

Leveraging Social Media Tools and Trends

State Webinar Series

Thursday November 12, 2015

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RECREATIONAL
BOATING & FISHING
FOUNDATION

**HERE'S THE HEART OF THE
MATTER: THE ESSENCE OF
SOCIAL MEDIA IS KNOWING YOUR
AUDIENCES AND ENGAGING THEM
IN SOMETHING THEY LOVE.**

Agenda

Ogilvy

- 8 Key Trends in Social Media
- Key Components for Today's Social Media Success
 - Social Media Listening
 - Best Practices in Content
 - Community Management and Audience Engagement
 - Paid Social Media Opportunities
 - Measurement
- Ogilvy and Take Me Fishing™ Social Media
- Tools and Resources

RBFF

- Working with Ogilvy on Vamos A Pescar™ Channels
- Measuring Results
- Reach vs. Engagement

8 Key Trends

1. “Real Time” is on Steroids
2. Consumers Demand Purchase Power
3. Integration of Organic and Paid
4. Greater Expectations of Metrics
5. Mobile Dominates but Desktop Remains Important
6. Content Opportunities Proliferate
7. Platforms Face Demographic Shifts
8. Big Data Affords More Personalization

1. “Real Time” is on Steroids

In the moment updates dominate. While this has been the nature of social media at the start, it is increasing at a rapid rate with platforms and services like:

- Periscope
- Instagram
- Snapchat

Periscope users collectively watch 40 years of live video every day. Instagram and Snapchat support on-the-go, in-the-moment updates. A new herald of immediacy in social media is here.



2. Consumers Demand Purchase Power

Platforms are offering consumers specific paths to purchase. Facebook and Pinterest are two that have introduced new “buy” features for advertisers and users. Mobile users can click on sponsored posts to purchase products without having to leave the app.

Instagram is following behind and by the end of 2016, most platforms are expected to have a buy button as an element of their advertising offering.



3. Integration of Paid and Organic

Algorithm shifts in Facebook have increased the need for paid social promotion to complement organic content. As the ROI of social media becomes more established, there is more competition for organic visibility.

The cost of advertising is expected to rise over the course of 2016.

Most platforms offer paid opportunities to date and this is now viewed as a core part of any social media outreach strategy.



4. Greater Expectation of Metrics

Marketers have discussed that tracking success, such as sales and conversions is one of the greatest frustrations of social media. Social media has been credited with moving audiences along a funnel (filling out a form, signing up for an email) getting them closer to conversion, but not often closing the deal. That is changing.

Internet Retailer's [2015 Social Media 500](#) reveals that total social commerce sales that could be tracked to social media activity hit \$3.3b in 2014, up from \$2.6b in 2013.

Buy buttons will continue to increase across social media platforms and expand opportunities to drive revenue and measure success.

5. Mobile Dominates, Desktop Remains Important

Mobile access to the Internet has quadrupled over the past four years, and desktop has risen 37%, according to the [U.S. Digital Future in Focus](#) study, with the predominant activity on mobile being social networking.

31% of all traffic to the U.S.'s top ten digital properties was mobile-only visitation. Google, Yahoo and Facebook are the top three.

[eMarketer predicts](#) that by the end of 2015, more than half of all social networking will occur on smartphones and tablets. Businesses that can make their offers succinct and complete orders without too much burden on the customer experience will have the best chance of success.

6. Content Opportunities Proliferate

Content is moving into different territory: copy, infographics, video and podcasts. 44% of Americans are listening to streaming audio (Pandora, Spotify) and on-demand podcasts are increasing in popularity.

NPR's podcast Serial set off this trend and won marketers attention. Podcasting blurs the lines between content marketing and social. It's a specific form of content, and it's social because it provides interaction with the brand. Listeners can also engage with podcasters via social.

Monthly audio podcast consumption has grown from 39m monthly users in 2014 to approximately 46m in 2015.



7. Platforms Face Demographic Shifts

Facebook is one platform that is moving toward an older demographic. It still leads the market in terms of social networking, however there is a projected 7.6% increase among users 65 years+, according to an [Adweek study](#). eMarkter suggests that younger millennials (18 – 24 years) use will decrease.

In other social networks, ages 25-34 maintain a strong presence with Instagram, Twitter and Tumblr trending younger.

8. Big Data Affords More Personalization

Marketers have vast amounts of information about consumer preferences as data is captured with nearly every click. Platforms are getting more sophisticated about information they glean and how this can be used to better target audiences and personalize content and advertising.

Brands, more than ever before, are able to customize experiences to the audience and enable personal interactions. As brands are able to track individual consumer behavior in real time, they can use this to tailor experiences for a specific individual.

Keeping Up With Social Media Trends

Recommended Sources:

- [Mashable](#)
- [TechCrunch](#)
- [Social Media Today](#)
- [ClickZ](#)
- [Media Bistro](#)
- [Simply Measured](#)
- [Huff Post Tech](#)

Key Components for Today's Social Media Success

Key Components

1. Social Media Listening
2. Best Practices in Content
3. Community Management and Audience Engagement
4. Paid Social Media Opportunities
5. Measurement



@eskimon

WHEN SETTING UP SOCIAL LISTENING, **THINK BROAD**: YOU WOULDN'T WALK INTO A PARTY AND ONLY JOIN CONVERSATIONS ABOUT YOU

Listening to the social media environment allows us to monitor conversations across Twitter, Facebook, blogs, forums and other social channels in order to:

- Track what audiences are saying about your brand
- Gather insights about customers and prospects
- Generate potential leads
- Identify influencers and advocates
- Learn keywords that audiences use when discussing areas pertinent to your brand or industry
- Understand industry trends in products and services
- Improve customer service
- Determine what competitors are doing and what others are saying about them

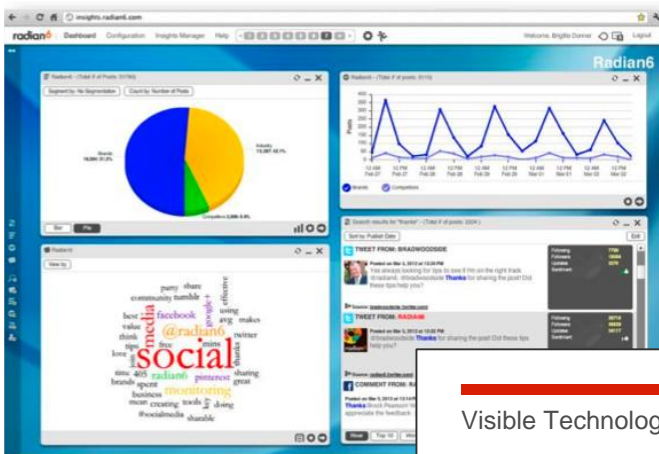
Why should we listen?

- 43% of social users interact with brands on social media for a direct response to a problem or question
- 31% of social users interact with brands to gain direct access to customer service representatives or product experts
- Every minute on Facebook, 510 comments are posted, 293,000 statuses are updated and 136,000 photos are uploaded
- 500 million Tweets are sent per day on Twitter
- On Instagram there are 70 million posts per day
- 9 out of 10 consumers expect to receive a consistent experience over multiple contact channels

Setting up a social media listening program:

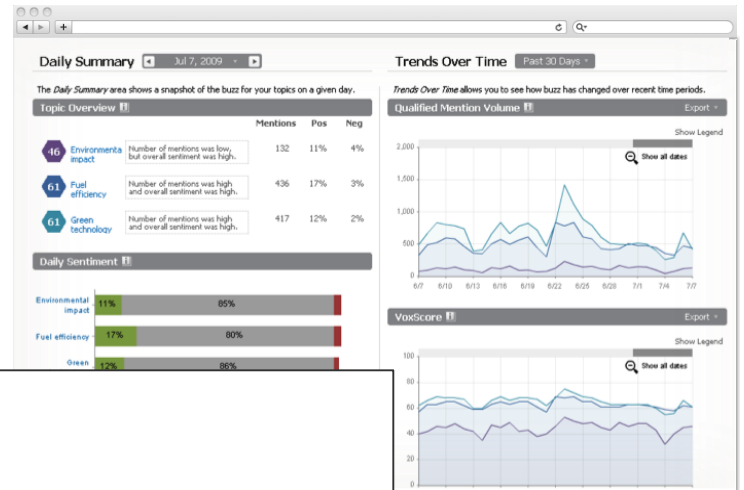
1. Select a monitoring tool, such as Radian6, Sysomos, Crimson Hexagon, etc.
2. Build keyword terms and phrases so that you can tell the platform what to listen for. Refine early to filter out those that are not relevant
3. Mine the data for common conversations and look for trends
4. Find communities, influencers and detractors
5. Segment your audience and consider personas that represent priorities
6. Discover attitudes and sentiment where possible. Even the most automated results require a human eye
7. Utilize learnings to optimize your program, refine keywords, and continually spot new trends and activity

Radian6



social@Ogilvy

Crimson Hexagon



36

Visible Technologies



37



@petershankman

Peter Shankman

Hey @Mortons - can you meet me at newark airport with a porterhouse when I land in two hours? K, thanks. :)

17 Aug via TwidroydPRO ☆ Favorite ↻ Retweet ↩ Reply



@petershankman

Peter Shankman

Oh. My. God. I don't believe it. @mortons showed up at EWR WITH A PORTERHOUSE!

lockerz.com/s/130578715 # OMFG!



Morton's Steak House picked up a tweet by a man with 100K followers who tweeted that a steak dinner would be the perfect end to his flight. He was greeted by a tuxedoed waiter from Morton's with a full steak dinner.



Content

Everything that is inside in something
In media production and publishing, c
information and publishing, c
provide value for an end-user/audien
material, including text and images,
constitutes a publication or documer

What is content?

Content is information and experience. In the social media landscape, content is expected to be high quality, useful information that conveys a story with the goal of soliciting an emotion or engagement. It is also expected to be relevant, compelling and timely. Formats in social media include text, video, images and audio.

What is content strategy?

The creation, publication and governance of useful, usable content. Content strategy helps you manage content as a business asset and prioritize each individual piece based on an objective.

What is content marketing?

The strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience and ultimately to drive profitable actions.

** [Content Marketing Institute](#)*

social@Ogilvy

More than 85% of brands use content marketing but less than half think they are good at it.

Requirements for good content marketing include:

- Understanding the purpose and goal of the channel
- Determining desired actions for the audience
- Customizing content to audience needs (based on listening and research)
- Establishing the right tone (Friendly? Fun? Conversational? Professional?)
- Deciding the right frequency and developing a content calendar
- Determining relevant content formats (imagery, video, audio, copy) and appropriate platforms
- Planning a calendar, corresponding to internal activities and unique social engagement opportunities
- Having access to subject matter experts
- Relying on metrics to refine and optimize the program

AirAsia, a low cost airline in Malaysia held a Facebook contest and “gave away a plane”. One Facebook fan and 302 of their Facebook friends would be flown to Kuala Lumpur. Through the campaign, audiences could allocate seats and provide a snapshot of the plane with tagged friends.

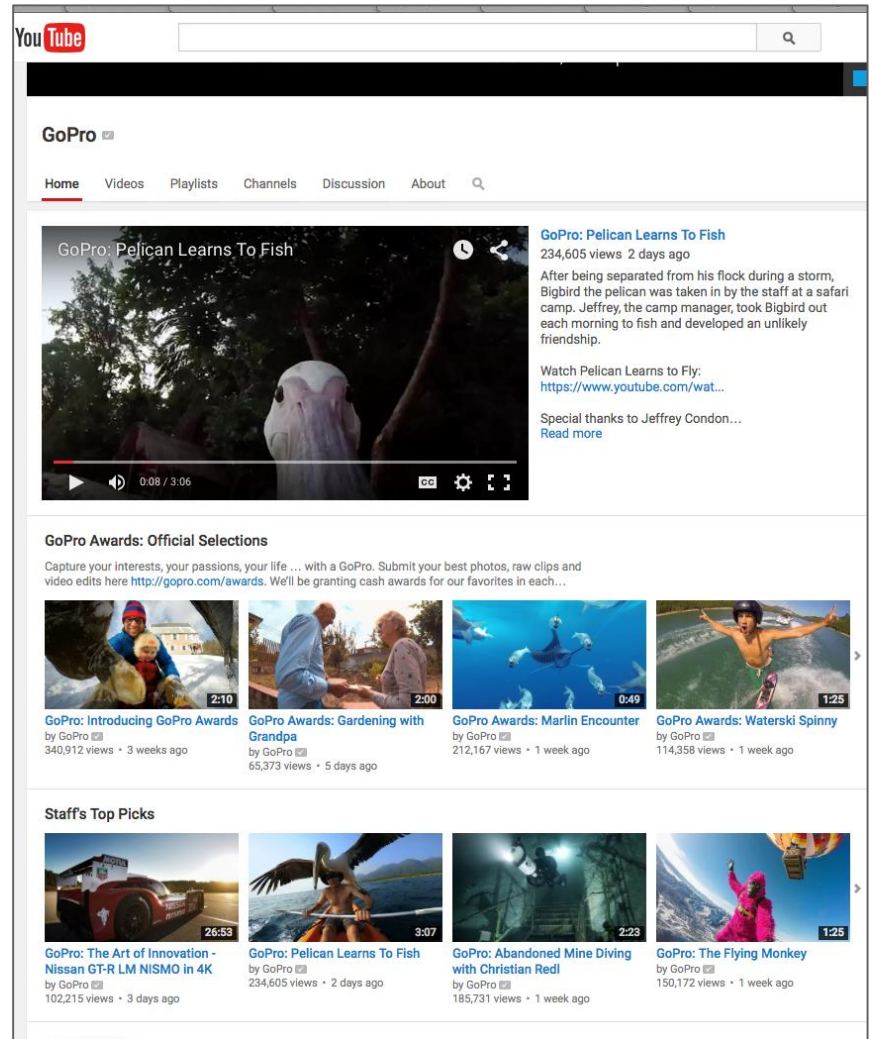
As a result of the campaign, AirAsia:

- Generated press coverage with a PR value of \$1.6m
- Grew its Facebook fan base by 30%
- Received 12K entries and reached 2m on Facebook



GoPro focuses on customer evangelism as part of its content marketing strategy, curating videos from its users and sharing them on YouTube.

In this example, GoPro has empowered its fans and followers to share their passions and show off their personalities.



The screenshot displays the GoPro YouTube channel page. At the top, the YouTube logo and search bar are visible. Below the channel name 'GoPro', there are navigation tabs for Home, Videos, Playlists, Channels, Discussion, and About. The main content area features a video player for 'GoPro: Pelican Learns To Fish' with a play button and progress bar. To the right of the video player, the video title, view count (234,605 views), and upload time (2 days ago) are shown. Below the video player, there is a section titled 'GoPro Awards: Official Selections' with a brief description and a grid of four video thumbnails. Each thumbnail includes a title, view count, and upload time. Below the awards section, there is a 'Staff's Top Picks' section with a grid of four video thumbnails, each with a title, view count, and upload time.

GoPro: Pelican Learns To Fish
234,605 views 2 days ago
After being separated from his flock during a storm, Bigbird the pelican was taken in by the staff at a safari camp. Jeffrey, the camp manager, took Bigbird out each morning to fish and developed an unlikely friendship.
Watch Pelican Learns to Fly:
<https://www.youtube.com/wat...>
Special thanks to Jeffrey Condon...
[Read more](#)

GoPro Awards: Official Selections
Capture your interests, your passions, your life ... with a GoPro. Submit your best photos, raw clips and video edits here <http://gopro.com/awards>. We'll be granting cash awards for our favorites in each...

Video Title	Views	Upload Time
GoPro: Introducing GoPro Awards	340,912 views	3 weeks ago
GoPro Awards: Gardening with Grandpa	65,373 views	5 days ago
GoPro Awards: Marlin Encounter	212,167 views	1 week ago
GoPro Awards: Waterski Spinnny	114,358 views	1 week ago

Staff's Top Picks

Video Title	Views	Upload Time
GoPro: The Art of Innovation - Nissan GT-R LM NISMO in 4K	102,215 views	3 days ago
GoPro: Pelican Learns To Fish	234,605 views	2 days ago
GoPro: Abandoned Mine Diving with Christian Redl	185,731 views	1 week ago
GoPro: The Flying Monkey	150,172 views	1 week ago

Community management is the cultivation and engagement with social media audiences across a variety of platforms. It is the process of helping a community become stronger through:

- Attracting new people to the community
- Reaching out to inactive participants to bring them back in the fold
- Providing opportunities for current community members to engage with one another.

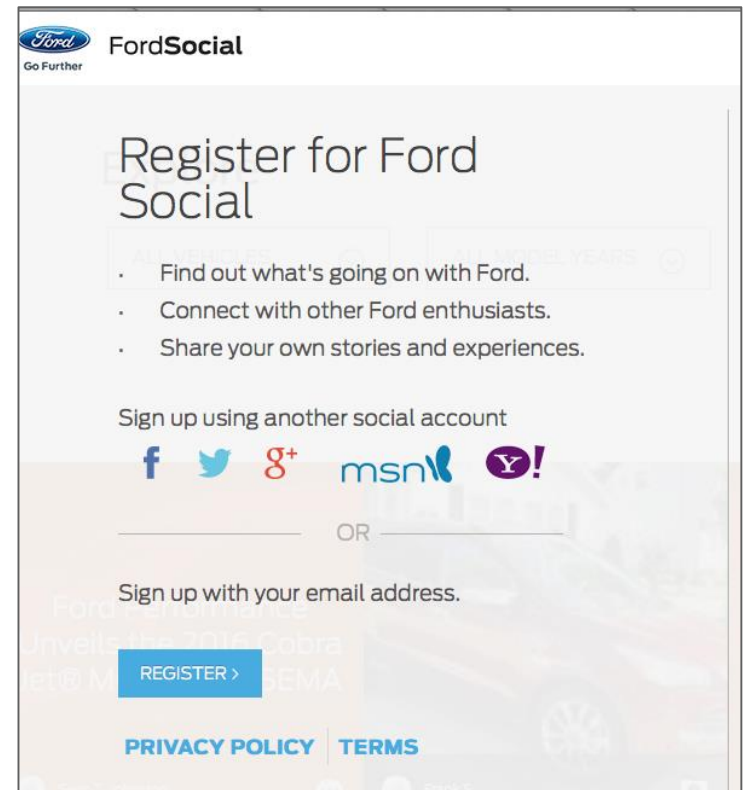
Actively managing a community on social media leads to a larger, more engaged audience. The more engaged your audience is, the easier it is to move audiences to conversion on your desired goals.

Community management best practices:

1. Know your community and rely on this to create and curate content and conversation
2. Determine content plan, editorial calendar, approval cycle and publishing process
3. Leverage excellent content
4. Ensure community is staffed appropriately with an experienced moderator and a back up
5. Plan for issues management and response protocol
6. Recruit key influencers and advocates through your listening strategy
7. Reward contributors
8. Be transparent and honest with the community at all times

Ford Social has a social community website. Ford Social's content is created by its users with the exception of its blog. Users submit content – photos, videos and product ideas. Ford allows personalization through badges that fit users identities (Athlete, Tech Geek, Contractor, Employee), which allows them to segment and customize the experience for audiences. Ford aims to achieve a connection with its users through:

- Brand affinity
- Emotional connection with the brand
- Reinvented sense of customer loyalty
- Social referrals



Paid media has become a necessary strategy for success in social media. Organic reach has decreased among popular platforms and content visibility often requires paid promotion.

Facebook, Twitter and LinkedIn are releasing new ad types and targeting options. Instagram, Pinterest and Snapchat have rolled out new products largely offering an enhanced mobile experience.

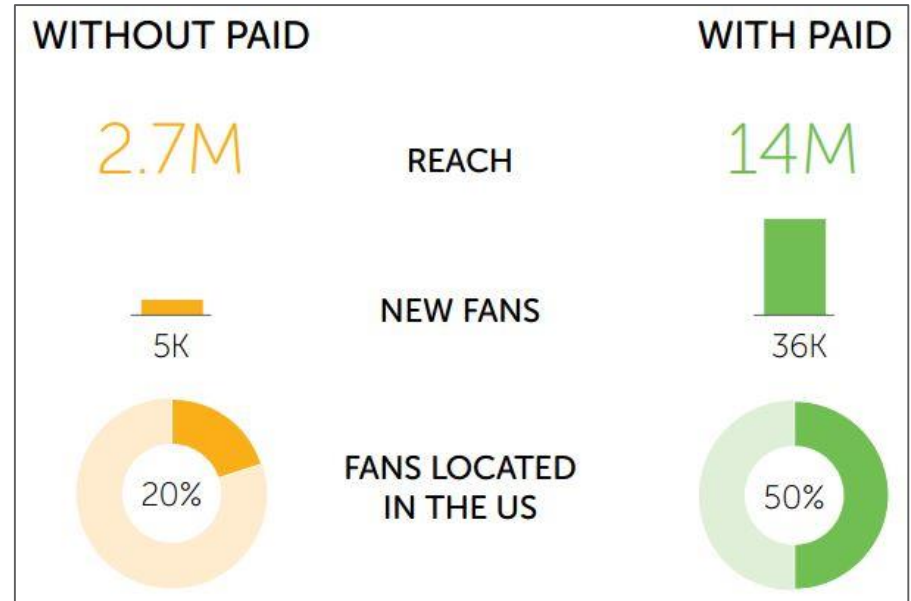


Recent paid trends marketers are focused on include:

1. Diversifying ad spend – Facebook, Twitter and LinkedIn are no longer the only options. Pinterest launched Promoted Pins and Cinematic Pins and ads API which allows brands to manage Promoted Pins along other social campaigns. Instagram added call-to-action buttons and in-app experiences, i.e. viewing long-form videos. Snapchat introduced Discover with 10-second video ads.
2. Social video is exploding – Brands upload more videos to Facebook than YouTube. Facebook video outperforms images and text when it comes to reach, engagement and conversions. [Socialbakers](#) report that 27% of all video posts are promoted vs. 17% of photo posts.
3. Personalization – Demographic and sociographic data from user profiles allows marketers to build detailed customer persona profiles based on interests, affinities, etc. Lexus ran a Facebook video ad that consisted of 1,000 different personalized videos designed to appeal to the company's target market.

Castrol Moto, the motorcycle division of the global Castrol brand, experimented with paid and organic social campaigns in Facebook to boost engagement with the brand in North America.

For the first 6 months, they relied on organic reach and used quality content to achieve success, attracting 5k fans in 6 months and 26k social interactions. However, 80% of these fans were of little or no value as they were outside of the US. The next 6 months, they focused on targeted paid social while maintaining organic distribution.



Measuring social activities enables you to learn what's successful, what is not and how you can improve your program and campaigns. There are typically two types of social media measurement:

1. Ongoing analytics – Monitoring that tracks activity over time. These are necessary for keeping up with the overall conversation about your brand or organization and should be aligned with the brand or organization's business goals. Are we winning or losing?
2. Campaign focused metrics – Analytics that have a clear beginning and end. They help you understand the impact of marketing initiatives and vary from campaign to campaign, depending on goals.

A robust social media program often includes both ongoing and campaign-specific measurement.

Five Easy Steps:

- 1. Identify your goals and align to business objectives.** What are you trying to accomplish? Sales? Awareness? Further engagement with the audience?
- 2. Create metrics that measure to these goals.**
 - Gaining advocates and fans – Track contributors and influence
 - Increase share of voice – Track volume
 - Measure engagement – Focus on retweets, comments, replies and participation
 - Build awareness – Look at volume, reach, exposure and amplification
- 3. Rely on analytical tools to measure.** Measurement tools include social platforms and third-party tools. [SocDir](#) lists more than 300 social media metrics tools.
- 4. Monitor and report results.** Set an initial benchmark for future measurement and schedule weekly, monthly or quarterly reports as needed.
- 5. Optimize and repeat.** Identify takeaways from results and optimize programs and activities.

Sample Dashboard

Integrated dashboards are generally customized using a variety of APIs.

Typical metrics include:

- Word clouds
- Sentiment
- Volume of conversation
- Media coverage
- Platform use
- Digital activities (website visits, time spent, etc.)

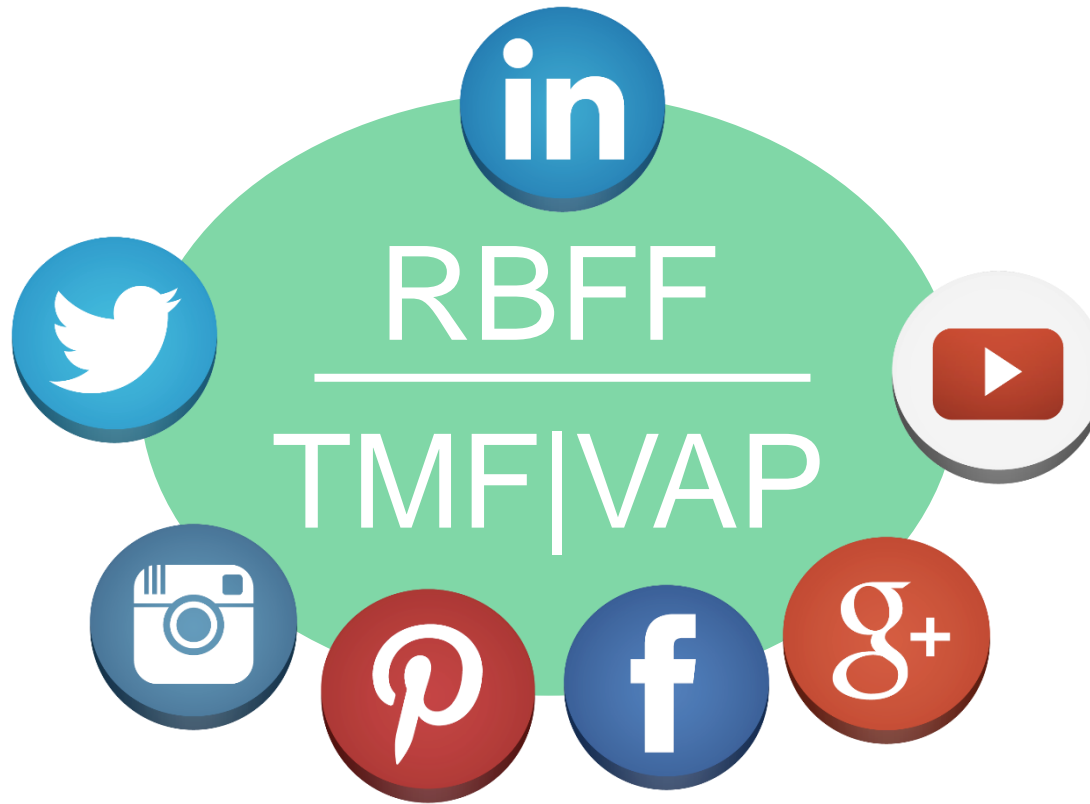


OGILVY AND TMF | VAP

SOCIAL MEDIA

SOCIAL MEDIA STRATEGY

Newcomers, Avid, Young Families, Youth – Millennials Mindset



Direct Traffic

Drive Awareness

 TAKEMEFISHING.org

 VAMOSAPESCAR.org



#FirstCatch

SOCIAL CONVERSATION

Trip



TAKEMEFISHING.org

How-to Freshwater
Ice Friends Equipment Local Fly
Saltwater
Family Boat

International

License

Archives

Spezifisch

Friends

Group
Competitions
weekly

Equipment

Local Environment

Love

Family

Competition

Trip

Competition

Flyfishing

Spezifisch



VAMOSAPESCAR.org



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SOCIAL EDITORIAL

	Learn (Jan-March)	Practice (April – June)	Prime Time (July – September)	Resolutions and Goals (October – December)
in	HOW TO	FAMILY & FRIENDS	EXPERIENCE & TRIPS	SEASONAL / NEWSWORTHY
🐦	<ul style="list-style-type: none"> Obtain a license 	<ul style="list-style-type: none"> Shared moments with friends/family on the water 	<ul style="list-style-type: none"> Local events through the US 	<ul style="list-style-type: none"> Fishing license renewal time
▶	<ul style="list-style-type: none"> Knot Tying Baiting 	<ul style="list-style-type: none"> How to share your hobby; tactics to get family and friends interested 	<ul style="list-style-type: none"> Trying a new kind of fishing 	<ul style="list-style-type: none"> What's being caught/time of year
📌	<ul style="list-style-type: none"> Casting Cook what's caught 	<ul style="list-style-type: none"> Best places to take a family 	<ul style="list-style-type: none"> Encouragement of community sharing – experts share with novices 	<ul style="list-style-type: none"> Fishing and boating week Birthdays of famous anglers
f	<ul style="list-style-type: none"> Safety information Gear Purchasing / rentals 		<ul style="list-style-type: none"> Competitions 	<ul style="list-style-type: none"> Fishing integration into holidays
g+				

VAP SOCIAL CHANNELS

Vamos APesca.org

Vamos APesca.org Home

Page Messages Notifications Insights Publishing Tools Settings Help

Vamos APesca.org
Non-profit Organisation

100% response rate, 1 day or more to respond
Respond faster to turn on the icon

32k likes +9 this week

10,620 post reach this week

View Pages Feed
See posts from other Pages

Promote your Page for \$10
Connect with more of the people in United States
[Promote Page](#)

ABOUT

Add street address
City, County, Postcode

Add phone number

¿Tienes un bote de pesca? Con el registro de tu bote tu ayudas a preservar nuestro medio ambiente. Haz clic para registrar tu bote en el estado en que vives: <http://ow.ly/Ug679>

Home Notifications Moments Messages Search

Vamos A Pescar
@Vamos_A_Pescar

TWEETS 1,248 FOLLOWING 446 FOLLOWERS 418

Trends Change

- #BlackOps3
DEW, Doritos, Zombies 2XP. #BlackOps3
Promoted by Mountain Dew®
- #KeystoneXL
42.4K Tweets about this trend
- Ben Carson
157K Tweets about this trend
- #FridayFeeling
45.2K Tweets about this trend
- #1DHistory
287K Tweets about this trend
- #ManOnTheMoon
91.4K Tweets about this trend
- Hardy
32.1K Tweets about this trend
- #LoveYourLawyerDay
Just started trending
- Harry Giles
27.8K Tweets about this trend
- Christmas
570K Tweets about this trend
- Artist Of The Year
113K Tweets about this trend

Alberta Boyz @APACHE_101 · 10s
#FF FOLLOW EM. @975COLLEEN82 @sunshinecove @CincyBassPro @KingCustomLures @Ladywhitetail @fishlenthompson @leaf308 @GracieLouCarter

USA TODAY Retweeted
Natalie DiBiasio @ndiblasio · 25m
Gulp. 65% of students gave themselves a C, D or F when asked if they can successfully manage their money. Surprised? usat.ly/1HwKQC

Taty @coolchillmom · 14s
Great guests! @SarahinTheBurbs @AThriftyDiva @Candypo @comprasyhogar #HolidaysConFamilia AD

Jeana Retweeted
PointsandTravel @PointsandTravel · 4m
Buy British Airways ticket and receive two nights free hotel. - travel.is.gd/fd8jAT

Boat International @boatint · 31s
Yachtsman gives his boat to be auctioned for Calais refugees buff.ly/1NGLSbc

vamosapescar.org'."/>

Vamos A Pescar Pesca. Paseos en bote: Diversión para todos. Para más información visite: vamosapescar.org

172 posts 289 followers 113 following

ATTENTION
YOU ARE NOW
ENTERING
A STRESS FREE
ZONE

Doing Good while de-stressing

Now grab a life jacket, floating out, up, both and start relaxing.



ENGAGING ON SOCIAL



Families that
PLAY TOGETHER
STAY TOGETHER

 TAKEMEFISHING.org



Navega con responsabilidad
en este festivo

 VAMOSAPESCAR.org

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Disfruta tu
día pescando!

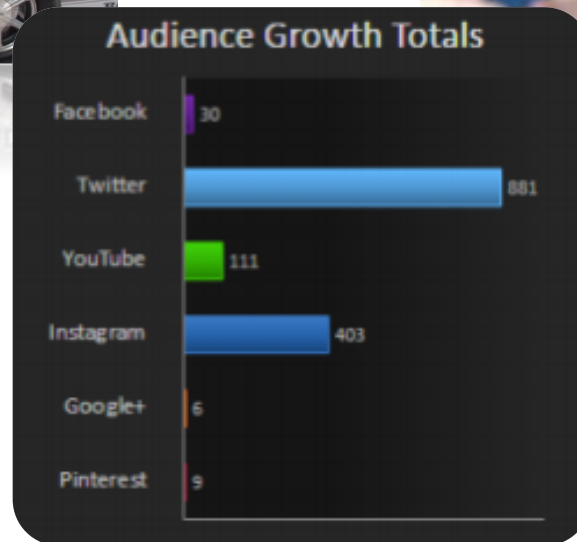


 TAKEMEFISHING.org

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SOCIAL MEDIA METRICS

AUDIENCE GROWTH + ENGAGEMENT



RBFF & STATES

How can we engage more with each other?

- FishBrain – Catch of The Week
- #FirstCatch Campaign
- Top 100 Places to Fish and Boat in the U.S.



THANK YOU

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