

# **CLEAN.DRAIN.DRY. & PROTECT OUR WATERS**

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# AIS Outreach & Engagement 2023

[fwp.mt.gov/ais](http://fwp.mt.gov/ais)



**CLEAN. DRAIN. DRY.**

# Outreach Objectives:

- Raise audience awareness that AIS can be spread between water bodies.
- Communicate the basics of AIS prevention—practicing clean, drain, and dry, and all the legally required actions for boaters before launching (decontamination, stopping at inspection stations, having an AIS prevention pass).
- Raise audience beliefs that their actions have an impact on the health of Montana's water bodies.



# Outreach Tools and Methods:

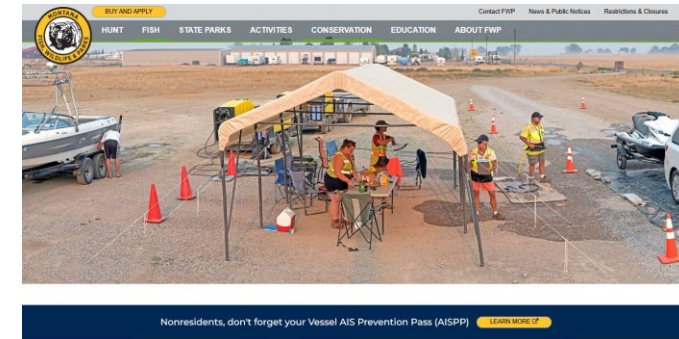
- *AIS Web Page*
- *Social Media*
- *Direct Emails & Press Releases*
- *Advertising*
- *Giveaways & Printed Materials*



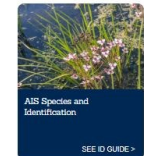
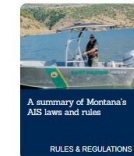
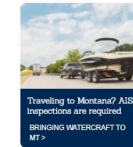
# Outreach Tools and Methods:

## *AIS Web Page*

- FWP's Aquatic Invasive Species web page functions as a hub for AIS information
- Web traffic: 31,084 views of the AIS page by 17,072 users (1.61 views per user). Multiple spikes in viewing occurred from mid-June through mid-September.



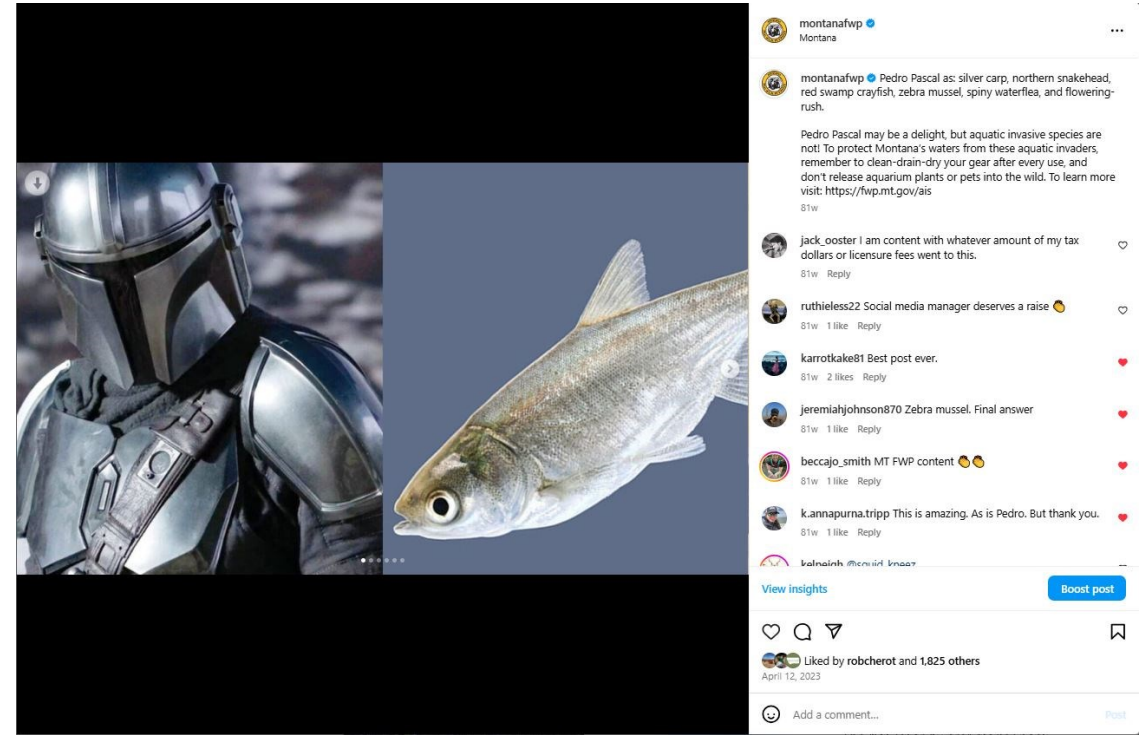
### PROTECT MONTANA WATERS FROM AQUATIC INVASIVE SPECIES



# Outreach Tools and Methods:

## *Social Media*

- 67,989 people saw AIS-related posts on the statewide Facebook account with a total of 3,671 engagements.
- Instagram posts reached 53,371 people with a total of 3,687 interactions.



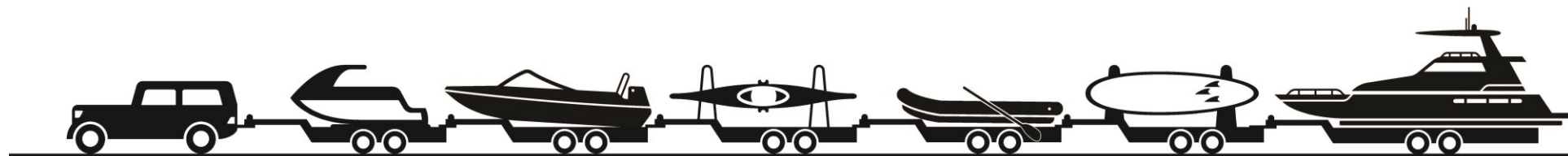
Shout out to AIS AmeriCorps member Sophiane Nacer



# Outreach Tools and Methods:

## *Direct Emails & Press Releases*

- Announcement of the openings of watercraft inspection stations
- AIS teacher workshop announcements
- AIS protocol reminders
- 2023 inspection season recap - watercraft inspections and AIS detections



# Outreach Tools and Methods:

## *Advertising*

Reached over 30.3 million people in 2023. In total, \$203,225.00 was spent on paid advertising, with 20% of the funding from federal invasive species grants.

- Radio – reached over 5.6 million
- Podcasts – reached 102,911
- TV – reached over 2.8 million
- Online – reached over 15.8 million
- Social media – reached 756,689 million
- Email marketing – reached 173,500
- Print advertising – reached 720,000
- Billboards – reached over 4.2 million





# Outreach Tools and Methods:

## *Giveaways & Printed Materials*

- Trifold brochures
- Sponges
- Shammies
- Floating key chains
- First aid kits
- Stickers



# Looking Ahead:

- FWP is always looking for more ways within partnerships to help amplify AIS messaging and outreach. Reach out!

## KNOW YOUR AIS...

