

Chronic Wasting Disease

Multi-State CWD Campaign | Fall 2021



Social Media Field Guide:



Alabama | Arkansas | Georgia | Louisiana | Mississippi | South Carolina | Tennessee | Virginia

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Recommendations outlined in this document will help you plan your social strategy for your statewide campaign.





OVERVIEW

What is CWD?

Chronic wasting disease is a fatal neurological disease that affects members of the deer and elk family (cervids). There is no known cure. It is caused by misshapen proteins called prions, which accumulate in the tissues of affected animals, especially the brain, spinal cord, and lymph nodes.

What does an infected animal look like?

Most likely, normal. CWD is a slowly progressing disease and infected animals will not show signs of disease for a long period of time. Late in the disease process, they will be thin and may demonstrate weakness, abnormal behavior, excessive thirst, or drooling. Animals generally die soon after the onset of these signs.

How is it transmitted?

CWD can be transmitted through direct animal to animal contact, contact with saliva, feces, carcass parts of an infected animal, and can even spread through soil that has been contaminated with any of these tissues or fluids.

HOW TO USE THIS GUIDE

This is a guidebook to help you use the social posts and copy created over the course of this grant on your agency's social media platforms. All assets can be found in the Google Drive folder provided to your agency by Stone Ward. In your folder, you will find social posts broken out by template type: Camo, Hunter, Fast Facts, Take Aim, List, and True/False. The posts are based on the rules and regulations specific to your state and can be used on both Facebook and Instagram. Also included in your folder is a copy document containing language that can be used to craft a caption, create an Instagram Story or write a tweet about CWD. The suggestions in this guidebook can be applied to any and all assets found in your folder. Thank you for supporting this campaign and educating your followers!

More information about CWD can be found by visiting: <http://cwd-info.org/>

HELPFUL CONTENT TIPS

- **OBJECTIVE:** Increase awareness and education of CWD, among primary audiences and locations.
- **AUDIENCE:** Adults 21-65 with associated hunting and/or outdoor interests.

Recommendations

- Post across multiple platforms and tools i.e. feed, stories, etc. for maximum engagement.
- Share why efforts to prevent and reduce CWD are important to the deer and elk populations in your state and region.
- Encourage the use of hashtags to track conversations and collect User Generated Content (UGC) for your campaign. Always ask before sharing a creators content!

TYPES OF SOCIAL MEDIA ASSETS

- **Destination Content:** This refers to the content a social post is directing the user to, oftentimes, this content lives on the website. Destination content can take the form of landing pages, blogs, articles - anything the social post links to that takes the user off the platform.
- **Platform Specific Content:** Audiences typically vary by platform, and so should your content. Craft copy that works specifically for each platform that only lives on that channel.
- **Repurposed Content:** Not all content needs to be created from scratch. When you consider the small percentage of your organic social audience that has the potential to see a social media post, there is little to no risk in reusing content. Leveraging a blend of new and existing assets and User Generated Content (UGC) will help lighten the load of the monthly content production needs.



CAMPAIGN HASHTAGS

#FightCWD #KnowYourFacts #KnowCWD #DontBringItHome

BEST DAYS AND TIMES TO POST

The suggested days and times are based on industry benchmarks. The performance of your agency's audience and habits may vary.



Best times: Tuesday and Wednesday 9 a.m.–1 p.m., Friday 10 a.m.–noon

Best day: Wednesday

Worst day: Sunday



Best times: Thursday 7 a.m., Monday 11 a.m.–3 p.m.

Best day: Thursday

Worst days: Saturday, Sunday



Best times: Monday 10 a.m.–2 p.m., Wednesday 8–9 a.m.

Best day: Monday, Tuesday

Worst day: Saturday

SAMPLE POSTS

FACEBOOK

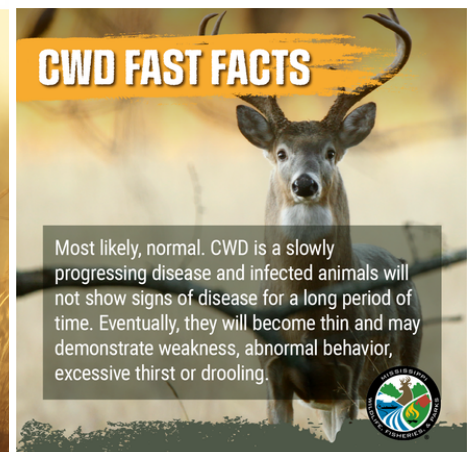


It's important for hunters to know the facts about CWD so they can stop its spread. Click here for answers to FAQs. <https://georgiawildlife.com/cwd> #FightCWD #KnowYourFacts

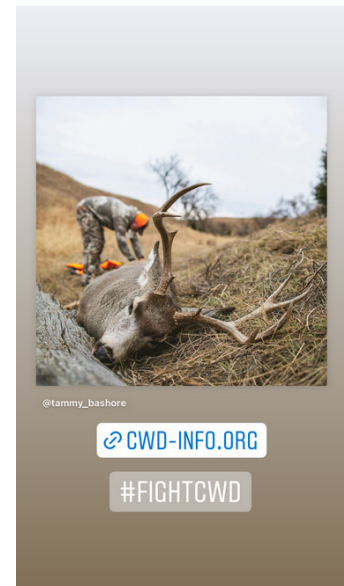
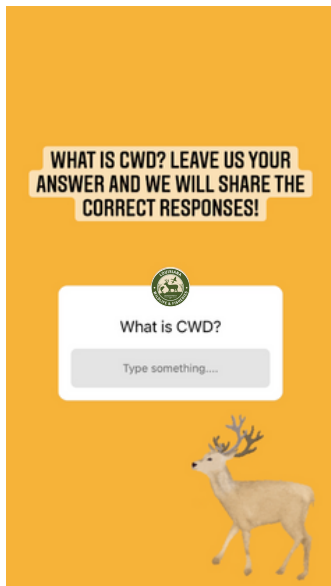
- Include a strong **call to action** to learn more, for example: "visit the link in our bio for more information about CWD."
- **Encourage interaction** with posts, ask questions, and engage your audience.

INSTAGRAM

- Carousels, on average, have **higher engagement** and get more **impressions** than single image posts.
- **Encourage interaction** with posts, for example: "swipe to find the answer."
- Include a **call to action** to learn more, for example: "visit the link in our bio for more information about CWD."
- Temporarily **update the link in your bio** to your CWD landing page, or use a #LinkInBio tool.



Recommended Platforms:



- Use **hashtags** to increase discoverability
- Use the **link sticker** to direct followers to resources and websites
- Repost **UGC (User Generated Content)**
- Tag creators by using the **@mention sticker** to increase impressions
- Use the **question and poll stickers** to encourage engagement from followers
- Post a combination of **images and videos**
- Test stories with and with **music/sound**
- Use **Highlights** to keep your CWD stories longer than 24 hrs pinned to the top of your account in one easy to find series



TWITTER

- On Twitter, tag **partner organizations, high-profile public figures, and highlight top followers** for increased impressions
- **Retweet** conversations about CWD and **add your perspective**



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