



Engaging the Young & Young at Heart Through Technology

Damon Kirkpatrick
Director of Operations & Development
Friends of Georgia State Parks & Historic Sites

+ Stop Fighting A Losing Battle

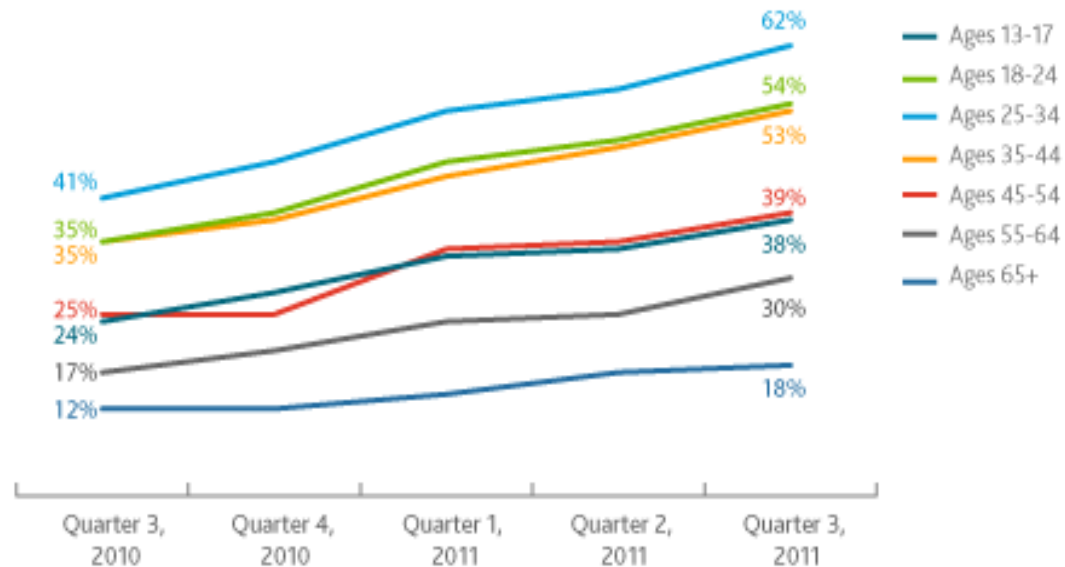


- “Screen time” in itself is not the enemy
- The average 8-18 year old spends more than 7 hours each day consuming more than 10 hours of media content¹
- Give kids (and many adults) what they want: Interactive, complementary, supplementary digital relationships!



+ Smartphones

- Smartphone usage is on a dramatic growth curve penetrating all age groups
- The majority of 18-34 year olds own a smartphone
- Forget Generation X or Y, this is Generation “App”!
- Second fastest growing segment is Ages 55-64

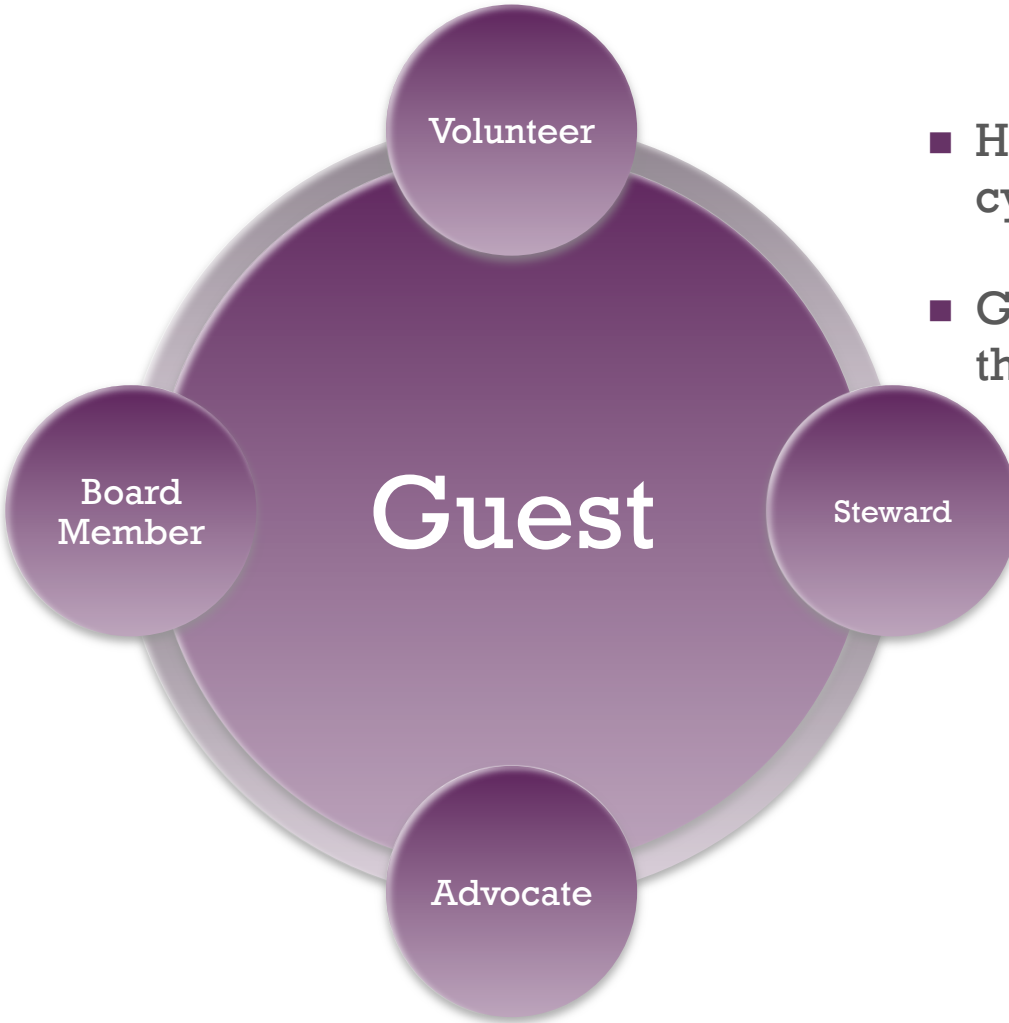


+ Use the Technology!

- Screentime is not just at home any more, it's at your park!
- Facebook is not just on the computer, it's at your park!
- YouTube is not just on the web, it's at your park!
- Flickr, Twitter, FourSquare, and all the rest are at your park!
- Great for the guest, even better for you! Create relationships!



+ Relationship Building



- How guests travel through this cycle is unimportant
- Getting them on the cycle is the key

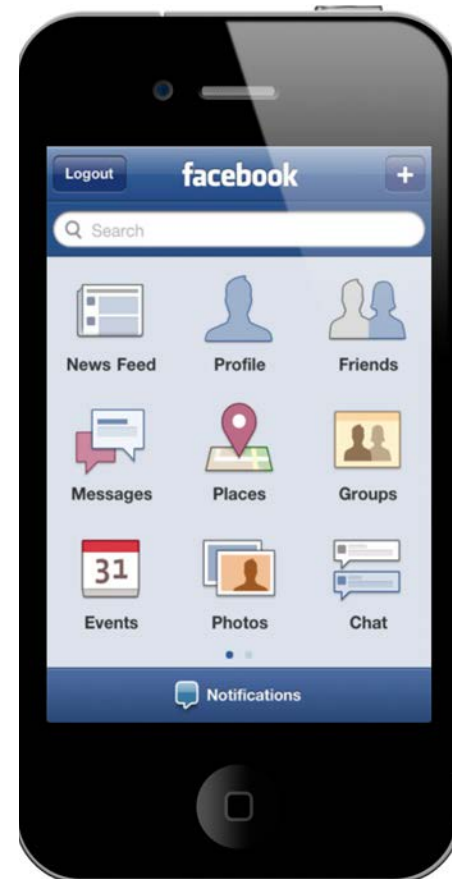
- Connect
- Engage
- Nurture



Connect with Guests at the point of enjoyment

In order to have a relationship with your guests, you must first find a way to connect with them.

While they're enjoying themselves is the time to grab them.



+ Grab them at the point of Enjoyment

- During an enjoyable experience is when your guests are most likely to think favorably of your CSO or park
- After a hike, during a program, near an exhibit
- Give them an action to take that allows you to access them later



Like

Enjoying your visit?

Friends of Red Top Mountain works hard to support the resources you see around you and **we need your help!**

Be a Friend!
text:
**SUPPORT
RED TOP**
to:
52000

DONATE \$10



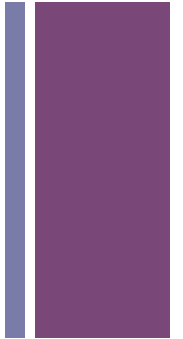
Scan the QR Code above with your smartphone to text. Don't have a scanner app? Visit scanlife.com from your smartphone.



A \$10.00 donation will be added to your mobile bill. Messaging & Data Rates May Apply. Go to www.hMGE.org/t for terms and help. Go to friendsofgastateparks.org for Privacy Policy.



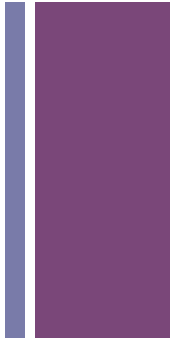
Add value to the Experience



- Enjoying your hike? Visit <http://www.floridahikes.com/hikes/state-parks/> to learn about other great Florida State Park Hiking options!
- Want to learn more about manatees? Check out <http://www.youtube.com/watch?v=Qo1UMZ5VrtQ>
- Need a park map? Go to: <http://www.floridastateparks.org/resources/doc/individualparks/brochures/bti-brochure.pdf>
- Smartphones allow you to provide VERY low-cost, interactive experiences
- Additional content can enhance a guest experience
- Supplement and complement existing programs, displays, exhibits and resources
- Brand your additions with info about your CSO



Making it easy to connect



<http://twitter.com/FLStateParks>

<http://www.floridastateparks.org/crystalriverpreserve/default.cfm>

<http://www.floridahikes.com/hikes/state-parks/>

<http://www.facebook.com/pages/Friends-of-Florida-State-Parks/216120121489>

<http://www.youtube.com/watch?v=Qo1UMZ5VrtQ>

<http://www.floridastateparks.org/resources/doc/individualparks/brochures/bti-brochure.pdf>

- URL's can be:
 - Long
 - Complicated
 - Difficult to remember
 - Cryptic
- URL Shorteners (e.g. bit.ly) can make things a bit easier
- QR Codes make accessing URL's easy from SmartPhones



URL Shorteners



- URL Shorteners allow you to create shorter URL's
- Most (if not all) are free and VERY easy to use
- Most also offer tracking so you can measure your impact
- Most also allow you to customize the link
- Bit.ly is one popular and easy to use service

- From this:

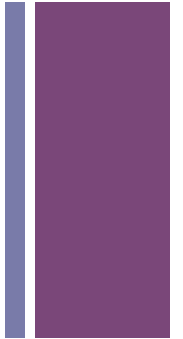
<http://www.facebook.com/pages/Friends-of-Florida-State-Parks/216120121489>

- To this:

On.fb.me/FloridaFriends



QR Codes



Make signs, banners, displays and brochures, t-shirts, business cards, etc. interactive by adding QR Codes

- Like barcodes but can contain URL's, Text Message Codes, text, contact information etc.
- Scannable via SmartPhone apps
- Directly link to your shortened URL's to track usage
- Free to create and use
 - <http://qrcode.kaywa.com/> is one easy to use service
- Simply... COOL! (and, yes, that's important)



+ QR Codes can go anywhere

There really is no limit to where you can display the codes.

Obviously, taste is important.

On your website also may not be the best place.

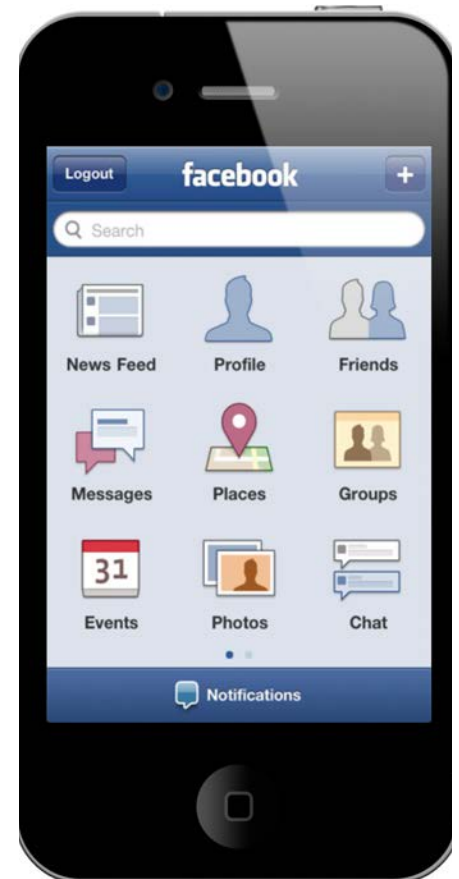
Otherwise, the sky is the limit.



Now you've got them, keep supporters engaged

Making the connection is only the first step.
Now you have to keep them engaged with you.

Facebook is king



+ Yes, facebook - AGAIN

- Tie everything you create together with an action step: Like us on Facebook!
- Why?
 - You can maintain the connection after the guest goes home
 - Guests can be reminded of the fun they had
 - They may choose to get more involved
 - You have the opportunity to keep them engaged!



+ Keep it engaging

- If you're not asking questions, inspiring comments and promoting sharing then you're just advertising
- Facebook is about maintaining the relationship
- Users who remain engaged with you on facebook are more likely to re-engage with you in some other way:
 - Return visits
 - Volunteering
 - Joining your board



The image shows a screenshot of a Facebook page. The top post is from 'Friends of Georgia State Parks and Historic Sites', dated January 1 at 7:28pm. The post text says: 'Happy New Year's everyone! Hope you enjoyed the First Day Hikes at many of our beloved parks. Did they inspire anyone's new year's resolutions?'. It shows 1,753 people reached and 25 people talking about this. Below the post are two comments: one from Alice Hopper Farr about Magnolia Springs State Park and another from Angie L. Bearden-Miller about the Homestead Trail, Whitetail, and Iron Hill. The second post is from Sharon Rowe, dated December 30, 2011 at 10:22pm, about getting a membership. The third post is from Crawford County Georgia-Then & Now, dated Monday at 8:30am, with a photo of a Crawford County sign.



It doesn't have to be hard work!



Ask for engagement

- Trivia Tuesday
- New Year's Resolutions
- Did anyone visit a park this weekend?
- What is your best tip for a family that wants to try camping?
- Which hiking trail is your favorite?

Let users create your content

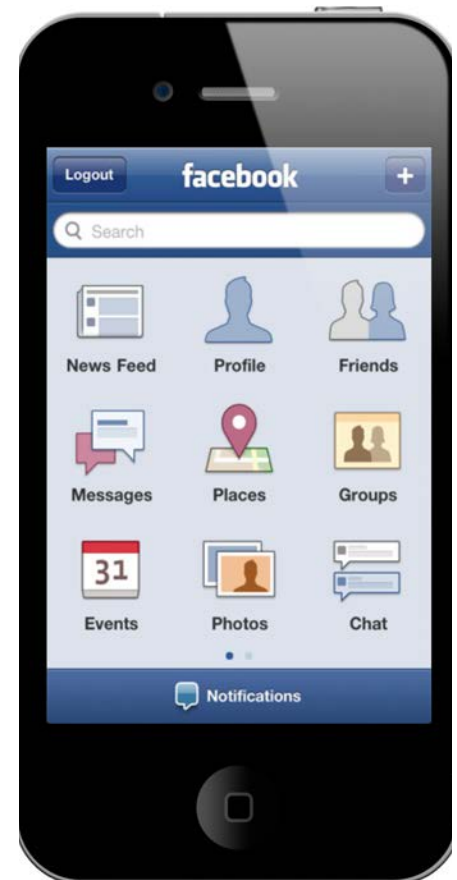
- “Red Top is hosting Hills of Iron in 2 weeks. Does anyone have a picture from previous years?”
- “Share videos of your kids in the month of June”
- “Please share a link to your favorite outfitter.”



Engaged supporters care. Nurture that.

You've worked hard to create relationships and keep people engaged.

Nurture that relationship and personalize it.



+ Add faces to the words

- Consider profiling a park staff member
- Thank a special volunteer
- Remind your fans that there are people behind all these bits of data



+ Connect in other ways

- Don't forget about other ways to stay connected
 - Email Lists (MadMimi, Constant Contact, Mailchimp)
 - Occasional snail mail
 - Of course, face to face



+ Invite. Inspire. Include.

- Always invite your supporters to your next event.
- Share the ups and downs!
- Ask for help. Then, ask again.

Technology is just the tool. The relationship is the goal.

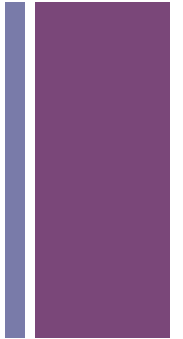


Homework (yes, there's homework)



- Check your Facebook page.
 - Of the last 20 posts from you, how many were open ended questions?
 - Of your last 4 special events, how many have a picture on your facebook page?
- Visit bit.ly and shorten the URL to your facebook page
- Use the new url at qrcode.kaywa.com to generate your QR Code

+ Questions?



Damon Kirkpatrick

770-975-7533

Damon.kirkpatrick@
friendsofgastateparks.org