



# **The Art of Digital Dialogue:**

**Practical Ways To Drive  
Audience Engagement**

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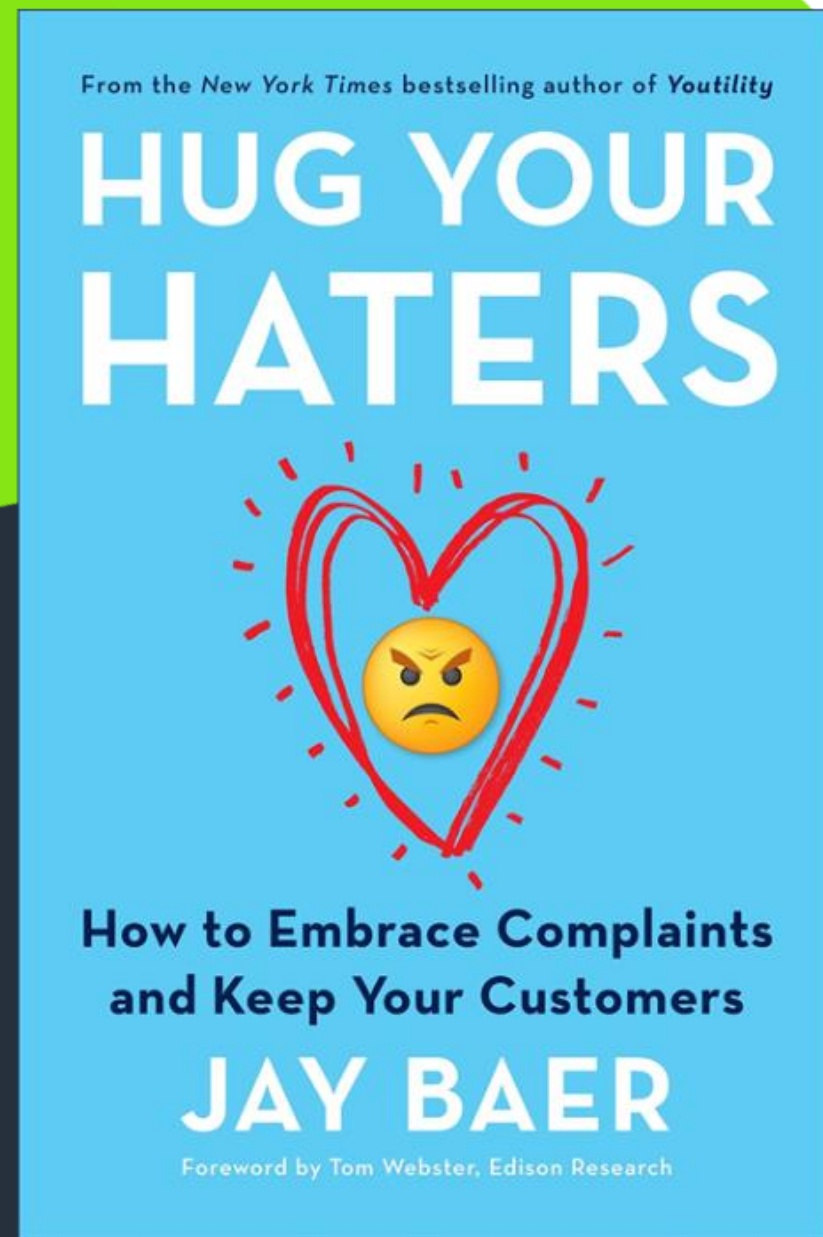


# WHAT IS DIGITAL DIALOGUE?

- **76% of consumers notice** and appreciate when businesses prioritize customer support.
- 63% of consumers agree their **loyalty to a brand is significantly influenced by the quality of customer service** they provide on social media.

The Sprout Social Index 2024

<https://sproutsocial.com/insights/social-media-customer-service-statistics/>



# HUG YOUR HATERS

- 33% of all customer complaints are never answered; most come in via social.
- Answering a complaint increases customer advocacy by as much as 25%.
- Not answering a complaint decreases customer advocacy by as much as 50%.

# WE GET A LOT OF HATE



Why doesn't Wisconsin charge more for non resident fishing and hunting privileges? Too many out of staters are using state natural resources including our state parks to the point it's taking away from residents use.

13w Like Reply Hide Edited



Author

Wisconsin Department of Natural Resources

Thanks for the question, Phil. Nonresident fees just increased in August and the last time license fees for residents or nonresidents increased was 2005. License fees are decided upon by the state legislature and signed into law by the governor, not set by the DNR, so we recommend reaching out to your state representatives to share your feedback on license fees.



I have always said the WDNR has no common sense! I wonder how many will have to drown before a state of emergency is declared?

2h Like Reply [Send message](#) Hide

**BUT WE ALSO GET A LOT  
OF LOVE + HAVE  
DEPUTIZED OUR  
COMMUNITY**

Commented on Wisconsin Department of Natural Resources Wall Post "Have you heard of the Greater prairie-... Jan 12, 2022

Wisconsin Department of Natural Resources You DNR people have a TON of patience..

KUDOS to you!!

So the same three answers are given for everything, the state has given information to the US government for sturgeon. if you bought a tag and the ice is not safe too bad so sad, and no spearing from a boat

1w Like Reply Hide

those are the only 3 questions being asked!

1w Like Reply Hide

# HOW DID WE GET HERE?

**2018**

- Comments and DMs not monitored
- Avg. Weekly FB Reach: 187,544

**2019**

- New leadership; gaining buy-in; starting strategy
- Avg. Weekly FB Reach: 232,743

**2020**

- Embraced haters; started building team
- Avg. Weekly FB Reach: 459,515

# OUR PRINCIPLES OF ENGAGEMENT



**MISINFORMATION**



**SERVICE  
EXCELLENCE**



**BE QUICK +  
TIMELY**

# GAINING BUY-IN

- Leadership
  - Show data
  - Share compliments
  - Lead them to celebrations
  - Advocate for your needs
- Working Across Programs
  - Communicate clearly
  - Set expectations
  - Say thanks
  - Hand out gold stars





# WORKFLOW



**Weekly Content Meeting**



**Daily Triage**



**Use Talking Points**



**Second Set Of Eyes**



# TOOLS TO HELP



**Project  
Management  
Tool**



**Social Media Tool**



**Talking Points**

# THINGS TO TRY



● **Host A Q+A**

**Weekly Engagement Series**

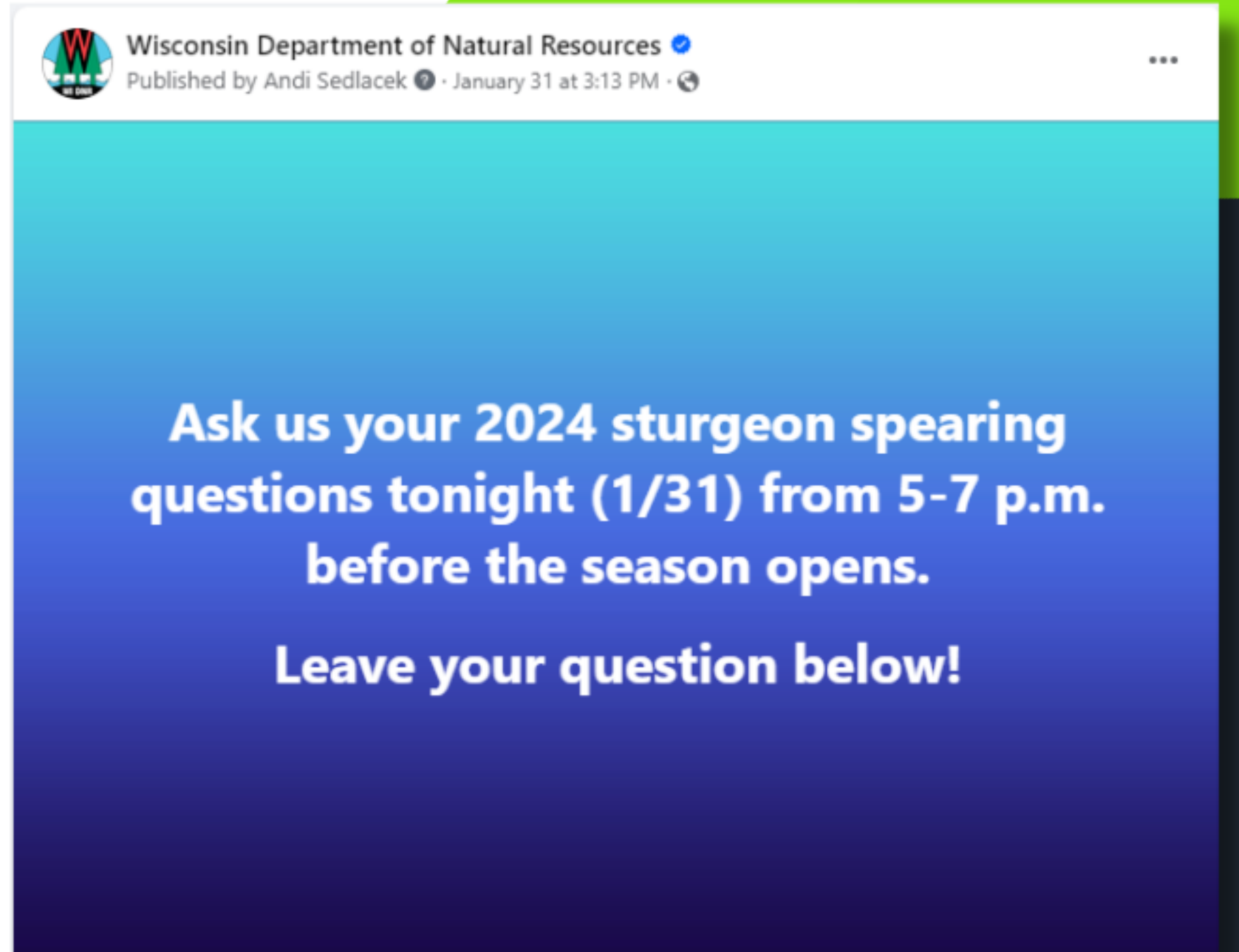
● **Sharing Posts**

**Just Be Present**

● **Correct Misinformation**

# HOST A Q+A

- Use colored background + text directly on Facebook
- Instagram Story Sticker
- Set guidelines - timing, specific topic
- May help w/ future content plans or gauge efficacy of communications





Michigan Department of Natural Resources

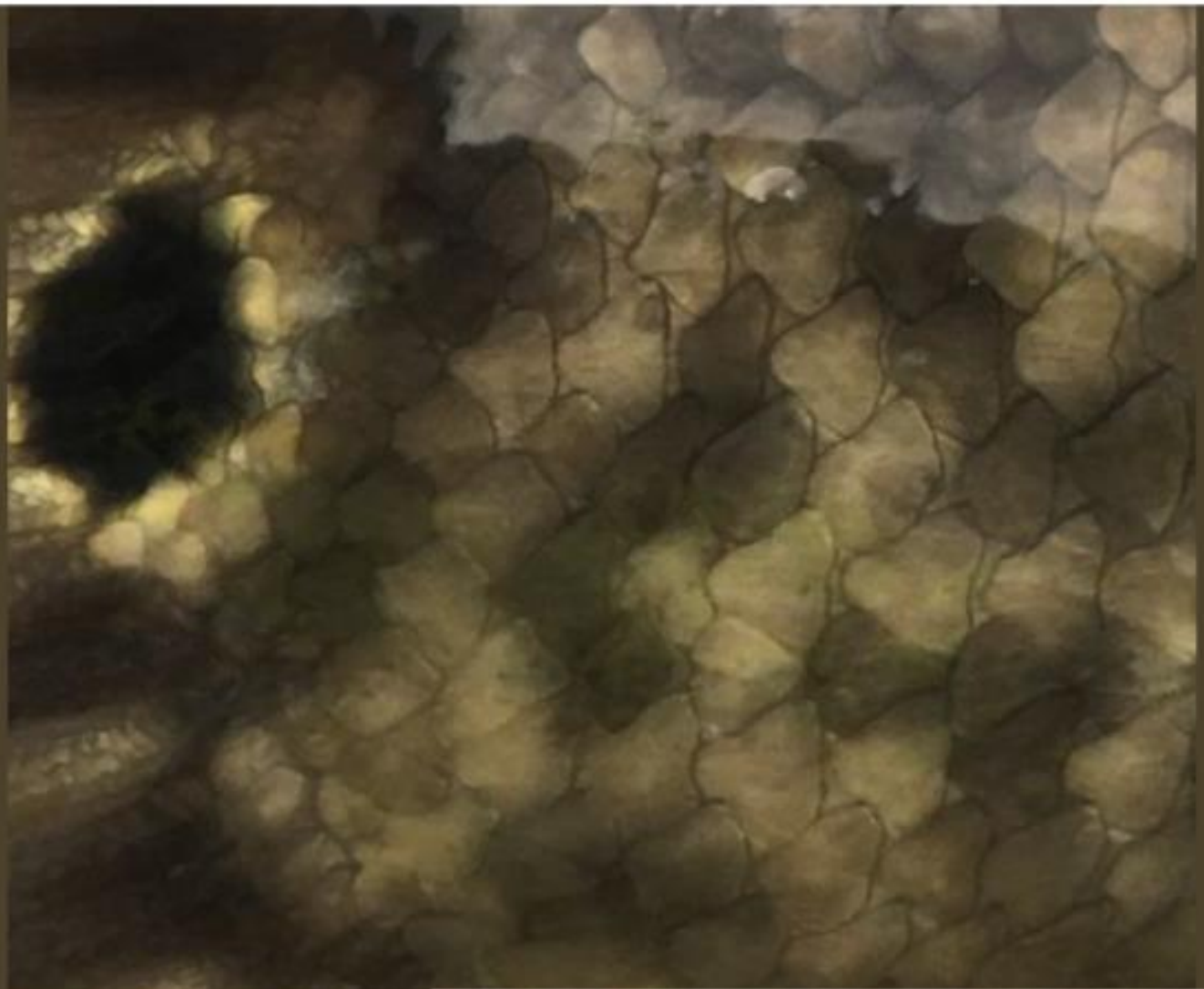
January 12 at 8:10 AM



For those of you expecting snow today, join us for a cozy #IdentiFriday (ok, not really that cozy). Can you guess the species based on this close-up?

If you know what it is, do you know one of the unique things about the species?

This should be fun. 🤔 Good luck!



Michigan Department of Natural Resources

8h



Looks like a few of you noticed the lack of #IdentiFriday last week. We had a season cancellation to announce and wanted to give that the attention it needed. HOWEVER, we're going to double the species for today, or IdentiDoubleFriday if you will.

So now we ask...what species are shown here?

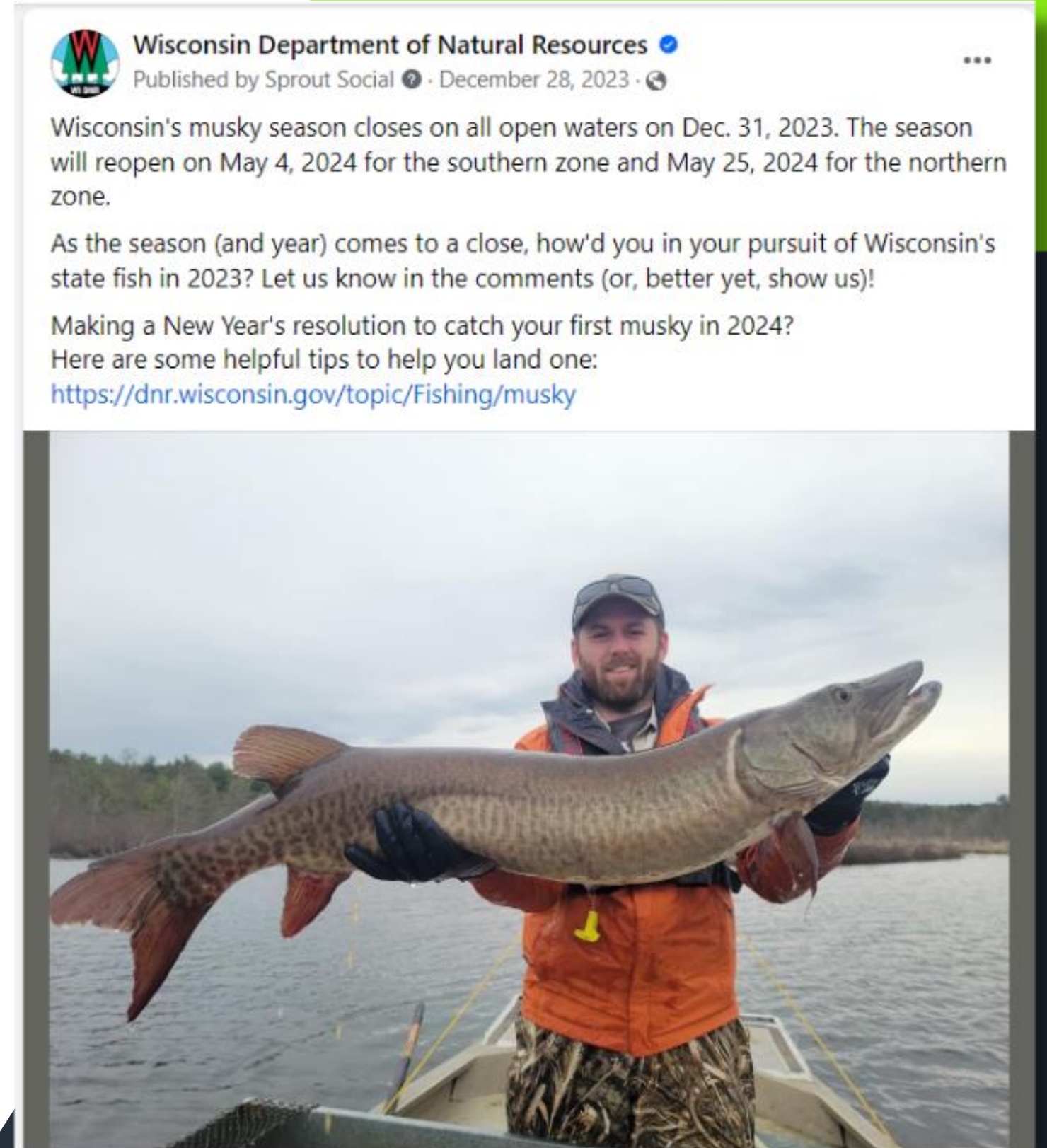
Good luck! 🤔

# QUIZ/QUESTION POST

- Set a regular cadence and users will start to expect it
- Can be a simple question or a full on quiz
  - Instagram stories is GREAT for multiple choice quizzes

# ASK TO SHARE POSTS

- People like to make their opinions known
- Gives an opportunity to let them feel heard
- Easy to engage with; could fuel more content ideas



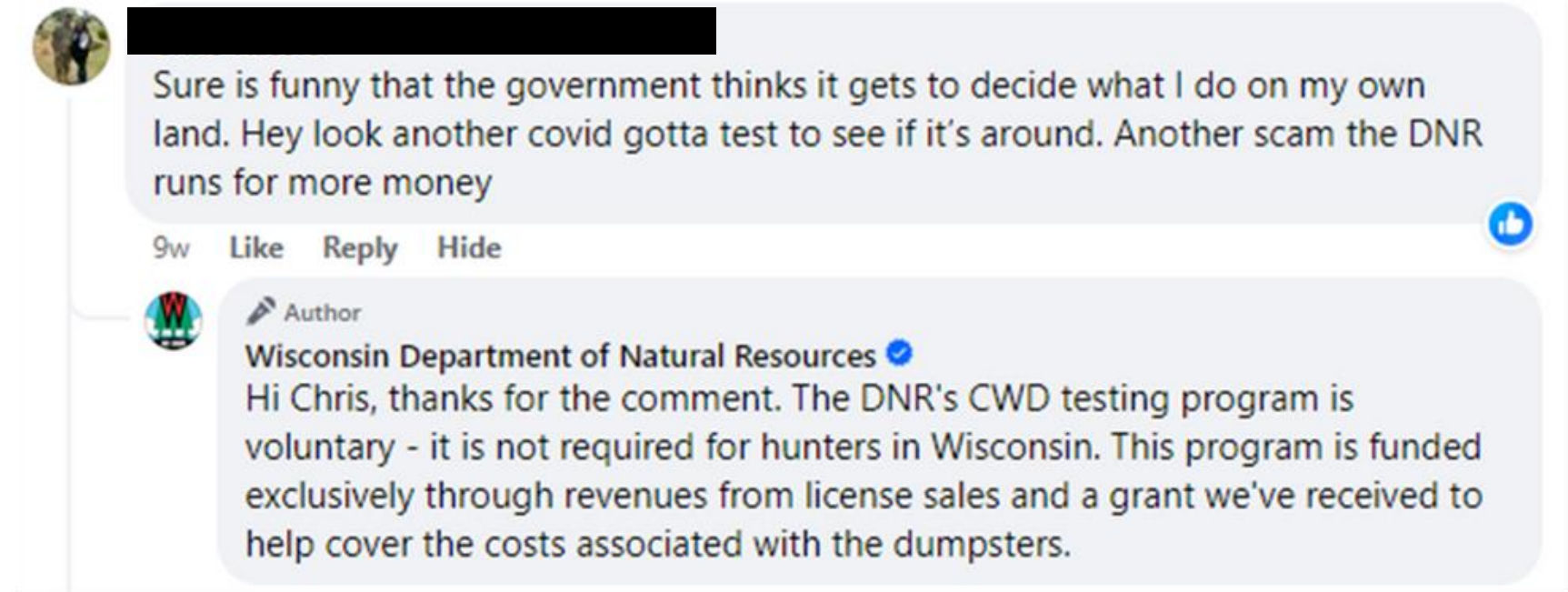
# JUST BE PRESENT

- Tagged a friend? Thank them
- Shared a cool photo? Compliment them
- Helps deter the trolls

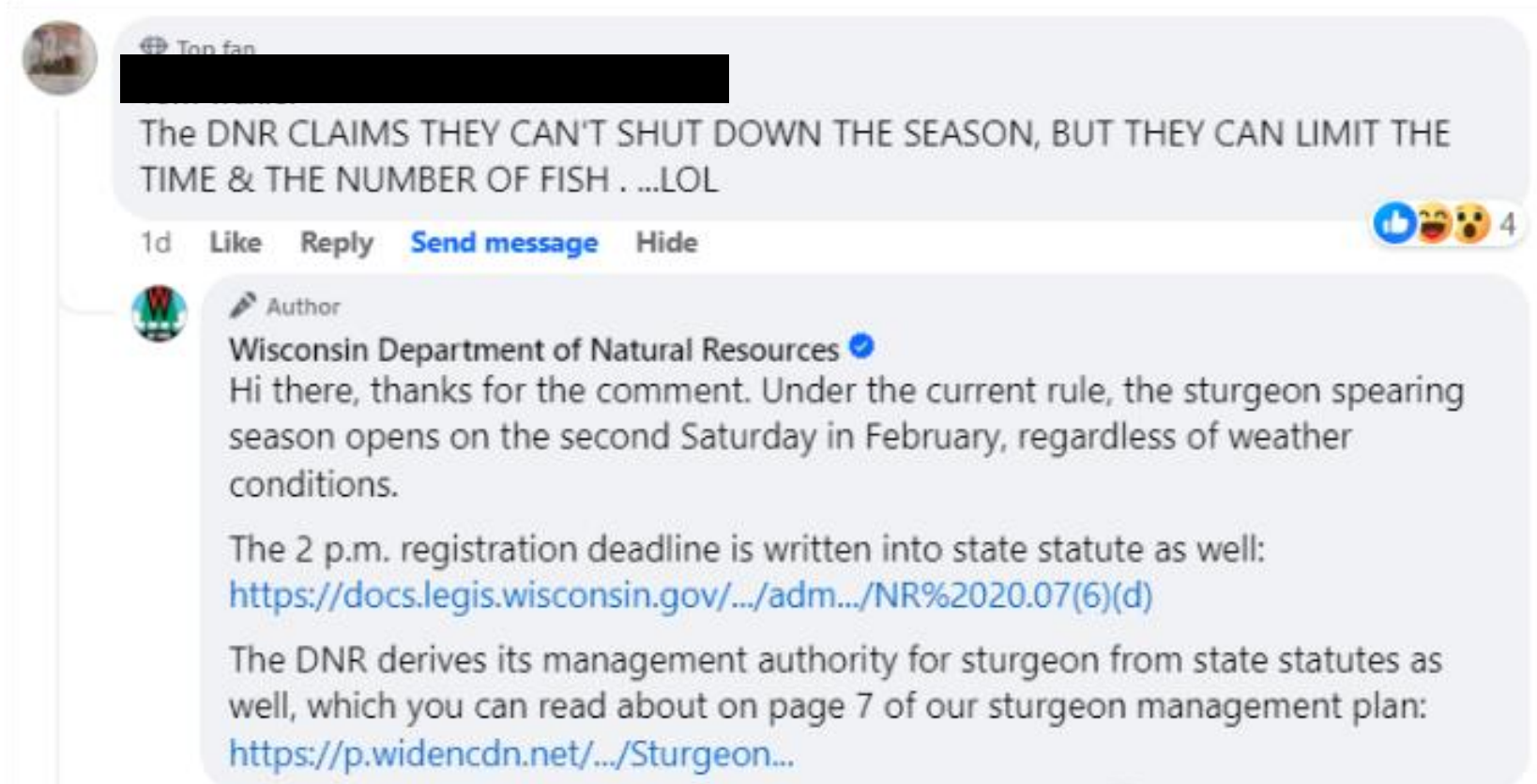


# CORRECT MISINFORMATION

- Classy clapback – focus on facts, not emotion
- Fill the info void



A screenshot of a Facebook comment and reply. The comment, from a user whose name is redacted, says: "Sure is funny that the government thinks it gets to decide what I do on my own land. Hey look another covid gotta test to see if it's around. Another scam the DNR runs for more money". The comment has 9 weeks old, and options for Like, Reply, and Hide. The reply is from the "Author" of the post, the "Wisconsin Department of Natural Resources", which is a verified account. The reply says: "Hi Chris, thanks for the comment. The DNR's CWD testing program is voluntary - it is not required for hunters in Wisconsin. This program is funded exclusively through revenues from license sales and a grant we've received to help cover the costs associated with the dumpsters."



A screenshot of a Facebook comment and reply. The comment, from a user whose name is redacted, says: "The DNR CLAIMS THEY CAN'T SHUT DOWN THE SEASON, BUT THEY CAN LIMIT THE TIME & THE NUMBER OF FISH . ...LOL". The comment has 1 day old, and options for Like, Reply, Send message, and Hide. The reply is from the "Author" of the post, the "Wisconsin Department of Natural Resources", which is a verified account. The reply says: "Hi there, thanks for the comment. Under the current rule, the sturgeon spearing season opens on the second Saturday in February, regardless of weather conditions. The 2 p.m. registration deadline is written into state statute as well: [https://docs.legis.wisconsin.gov/.../adm.../NR%2020.07\(6\)\(d\)](https://docs.legis.wisconsin.gov/.../adm.../NR%2020.07(6)(d)) The DNR derives its management authority for sturgeon from state statutes as well, which you can read about on page 7 of our sturgeon management plan: <https://p.widencdn.net/.../Sturgeon...>



# MISTAKES + LESSONS LEARNED



# FUTURE PLANS

- More Than Facebook
- Buy-In
- Keep Leadership Engaged
- Routines To Support Staff



**Thank You**

**Questions?**

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