

#RangeNerd Social Media Campaign

Greetings,

We'd at the Rangelands Partnership would like to thank everyone for helping us with our #RangeNerd Social Media Campaign. Thanks to your support we've had the memes collectively receive over 80,000 views, 600 shares, and 4000 likes! That's a huge success and better than anything we had hoped for when we started this campaign last June.

We'd like to keep this momentum going and to do that we need your help. These memes have been user generated, made by our fellow #RangeNerds out there. We've been collecting and stockpiling them, slowly posting them every Monday, but our stockpile is dwindling and we don't have very many memes left.

For this campaign to continue we need more #RangeNerd Memes. If you have a meme you've been thinking about please put one together and send it on down, we'd love to see it!

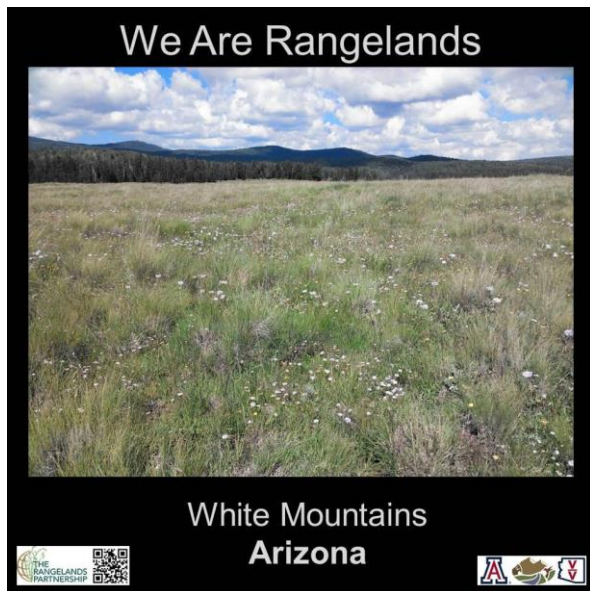
Creating the memes is rather easy; they just require the headline, the photo, and the punchline. We've even created a power point template, [downloadable here](#), where all you have to do is add the photo and adjust the punchline or photo location as you see fit. We've also left a place in the bottom right where you can add your organization's logo if you would like. When you create your meme please email them to Christopher.bernau@nv.usda.gov and we'll schedule it to be posted on a future Monday.



Background of the Campaign

The #RangeNerd Campaign was started last year on Monday, June 8th, 2016 with the intention of having a meme posted every Monday until we run out of ideas. So far we have not missed a single Monday. The purpose of this campaign is to promote awareness of Rangelands, show the diversity that exists within Rangelands, and showcase the various tasks and humor of the Rangeland World. We also hope to attract attention to the Rangelands Partnership's online resources and to our global partners.

An internet meme is a themed post, video, or idea that spreads from person to person, often with some mimicry as it is spread; think Ice Bucket Challenge, Grumpy Cat, and the Success Baby. We chose to go with the internet meme for several reasons. First, society likes them. These types of posts are good for a quick laugh and a share, often spreading much farther than initially anticipated. Second, we've found that the most successful posts are fun photos and jokes. We post a variety of content; science articles, news clips, workshops, job posts, jokes, and action photos of field activities. The majority of our posts might get a hundred views or so, but the jokes and photos can reach over a thousand. So we felt it would be good to build on that popularity.



We chose to start with two memes; the successful “You might be a #RangeNerd if” and a yet to be started “We are Rangelands”. “You might be a #RangeNerd if” is an open ended fill-in-the-blank joke that has a lot of possibilities. These Range Nerd jokes are entertaining since we’ve all had moments where something was Range Nerdy; perhaps interpreting the rangeland condition along a random highway, pointing out all the invasive plants on a family hike, or insisting on native grasses in a wedding bouquet. These are fun conversation pieces and make for great memes that we can all participate in. These will be the focus on our June 8th launch date, and we’ll continue posting these every week as “#RangeNerd Monday”.

“We are Rangelands” is a little different in that it is not focused on humor. Rather, it is about showcasing the beauty and variety that exists on our Rangelands. There is a lot more to Rangelands than the public knows about and we’d like to exhibit that diversity here. These are simple and we collectively have some of the best photographic examples of our Rangelands. There’s no set themed date for posting these, we will just post them randomly as we make them. We’ll still post these under the hashtag #RangeNerd to keep the campaign tied to a consistent theme.

We need your help generating content for these memes and in promoting the campaign. We will post these memes on [Facebook](#), [Twitter](#), [Instagram](#), and possibly a few other outlets. What we need you to do is to like and share them to reach as large an audience as possible. If every member shares these posts we would have a massive audience. We’ve come up with the hashtag #RangeNerd. Please use it when you share the posts as it ensures that the global conversation is all tied together.

Instructions for making #RangeNerd Memes

Step 1: [Download and open the “MemeTemplate.pptx” file](#)

Step 2: In the file, there are 4 slides:

- Slides 1 and 2 were created for the “You might be a #RangeNerd if” campaign. Slide 1 is the template you’ll make edits to. Slide 2 is an example with some tips.
- Slides 3 and 4 were created for the “We are Rangelands” campaign. Slide 3 is the template you’ll make edits to. Slide 4 is an example with some tips.



Step 3: Making edits to a template – Add a picture

- Delete the white box by clicking inside the white box and pressing the delete or backspace key.
- Locate the picture you want to use from your computer and copy and paste it into the slide.
- We recommend resizing the picture – Right click on the picture, select “Size and Position.” Adjust the Height and Width until the top and bottom text can be seen. We suggest: 6.75” height and 9” width.
- Move the picture to the middle of the page by clicking on the image and moving it to the desired location. If you want PowerPoint to center it for you, click on the image, click on “Format” in the menu bar, find “Align” under the Arrange options, and select “Align Center.”

Step 4: Making edits to a template – Edit the bottom line of the meme text

- Click on the text “Something creative in this box” and write the punch line to the meme.

Step 5: Making edits to a template – Add your Personal Logo(s)

- Delete the blue box by clicking inside the blue box and pressing the delete or backspace key.

- Locate personal logos and copy and paste them into the area where the blue box used to be.

Step 6: Once done editing a template - Save as JPEG

- File to “Save as”
- Save the file as a JPEG. You may have to select “Other Formats.” In the new window, click on “Save as type” to view all format types. Scroll through to find “JPEG File Interchange Format (*.jpg)”.
- Change the file name to your last name and the date. Example: Bernau6.15.2015
- A new window will open that says “Do you want to export every slide in the presentation or only the current slide?” Select “Current Slide Only.”

When you create your meme please email them to Chris Bernau at Christopher.bernaу@nv.usda.gov and he will schedule it to be posted on a future Monday. Or you can post them yourself on your own social media outlets. If you do post it yourself please tag the Rangelands Partnership in the post so we’ll be alerted and can share it and please remember to use the Hashtag for the campaign (#RangeNerd) and consider including the tags for the Rangelands Partnership (#RangePartners) and the Society for Range Management (#RespectOnTheRange).



