

Integrated Pest Management

Outreach and Public Education
Summary

April 2020 – June 2020

IPM recognizes that pests are an integral part of the natural system.

This approach works to keep pests at tolerable levels by using cultural, mechanical and biological controls instead of chemical ones, whenever possible.

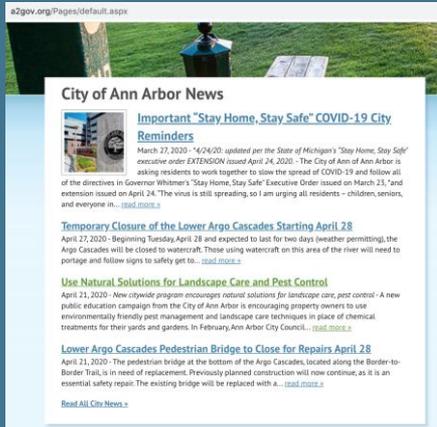
Existing Materials

- Phase 1:
 - Landing page built and published in mid-april:
www.a2gov.org/ipm
 - Social Media – 6 weeks blast
 - Press Release
- Phase 2:
 - Moving Billboards
 - DISCUSSION

Integrated Pest Management

Tactics

1) Press release



2) Build landing page:
more info and PDFs



3) Organic social media:
one post/week for six weeks



Integrated Pest Management

Overall Performance

Facebook reach: 10,076

Facebook engagement: 220

Twitter engagement: 100

Nextdoor engagement: 102

IPM webpage sessions via social media & referrals: 100

Highlights



Twitter – Post 3

16 retweets!



Nextdoor – Post 3

78 thanks!



Facebook – Post 5

72 post clicks!

Integrated Pest Management – Post 1

Twitter

Date(s) posted: 04/23/20
04/25/20

Total engagement: 15

City of Ann Arbor @A2GOV · Apr 23

Spring is in bloom and the task of yard management has begun! Consider replacing harmful chemical pesticides w/integrated pest management (IPM). Sustainable principles such as pest-resistant plants, natural sprays & beneficial insects. Learn more at ow.ly/Pk1150zmvnt

CONTROLLING GARDEN PESTS:
What is integrated pest management?

2 retweets, 10 likes

Retweeted by

Clean Water Action
@CleanWaterMI [Follow](#)
Working to empower people to take action to protect America's waters, build healthy communities, and to make democracy work for all of us.

Ann Arbor Parks Rec
@A2Parks [Following](#)
Ann Arbor Parks & Recreation Services is proud of its more than 2,000 acres of parkland, 157+ parks and multiple recreation facilities.

Integrated Pest Management – Post 1

Nextdoor

Date(s) posted: 04/24/20

Total engagement: 16



Natural solutions for landscape care, pest control

Communications Specialist Robert Kellar from City of Ann Arbor · 24 Apr

Spring is in bloom and the task of yard management has begun! Consider replacing harmful chemical pesticides with integrated pest management (IPM). This system is based on sustainable principles such as pest-resistant plants, natural sprays and beneficial insects. Learn more about IPM at <https://www.a2gov.org/departments/system...>



Integrated Pest Management
A2GOV.ORG

24 Apr · Subscribers of City of Ann Arbor in General

THANK | 16

REPLY

Integrated Pest Management – Post 1

Facebook

Date(s) posted: 04/23/20
04/25/20

Total engagement: 67

Total reach: 2,438

The City Of Ann Arbor - Government
April 23 at 3:00 PM · 🌐

Spring is in bloom and the task of yard management has begun! Consider replacing harmful chemical pesticides with integrated pest management (IPM). This system is based on sustainable principles such as pest-resistant plants, natural sprays and beneficial insects. Learn more about IPM at <https://www.a2gov.org/.../IP.../Residential-Pest-Management-.aspx>

CONTROLLING GARDEN PESTS:

What is integrated pest management?

6 1 Comment 2 Shares

Like Comment Share

Most Relevant ▾

Write a comment...

Amira Creighnick I love my backyard bees! 🐝

Like · Reply · 1d

Integrated Pest Management – Post 2

Twitter

Date(s) posted: 04/30/20
05/02/20
05/03/20

Total engagement: 12



Integrated Pest Management – Post 2

Nextdoor

Date(s) posted: 04/30/20

Total engagement: 2



IPM at home is the way to go!

Communications Specialist Robert Kellar from City of Ann Arbor · 4 days ago

When it comes to yard management, integrated pest management is the way to go! From garden planning tips and tricks to lawn maintenance and watering – this list of ideas for around the home will keep you busy while helping the environment. www.a2gov.org/ipm



Integrated Pest Management
A2GOV.ORG

4 days ago · Subscribers of City of Ann Arbor in General

THANK | 2

REPLY

Integrated Pest Management – Post 2

Facebook

Date(s) posted: 04/30/20

Total engagement: 22

Total reach: 624

 **The City Of Ann Arbor - Government**
April 30 at 11:00 AM · 🌐

When it comes to yard management, integrated pest management is the way to go! From garden planning tips and tricks to lawn maintenance and watering – this list of ideas for around the home will keep you busy while helping the environment. www.a2gov.org/ipm

SPRING IS HERE:

Ideas for around your home.



1

Like Comment Share

Write a comment...   

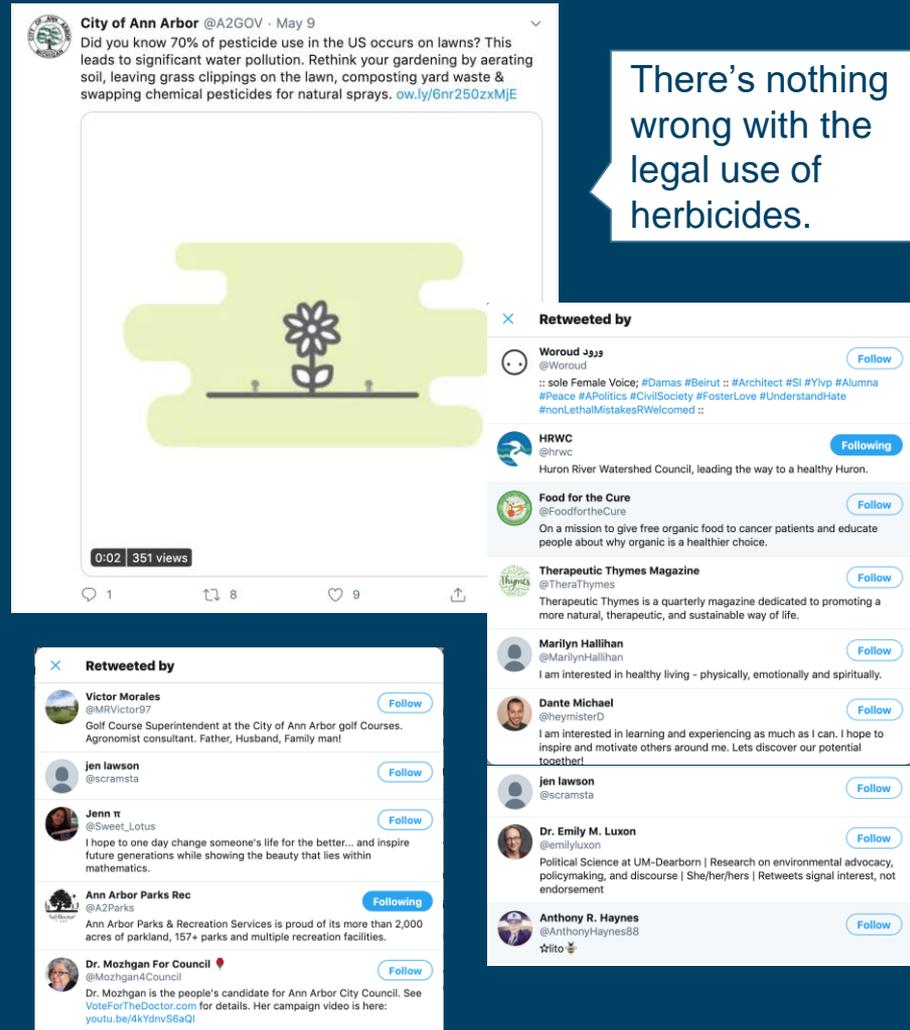
Integrated Pest Management – Post 3

Twitter

Date(s) posted: 05/07/20 (twice)
05/09/20 (twice)

Total engagement: 38

Total views: 1,060



City of Ann Arbor @A2GOV · May 9
Did you know 70% of pesticide use in the US occurs on lawns? This leads to significant water pollution. Rethink your gardening by aerating soil, leaving grass clippings on the lawn, composting yard waste & swapping chemical pesticides for natural sprays. ow.ly/6nr250zxMJE

Retweeted by

- Woroud جواد** @Woroud
:: sole Female Voice; #Damas #Beirut :: #Architect #SI #Yvp #Alumna #Peace #APolitics #CivilSociety #FosterLove #UnderstandHate #nonLethalMistakesRWelcomed :: [Follow](#)
- HRWC** @hrwc
Huron River Watershed Council, leading the way to a healthy Huron. [Following](#)
- Food for the Cure** @FoodfortheCure
On a mission to give free organic food to cancer patients and educate people about why organic is a healthier choice. [Follow](#)
- Therapeutic Thymes Magazine** @TheraThymes
Therapeutic Thymes is a quarterly magazine dedicated to promoting a more natural, therapeutic, and sustainable way of life. [Follow](#)
- Marilyn Hallihan** @MarilynHallihan
I am interested in healthy living - physically, emotionally and spiritually. [Follow](#)
- Dante Michael** @heymisterD
I am interested in learning and experiencing as much as I can. I hope to inspire and motivate others around me. Lets discover our potential together! [Follow](#)
- jen lawson** @scramsta [Follow](#)
- Dr. Emily M. Luxon** @emilyluxon
Political Science at UM-Dearborn | Research on environmental advocacy, policymaking, and discourse | She/her/hers | Retweets signal interest, not endorsement [Follow](#)
- Anthony R. Haynes** @AnthonyHaynes88 [Follow](#)

Retweeted by

- Victor Morales** @MRVictor97
Golf Course Superintendent at the City of Ann Arbor golf Courses. Agronomist consultant. Father, Husband, Family man! [Follow](#)
- jen lawson** @scramsta [Follow](#)
- Jenn π** @Sweet_Letus
I hope to one day change someone's life for the better... and inspire future generations while showing the beauty that lies within mathematics. [Follow](#)
- Ann Arbor Parks Rec** @A2Parks
Ann Arbor Parks & Recreation Services is proud of its more than 2,000 acres of parkland, 157+ parks and multiple recreation facilities. [Following](#)
- Dr. Mozghan For Council** @Mozghan4Council
Dr. Mozghan is the people's candidate for Ann Arbor City Council. See VoteForTheDoctor.com for details. Her campaign video is here: youtu.be/4KYdmv56aQI [Follow](#)

There's nothing wrong with the legal use of herbicides.

Integrated Pest Management – Post 3

Nextdoor

Date(s) posted: 05/08/20

Total engagement: 78



ReThink yard care

Communications Specialist Robert Kellar from City of Ann Arbor · 8 May

Did you know that 70% of pesticide use in the United States occurs on lawns? This leads to significant water pollution. Rethink your gardening by aerating soil, leaving grass clippings on the lawn, composting yard waste and swapping chemical pesticides for natural sprays. www.a2gov.org/ipm



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8 May · Subscribers of City of Ann Arbor in General

THANK

78

REPLY

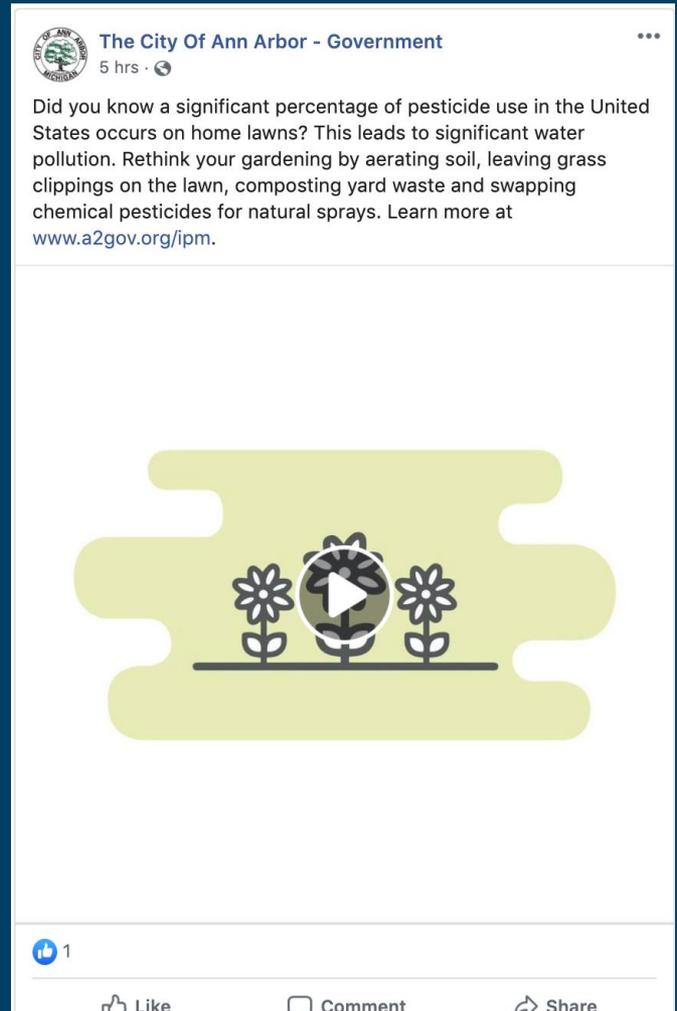
Integrated Pest Management – Post 3

Facebook

Date(s) posted: 05/07/20
05/11/20

Total engagement: 5

Total reach: 1,059



Integrated Pest Management – Post 4

Twitter

Date(s) posted: 05/14/20 (twice)
05/16/20 (twice)

Total engagement 12



City of Ann Arbor @A2GOV · May 14

We all know how important it is to keep our yards healthy. It is also vital to keep our yards safe. These tips will not only keep your yard looking beautiful, but they will also help the environment. Learn more at a2gov.org/ipm.

4 TIPS FOR A SAFER LAWN



Test Soil Compaction

GIF



↻ 2

♥ 4



Integrated Pest Management – Post 4

Nextdoor

Date(s) posted: 05/16/20

Total engagement: 0



4 Tips for a Safer Yard

Communications Specialist Robert Kellar from City of Ann Arbor · 2 days ago

We all know how important it is to keep our yards healthy. It is also vital to keep our yards safe. These tips will not only keep your yard looking beautiful, but they will also help the environment. Learn more at a2gov.org/ipm.



2 days ago · Subscribers of City of Ann Arbor in General

THANK

REPLY

Integrated Pest Management – Post 4

Facebook

Date(s) posted: 05/14/20
05/16/20

Total engagement: 5

Total reach: 1,244

 **The City Of Ann Arbor - Government**
May 16 at 11:00 AM · 🌐

We all know how important it is to keep our yards healthy. It is also vital to keep our yards safe. These tips will not only keep your yard looking beautiful, but they will also help the environment. Learn more at a2gov.org/ipm.

4 TIPS FOR A SAFER LAWN

4



Research Fertilizers
and Pesticides

👍 2

👍 Like 💬 Comment ➦ Share

Integrated Pest Management – Post 5

Twitter

Date(s) posted: 05/21/20 (twice)
05/23/20 (twice)

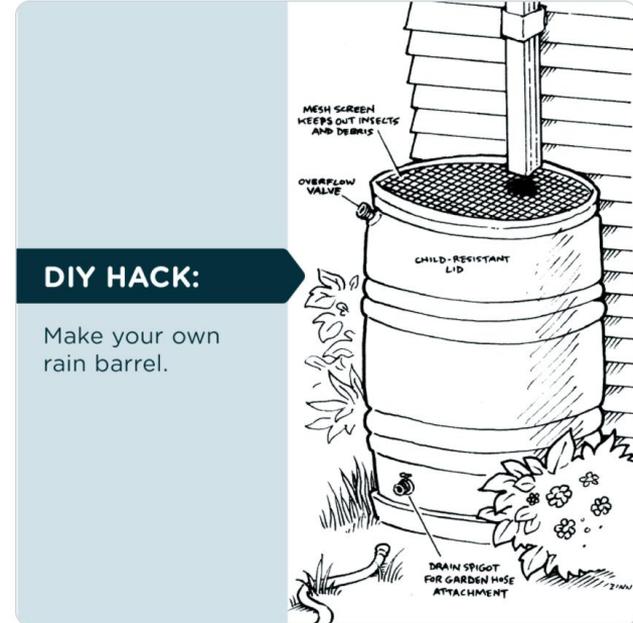
Total engagement 9



City of Ann Arbor
@A2GOV

Looking for an easy DIY project that will save you money on gardening? Make your own rainwater reservoir with an old barrel! This simple project can not only save you money, but also help protect watersheds and improve water quality. A win-win situation!

a2gov.org/storm



8:00 PM · May 21, 2020 · Hootsuite Inc.

1 Retweet 2 Likes

Integrated Pest Management – Post 5

Nextdoor

Date(s) posted: 05/22/20

Total engagement: 4



DIY Rain Barrel

Communications Specialist Robert Kellar from City of Ann Arbor · 6 days ago

Looking for an easy DIY project that will save you money on gardening? Make your own rainwater reservoir with an old barrel! This simple project can not only save you money, but also help protect watersheds and improve water quality. A win-win situation! www.a2gov.org/storm



Ann Arbor Stormwater Smart
Ann Arbor stormwater (and any pollutants carri...
A2GOV.ORG

6 days ago · Subscribers of City of Ann Arbor in General

THANK | 4

REPLY

Integrated Pest Management – Post 5

Facebook

Date(s) posted: 05/21/20
05/23/20 (twice)

Total engagement: 94

Total reach: 3,051

The City Of Ann Arbor - Government
Published by Robert Kellar [?] · May 21 at 8:00 PM · 🌐

Looking for an easy DIY project that will save you money on gardening? Make your own rainwater reservoir with an old barrel! This simple project can not only save you money, but also help protect watersheds and improve water quality. A win-win situation! www.a2gov.org/storm



DIY HACK:
Make your own rain barrel.

1,491 People Reached 51 Engagements Boost Unavailable

👍👍 Jeff TechoBloc, Barbara Byers and 4 others 1 Comment 3 Shares

👍 Like 💬 Comment ➦ Share

Write a comment...

Most Relevant ▾

Sue Donnelly What if you don't have an old barrel? Does the city still give them out?
Like · Reply · 2w

The City Of Ann Arbor - Government From time to time the Water Treatment Plant has used barrels, but those are not currently available. However, you can convert old trash barrels if you have one. A quick google search reveals many DIY options.
Like · Reply · Commented on by Robert Kellar [?] · 2w

Integrated Pest Management – Post 6

Twitter

Date(s) posted: 05/28/20 (twice)
05/31/20

Total engagement: 14



City of Ann Arbor
@A2GOV

LANDSCAPING TIP – When planting near water’s edge, use deep-rooted trees & vegetation! They keep water cool, clean & help reduce pollutants & erosion. Grassy buffers are less effective at filtering runoff & preventing erosion. Learn more tips at a2gov.org/ipm.

LANDSCAPING TIPS & TRICKS:

Plant trees instead
of grass near
water’s edge.



4:45 PM · May 31, 2020 · Hootsuite Inc.

2 Retweets 3 Likes

Integrated Pest Management – Post 6

Nextdoor

Date(s) posted: 05/28/20

Total engagement: 2



Landscaping can improve water quality and prevent erosion

Communications Specialist Robert Kellar from City of Ann Arbor · 3 days ago

LANDSCAPING TIP – When planting near water's edge, use deep-rooted trees and vegetation! They keep water cool and clean and help reduce pollutants and erosion. Grassy buffers are less effective at filtering runoff and preventing erosion. Learn more landscaping tips and tricks at www.a2gov.org/ipm.



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3 days ago · Subscribers of City of Ann Arbor in General

THANK 2

REPLY

Integrated Pest Management – Post 6

Facebook

Date(s) posted: 05/28/20
05/31/20

Total engagement: 30

Reach: 1,743



The City Of Ann Arbor - Government

Published by Robert Kellar [?] · May 31 at 4:36 PM · 🌐

LANDSCAPING TIP – When planting near water's edge, use deep-rooted trees and vegetation! They keep water cool and clean and help reduce pollutants and erosion. Grassy buffers are less effective at filtering runoff and preventing erosion. Learn more landscaping tips and tricks at www.a2gov.org/ipm.



LANDSCAPING TIPS & TRICKS:

Plant trees instead
of grass near
water's edge.

937

People Reached

17

Engagements

Boost Unavailable

Sujata Rao

3 Shares

Next Steps??