



Management Makes the Difference

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Utah's Public Lands Policy Coordinating Office

Public Education Campaign Introduction




- In 2021, the Legislature appropriated funds to the Public Lands Policy Coordinating Office (PLPCO), **“to educate critical audiences on the importance of public land and wildlife management, multiple-use practices, and similar efforts.”**
- PLPCO contracted with R&R Partners
- Advertisements ran from April 4th through August 31
 - Facebook/Instagram (social media)
 - The Trade Desk (online advertising)
 - Billboards in Scipio and Helper
- Deseret News op-eds

Media Example



Utah Public Lands Policy Coordinating Office
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Utah is conserving water, protecting wildlife and reducing wildfire risk, all at the same time.



About this ad

publiclands.utah.gov
Our Public Lands Thrive When Managed

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Chris Sche... 16 Comments 2 Shares

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MANAGEMENT MAKES THE DIFFERENCE.

PublicLands.Utah.gov

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The Utah outdoors and lifestyle we love is made possible by actively managing our public lands.



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We're Managing Healthier

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We're Managing to Healthier For...

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Social Media Examples

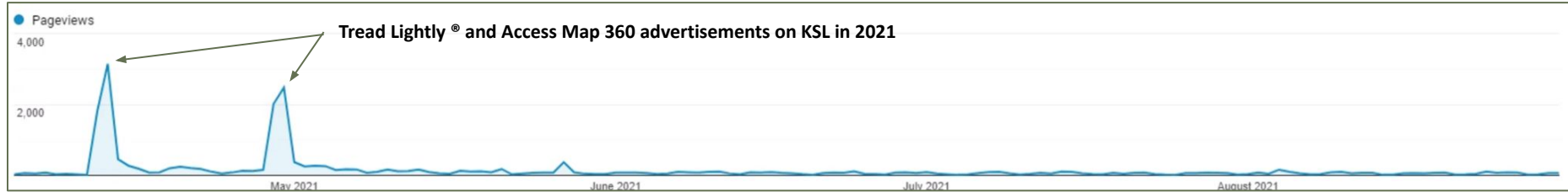
Impressions: 18,334,779

- TTD: 11,456,870
- FB: 4,418,335
- OOH: 2,459,574 (estimated)

Clicks to the website: 154,576

- TTD: 50,628
- FB: 103,948

(Total website clicks: 163,114 (2022) vs 22,117 (2021))



Quantifying Success