

Online Extension: Getting your message across in the digital world



Guy Boggs



wheatbelt
natural resource
management

Our Story

Independent NFP.

- Began 1994 – designated a regional group 2004
- Led by a community, skills based Board
- Community org with 51 members and 1750 + associate members

WNRM Strategy: *By 2018 **25%** (11,000) of the Wheatbelt **community** will be **actively** improving the **environment** of the Wheatbelt through our multi- disciplinary strategies and programs*



WHEATBELT NRM
3 YEAR PLAN
2015 - 2018



Our Story

- 27 staff
- Regional base and competitive funding
- Three programs
 - Biodiversity
 - **Sustainable Agriculture (3.6 FTE)**
 - Sustainable Communities
 - Administration/support staff



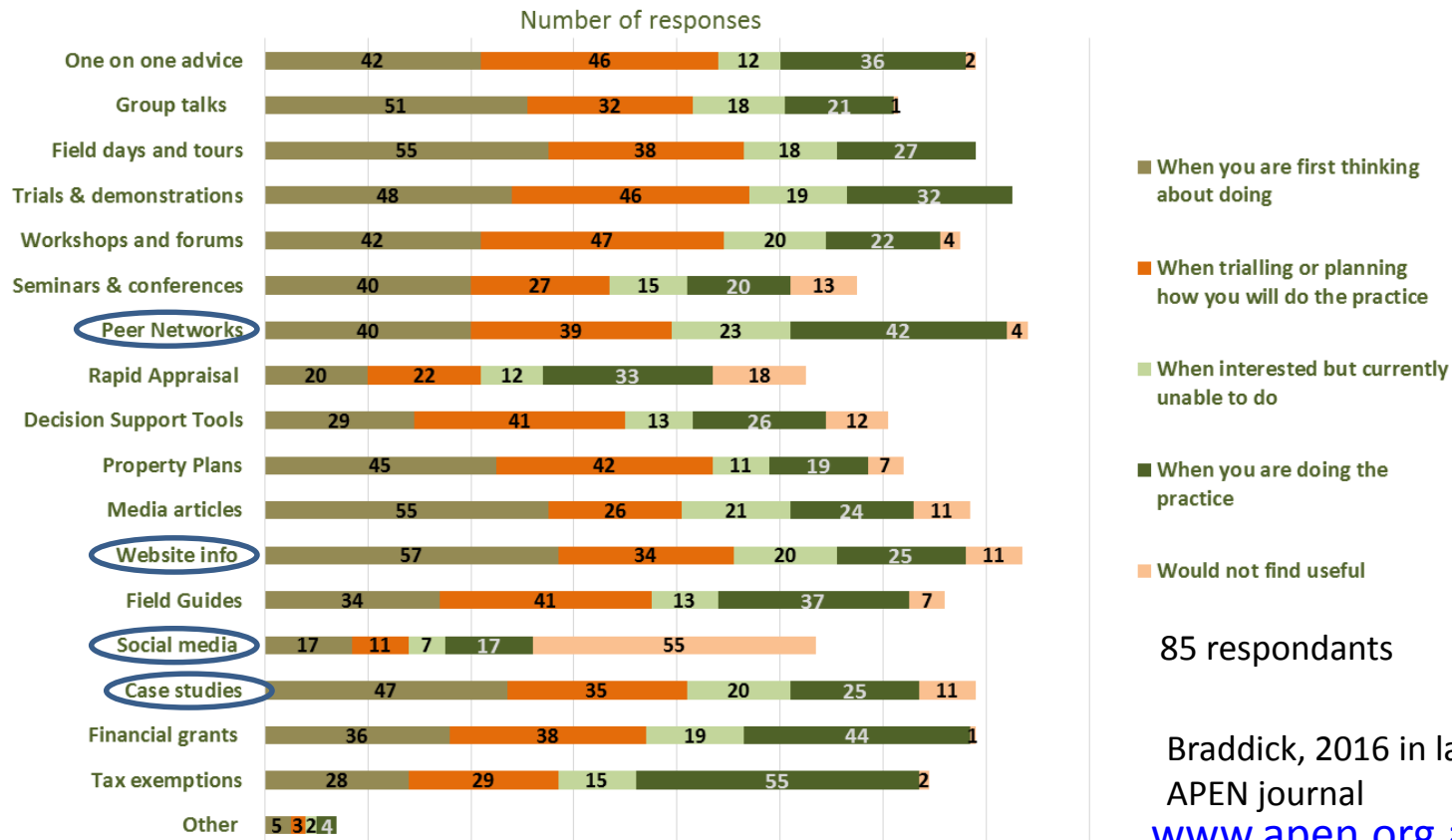
Our Story

- **Wheatbelt NRM Marketing & Comms team started 2009**
 - 2 FTE & program manager.
- **Technology was drastically changing**
 - Facebook, Twitter and YouTube were established (facebook 2005, twitter 2006, YouTube 2005).
- **Video production started 2011**
 - Was 1.0 FTE, now 0.8 FTE
- **Progressively integrating digital and traditional communication activity (~60/40 split).**



Sustainable Agriculture Tools

Practice stages where method of support is most beneficial



Key Messages

- **Be clear from the beginning**
- **Our goal:**
 - *adoption of farm practices that are profitable and sustainable*
- **Key background messages for WNRM Sus Ag:**
 - NRM is more than just Trees
 - Wheatbelt NRM is not a government organisation
 - We represent an area from Lake King to Dalwallinu, from Northam to past Southern Cross (12 Million ha)

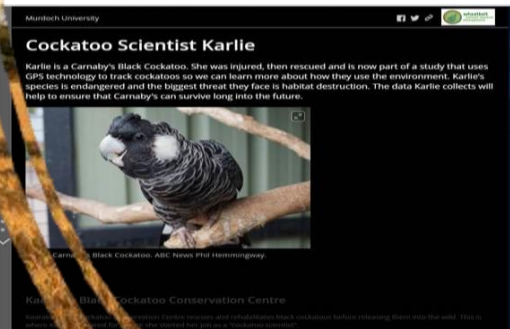
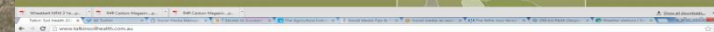
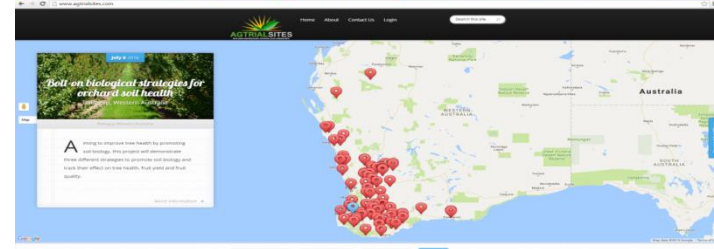


**Deep ripping and organic matter
inclusion on morrel soils**

Controlled Traffic Systems

Website

- **Wheatbelt NRM Central Site**
- Knowledge Hub/Project Info/Comms/Us
- **Wheatbelt NRM supported sites:**
 - NRM Strategy; Agtrialsites.com; Mooditjboodja; NRM WA; Talkin Soil Health
- **Website vital landing point**
 - Other tools should direct people here.
- **Virtual tours using maps & graphics**



Social Media

- **Most effective content is EMOTIVE**
 - 80% of content should add value/build community/boost credibility/ build trust
 - 20% should be marketing/fundraising/promos
- **Key Types of Content:**
 - inspirational quotes
 - unbranded content
 - educational content
 - community building content
 - ask them questions



The collage features four social media posts from 'wheatbelt natural resource management'.
1. **Nutrient Use Efficiency funding** (Healthy Soils - Healthy Rivers): A photo of a man and a woman in a field. Text: '\$2500 towards soil and plant testing, plus professional industry support for data interpretation'. Includes website www.wheatbeltnrm.org.au/hshr and hashtag #NutrientManagement.
2. **Integrated grazing & cropping systems**: A photo of a field. Text: 'to soil type'. Includes hashtag #SustainableAgriculture and **TRIALS & DEMONSTRATIONS**.
3. **Perennials for profit** (forage shrubs & sandalwood support program): A photo of a field with a tree. Text: 'support program', 'diversify your income', 'feed your livestock', 'improve your soil'. Includes website www.wheatbeltnrm.org.au/seedling-support, hashtag #PerennialsForProfit, and 'Closes: 26 August 2016'.
4. **Revegetation plantings** (#Biodiversity): A photo of a group of people at a planting site. Includes hashtag #Biodiversity and website www.wheatbeltnrm.org.au/seedling-support.

Use MEMES & INFOGRAPHICS!

*"...memes are a worldwide **social** phenomenon, and behave like a mass of infectious flu and cold viruses, traveling from person to person quickly through **social media**."*

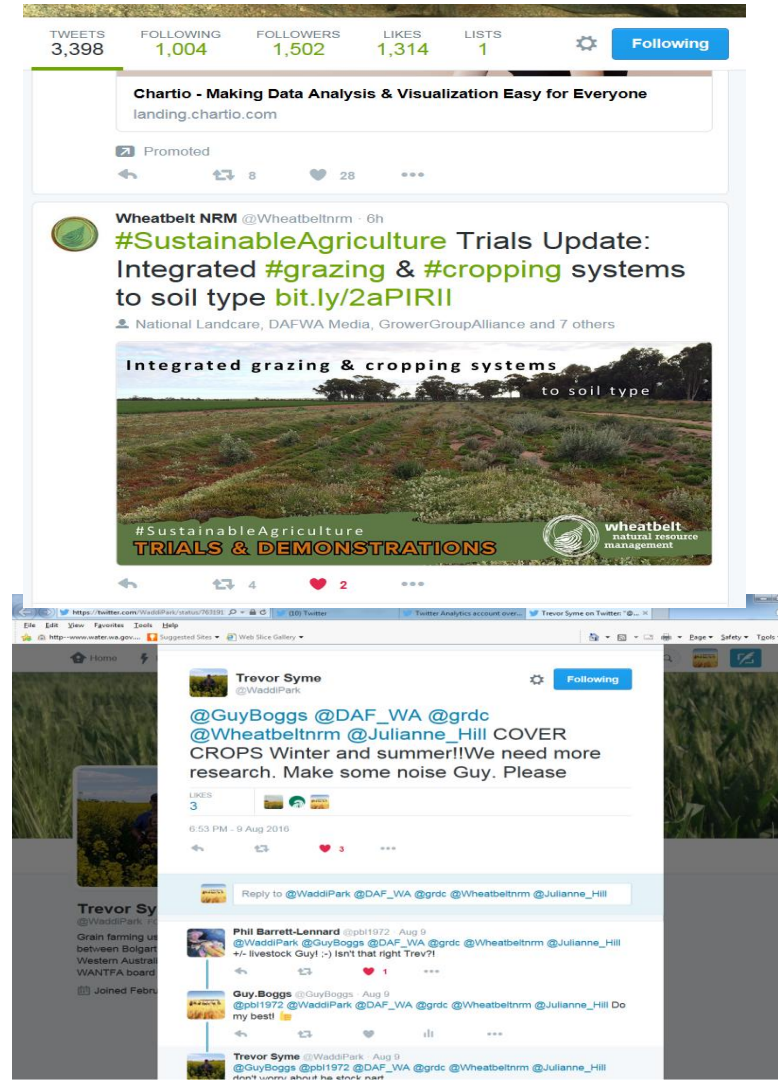


In celebration of National Cat Day, share your favorite cat memes with me!



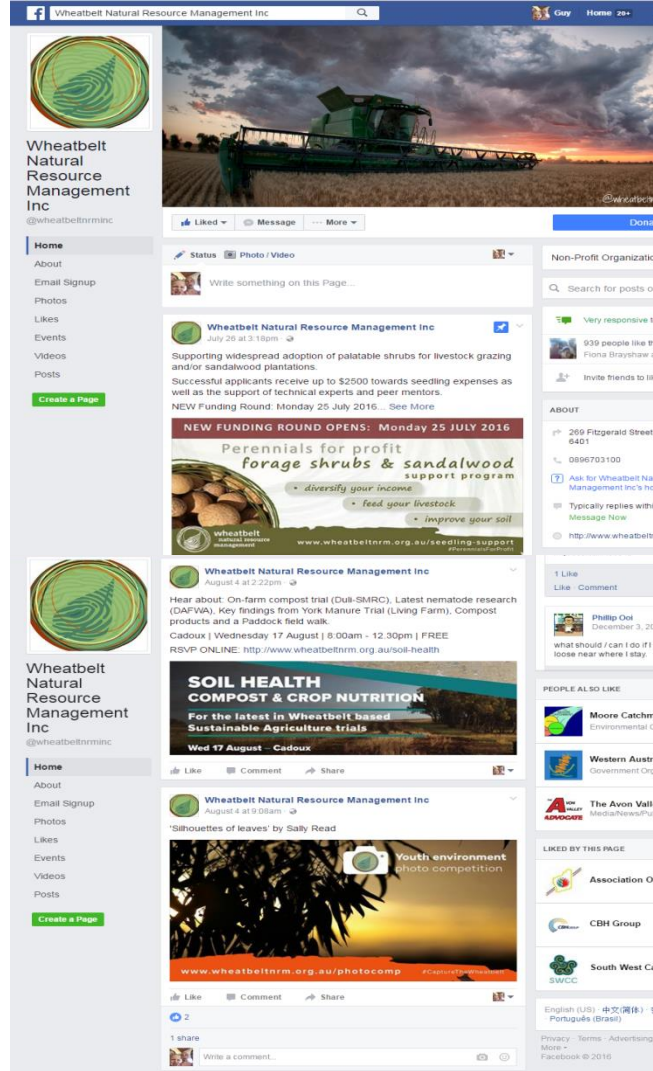
Twitter

- Industry oriented
- Organisational account
 - “Safe space”
 - Broad/consistent messaging
 - Organisation profile
 - Choose WHO can Tweet
- Staff/Board members accounts
 - Allow individual personality
 - Build relationships
 - Recognise association with organisation
 - Live interaction
- Stalkers, Retweeters, Posters & Chatters
- WNRM increased from 879 to >1500 followers in 12 months



Facebook

- **Community oriented**
- **Post at least once per day**
- **eNews major source of our content**
- **Tag people/organisations in the post**
 - if they are on facebook
- **Reply to comments and messages in a timely manner**
- **Monitor regularly**
 - if people post defamatory or false claims on our page then WE are responsible for the content being there.
- **WNRM has grown from 376 likes to 936 likes 12 months.**



Wheatbelt Natural Resource Management Inc

Home

About

Email Signup

Photos

Likes

Events

Videos

Posts

Create a Page

Wheatbelt Natural Resource Management Inc

July 29 at 3:18pm

Supporting widespread adoption of palatable shrubs for livestock grazing and/or sandalwood plantations. Successful applicants receive up to \$2500 towards seedling expenses as well as the support of technical experts and peer mentors. NEW Funding Round: Monday 25 July 2016. See More

NEW FUNDING ROUND OPENS: Monday 25 July 2016

Perennials for profit
forage shrubs & sandalwood support program

- diversify your income
- feed your livestock
- improve your soil

www.wheatbeltnm.org.au/seedling-support

Wheatbelt Natural Resource Management Inc

August 4 at 2:22pm

Hear about On-farm compost trial (Dul-SMRC). Latest nematode research (DAFVA). Key findings from York Manure Trial (Living Farm). Compost products and a Paddock field walk. Cadoux | Wednesday 17 August | 9:00am - 12:30pm | FREE RSVP ONLINE: <http://www.wheatbeltnm.org.au/soil-health>

SOIL HEALTH COMPOST & CROP NUTRITION

For the latest in Wheatbelt's based Sustainable Agriculture trials

Wed 17 August - Cadoux

Wheatbelt Natural Resource Management Inc

August 4 at 9:08am

'Silhouettes of leaves' by Sally Read

Youth environment photo competition

www.wheatbeltnm.org.au/photocomp

English (US) · 中文(简体) · Português (Brasil)

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Facebook © 2016

Facebook

- Ads are a great way to more directly reach your audience
- Cost based on number of hits (~90c per hit)

< Back **Edit Ad Set:** Northam, Wongan Hills, Goomalling, York, Quairading... - 18+

Audience

NEW AUDIENCE ▾


Custom Audiences ⓘ Choose a Custom Audience | Browse
Create New ▾

Locations ⓘ Everyone in this location ▾

Australia

- 📍 Bencubbin, Western Australia + 25mi ▾
- 📍 Brookton, Western Australia + 25mi ▾
- 📍 Bruce Rock, Western Australia + 25mi ▾
- 📍 Corrigin, Western Australia + 25mi ▾
- 📍 Cunderdin, Western Australia + 25mi ▾

Include ▾ | Add locations



Perth


Drop Pin

Add Bulk Locations...

Age ⓘ 18 ▾ - 65+ ▾

Audience Definition

Your audience is defined.



Specific | Broad

Potential Reach: 12,000 people

Estimated Daily Reach

📱 350 - 930 people on Facebook
0 of 6,300 ⓘ

📷 140 - 370 people on Instagram
0 of 1,100 ⓘ

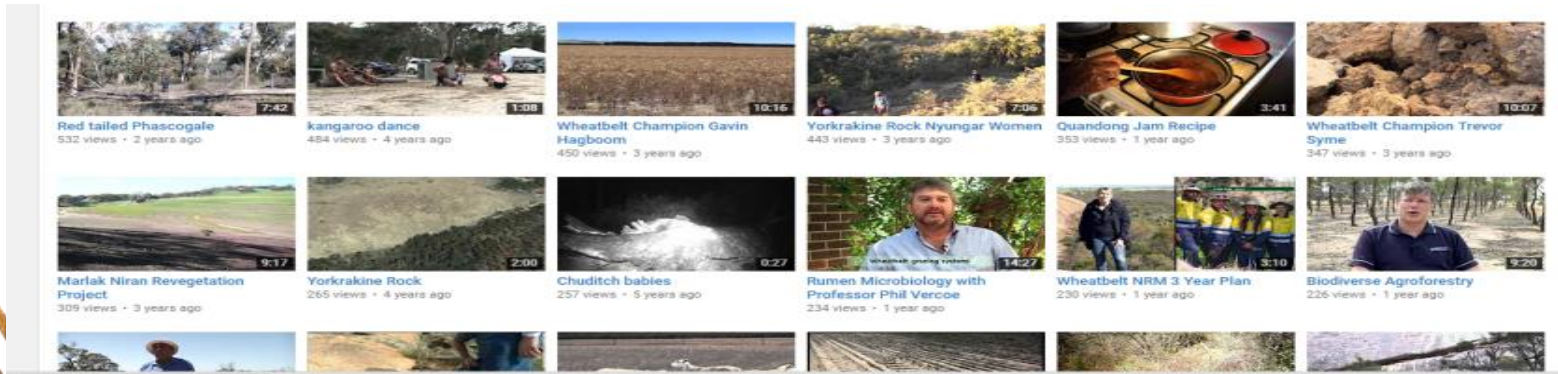
This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Cancel Save and Close ▾

Report a Problem

YouTube

- Simple to complex video production
- Internal, Outsource or Both
- Videos take time and energy – plan your video:
 - Audience, Purpose, Over-arching theme/message, Length, Delivery Media, Budget, Dates.
- Get value from your events and trials for longer
- Doesn't have to be perfect!



Key messages

- **All** staff have some role in communication activity
- **Be efficient** – adjust one story for multiple media
- **Contribute consistently**
- **Know and work with networks**
- **Be real** – value relationships & behave as if you're directly talking with a person & get over yourself!



Thank you



Dr Guy Boggs
Program Manager



Dr Fiona Brayshaw
Project Manager



Jo Wheeler
Project Manager



Lizzie von Perger
Project Delivery
Officer



Leigh Whisson
Regional Landcare
Facilitator

<http://www.wheatbeltnrm.org.au/>