RBFF Quarterly Webinar Series -
Social Media – Meeting Your Business Goals
November 14, 2013

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1.15b
Active Facebook Users in the World

Facebook, 2013
343m
monthly Google+ users

Global Web Index
232m
active Twitter users

Twitter, 2013
259m LinkedIn users

It ranks as the number one professional networking site
70m Pinterest users
150m active Instagram users
Social media sites and blogs reach 8 out of 10 people.

U.S. internet users account for 23% of all time spent online.
How can Social Media help achieve your Business Goals?
What Can Social Media Really Achieve?

1. Brand Awareness
2. Customer Acquisition/Sales
3. Retention/Customer Loyalty
How should you measure Social Media?
How Can You Show Social Media ROI?

- Awareness:
  - Followers/Fans
  - Shares/Tweets/Pins
  - Page Rank in Google
How Can You Show Social Media ROI?

- Customer Acquisition:
  - Website Traffic/Referrals
- PDF/Document Downloads
- Licenses/Registrations
How Can You Show Social Media ROI?

- Retention/Loyalty:
- Engagement (Likes, Comments, Shares)
- Social Chatter (Mentions, Tags)
Building Social Media Strategies
Build Your Strategies

- Determine the best channels for you and your time
Build Your Strategies

- Make sure that each strategy maps back to a goal
Build Your Strategies

- A different strategy per channel
Build Your Strategies

- A different strategy per channel
Build Your Strategies
- Create a content calendar

Take Me Fishing Content Calendar FY14

MONTHLY THEMES
- **April**: Prepare for the season (purchase/renew license)
- **May**: Boating
- **June**: National Fishing and Boating Week
- **July**: Family Memories/Vacations
- **August**: Best of Boating/Water Sports
- **September**: Fall Fishing
- **October**: Conservation
- **November**: Thankful for Fishing/Mentors
- **December**: Fly Fishing
- **January**: Ice Fishing
- **February**: Boat Shows/Purchasing a Boat
- **March**: Trip Planning
Build Your Strategies

- Provide useful and sharable content
Build Your Strategies

- Consider photos

ESPN
19 hours ago

29 straight hours of college hoops starts right now.

This reaction is completely normal.

Intel
July 22

Ever wonder how your pets pass the time when you're gone?
Build Your Strategies

- Give your customers a call to action
Build Your Strategies

- Be time-sensitive
Build Your Strategies

- Be simple and conversational

Oreo
October 1

Long Distance Dunk...nailed it. #DunkPerfect #OneTake

Nike @Nike
3 Nov
You gained an hour. That doesn't mean you have to spend it sleeping. #justdoit

Expand

Like · Comment · Share 2,693 · 313 · 264
Build Your Strategies

- Use tags/hashtags appropriately
Build Your Strategies

- Make a daily commitment
Build Your Strategies

- Use scheduling tools
Build Your Strategies

- Be transparent
Build Your Strategies

- Respond in a timely manner to both positive and negative feedback
State Examples
What Can Social Media Really Achieve?

1. Brand Awareness
2. Customer Acquisition/Sales
3. Retention/Customer Loyalty
Goal #1

Create

Awareness
Awareness

DNR Wildlife Division staff have confirmed two recent cougar photos taken by trail cameras in the north central Upper Peninsula. The first photo, shown here, was taken on Sept. 18 near County Rd. 510 in northwest Marquette County. The second photo, taken on Oct. 19, is also from a location near County Rd. 510.

Both photos were captured by trail cameras on private property. The landowners allowed wildlife biologists to visit their properties this week to confirm the location... See More
Awareness

Rescued Mountain Lion Kitten (6 photos)
A very young mountain lion kitten was brought into CDPW's Rancho Cordova facility last week. The kitten, weak and malnourished, was found in the Alum Rock area of San Jose and obviously in need of help. CDPW would like to remind the public that this is the exception to the rule. More often, wildlife will leave their young alone in presumably safe places while they hunt and forage for food. In this case, the lion kitten was in distress and needed our help. In the pictures, staff are giving the (immobilized) kitten an examination which included a bath.

145 people like this.
View 11 more comments

Tari Macias Will it be returned to the wild?
November 1 at 2:48am · Like

David C Gard Good work
November 1 at 11:31am via mobile · Like · 1
Awareness

NC Wildlife @NCWildlife
November Delayed Harvest #trout stockings today (Thurs. 11/7) scheduled @ these 3 sites. pic.twitter.com/EYHOPwWDEq

Clay County: Fires Creek
Graham County: Big Snowbird
Haywood County: West Fork Pigeon River
Utah DWR @UtahDWR

The Wildlife Board is currently taking a break. They will be back at approximately 11:40 to discuss and vote on proposals.

Montana FWP @MontanaFWP

Lake trout netting in Swan Lake and Swan Valley bull trout redd counts completed for 2013: 1.usa.gov/1aahvT7
Goal #2

Customer Acquisition/Sales
Visit Colorado @Colorado
Winter Activities in Colorado Beyond the Ski Slopes - See more at: colorado.com/articles/winte…
Expand
Acquisition/Sales

From the recent PFBC Northeast Region report: Chad McKenrick with a pair of large Wayne County crappies.

For more of the report: http://www.fishandboat.com/splnero.htm
Acquisition/Sales

It's already hump day! Which means it's time to start planning your weekend adventure for your kids... how about taking them to a Fish Hatchery!

Reasons to take kids to a fish hatchery: http://ht.ly/qxYQ0

Arkansas Game and Fish Commission
Did you know that AGFC's fish hatcheries are open to the public? For more information, check out this link:
http://www.agfc.com/aboutagfc/Pages/facilities.aspx...

Arkansas Game and Fish Commission 2 Natural Resources Dr. Little Rock, AR 72205 E-Mail: askAGFC@agfc.state.ar.us 800-364-4263 | 501-223-6300
Goal #3

Retention/Loyalty
Retention/Loyalty

It's a great time to catch panfish! Let's get out this weekend after crappie, bluegill & redear sunfish!

More info on... Crappie--
Thinking Thursday...

Like · Comment · Share

14 people like this.

View previous comments

Weston Cooper Soft shell leather back turtle??
October 31 at 2:34pm via mobile · Like
Retention/Loyalty

IN Fish & Wildlife @INFishWildlife

Deer firearms season is almost here. Are you ready? Check out our checklist to make sure you're ready before Nov. 16. ow.ly/qApBT

MI DNR Fisheries @MDNR_Fisheries

Weekly Fishing Tip: do you know how to properly store your equipment for the winter? ow.ly/qAaJh

Wisconsin Department of Natural Resources

Like WHOOPERS? Join us for an online chat today at noon as we talk all about whooping cranes! Migration is underway and the efforts to bring back this endangered bird continue. Join the conversation by clicking the "Cover It Live" box on the top of our Facebook page or by going to our website at http://dnr.wi.gov/. See you then!
Key Takeaways

- Define Your Goals
- Set Metrics
- Create Useful and Sharable Content
- Give Customers a Call to Action
- Be Transparent
Resources

- www.facebook.com/takemefishing
- www.twitter.com/take_me_fishing
- https://plus.google.com/107701209497488665483/
Resources

- RBFF Marketing Guide (Sample content calendar)

- Tools:
  - www.Hootsuite.com
  - www.Tweetdeck.com
  - Google Analytics