

Alberta Conservation Association 2017/18 Project Summary Report

Project Name: Marketing Campaign: Harvest Your Own

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Sheila Campbell

Primary ACA staff on this project: Budd Erickson, Colin Eyo, Ken Kranrod, Don Myhre, Kelley Stark, Rhianna Wrubleski, and Todd Zimmerling

Partnerships: N/A

Key Findings

- Harvest Your Own provides new hunters with timely and relevant content on hunting in Alberta so they can enjoy success in the field and in the kitchen.
- The target audience is younger (under 45) and urban, Alberta men and women who are new to or interested in getting into hunting. The secondary audience is existing hunters looking to expand and share their knowledge and experience with other Alberta hunters.
- Harvest Your Own is a multi-platform media property. This year's focus was to expand our digital audiences by enhancing the website and post frequency and engagement on Facebook, Instagram, and Twitter.

Introduction

Alberta is one of the few jurisdictions in North American seeing a growth in the number of hunters. This increase is often attributed to an interest in organic and local food, and hunting as a way to actively and ethically source your own protein. New hunters, in particular men, women and youth from urban areas, may not have a network of family and friends to help them learn to hunt. Harvest Your Own aims to provide new hunters with timely and relevant content that will help them get started and have success in the field and kitchen.

Methods

Harvest Your Own is managed and delivered by ACA Communications. Project staff develop content for multiple platforms, and subject matter experts and writers are contracted to contribute content.

Content is guided by a high-level content calendar that identifies seasonal subject area and general timing of content by month and week (i.e., article, video, contest, experience, etc.). The content calendar is used to create the web and social media schedule, which outlines weekly and daily posts for Facebook, Instagram, and Twitter.

Results

Harvest Your Own increased its web and social media presence and audience in 2017/18 to:

- 1,895 Facebook followers
- 270 Instagram followers
- 105 Twitter followers

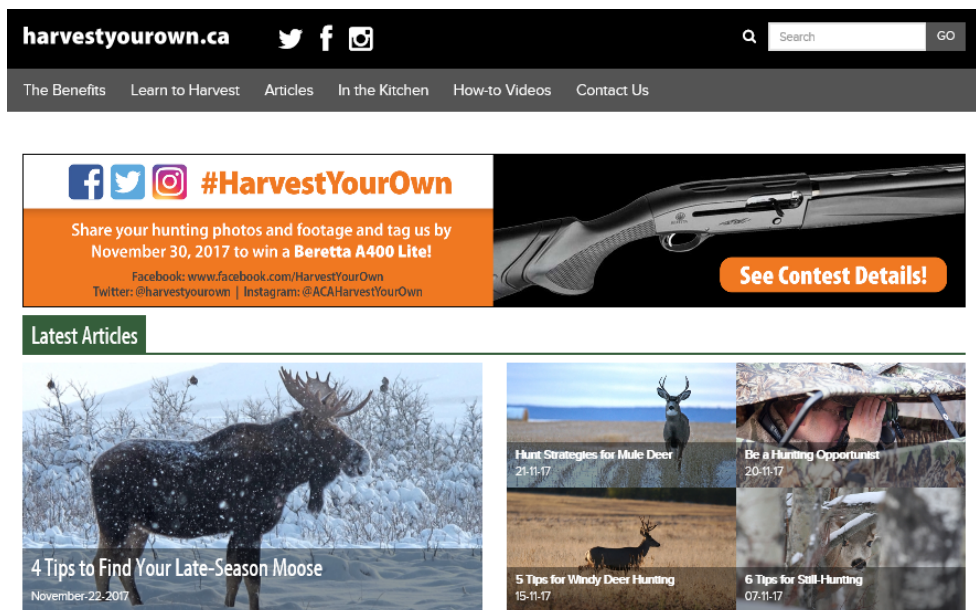
The increase in overall audience is a direct result of consistent and frequent posts on social media tied to quality articles, videos, and images on the Harvest Your Own website. We are pleased to see member groups and individuals sharing Harvest Your Own posts with their networks. We are also pleased to see comments from new hunters, and experienced hunters sharing their expertise.

Conclusions




Proactive advertising and consistent messaging are key to increasing Harvest Your Own brand recognition, promoting hunting as part of contemporary and healthy lifestyles, and supporting member groups and stakeholders in a province with growing and shifting demographics.

Communications

- Harvest Your Own webpage, www.harvestyourown.ca was redesigned with a clean, mobile-friendly look and feel.



- The recipe page was redeveloped with a new template—new recipes, and images uploaded and profiled on social media.


harvestyourown.ca




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GO

The Benefits
Start Harvesting
Articles
In the Kitchen
How-to Videos
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ALBERTA'S SPRING GOOSE HUNT • MARCH 15 - JUNE 15 • ARE YOU READY?


Italian Sausage
Posted on 01/20/2018 by Brad Fenson





f
t
e

2h
approx. 40 1/4lb Sausage Servings
150 Cals


- 5 lbs ground venison
- 5 lbs ground pork shoulder
- 5 Tbsp salt

Plan your hunt with our

FREE APP






Elk Pot Roast


February 25, 2018
By: Brad Fenson

Italian-style Deer Heart


- The video page was redeveloped—new videos edited and uploaded and profiled on social media.

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How-to Videos


Learning to process your game is one of the more technical and challenging aspects of harvesting your own protein. Most times, how-to articles are hard to follow and don't provide enough visual information, so we worked with Brad Fenson Outdoors to create this series of videos to make the process easier.


We will be uploading new videos on a regular basis, so come back soon!



Mule Deer - Field Prep - Truck Skinning 1


Mule Deer - Field Prep - Truck Skinning 2


Mule Deer - Field Prep - Truck Skinning 3


Mule Deer - Field Prep - Hanging


Mule Deer - Field Prep - Breakdown


Mule Deer - Field Prep - Ribs

- Articles, recipes, and contest were posted on Facebook, Twitter, and Instagram.


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#HarvestYourOwn


Share your hunting photos and footage and tag us by November 30, 2017 to win a Beretta A400 Lite!

Facebook: www.facebook.com/HarvestYourOwn

Twitter: [@harvestyourown](https://twitter.com/harvestyourown) | Instagram: [@ACAHarvestYourOwn](https://www.instagram.com/ACAHarvestYourOwn)



See Contest Details!



Harvest Your Own

Page Liked · October 25 ·

Enter to win a Beretta A400 Lite!

Follow us and comment on this post with your creative hunting photo or footage that tells the story of what you love about hunting in Alberta.

To be eligible to win you must be an Alberta resident, 18 years of age or older, and hold a valid WIN card & PAL. One entry per person. See full contest details at <http://www.harvestyourown.ca/>

Follow us & check out other contest entries on Twitter [@HarvestYourOwn](https://twitter.com/HarvestYourOwn) & Instagram [@acaharvestyourown](https://www.instagram.com/ACAHarvestYourOwn).

Like Comment Share

Brad Fenson and 286 others

Chronological

41 Shares 202 Comments

View previous comments

Jordan Mueller [#harvestyourown](https://twitter.com/harvestyourown)

Spending quality family time together!

Write a comment...

- We ran print ads in culinary magazines in Edmonton and Calgary.



- Harvest Your Own e-newsletter template created with issues scheduled monthly.