

Alberta Conservation Association
2018/19 Project Summary Report

Project Name: Harvest Your Own

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Project Leader: Sheila Campbell

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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 2018/19 to:

- 2,665 Facebook followers
- 433 Instagram followers
- 192 Twitter followers

The increase in overall audience is gradual and 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

- We reached new hunters with unique contests on Facebook, Twitter, and Instagram.

~~spa day~~ ~~chocolates~~ ~~flowers~~



- We reached new audiences with print and digital ads in culinary magazines.



- We sent the Harvest Your Own e-newsletter to subscribers every 4-6 weeks.

harvestyourown.ca



How to Scout for Waterfowl



- We reached out to outdoor retailers and manufacturers to support Harvest Your Own with contest donations and advertising opportunities.

