

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**



343m

monthly Google+ users



232m
active Twitter users



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

The Orvis Company
November 11

An Upstate New York stunner. . .



Like · Comment · Share 3

384 people like this.

View 10 more comments

Connor McCausland where is this??
Yesterday at 11:04am · Like

Marijke Goodwin What a fish that is. WOW.
22 hours ago · Like

Write a comment...

The Orvis Company shared a link.
22 hours ago

Put away your Parachute Adamses. It's time to throw some gaudy stuff.



Tuesday Tip: Understanding Salmon and Steelhead Flies - Orvis News
www.orvis.com

Trout fishers who want to test themselves against salmon and steelhead are faced with a whole new range of flies, so what should you do? Your best bet is to do some...

Like · Comment · Share 4

88 people like this.

View 1 more comment

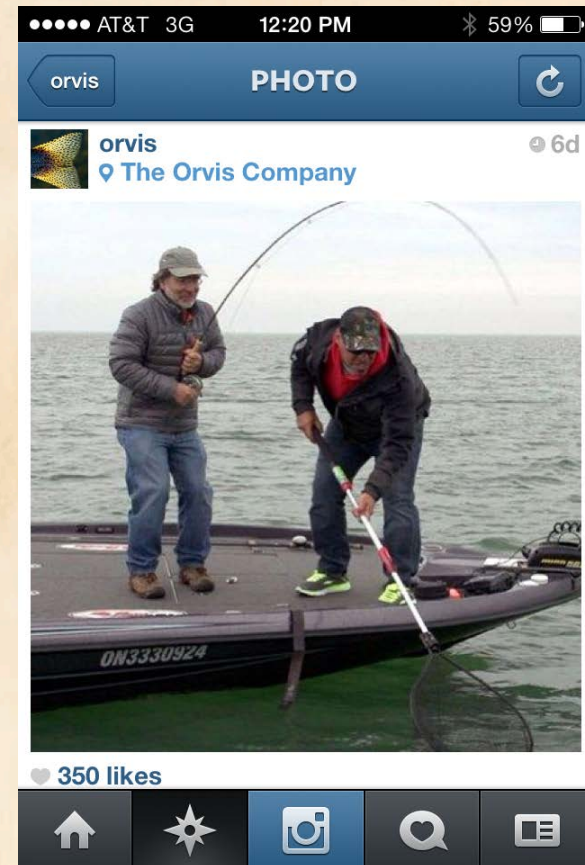
Wes Presnell Throw away a dry fly???? Never!!!!
20 hours ago via mobile · Edited · Like

Mike Middlemass Tis the season
16 hours ago via mobile · Like

Write a comment...

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

 **Converse**
November 8

Times they are a changin', take it or leaf it. #Converse #DadJokes #WearSneakers



Like · Comment · Share 1,110

 27,441 people like this. Top Comments

 **JCPenney** @jcpenny 10 Nov


No one likes a back seat driver! Keep kids occupied with games and goodies during long car rides. #LifeHack pic.twitter.com/aMKcj3Q2xu



 Expand ← Reply ↻ Retweet ★ Favorite ⋮ More


Build Your Strategies

- Consider photos


 **ESPN**
19 hours ago

29 straight hours of college hoops starts right now.

This reaction is completely normal.



Like · Comment · Share 989

 12,681 people like this. Top Comments

 **Intel**
July 22

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



Like · Comment · Share 211,550 3,481 14,097

Build Your Strategies

- Give your customers a call to action

 **Kraft Foods** @kraffoods 5 Nov

Turkey. Bacon. Lettuce. Tomato. Fried egg. RT if you are drooling.
#BreakfastOfChampions pic.twitter.com/xB4ry2eOpj



[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **TakeMeFishing.org** shared a link.
August 17

Learn to tie an improved clinch knot in less than 2 minutes. Go.



How to Tie an Improved Clinch Knot
www.youtube.com

Before you can cast a line into the water, you must learn to tie a couple fishing knots. Learning to tie fishing knots is not

Like · Comment · Share  152  12  110

20,856 people saw this post [Boost Post](#)

Build Your Strategies

- Be time-sensitive

AARRR

YE SETTING SAIL

ON THE HIGH SEAS TODAY?



TakeMeFishing.org
Liked · September 19 · 18

Happy Talk Like a Pirate Day! www.takemefishing.org
— with Joyell Baker-Anderson, Alicyn Anderson, Craig Dengler, Kordell Anderson, Melissa Benton-Collett, William Smith and Melissa Bussell.



The Home Depot
Like This Page · October 27 · 10

The perfect pumpkin carving pair, power tools & pumpkins.

Like · Comment · Share

867 people like this. Top Comments · 115 shares

Claudia Redman McCabe I opened the pumpkin on the bottom, hollowed it out and drilled fifty (50) 1/4" holes in it, then pushed string lights through each hole. Looked really cool!!!
Like · Reply · 43 6 · October 28 at 10:21am

Darin Richards That's about all ryobis are good for.
Like · Reply · 43 6 · October 27 at 1:39pm via mobile · 2 Replies

Kathy Rivas Takes all the fun out of it
Like · Reply · 43 4 · October 27 at 1:01pm via mobile

Lisa Marie Bulk I'm surprised to see so many people complaining on a pumpkin picture from home depot lol. Smile Y'all. Far bigger gripes in the world than a sander on a pumpkin 😊
Like · Reply · 43 4 · October 28 at 9:50am via mobile

Darin Richards Thomas Avery If they were as good as makita or dewalt they'd cost as much. I'm not saying just because something costs more its better either. They're a great homeowner tool but don't work well at all for daily use. I guess I coulda been more specific... See More
Like · Reply · 43 2 · October 29 at 5:39pm via mobile

Eric Knaub Hey when your done with that job and the Ryobi breaks you can always use it as a door stop
Like · Reply · 43 1 · October 27 at 1:48pm

View more comments 6 of 53


Write a comment...

Recommended Pages See All

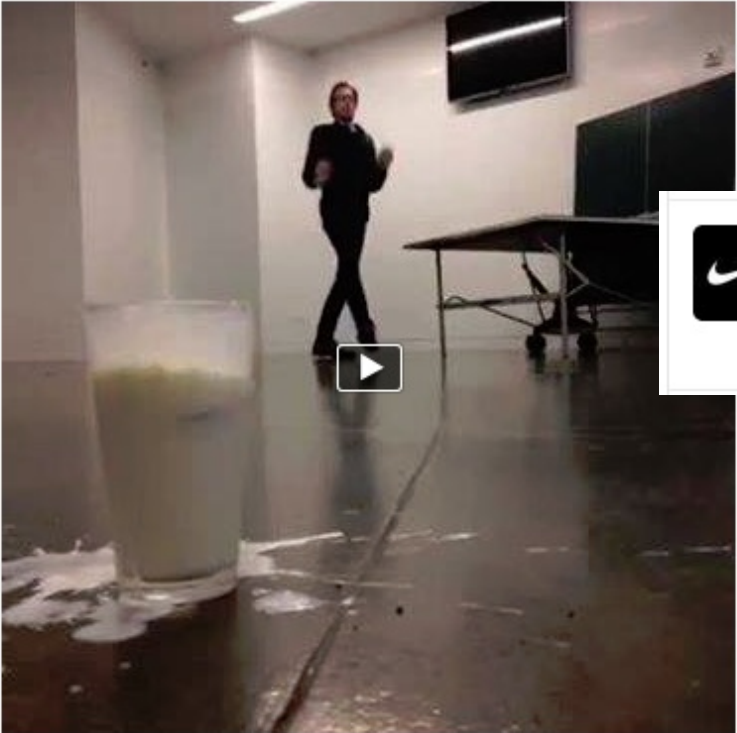
KATIE PRICE
1,623,936 people like her.
Like

Build Your Strategies

- Be simple and conversational

 **Oreo**
October 1

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



Like · Comment · Share

2,693 313 264

 **Nike** @Nike 3 Nov

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

Expand

Reply Retweet Favorite More

Build Your Strategies

- Use tags/hashtags appropriately

 **The Weather Channel** @weatherchannel 10m
RT @take_me_fishing: Do you watch the @weatherchannel in the mornings? @Take_Me_Fishing will be on tomorrow with Wake Up with @alroker!
Expand

 **TakeMeFishing.org**
September 26

Ahem, gents - the ladies would like you to take them fishing on your next date:

60% of women would be game for going #fishing on a date. Other stats: <http://ow.ly/peyR> — with Mariela Gioffre and 4 others.



MAKE SOMEONE FALL FOR YOU HOOK, LINE AND SINKER, TAKE THEM FISHING OR BOATING - OR BOTH!

- 83% MELLOW AMERICANS FISH ANGLERS BY GENDER: 73% MALES | 27% FEMALES
- 88% MELLOW AMERICANS PARTICIPATED IN BOATING IN 2012: 85.7% MALES | 84.3% FEMALES
- ADDITIONALLY FISHING FROM A BOAT REMAINS THE MOST POPULAR ACTIVITY WHILE BOATING, WITH 43% OF PEOPLE TRYING TO HOOK A BIG ONE FROM THEIR BOAT.
- 1/3 OF PEOPLE IN A RELATIONSHIP PREFER NON-TRADITIONAL DATES | 32.7% MALES | 34% FEMALES
- WHY? ADDS EXCITEMENT TO RELATIONSHIP AND FEELS SPONTANEOUS
- WHO PREFERS A NON-TRADITIONAL DATE BECAUSE IT ADDS EXCITEMENT TO THE RELATIONSHIP?
85.4% MEN AND WOMEN AGES 18-29
81.5% NON-MARRIED COUPLES
- 2/3 OF COUPLES IN RELATIONSHIPS CURRENTLY BOAT AND FISH TOGETHER
WHY? RELAXING, PLAYFUL, EXCITING AND ROMANTIC
- 55.6% 38% 50%
- TOP 5 OUTDOOR ACTIVITIES FOR A DATE: BOATING | HIKING | CAMPING | FISHING | BIKING

Like · Comment · Share 480 36 526

70,272 people saw this post Boost Post

Build Your Strategies

- Make a daily commitment



The image shows a screenshot of a Twitter thread from the account @Take_Me_Fishing. The thread consists of seven tweets, each with a profile picture of a fish and a date of '4 Nov'. The tweets contain various fishing-related tips and links. Each tweet includes an 'Expand' button and a set of interaction icons: Reply, Delete, Favorite, and More.

- Tweet 1:** New to fishing? No worries, we have you covered with these get started videos: ht.ly/qtMj0
- Tweet 2:** Need to purchase or renew your #fishing license? Quick links here: ht.ly/qtLRI
- Tweet 3:** Set that alarm an hour or 2 earlier if you want to catch fall steelhead. Here's why: ht.ly/qtLy5
- Tweet 4:** A fisherman shares a story about his preference to wade fish in the bayou: ht.ly/qtKSE
- Tweet 5:** Check out these latest and greatest big catches from Take Me Fishing fans: ht.ly/qtL3R (then add your photos)
- Tweet 6:** Wounded veterans used #fishing a way to heal: ht.ly/qtKi2
- Tweet 7:** RT @OhioDivWildlife: A kayak, connecting the shore and your honey hole: ow.ly/qpnqF via @Take_Me_Fishing #OhioFishing

Build Your Strategies

- Use scheduling tools

The screenshot displays the HootSuite dashboard interface. At the top, there's a browser window with the URL <https://hootsuite.com/dashboard#/tabs?id=20777173>. Below the browser, a navigation bar includes a 'Compose message...' field and a dropdown menu for 'Click to select a social network'. The main dashboard is divided into several panels:

- Home Feed:** A list of tweets from various users, including @annfinster, @WTOP, @HBurgVaTourism, @Cabelas, @flsportfishing, @travelchannel, @BillfishReport, @Boston_Whaler, and @emilymaccabe.
- Mentions:** A list of tweets mentioning the user, such as from @barrafishing, @CaptainsMarine, @teamcatmagnet, @jennifer_knesek, @Take_Me_Fishing, @BoatMotorStores, @teamcatmagnet, and @TopThisGV.
- Scheduled Tweets:** A list of tweets scheduled for future posting, all created by 'Elizabeth', with details on their scheduled times and content.
- Sent Tweets:** A list of tweets that have been sent, including recommendations, fishing tips, and general fishing news.
- #takemefishing:** A list of tweets using the #takemefishing hashtag, featuring various fishing-related posts and community interactions.

Build Your Strategies

- Be transparent



TakeMeFishing.org
Liked · October 9 · Edited

4 Useful Boat Accessories Every Family Should Have:
<http://ow.ly/pE4LT>

Tag Photo Add Location Edit

Like · Comment · Share · Edit

217 people like this. Top Comments · 26 shares

TakeMeFishing.org Hi Danielle and Brian, you are absolutely correct. PFDs and first aid kits, as well as flares, throwables and a radio are safety equipment all boats are required to have on board. Safety should always be a first priority. Our article focuses on accessories that help to make a boating day more enjoyable for families. Thanks for the comments!
Like · Reply · 7 · October 9 at 10:28am

Danielle Asam Taylor You forgot first aid kit. Thats pretty sad.
Like · Reply · 1 · October 9 at 9:57am via mobile

Alex Arce Fishing is live and live is fishing
Like · Reply · October 13 at 3:04pm

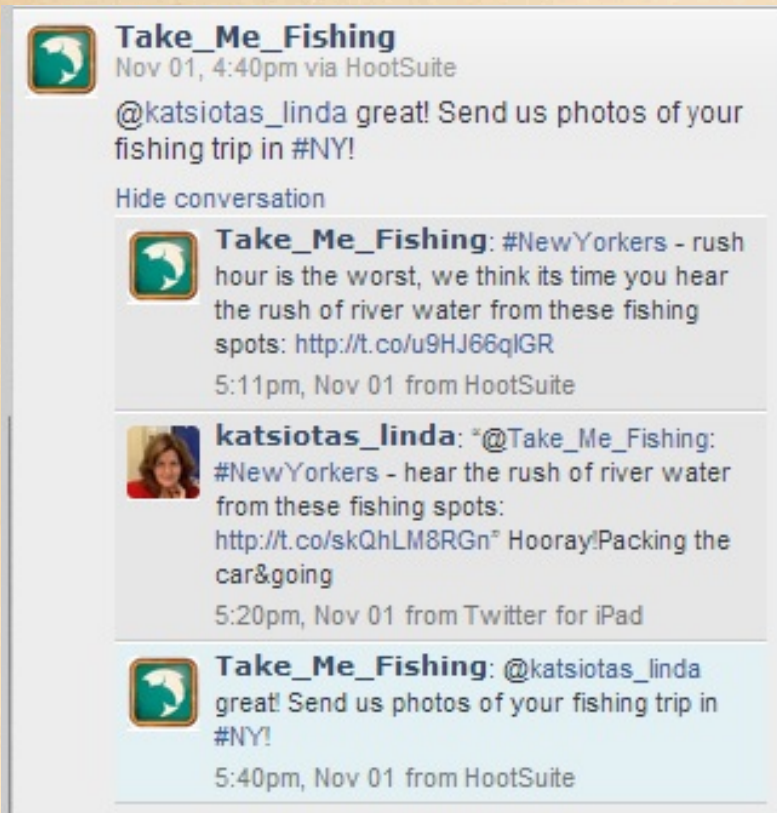
Brian Peltomaa Personal floatation devices for ALL involved...preferably WORN!!!
Like · Reply · 1 · October 9 at 10:06am via mobile

Write a comment...

Sponsored **Want a Creative Career?**
corcoran.edu
We prepare students for jobs at prestigious companies, galleries & design firms. Apply Now

Build Your Strategies

- Respond in a timely manner to both positive and negative feedback



Take_Me_Fishing
Nov 01, 4:40pm via HootSuite
@katsiotas_linda great! Send us photos of your fishing trip in #NY!

Hide conversation

Take_Me_Fishing: #NewYorkers - rush hour is the worst, we think its time you hear the rush of river water from these fishing spots: <http://t.co/u9HJ66qIGR>
5:11pm, Nov 01 from HootSuite

katsiotas_linda: *@Take_Me_Fishing: #NewYorkers - hear the rush of river water from these fishing spots: <http://t.co/skQhLM8RGn> Hooray!Packing the car&going
5:20pm, Nov 01 from Twitter for iPad

Take_Me_Fishing: @katsiotas_linda great! Send us photos of your fishing trip in #NY!
5:40pm, Nov 01 from HootSuite



Johnny C Weeks
I need info on what I need to do to put a trolling motor on a kayak as far as registration is concerned. I bought the kayak used off Craig's List.
Like · Comment · November 5 at 10:20pm

Write a comment...

TakeMeFishing.org Hi Johnny, Thanks for reaching out to us. Each state handles trolling motor registration separately. If you click through this page to your state you can find your state's boating rules and how to register: <http://takemefishing.org/boating/register/>

Take Me Fishing | Register Your Boat
takemefishing.org

Like · Reply · Remove Preview · November 6 at 9:36am

State Examples


What Can Social Media Really Achieve?

- 1. Brand Awareness**
- 2. Customer Acquisition/Sales**
- 3. Retention/Customer Loyalty**

Goal #1


**Create
Awareness**

Awareness

Michigan Department of Na... Timeline Recent Like

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](#)





Michigan DNR



Like · Comment · Share 1,065

661 people like this.

View previous comments 2 of 172

 **Robin Bruno** MEEEEOWWW!!! Beautiful animals.
November 5 at 3:45pm · Like

 **Jeanine Lennie** I love big kittys!!!
November 5 at 10:17pm · Like

 Write a comment... 

Awareness



California Department of Fish and Wildlife

October 31

Rescued Mountain Lion Kitten (6 photos)

A very young mountain lion kitten was brought into CDFW'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. CDFW 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.



Like · Comment · Share

36

145 people like this.

View 11 more comments



Teri 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

1h

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



 Expand

 Reply  Retweet  Favorite  More

Awareness



Utah DWR @UtahDWR

now

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

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More



Montana FWP @MontanaFWP

59m

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

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More

Goal #2

**Customer
Acquisition/
Sales**

Acquisition/Sales



Visit Colorado @Colorado

5s

Winter Activities in Colorado Beyond the Ski Slopes - See more at:
colorado.com/articles/winte...

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More

Acquisition/ Sales



Pennsylvania Fish and Boat Commission

November 3

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>



Like · Comment · Share

1

25 people like this.

Top Comments ▾



Write a comment...



Pennsylvania Sportsman's Connection I agree! NICE FISH!!

Like · Reply · November 4 at 11:06am



Paul Borick Nice fish.

Like · Reply · 1 · November 4 at 7:49am via mobile

Acquisition/ Sales



Arkansas Game and Fish Commission shared
TakeMeFishing.org's photo.
22 hours ago

It's already hump day! Which means it 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/qxVQ0>



Like · Comment · Share

20 people like this.

Top Comments -



Write a comment...



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...>



AGFC | Facilities
www.agfc.com

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



Kentucky Department of Fish and Wildlife Resources

May 2

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

More info on... Crappie--

><http://fw.ky.gov/app/news/newsdetail.aspx?ID=1250> &

Bluegill--><http://fw.ky.gov/app/news/newsdetail.aspx?id=1258>



Like · Comment · Share

424 29 96

Retention/Loyalty



Oklahoma Department of Wildlife Conservation (ODWC)

October 31

Thinking Thursday...



Like · Comment · Share



14 people like this.



View previous comments

1 of 61



Weston Cooper Soft shell leather back turtle??

October 31 at 2:34pm via mobile · Like

Retention/ Loyalty



IN Fish & Wildlife @INFishWildlife

20m

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

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More



MI DNR Fisheries @MDNR_Fisheries

1m

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

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More



Wisconsin Department of Natural Resources

October 31

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!



Photo by Eva Szyzkoski, Int'l Crane Foundation

Like · Comment · Share

6

51 people like this.

Top Comments ·



Write a comment...



Jane Schley I missed this chat. Is it archived? Thank you for doing a program on whoopers - great job getting ICF & OM online!

Like · Reply · November 4 at 12:06pm



Wisconsin Department of Natural Resources Yes, Jane, all of our chats are archived. You can find them on our website at <http://dnr.wi.gov>, click on "Ask the Experts." You will see 2 chats listed from last week. We experienced a technical problem where our original chat ended abruptly so we began a new one.



Wisconsin Department of Natural Resources
dnr.wi.gov

Home page for the Wisconsin Dept. of Natural Resources.

Like · November 4 at 12:14pm

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