Social Media

10 TIPS AND IDEAS FOR SUCCESS
SOCIAL MEDIA STRATEGY
### SMART GOALS:

<table>
<thead>
<tr>
<th>S</th>
<th>M</th>
<th>A</th>
<th>R</th>
<th>T</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPECIFIC</td>
<td>MEASURABLE</td>
<td>ACHIEVABLE</td>
<td>RELEVANT</td>
<td>TIME-BASED</td>
</tr>
<tr>
<td>Increasing awareness on Instagram</td>
<td>2.4K new organic followers during the next fiscal year</td>
<td>Aiming for 2.4K instead of 24K</td>
<td>How will those new followers contribute to the overall strategy</td>
<td>Having +200 new organic monthly followers, to accomplish 2.4K new followers by the end of the fiscal year</td>
</tr>
</tbody>
</table>
WHO’S YOUR SOCIAL MEDIA TARGET?
AUDIENCE

GENDER
AUDIENCE

GENDER

AGE
AUDIENCE

GENDER  AGE  NAME  INTERESTS  LOCATION
AUDIENCE

- GENDER
- AGE
- NAME
- INTERESTS
- LOCATION
- LIFESTYLE
WHAT’S YOUR AUDIENCE
CORE SOCIAL MEDIA CHANNEL?
Composition of Social Media Brand Core Users

The #SocialHabit Report (2019)
## Composition of Social Media Brand Core Users

The #SocialHabit Report (2019)

### Composition of Social Media Brand Core Users

**BASE: PERSONS SAYING THEY USE THAT BRAND MOST**

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>42</td>
<td>58</td>
</tr>
<tr>
<td>Instagram</td>
<td>46</td>
<td>54</td>
</tr>
<tr>
<td>Pinterest</td>
<td>34</td>
<td>66</td>
</tr>
<tr>
<td>Snapchat</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>83</td>
<td>17</td>
</tr>
<tr>
<td>Twitter</td>
<td>64</td>
<td>36</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>48</td>
<td>53</td>
</tr>
</tbody>
</table>
Composition of Social Media Brand Core Users

The #SocialHabit Report (2019)
ANALYZE YOUR SOCIAL MEDIA CHANNELS
ANALYZE YOUR SOCIAL MEDIA CHANNELS

4 AUDIT

WORKS

DOESN'T WORK
ANALYZE YOUR SOCIAL MEDIA CHANNELS

4 AUDIT

WORKS

AUDIENCE

DOESN'T WORK
ANALYZE YOUR SOCIAL MEDIA CHANNELS

WORKS

CHANNEL

AUDIENCE

DOESN’T WORK

AUDIT
ANALYZE YOUR SOCIAL MEDIA CHANNELS

4 AUDIT

WORKS

FORMAT

CHANNEL

AUDIENCE

DOESN’T WORK
ANALYZE YOUR SOCIAL MEDIA CHANNELS

WORKS

LISTENING

FORMAT

CHANNEL

AUDIENCE

DOESN’T WORK
ANALYZE COMPETITORS SOCIAL MEDIA CHANNELS
WHAT ARE THEY DOING RIGHT?

BENCHMARKING

WORKS

BENCHMARKING

FORMAT

CHANNEL

AUDIENCE

DOESN’T WORK
THE RIGHT AUDIENCE
THE RIGHT CHANNEL
THE RIGHT CONTENT
Social Media Channels Explained

Have in mind each channel core experience

- Instagram: This is my #fishingtrip experience
- Facebook: I like fishing with my grandkids
- YouTube: Learn #HowToFish with this tutorial
- Twitter: Check my #fishing #blog: www.blog.com
- Pinterest: Here's a fish recipe
- LinkedIn: My skills include catching fish
CREATE A CONTENT CALENDAR
MAKE SURE YOU ADD ALL POSSIBLE TOPICS

<table>
<thead>
<tr>
<th>CONTENT CALENDAR MIX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JAN</strong></td>
</tr>
<tr>
<td>Ice Fishing (how to get started, where to go, safety tips, regulations)</td>
</tr>
<tr>
<td>Related Event</td>
</tr>
<tr>
<td>Resolutions</td>
</tr>
<tr>
<td>Peanut Butter Day</td>
</tr>
<tr>
<td>% third parties and users content</td>
</tr>
<tr>
<td><strong>FEB</strong></td>
</tr>
<tr>
<td>Fishing equipment (what to have on the tackle box, lures, rods, reels, rigs)</td>
</tr>
<tr>
<td>Boat Shows</td>
</tr>
<tr>
<td>Valentine’s Day</td>
</tr>
<tr>
<td>Retro Day</td>
</tr>
<tr>
<td>% third parties and users content</td>
</tr>
<tr>
<td><strong>MAR</strong></td>
</tr>
<tr>
<td>Boating (boat maintenance, de-winterizing a boat, how to start boating)</td>
</tr>
<tr>
<td>Spring Aboard</td>
</tr>
<tr>
<td>Women’s Day</td>
</tr>
<tr>
<td>St. Patricks Day</td>
</tr>
<tr>
<td>% third parties and users content</td>
</tr>
<tr>
<td><strong>APR</strong></td>
</tr>
<tr>
<td>Fishing license, boat registration, how to fish, how to boat, safety tips,...</td>
</tr>
<tr>
<td>Related Event</td>
</tr>
<tr>
<td>Earth Day</td>
</tr>
<tr>
<td>Mother’s Day</td>
</tr>
<tr>
<td>Star Wars Day</td>
</tr>
<tr>
<td>% third parties and users content</td>
</tr>
<tr>
<td><strong>MAY</strong></td>
</tr>
<tr>
<td>Fish species, regulations, fishing and boating for beginners,...</td>
</tr>
<tr>
<td>Related Event</td>
</tr>
<tr>
<td>NFBW / GOM</td>
</tr>
<tr>
<td>Father’s Day</td>
</tr>
<tr>
<td>Selfie Day</td>
</tr>
<tr>
<td>% third parties and users content</td>
</tr>
<tr>
<td><strong>JUNE</strong></td>
</tr>
<tr>
<td>Where to fish, where to boat, best places for freshwater and saltwater,...</td>
</tr>
</tbody>
</table>
TEST – EVALUATE – ADJUST – REPEAT
DOCUMENT THE METRICS
MAKE CHANGES ACCORDING TO THEM

If you don’t have a metric report software, you can check the metrics on every platform.
Ch-ch-ch-ch-ch-changes

[ David Bowie starts playing ]
Facebook recently updated its Facebook Creator Studio to allow users to Schedule Instagram/IGTV posts from the desktop, in addition to scheduling Facebook posts.

Instagram removed the tab where you could see the likes from your following, and any moment now will definitly remove the likes on the platform.
YouTube updated its homepage for desktop and tablets to add customization features like adding to queue and removing unwanted suggestions. Stickers are also joining.

This new feature enables publishers to see tweets they may have missed on a customizable dashboard. Additionally, Twitter is rolling out the possibility of following topics.
Pinterest added new resources to its compassionate search experience to help people who are feeling sadness, pain or other emotions related to the urge to self-harm.

LinkedIn is rolling out “Dynamic Type” for iOS users and alternative text descriptions for images uploaded to LinkedIn either from desktop or mobile, in order to keep on with their accessibility efforts.
AMPLIFY THE MESSAGE
LET’S COLLABORATE WITH EACH OTHER

- Create Facebook events and use the co-host feature to amplify the message.
- Tag other accounts on Instagram Stories so they can share them.
- Interact with other accounts, even with other states. Tag, comment, share.
WHAT’S YOUR FAVORITE SOCIAL MEDIA ACCOUNT?
(RELATED OR NOT TO FISHING/BOATING)
WHY DO YOU LIKE IT SO MUCH?

LET THAT ANSWER INSPIRE YOU TO CAUSE THE SAME ENGAGING EFFECT ON YOUR SOCIAL MEDIA FOLLOWERS
THANK YOU!

10 TIPS AND IDEAS FOR SUCCESS
ODFW Social Media

Telling our agency’s story through conversation, real-time experiences
And relational social media
Hunting and fishing opportunities around Oregon

Habitat and non-game wildlife

Volunteers

Hunter Education

Fishing Education
Hunting, fishing and wildlife viewing

Science and research

Programs

Archery
News and Information about hunting, fishing, conservation and marine science
Men and people between the ages of 25-44 appear to be the leading force among your followers.

Men between the ages of 25-34 appear to be the leading force among your fans.
What is Relational Social Media?

“We’re not just selling products like fishing licenses, we’re in the business of creating experiences and memories that will last a life time.”
Use your big guns

Social media is often personality driven. An agency doesn’t really have personality to speak of, but there are folks within your agency who have influence and personality to spare.
Half a Million People Reached on our First Hunting Live Stream
More Video

Sauvie Island Wildlife Area Hunt Update Jan. 2, 2018

Johnson Unit continues to be the most consistent unit on the east side, although hunters have been having some success in Aaron and McKerny. Mud Lake has been a hot spot on the west side.

Season harvest is just under 15,000, or 2.2 birds per hunter. More Video
Instagram Takeovers

Reptiles

myodfw

Welcome to another #ODFWTakeover this week Chris Cousins, aka @oregonreptiles, is going to take us along on his Oregon wildlife adventures, where he often explores the amazing habitats inhabited by Oregon’s herpetofauna (reptiles and amphibians). Hi I'm Chris. I live in Eugene and have lived in Oregon most of my adult life. I'm fascinated by the wildlife of Oregon, especially our native reptiles and amphibians. When not in school or working, I spend most of my time hiking and looking for wildlife. Over the next week I’d like to share some photos highlighting the diversity of our herpetofauna. @oregonreptiles @oregonamphibians @oregonexplored

Bats

myodfw

Our #ODFWTakeover this week is the work of photographer Michael Durham. Mr. Durham uses a camera to document subjects that are often beyond human perception. To that end, he has studied and practiced bat photography, remote nocturnal photography, flash camera photography, extreme macro photography, infrared photography, long-wave photography and much more. This week we’ll be focusing in on Mr. Durham’s bat photography. #Bats #OregonWildlife #WildlifePhotography #WildODFWTakeover
Social Media Influencers Help Us Tell Our Story

3,000 Total Followers
Social Media on a Budget

- Pick your best-performing item and boost it consistently
- Target specific areas and then boost your post into those areas
- Use budget for important issues, not just to increase your reach
- Recruitment, recreation reports, how-to’s and live streams are all good for promotion