

# RBFF Resources: Webinars & Shareable Content

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Rachel Piacenza  
Senior Manager, State Initiatives

# AGENDA

## RESOURCES FOR STATES

- **Webinars**
- **NewsWaves (newsletter)**
- **Research**
- **Shareable Content**
- **“How-to” videos**
- **Social Media**

# RESOURCES FOR YOU



# WEBINARS

- Quarterly webinars
- Topics of interest include:
  - Email marketing
  - Mobile marketing
  - Social media
  - Fishing & boating programs

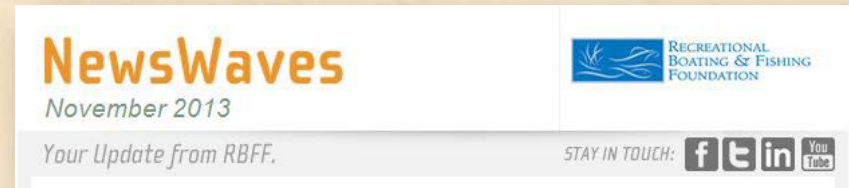


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# NEWSWAVES

- Industry news
- Recent research
- Content suggestions
- Marketing tips/trends
- Links to programs and products available for download



## Additional News

### Content You Can Use

Sometimes the hardest part of managing social media is producing the content. As advocates of the boating and fishing industry, we are here to help. Below is suggested content you can repurpose for your own consumer or industry communications:

- [Safety Equipment for Your Boat](#) - Video from Take Me Fishing
- [Round-up of Local Fishing Reports per State](#) - Information from Take Me Fishing
- [How to Tie a Uni-Knot](#) - Instructional Video from Take Me Fishing
- [There's No Excuse Not to Wear a Life Jacket](#) - Article from National Safe Boating Council



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# RESEARCH

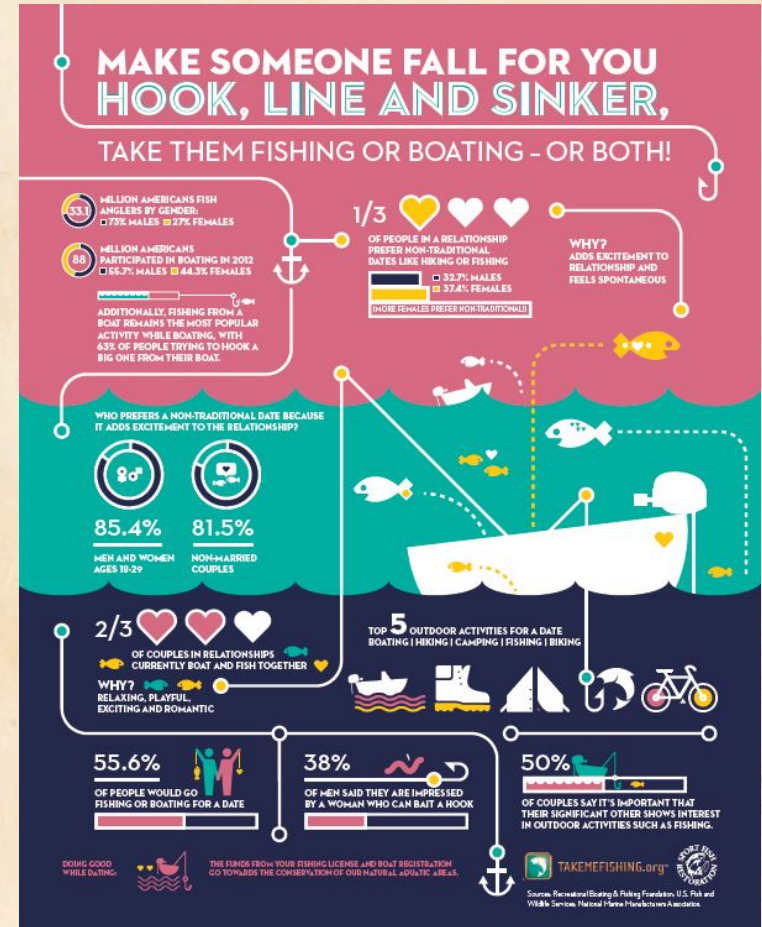
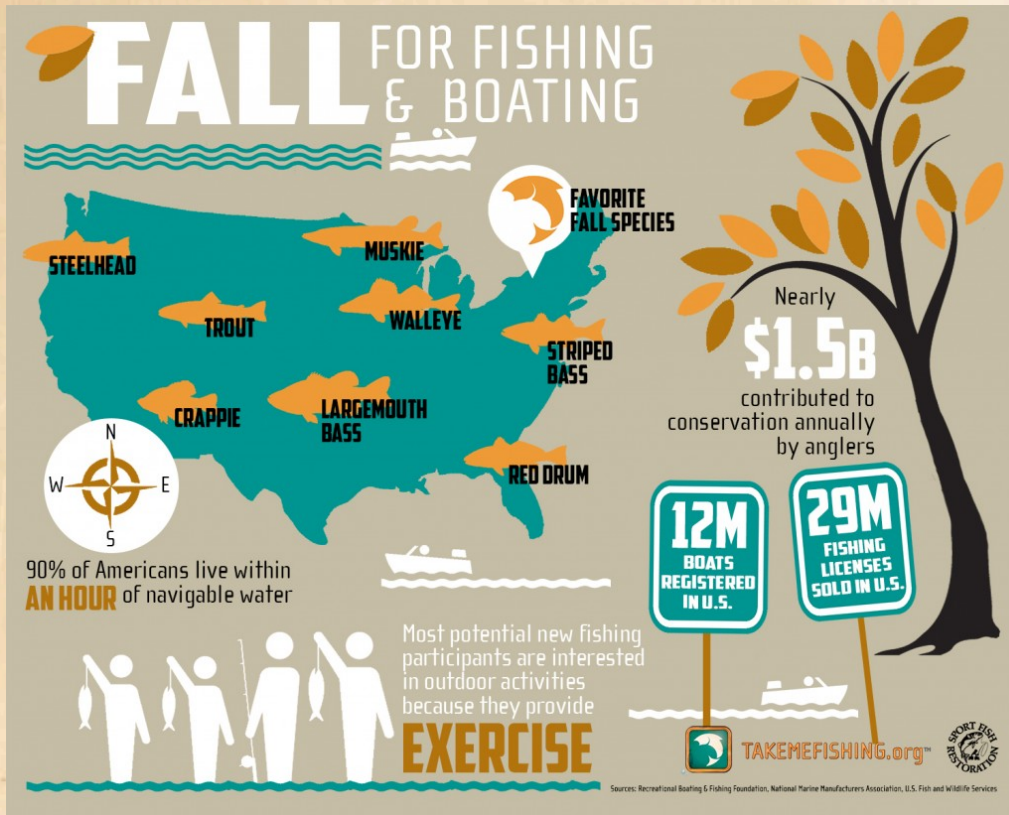
- ✓ **Consumer Trends, Attitudes and Segmentation Models**
- ✓ **Annual Fishing and Boating Participation Studies**
- ✓ **Hispanic Segment Insights & Tips**



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# SHAREABLE CONTENT

## INFOGRAPHICS



# SHAREABLE CONTENT

## BLOGS

### Steer with a Homemade Drogue

Posted by: Tom K.  
November 26, 2013

*Related Categories: [Boating Equipment](#), [Boating Safety](#), [General](#), [Motor and Power Boating](#)*

Drastic measures call for drastic means. When your boat's steering cable goes down for the count you've got to figure out a way to get back in. Make a drogue. Drogues are commonly known as sea anchors designed to slow a boat. If they're moved from side to side, drogues can change a boat's course. While a traditional drogue is made from canvas and is hung off a boat transom on a bridle, you...



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### Unexpected Reasons to be Thankful for Fishing

Posted by: Debbie  
November 26, 2013

*Related Categories: [Advanced](#), [Beginner](#), [Fishing](#), [Fishing Tips](#), [Freshwater Fishing](#), [Intermediate](#) on November 26, 2013*



There are many obvious reasons to be thankful for fishing. Fishing gets you outdoors into the fresh air, encourages you to learn new angling skills, and gives you a feeling of accomplishment when you land a lunker. Although, if you think about it for a bit longer, you can probably come up with several unique reasons to be thankful for fishing too. What random or unexpected reasons do you have to add to this list...



[» Read Full Blog Post](#)



# HOW-TO VIDEOS

## Safety Gear for Boating



TAKE ME FISHING [www.youtube.com/takemefishingfilms](http://www.youtube.com/takemefishingfilms)

# SOCIAL MEDIA



*TakeMeFishing.org*



*Take\_Me\_Fishing*



*Recreational Boating & Fishing Foundation*



*Take Me Fishing*



*take\_me\_fishing*



*TakeMeFishingFilms*



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# TOP PLACES TO FISH & BOAT

AMERICA'S TOP FAMILY  
FISHING & BOATING  
SPOTS



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# WHERE TO FIND RESOURCES ON TAKEMEFISHING.ORG



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## FISHING

- Freshwater Fishing
- Saltwater Fishing
- Fly Fishing
- Fishing With Your Family

## BOATING

- Boating Basics
- Boat Explorer
- Buy Smart
- Boat Safely

## CONSERVATION

- Protect Our Waters
- Respect the Resource
- Stop Aquatic Hitchhikers
- Water Pollution

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# Thank you

