Lower Platte South NRD
project: Social Media

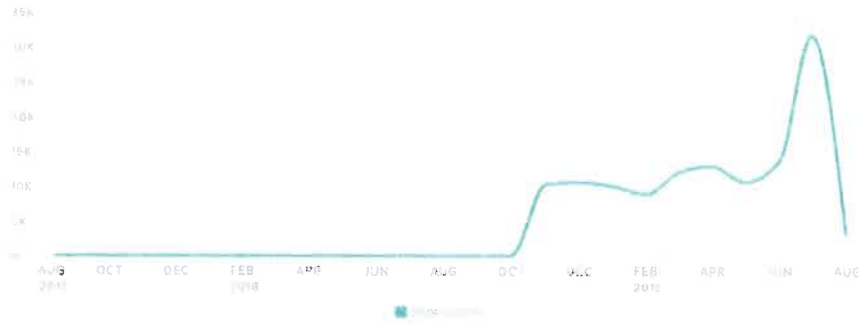
Audience skews slightly female, with it most concentrated among 18-34 year olds.



client: Lower Platte South NRD
project: Social Media

Impressions data for Instagram is unavailable prior to October 2018, but since then, you can see we're consistently making more than 10,000 impressions a month, with a significant bump this Summer. We're consistently engaging with around 400 users per month, with an average engagement rate of 9%.

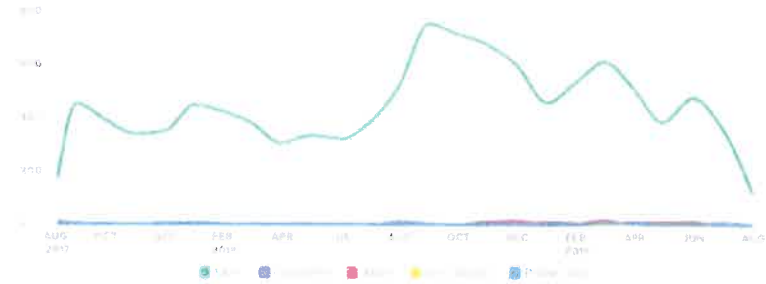
Impressions, by Month



Month: August

Metric	Value	Change
Impressions	124,782	+ 100%
Average Daily Impressions per Profile	170.7	+ 100%
Average Daily Reach per Profile	118.69	+ 100%

Engagements Comparison, by Month



Total Engagements

11,229 **+ 5,748%**

Likes	11,004	+ 5,733%
Comments	126	+ 3,050%
Saves	76	+ 100%
Story Replies	3	+ 100%
Profile Clicks	20	+ 100%

Engagement Rate (per Impression)

9% **--**

client: Lower Platte South NRD

project: Social Media

Posts with content around animals tend to have high engagement, as well as field trips.

Instagram Top Messages

Review your top messages published during the selected time period, based on the message's lifetime performance.

By Lifetime Engagements



What did the beaver say to the tree? "It's been nice gnawing you." #lpsnrd #beaver



Total Engagements	82
Likes	78
Comments	2
Saves	2



Festival Friday! We had a great two days at the earth wellness festival educating over 3,600 5th grade students abo...



Total Engagements	80
Likes	79
Comments	0
Saves	1



Field Trip Friday! Thanks to Northeast Bryan and Southeast students for GREAT field trips this week! #lpsnrd



Total Engagements	70
Likes	70
Comments	0
Saves	-

client: Lower Platte South NRD

project: Social Media

Conservation Coach 2019 Video Campaign

The "Conservation Coach" campaign has allowed us to educate people on LPSNRD's conservation efforts and ways they can conserve themselves.

With this three-part video series, we've reached **47,000 people**, with nearly **30,000 video views**. In addition, we see positive feedback about the "Conservation Coach" himself and the campaign:

Lower Platte South NRD
August 19, 2019

Behold! All the bloopers and outtakes from our Conservation Coach series! We had so much fun filming these videos to raise awareness for environmental education, water conservation and flood management for our NRD! Did you catch all the #ConservationCoach tips? Check them out over at lpsnr.org! #lpsnr

Conservation Coach Blooper Reel
01:20

216 People Reached | 47 Engagement | Boost Post

Most Relevant

Shane Harders Been seeing these on TV. This is a great ad campaign! Well done!
Like Reply Message 4d

Our Conservation Coach enjoyed seeing everyone last night on the MoPac East Trail along Bruchford

Lower Platte South NRD
August 27 at 3:15 PM

966 People Reached | 165 Engagement | Boost Post

Most Relevant

Erik Muttersabough I missed it and I wanted a shirt and 🙄
Like Reply Message 1w

Beth Peterson Love him!
Like Reply Message 1w

Lower Platte South NRD
July 9, 2019

Come meet the NRD's Conservation Coach! Grab a selfie with the coach and an NRD Trail T-shirt while supplies last!

Lower Platte South NRD
July 10 at 4:41 PM

We're out on the NRD's MoPac East Trail -- at the Walton Trailhead from 4:30-6 pm tonight! Stop & see us -- we're giving out NRD Trail Shirts (while supplies last)! #lpsnr

Meet the Conservation Coach!
3118th St, Walton, NE 68446, United States
1 went 22 interested

1,117 People Reached | 134 Engagement | Boost Post

Most Relevant

Susan Seacrest Love a conservation coach!
Like Reply Message 3w

Jacob Baden Awesome!
Like Reply Message 3w

Lower Platte South NRD
July 10 at 4:41 PM

We're out on the NRD's MoPac East Trail -- at the Walton Trailhead from 4:30-6 pm tonight! Stop & see us -- we're giving out NRD Trail Shirts (while supplies last)! #lpsnr

1,117 People Reached | 134 Engagement | Boost Post

Most Relevant

Luke Peterson So tempted for a shirt now and if the Conservation Coach has a sharpie, I'd ask for his autograph!
Like Reply Message 1w

MEDIA EXPOSURE: CONSERVATION COACH CAMPAIGN 2019

TELEVISION

Spots aired June 3 - August 4

168 spots on KLKN (Channel 8) and 82 spots on KOLN (Channel 10/11), mostly in and around newscasts and informational programming. Television expenses totaled \$20,000.

Environmental Education, June 3 - June 23

Water Conservation, June 24 - July 14

Flood Management, July 15 - August 4

Added Value (bonuses that come with our purchase of spots):

KLKN: One news billboard for every three news spots purchased = 35 billboard announcements

KOLN: News or weather ticker as available, with logo.

RADIO

Spots ran in our contracted schedules on NRG Media and Alpha Media local radio group stations during July and August:

NRG Media - B107.3 FM: 45 spots during the third week of July and 45 spots during the third week of August. Spots also ran (75 per month) on the KFGE "Froggy 98" online stream.

Alpha Media - 22 spots during the first week in July on KIBZ "The Blaze" FM and 38 spots during the first week in August on KLMS (ESPN)

LPSNRD.ORG

Home page slider (top) photo linked to a dedicated Conservation Coach page that remained posted throughout the campaign. The page encouraged visitors to view all six videos used in the campaign. During the social media and television campaigns, the Conservation Coach page was the tenth most visited page of our website, with 336 pageviews. Of those, 253 entered our website from that page, meaning they probably responded to a social media link

"KNOW YOUR NRD" NEWSLETTER

"Meet the NRD Conservation Coach" was the top, front page feature in our summer newsletter; 150,000 printed copies and 400 electronic subscribers.

CONSERVATION COACH CAMPAIGN FEEDBACK

Via email through our website:

Name: Susan Kelly

Message: I am really enjoying your latest commercials... I am a teacher in Lincoln and think that having a young person give the information was a great idea!! Good job!!!

Via email through our website:

Name: Weston crawford

Email: westonandmarci@aol.com

Phone:

Message: I just want to tell you that I so enjoy seeing your announcements on tv. The people playing the family are great—the young boy perfect. The best announcements on tv. A great way to get your message out.



[Facebook](#)

[Shane Harders](#) commented on [Lower Platte South NRD's post](#).

[Shane Harders](#)

August 7 at 8:31 PM

Been seeing these on TV. This is a great ad campaign! Well done!

the estimate.

 **Conservation Kid 3-Part Series**

\$19,460

Estimate for Conservation Kid video series production. Includes videos on three topics, each with a 30-second cut and a 15-second cut.

A 7.5% sales tax may apply to some or all items on the estimate.



Jackie Young
Account Executive
jackie@redthreadads.com | 531.500.3883



the skinny.

All the estimated items are á la carte. Pick what you want and leave what you want on the table. You can always come back for seconds. The estimates provided are based on prior projects. Your project could potentially take more or less time. As a result, the overall project cost could be 10 percent above or below the estimate. We'll provide budget briefings along the way, and you can always ask for updates. We charge an additional 50 percent for rush projects. If your project is deemed to be a rush project, you will be notified and asked to approve before we begin work. Please let us know if you have any questions. We would be happy to answer them.

Just check the box next to the item(s) you're interested in and set us loose. Your John Hancock below signifies you agree to the rates and gives us the green light to start working.

Signed (Client)

Date

Jackie Young

07/08/2019

Signed (redthread)

Date



Jackie Young
Account Executive
jackie@redthreadads.com | 531.500.3883

frequently asked questions.

How are these prices generated?

These prices are all the fractions that go into creating something legendary! At redthread, we bill hourly per person, based on the type of work being done. Administrative work is billed at \$80 per hour, Creative work at \$100 per hour, and Conceptual work at \$120 per hour.

Estimates of the proposed projects are based off of previous projects with a similar scope. We recommend you carefully review the scope outlined for each project, as this details what work is included in each project total. While we do our best to anticipate the needs and requirements of each incoming project, we understand circumstances for a project may change. If, for any reason, the scope of a project changes we can provide an updated price estimate.

How do I know how much budget I have left?

You'll be paired with a dedicated account manager! Your account manager is just an email or phone call away to answer any questions that may arise. They can send you updates at the 50%, 75%, and 90% mark, or whenever you request! That's the cool thing about our accounts team, is that they'll really make sure you're taken care of like family. And if we're ever emailing you too much, tell us to chill. We drink too much coffee... sorry.

What counts as a revision?

A revision "round" includes the request and implementation of a group of edits/changes on any product that has been delivered or presented.

The revision "rounds" are reserved for both structural and aesthetic changes. Prior to sending a list of edits, we advise that you critique the product we have provided, have it reviewed by all decision makers on the project, and consolidate all of the edits you'd like us to make. That way we can determine the next steps in bringing your product to completion - whether that means making a few little color changes, or a complete overhaul - and you get more bang for your buck. **Concise feedback is the most effective way to ensure that your project stays closest to the agreed upon amount.**

What if I change my mind/Our needs for the project change/or we want to add more aspects to the project(s)?

Sometimes you'll have a stroke of genius or the objective of a campaign will change. We get that! Which is why you are never locked into a design or a direction for a project. However, to ensure we've got your approval every step of the way, you will be asked to sign off on our work at various stages in your project's completion. Any requested changes that are a modification on work that has previously been signed off on can negatively impact the timeline and budget. Our goal is to deliver the best creative product we can, and the easiest way to do that is to stay on track with a provided timeline. But if you're feeling a change in your campaign, go ahead and contact your account manager!

What are the next steps?

You want to give us your autograph on the proposal?? Awesome! Go ahead and send us a signed version of the proposal and we'll kick the gears in motion. Depending on how extensive the project is or how many individual projects you're asking for, that first step may be as simple as an email, or as exploratory as a discovery meeting to dig into the core of your brand. Either way, your dedicated account manager will be in touch soon to get the ball rolling. Stay tuned!

