

A family of three is shown on a pier. A woman in a dark polka-dot dress is fishing with a pink and black rod. A young child in a striped shirt is holding a fishing rod. A man in a grey shirt is kneeling and holding a smartphone up to take a photo. The background is a blurred view of water and buildings. The entire image has a blue overlay.

Social Media



10 TIPS AND IDEAS FOR SUCCESS

1	GOALS
2	AUDIENCE
3	PRESENCE
4	AUDIT
5	BENCHMARKING
6	CONTENT
7	MEASUREMENT
8	TRENDS
9	COLLABORATION
10	INSPIRATION

SOCIAL MEDIA STRATEGY

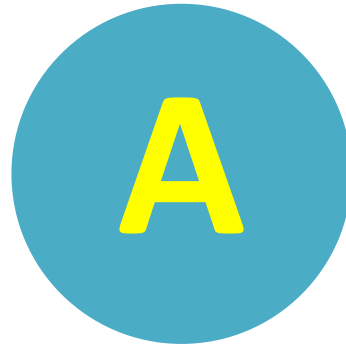
SMART GOALS:

**SPECIFIC**

Increasing awareness on Instagram

**MEASURABLE**

2.4K new organic followers during the next fiscal year

**ACHIEVABLE**

Aiming for 2.4K instead of 24K

**RELEVANT**

How will those new followers contribute to the overall strategy

**TIME-BASED**

Having +200 new organic monthly followers, to accomplish 2.4K new followers by the end of the fiscal year



WHO'S YOUR SOCIAL MEDIA TARGET?



GENDER

2

AUDIENCE



GENDER

AGE

**GENDER****AGE****NAME**

**GENDER****AGE****NAME****INTERESTS**

**GENDER****AGE****NAME****INTERESTS****LOCATION**

**GENDER****AGE****NAME****INTERESTS****LOCATION****LIFESTYLE**

WHAT'S YOUR AUDIENCE CORE SOCIAL MEDIA CHANNEL?

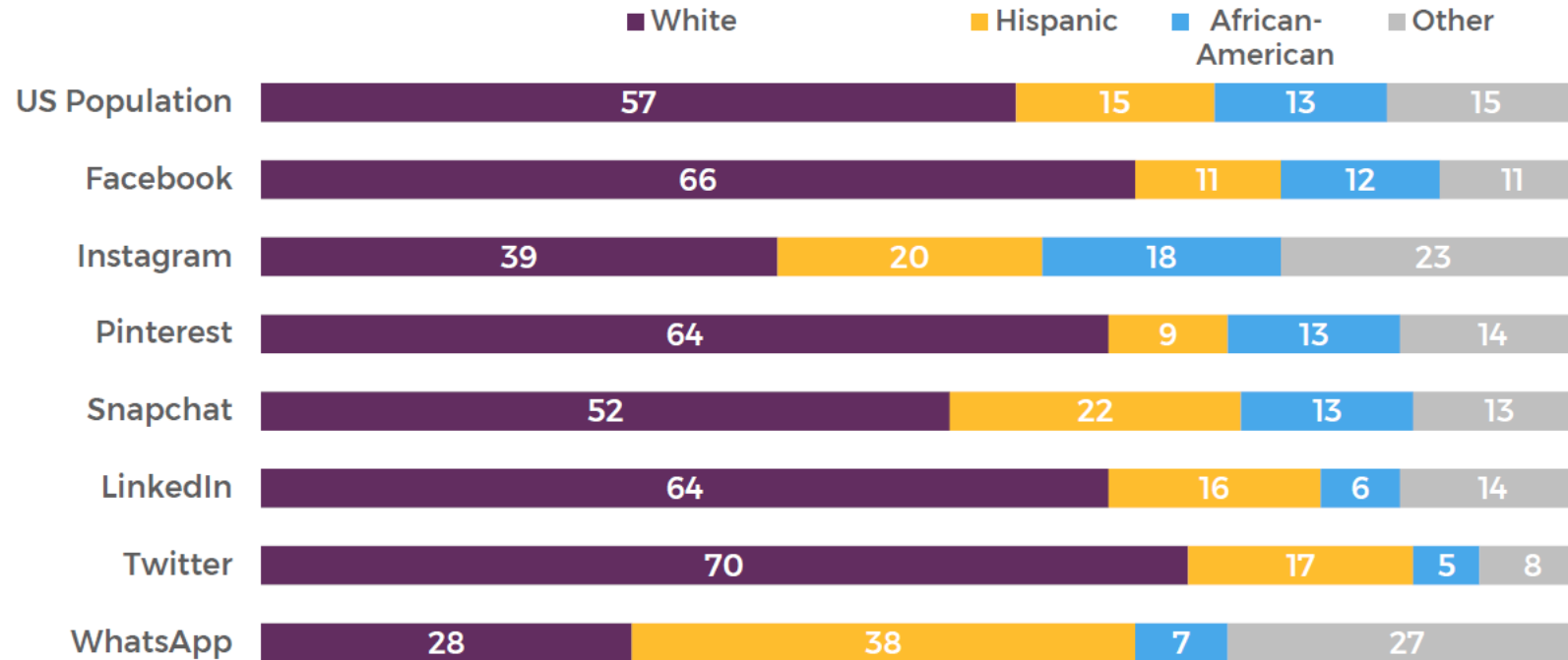
Composition of Social Media Brand Core Users

The #SocialHabit Report (2019)

THE INFINITE DIAL® 2019

Composition of Social Media Brand Core Users

BASE: PERSONS SAYING THEY USE THAT BRAND MOST



*Other includes refused



#SocialHabit

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL

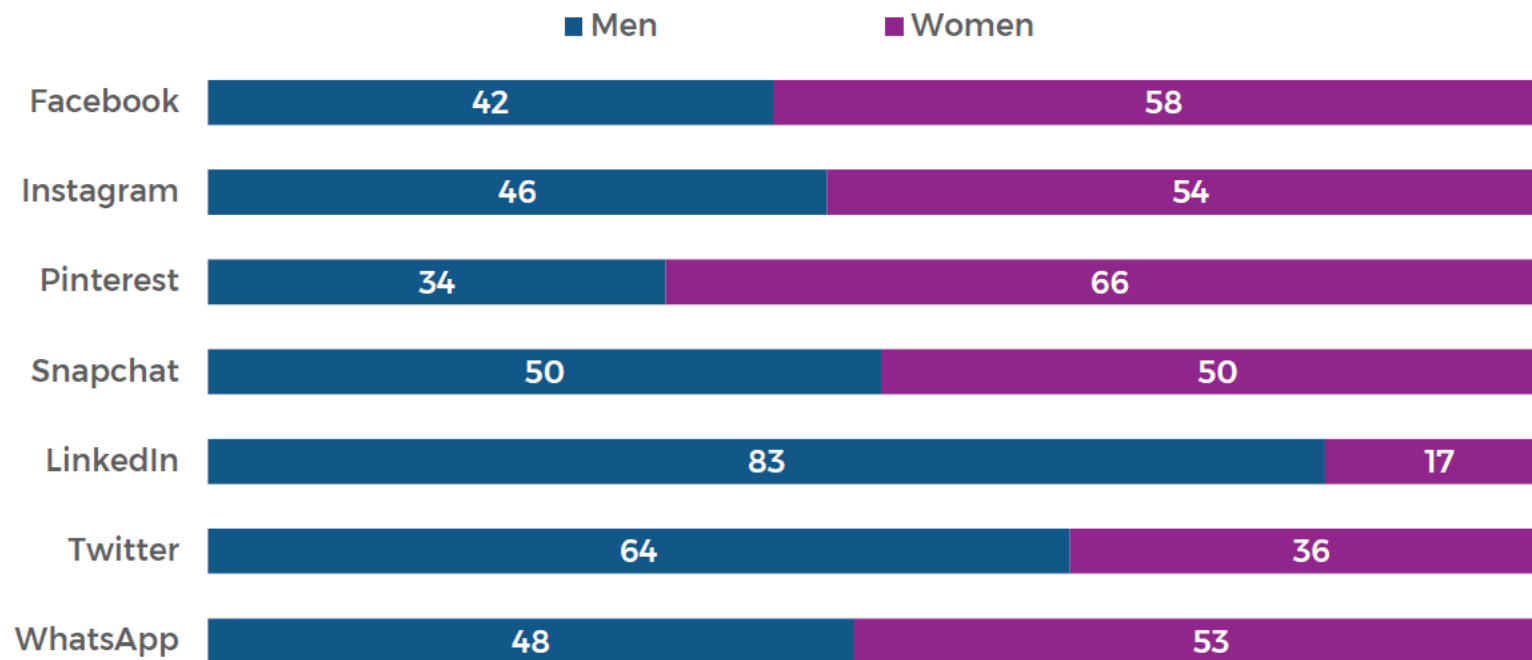
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#SocialHabit

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL

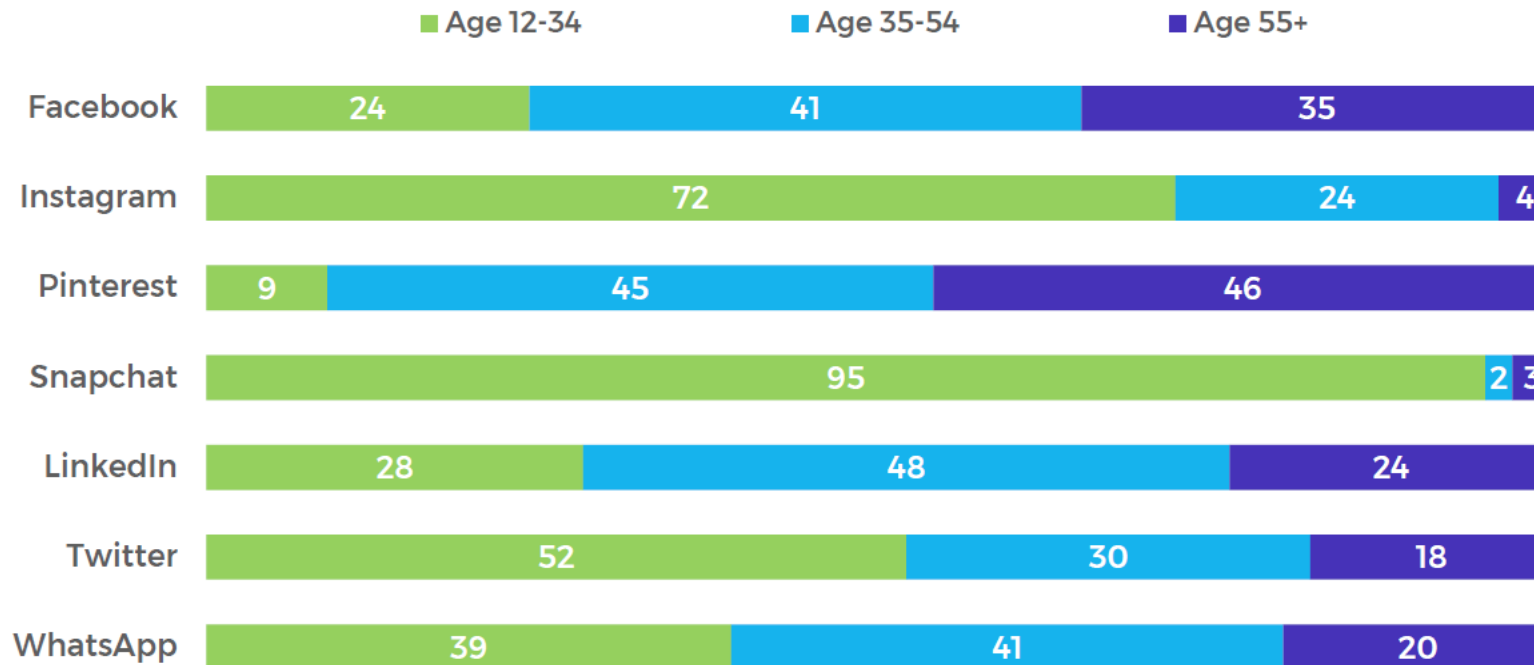
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THE INFINITE DIAL[®] 2019

Composition of Social Media Brand Core Users

BASE: PERSONS SAYING THEY USE THAT BRAND MOST



#SocialHabit

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL

4

AUDIT

ANALYZE YOUR SOCIAL MEDIA CHANNELS

ANALYZE YOUR SOCIAL MEDIA CHANNELS

4

AUDIT



ANALYZE YOUR SOCIAL MEDIA CHANNELS

4

AUDIT



AUDIENCE



ANALYZE YOUR SOCIAL MEDIA CHANNELS

4

AUDIT



CHANNEL

AUDIENCE



ANALYZE YOUR SOCIAL MEDIA CHANNELS

4

AUDIT



FORMAT

CHANNEL

AUDIENCE



ANALYZE YOUR SOCIAL MEDIA CHANNELS

4

AUDIT



LISTENING

FORMAT

CHANNEL

AUDIENCE



5

BENCHMARKING

ANALYZE COMPETITORS SOCIAL MEDIA CHANNELS

WHAT ARE THEY DOING RIGHT?

5

BENCHMARKING



BENCHMARKING

FORMAT

CHANNEL

AUDIENCE



THE RIGHT AUDIENCE
THE RIGHT CHANNEL
THE RIGHT CONTENT

Social Media Channels Explained

Have in mind each channel core experience



This is my #fishingtrip experience



I like fishing with my grandkids



Learn #HowToFish with this tutorial



Check my #fishing #blog: www.blog.com



Here's a fish recipe



My skills include catching fish

CREATE A CONTENT CALENDAR

MAKE SURE YOU ADD ALL POSSIBLE TOPICS

CONTENT CALENDAR MIX

JAN

Ice Fishing (how to get started, where to go, safety tips, regulations)

Related Event

Resolutions

Peanut Butter Day

% third parties and users content

FEB

Fishing equipment (what to have on the tackle box, lures, rods, reels, rigs)

Boat Shows

Valentine's Day

Retro Day

% third parties and users content

MAR

Boating (boat maintenance, de-winterizing a boat, how to start boating)

Spring Aboard

Women's Day

St. Patricks Day

% third parties and users content

APR

Fishing license, boat registration, how to fish, how to boat, safety tips,...

Related Event

Earth Day

Pajamas to work

% third parties and users content

MAY

Fish species, regulations, fishing and boating for beginners,...

Related Event

Mother's Day

Star Wars Day

% third parties and users content

JUNE

Where to fish, where to boat, best places for freshwater and saltwater,...

NFBW / GOM

Father's Day

Selfie Day

% third parties and users content

TEST – EVALUATE – ADJUST – REPEAT

7

MEASUREMENT

DOCUMENT THE METRICS

MAKE CHANGES ACCORDING TO THEM

Facebook Overview

Page Summary Last 7 days + Export Data

Results from Mar 26, 2019 - Apr 1, 2019
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Actions on Page March 26 - April 1
31
Total Actions on Page ▲15%

Page Views March 26 - April 1
2,058
Total Page Views

Page Likes March 26 - April 1
188
Page Likes ▲4%

Post Reach March 26 - April 1
359,172
People Reached

Twitter Analytics

Tweet activity

Your Tweets earned **29.1K impressions** over this 28 day period

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Vamos A Pescar @Vamos_A_Pescar · 2h #RT @Take_The_Fishing: Use your city or zip code to find a place to #fish and #boat near you with our #FishingMap: ow.ly/y9HuS0pMSUP pic.twitter.com/yTCJg8KGV7	71	1	1.4%		
	Vamos A Pescar @Vamos_A_Pescar · 8h Nada como un día de #pesca en #bote para relajarse en el agua y disfrutar de la naturaleza. ¿Prefieres salir temprano en la mañana o en la tarde? 🐟 @gateforctwins #VamosAPescar ft.lt/331kN99 pic.twitter.com/y16Z0uXG0RR	74	1	1.4%		
	Vamos A Pescar @Vamos_A_Pescar · 8h Nada como un día de #pesca en #bote para relajarse en el agua y disfrutar de la naturaleza. ¿Prefieres salir temprano en la mañana o en la tarde? 🐟 @gateforctwins #VamosAPescar ft.lt/331kN99	54	0	0.0%		

Instagram Insights

CONTENT ACTIVITY AUDIENCE

188
Actions taken on your account from Nov 12 - Nov 18

Profile Visits 186
-116 vs. Nov 05 - Nov 11

Website Clicks 2
-8 vs. Nov 05 - Nov 11

Discovery ⓘ

30,224
Accounts reached from Nov 12 - Nov 18

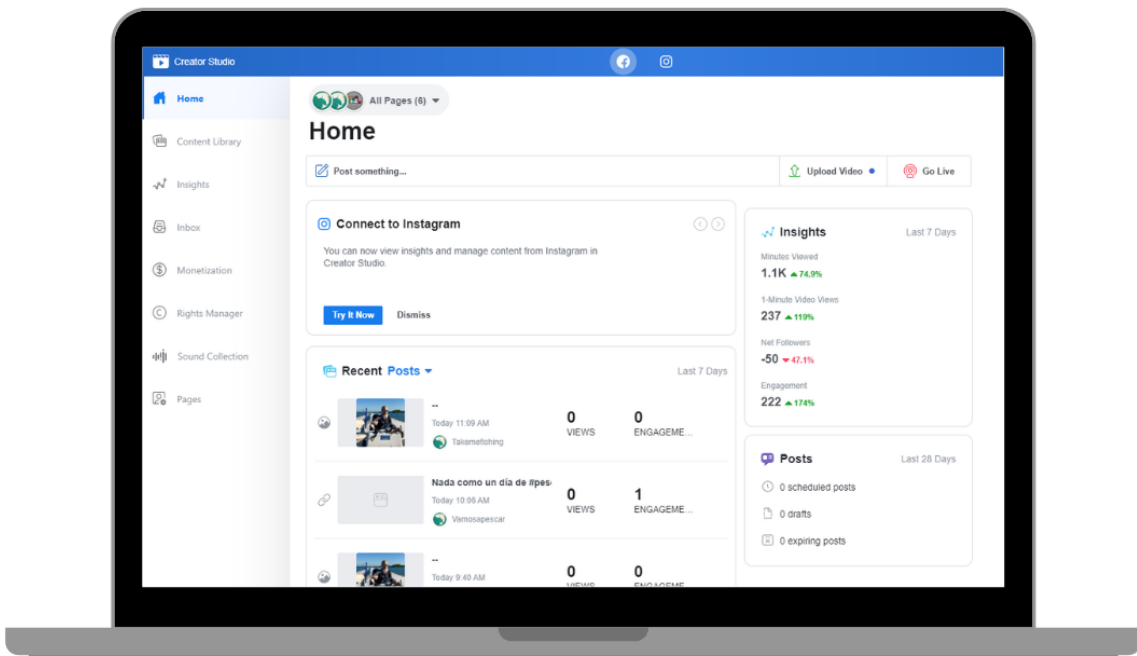
If you don't have a metric report software, you can check the metrics on every platform

Ch-ch-ch-ch-changes

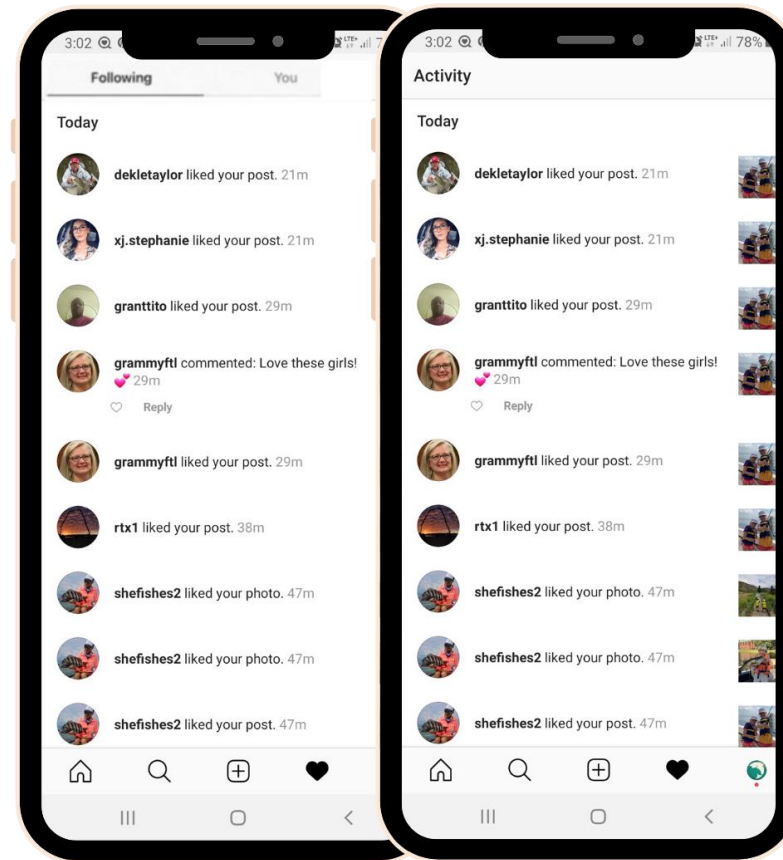
[David Bowie starts playing]



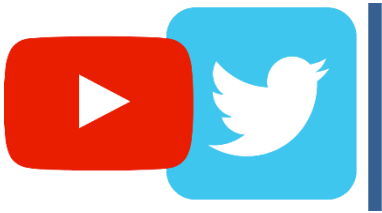
STAY UP TO DATE WITH CHANGES FACEBOOK & INSTAGRAM



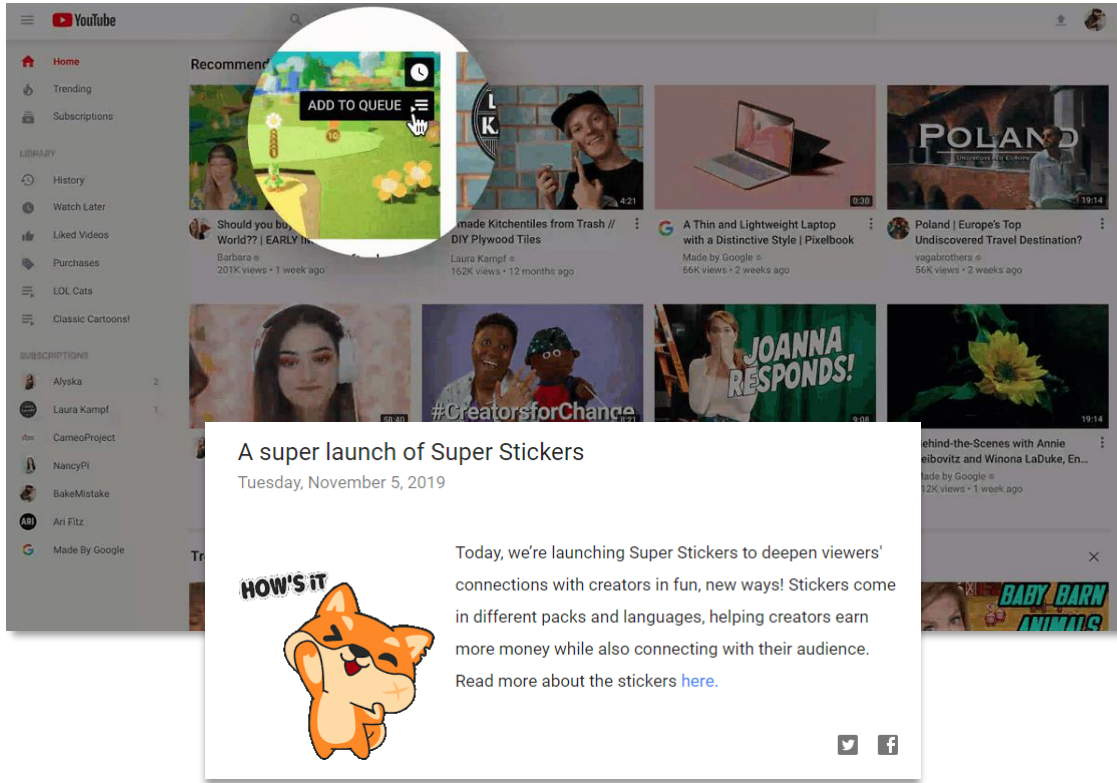
Facebook recently updated its Facebook Creator Studio to allow users to Schedule Instagram/IGTV posts from the desktop, in addition to scheduling Facebook posts.



Instagram removed the tab where you could see the likes from your following, and any moment now will definitely remove the likes on the platform



STAY UP TO DATE WITH CHANGES YOUTUBE & TWITTER



YouTube updated its homepage for desktop and tablets to add customization features like adding to queue and removing unwanted suggestions. Stickers are also joining.

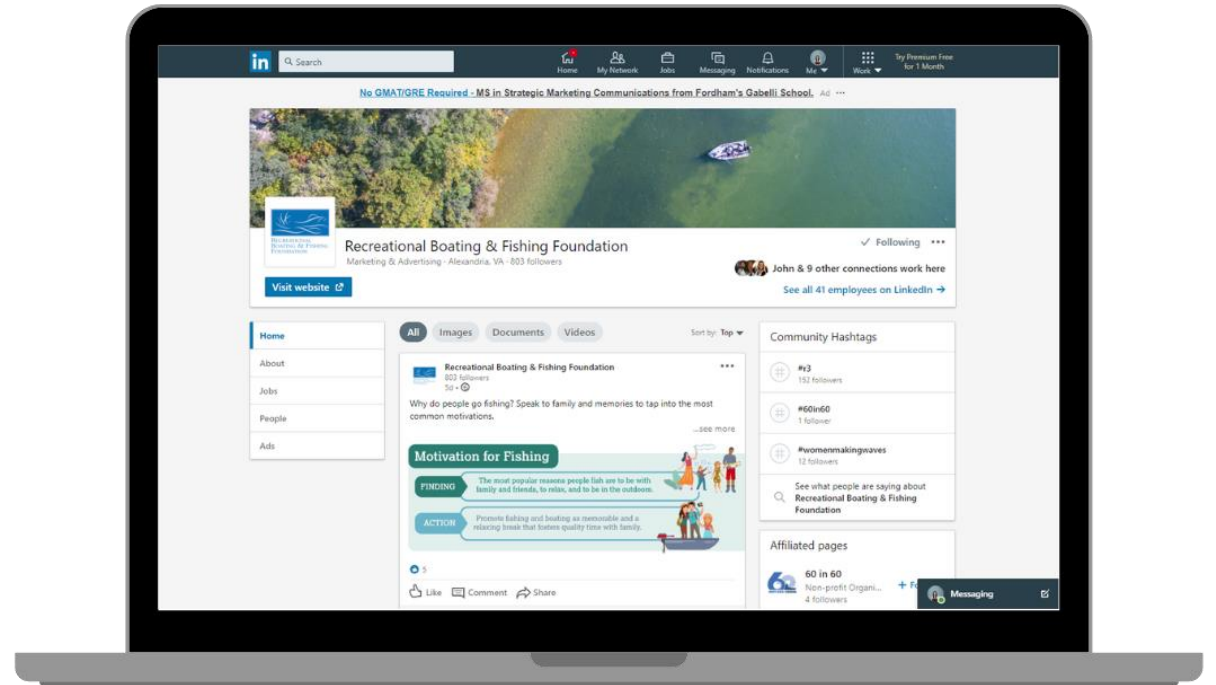
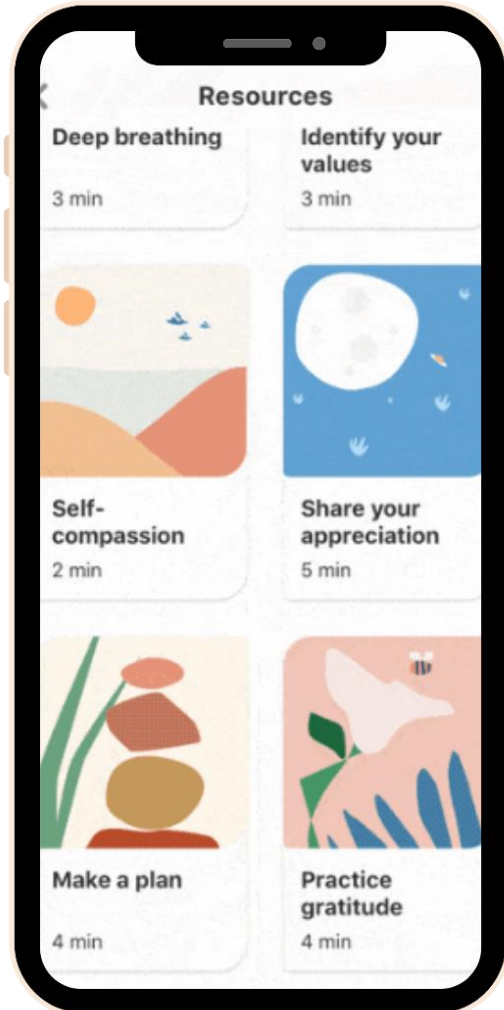


This new feature enables publishers to see tweets they may have missed on a customizable dashboard. Additionally, Twitter is rolling out the possibility of following topics



STAY UP TO DATE WITH CHANGES PINTEREST & LINKEDIN

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

9

COLLABORATION



TAG – MENTION – COMMENT – SHARE


LET'S COLLABORATE WITH EACH OTHER

New Event by Takemefishing

Co-hosts
Co-hosts will have editing privileges and can add the event to their calendars to help spread the word.

Add Pages and friends

Pending ⓘ

 **Takemefishing**
500 Montgomery St, Alexandria, Virginia 22314 · Recreation & Sports Website · ...

Details
Include other information for your event so people know what to expect.

Schedule ⓘ

Keywords ⓘ Type and select keywords from the list of

Kid Friendly

Volunteer Opportunity

Admission
Let people know how to attend your event

Confirm Attendance
Guests respond Going to reserve a spot and use Messenger details and confirm their attendance.

TAKE ADVANTAGE OF YOUR +10K

Take Me Fishing @Take_Me_Fishing

Plan a #fishing and #boating family adventure in #Indiana. Learn the #basics here: ow.ly/hrRs30pM6Kd

| #NationalIndianaDay | @INFishWildlife |

WHERE TO FISH AND BOAT IN INDIANA





lawildlife
Louisiana Sportsmen

Aug 08, 2018

Mentioned lawildlife in your story

Only you can see this.

Nov 9, 7:47 AM

Mentioned lawildlife in your story

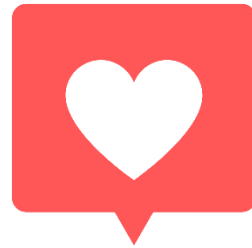
Only you can see this.

- 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**

1	GOALS
2	AUDIENCE
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THANK YOU!

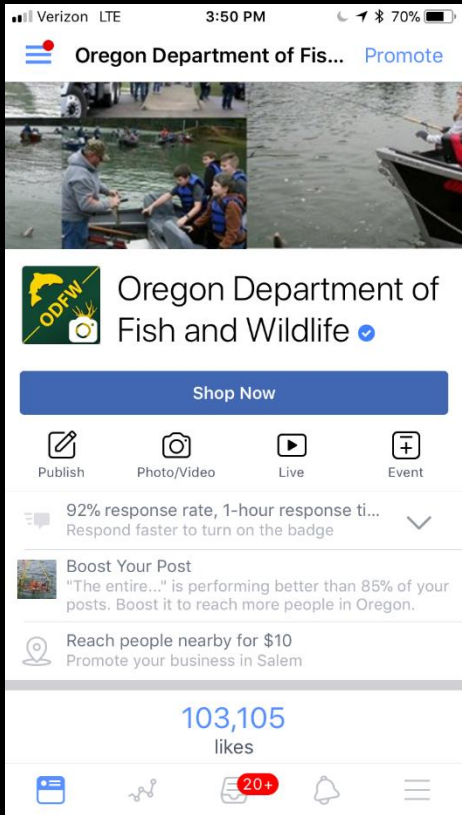


10 TIPS AND IDEAS FOR SUCCESS

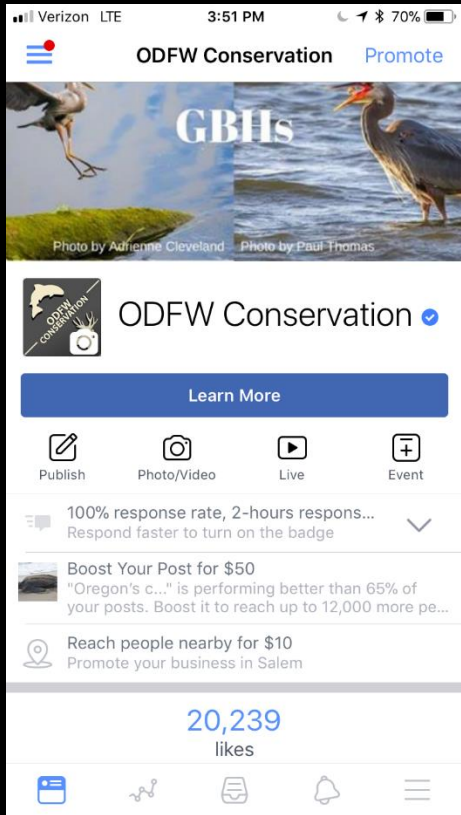
ODFW Social Media

Telling our agency's story through conversation, real-time experiences
And relational social media

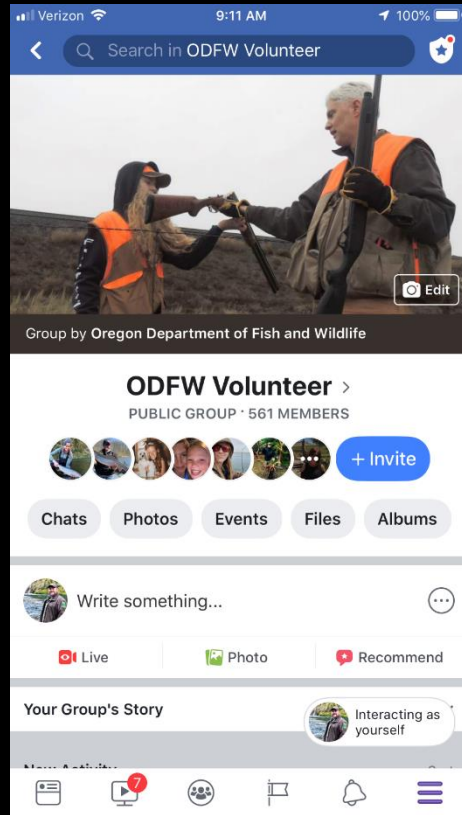




Hunting and fishing opportunities around Oregon



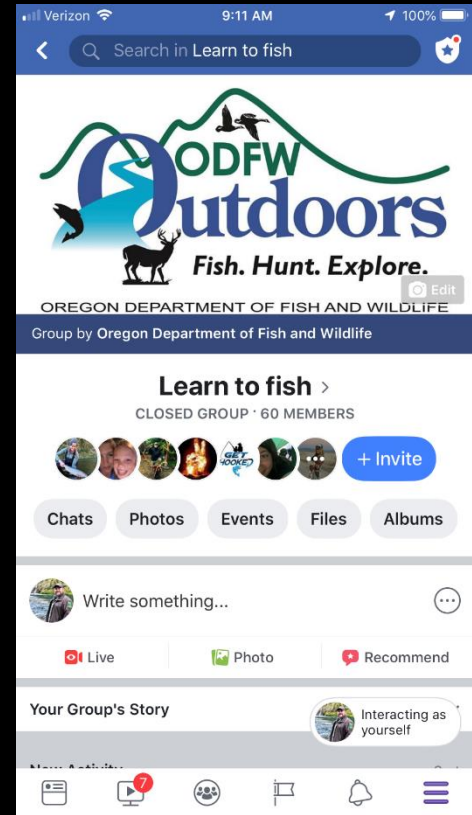
Habitat and non-game wildlife



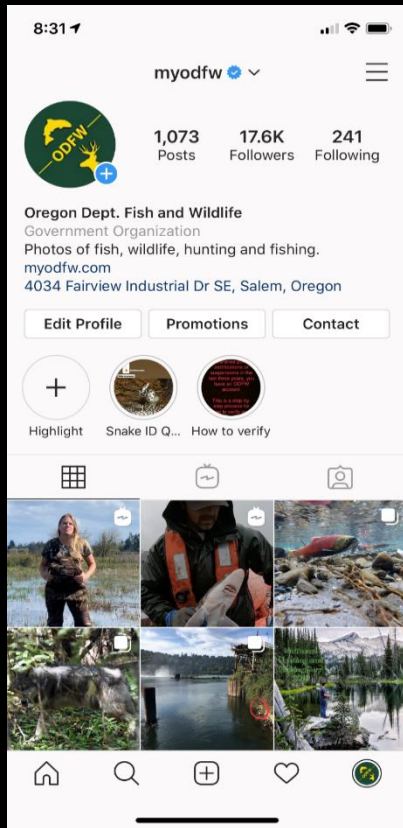
Volunteers



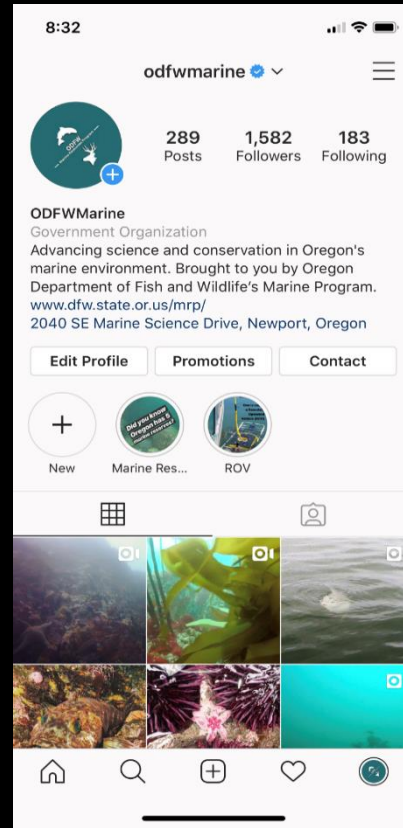
Hunter Education



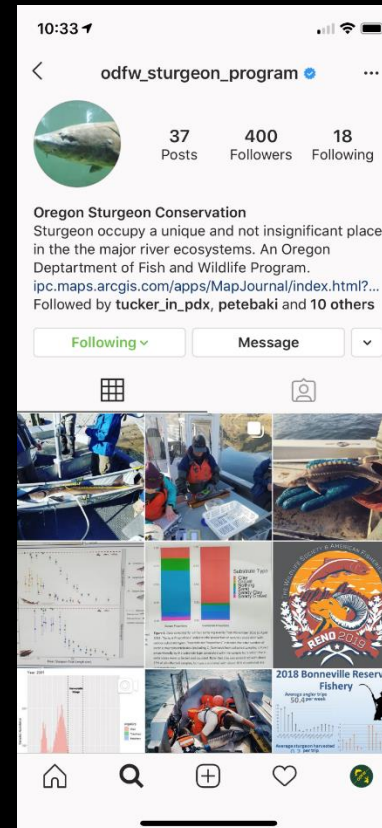
Fishing Education



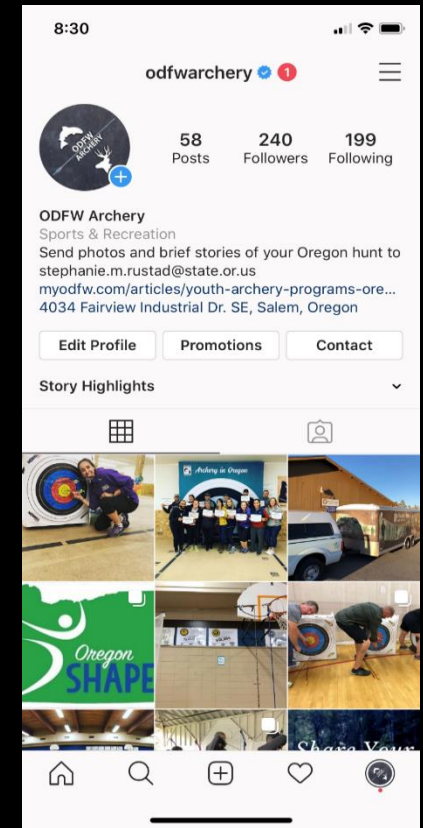
Hunting, fishing and wildlife viewing



Science and research



Programs



Archery



News and Information about hunting, fishing, conservation and marine science



News and Information



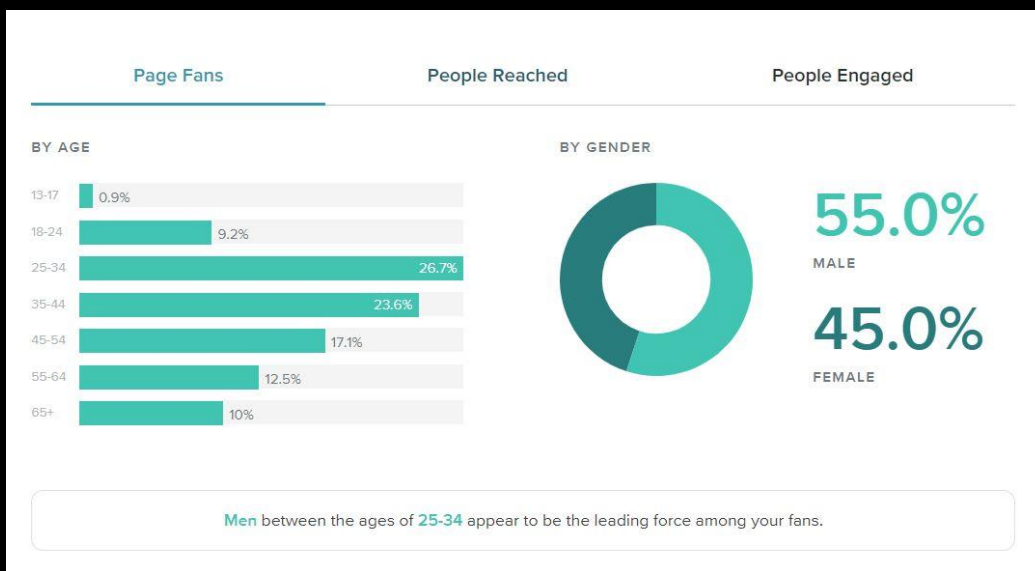
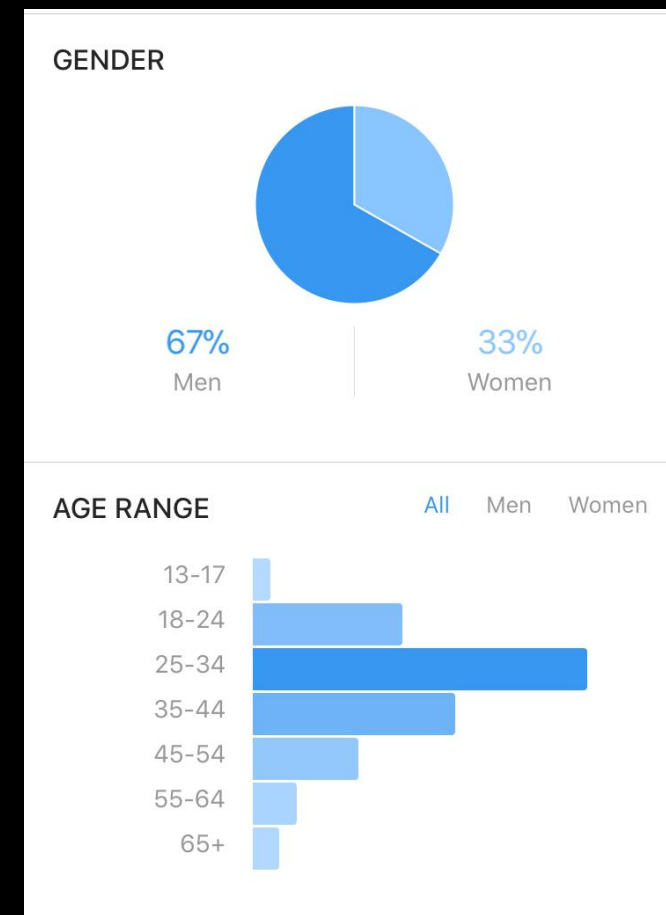
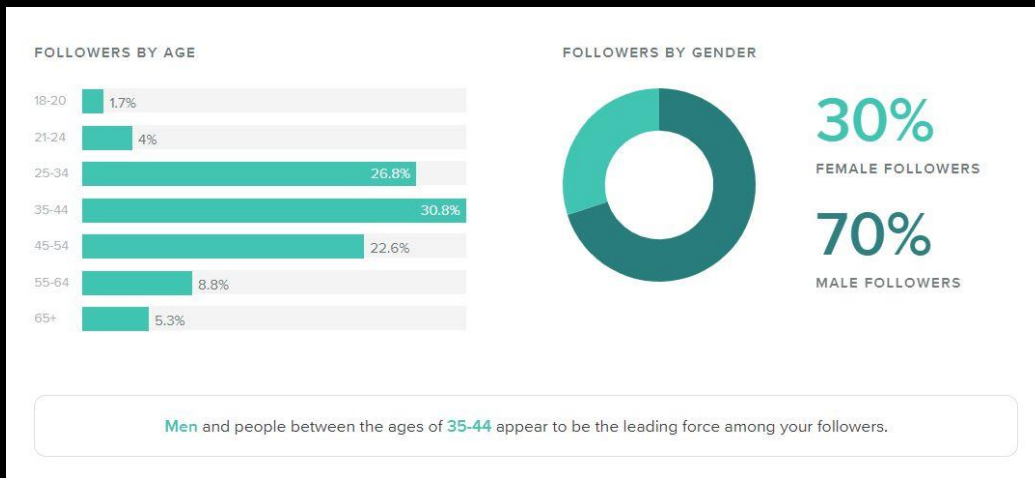
Habitat and non-game



Divisions

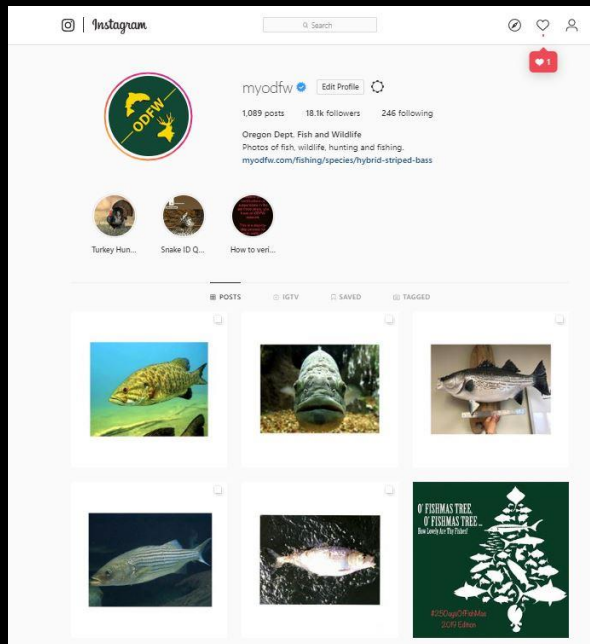


Personalities



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.”



Relevant



Responsive



Live

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.

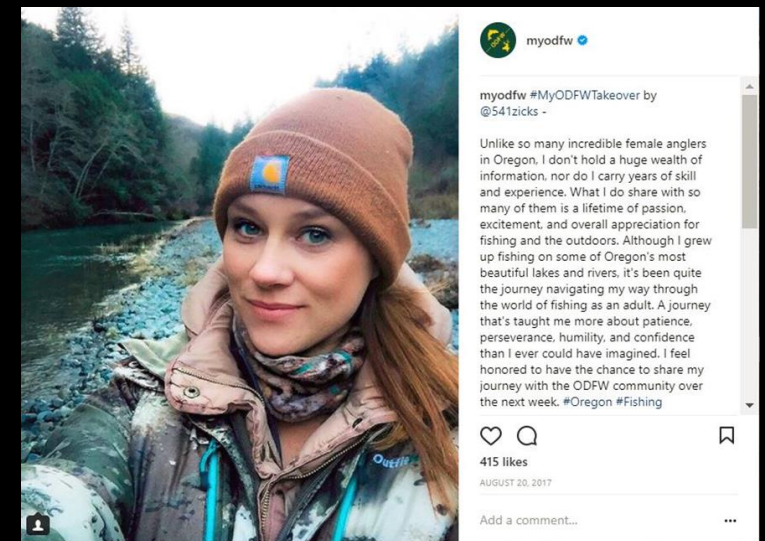
Director Melcher



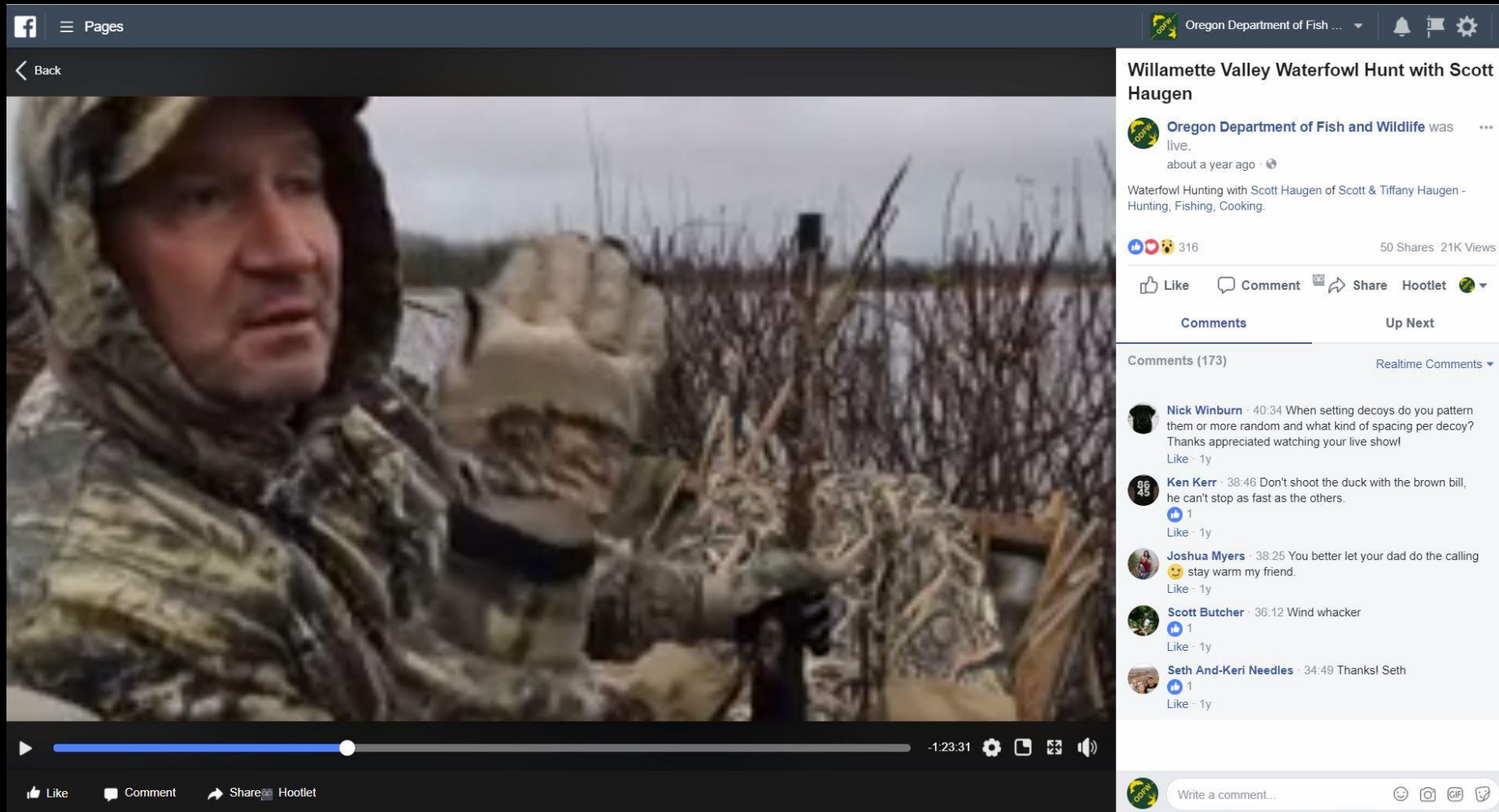
Herman the Sturgeon



Ambassadors



Half a Million People Reached on our First Hunting Live Stream



The image shows a screenshot of a Facebook live stream page. The main video player on the left shows a man in camouflage gear, likely the hunter Scott Haugen, in a field of tall grasses. The right side of the page displays the post details and a list of comments.

Willamette Valley Waterfowl Hunt with Scott Haugen
Oregon Department of Fish and Wildlife was live.
about a year ago · 🌐

Waterfowl Hunting with Scott Haugen of Scott & Tiffany Haugen - Hunting, Fishing, Cooking.

👍❤️👤 316 50 Shares 21K Views


👍 Like 💬 Comment ➦ Share 📺 Hootlet 🌐

Comments (173) Realtime Comments ▾

- Nick Winburn** · 40:34 When setting decoys do you pattern them or more random and what kind of spacing per decoy? Thanks appreciated watching your live show!
Like · 1y
- Ken Kerr** · 38:46 Don't shoot the duck with the brown bill, he can't stop as fast as the others.
👍 1
Like · 1y
- Joshua Myers** · 38:25 You better let your dad do the calling 😊 stay warm my friend.
Like · 1y
- Scott Butcher** · 36:12 Wind whacker
👍 1
Like · 1y
- Seth And-Keri Needles** · 34:49 Thanks! Seth
👍 1
Like · 1y

Write a comment...


More Video

 **Oregon Department of Fish and Wildlife**
Published by Tim Akimoff [?] · January 2 at 4:44pm · 🌐

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 McNary. Mud Lake had a great shoot on the 30, and No. 9 has been a hot spot on the west side.

Season harvest is just under 15,000, or 2.2 birds per hunter. ... See More




every kind of decoy


📍 Your video is popular in Oregon [Boost Post](#)

4.4K Views

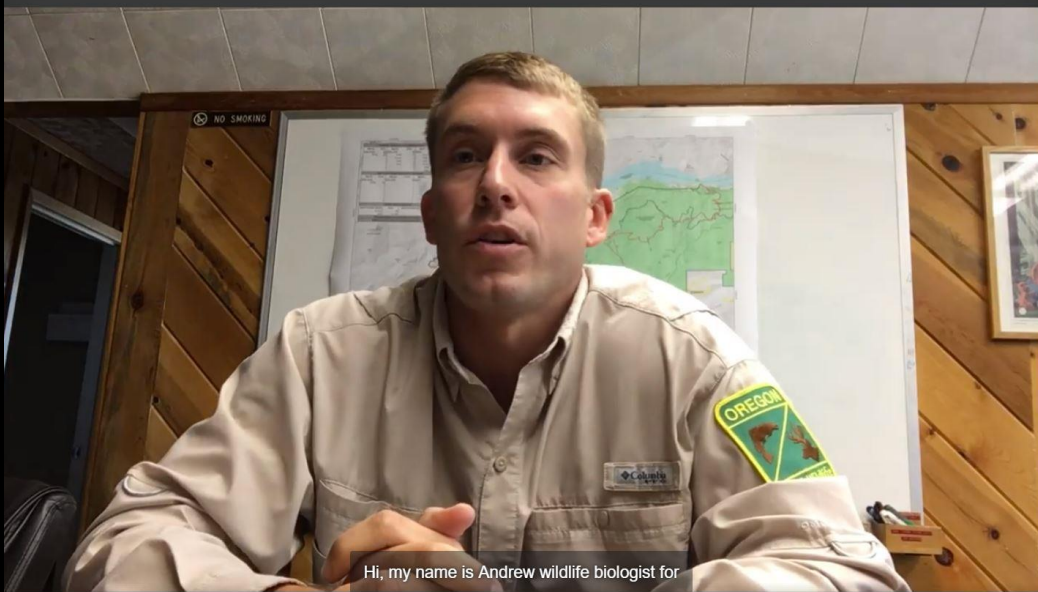
👍 Like 💬 Comment ➦ Share 🗨️ Hootlet

👤 Roger Meyer, Vanessa Karambelas and 31 others 📄 Top Comments

 Pages

 Oregon Department of Fish and Wildlife

[Back](#)




Hi, my name is Andrew wildlife biologist for

6:42 📄 🗨️ 🗨️ 🔊

👍 Like 💬 Comment ➦ Share 🗨️ Hootlet

2017 Deer Hunting in the Columbia Area


 Oregon Department of Fish and Wildlife · about 5 months ago


Hunters with tags in the Columbia Area, which includes the Hood, White River, Maupin and West Biggs units, here's a look at conditions, deer research and hunting tips and suggestions from ODFW Assistant District Wildlife Biologist Andrew Rosenberg.


👍 209 📄 79 Shares 👁️ 23K Views

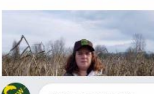
👍 Like 💬 Comment ➦ Share 🗨️ Hootlet

Comments Up Next

 **The new ODFW Trout Stocking Schedule is here...**
Oregon Department of Fish and Wildlife · 11K Views

 **Sauvie Island Hunt Update - 1-30-2018**
Oregon Department of Fish and Wildlife · 3.5K Views

 **Report your hunt**
Oregon Department of Fish and Wildlife · 3.6K Views

 **Sauvie Island Wildlife Area Hunting Update Jan. 22, 2018**

Write a comment... 📄 🗨️ 🗨️

Instagram Takeovers

Reptiles



Bats



Social Media Influencers Help Us Tell Our Story



 myodfw


myodfw We've got another great #MyODFWTakeover for you this week. Introducing @thewoodsmanswife - "I've lived in southern Oregon for over 25 years and while I've moved from one town to another, one thing that has never changed is my love of the outdoors. Fishing has been a lifelong passion but over the last 10 years, I've fallen in love with hunting more and more. As a wife and mother, I appreciate being involved in every step of the process in both providing and preparing food for my family. Together with my family, we hunt, fish, and forage our public lands, learning more about our state, its resources, and ourselves in the process." #oregon #hunting #fieldtofork #fieldtoplate

leterbuck87 Look at you go girl 🙌👏 @thewoodsmanswife

256 likes
JUNE 4, 2017

Add a comment...



 myodfw • Following
Rogue River, Oregon

myodfw This morning the smoke was so thick in Medford you could not see the Table Rocks from I-5. Tonight it's clear, there's a nice breeze, and there are some summer steelhead showing up in the upper Rogue River. #Oregon #Fishing #SummerSteelhead #RogueRiver

68w

thelegendwadehorton @claylegustaesquiar

68w Reply

hunt_fish_247 nice

68w 1 like Reply

grandesau Taste??

Liked by for_the_love_of_the_tug and others
AUGUST 10, 2018

Add a comment... Post

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

Ads on Oregon Department of Fish and Wildlife [+ Create Ad](#)

Ad Type	Event/Topic	Messaging Conversations Started	People Reached
Event Responses	Free Fishing Days November 29 & 30	219	5.9K
Messages	How to eTag your game animal using the ODFW app	30	6.2K
Messages	Rogue River Community Fishing...	8	1.3K

