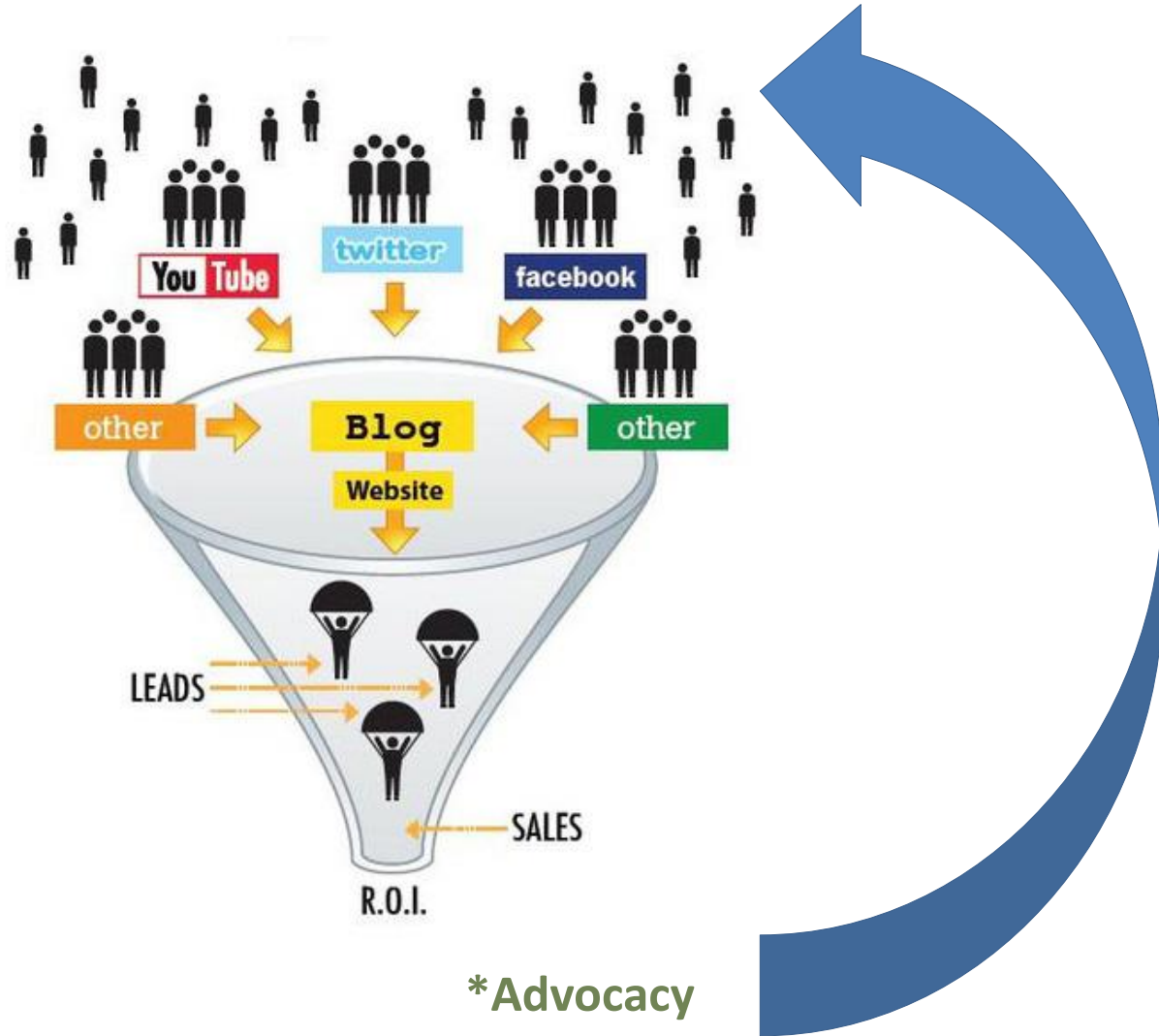


ORVIS®

Social Media

Tucker Kimball, social media manager

It's about **brand and engagement.**



Content!

“Brands can see higher percentages of sharing if they ask the following four questions of their content.”

- Will sharing this content make my consumer look good?
- Will this content evoke a positive emotion, such as happiness or excitement?
- Is this content useful, or does it otherwise contain info that has a strong practical value?
- Does this content tell a story in itself?

[Journal of Advertising Research](#)

Will sharing this content make my consumer look good?



upland_lowlife

Following

450 likes

34w

upland_lowlife Some of life's best memories are made when you least expect to make them. #uplandlowlife #settersdoitbetter

rymanfan 2setters a grouse and a double gun. Sweet

thetroutandthegrouse Splendid!

sportdogphoto A nice morning

kirkpotter 🐾

ljglines The setters, beard, ruff and double are looking exceptional.

rcstewart2 Nice Jay!

upland_lowlife Thanks guys! @rymanfan , @thetroutandthegrouse @rcstewart2 @kirkpotter @sportdogphoto

upland_lowlife Haha thanks @ljglines , I'm just getting the beard to grow back!



Add a comment...



Will this content evoke a positive emotion, such as happiness or excitement?



orvis

2,072 likes

orvis Hard not to love this shot from @3birddogs. #orvisdogs #dogsofinstagram

[view all 147 comments](#)

dlepage5 @smfleming

mrDanpalmer @karlanpalmer

wm_russell @doddep

emilyvanegmond10 @torihuster

rachelmbell @_halstonyoung

tybraaapsaurus @thomas_brown_6

0 @_jamie_rae_ @momowuky

kennyschulman @broy19

brennan_kirby @xochasity227

bradynazer @jillian_mergenthaler

caseyjhubbard @mmschuck25

kate_fickett @gregbrowders

jon_mcmeekin @whitm1

 Add a comment...

Is this content useful, or does it otherwise contain info that has a strong practical value?



Orvis Hunting

July 13 at 3:15pm · 🌐

Our friends from Greystone Castle Sporting Club have an important reminder for you. . .



Pro Tips: Don't Forget to Clean Your Shotgun - Orvis News

Written by: Jennifer Miller, Greystone Castle Every couple hundred shots, you should take the time to clean your gun. Photos courtesy Greystone Castle Have...

ORVIS.COM

ORVIS

Does this content tell a story in itself?



coveyrise

Following

388 likes

4w

coveyrise Whether it's too hot for a fire or not, we hope your 4th looks something like this. Happy 4th from us at Covey Rise | From our current issue on a trip to South GA, photo by @daysafieldphotography

wildroseroaming It was a very similar 4th in the high country of Colorado. The pit fire was welcomed @wildrosekennels



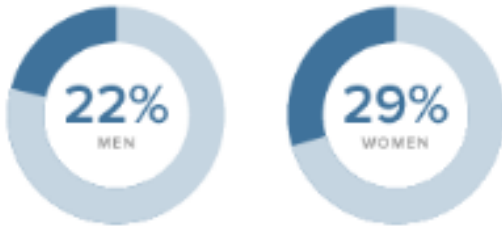
Add a comment...



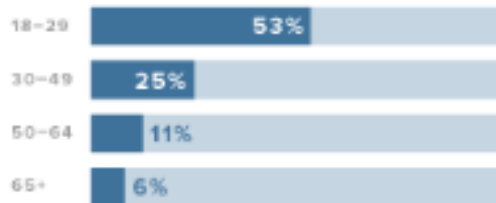
Instagram

Instagram Usage Among Key Demographics

GENDER



AGE



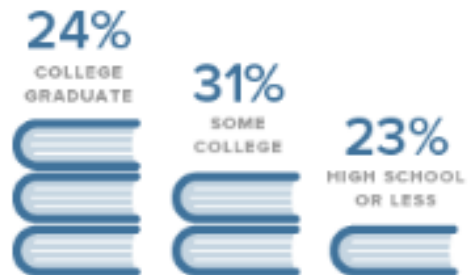
LOCATION



INCOME



EDUCATION



- Fastest growing social platform
- 300 million users

Instagram Engagement



orvis

2,405 likes

orvis Retrieve brought to you by Tequila. Photo by @kennelblagul #orvishunting #orvisdogs #outdoors

view all 109 comments

lesliegahagan @josephgahagan who needs guns when you have paws?! 🐾🐾🐾

dhinkle30 @dhinkle65

gordittoburitto @k_nelson94 go dog 🐾

boobzilla I found a new killer bird dog German wire hair b lab

dryloops Love this - with all my heart! Thanks 4 sharing

mikebrk @julia_b_1997

bswiftness @nmayeux we submitted the maya photo a few days ago. Are they trying to 1-up? Nice try

bswiftness @swifty_alex are they trvina to 1-up maya??

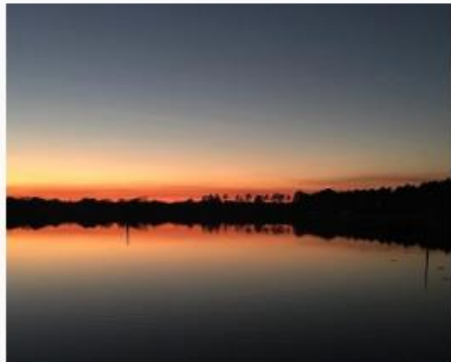
♡ Add a comment...

Instagram hashtags

#pinehillplantation

66 posts

TOP POSTS



Instagram traffic driving



orvis

EDIT PROFILE



The Orvis Company Inspiring a deep connection to adventure and wonder in the outdoor world. #mylifeoutdoors orvis.com

629 posts

63.5k followers

937 following



Our New Waders Represent an Amazing Breakthrough in Waterproof Technology! - Orvis News
<http://r.socialstudio.radian6.com/af65cf8d-31fd-4757-aa03-570d61412c67>
orvis.com/AprilFool16 COPY

TRAFFIC	REFERRERS
Twitter 197 CLICKS	Other Sites 7 CLICKS
Unknown 544 CLICKS	

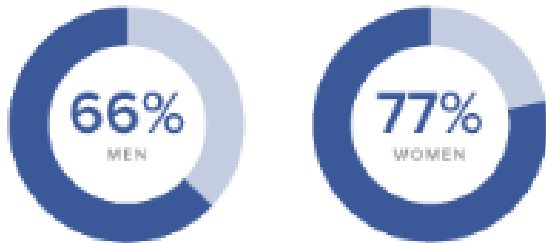
Instagram traffic

Instagram Posting Tips

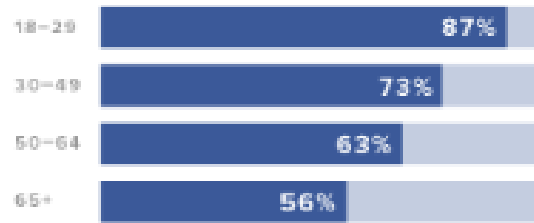
- Consistent rhythm
- Goal of once a day
- Comment on other feeds to expose brand and create relationships.
- Create a hashtag and rally the troops.
- Ask others if you can share their pics.
- Watch what works and adjust.

Facebook Usage Among Key Demographics

GENDER



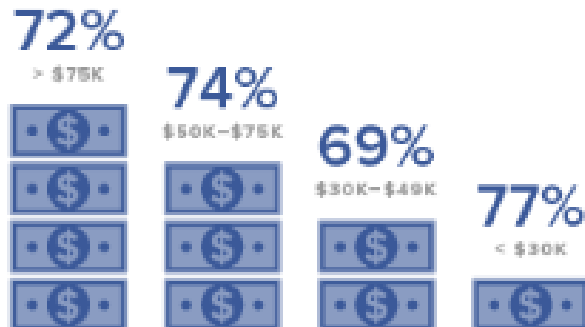
AGE



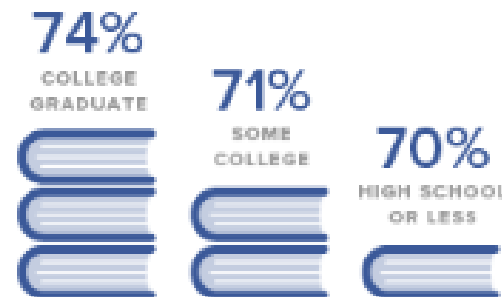
LOCATION



INCOME



EDUCATION



- 1.4 billion users

Engagement

Follow others. Watch & share.

The image shows a Facebook search interface for the term "world cast". The search bar is highlighted with a red oval. The search results are categorized into Places, Groups, People, and Pages. The main content area displays a post from "The Orvis Company" featuring a close-up of a fish with a fly on its mouth. The post includes a "Shop Now" button and a "Share" button. On the right side, there is a "Promote" section with a "THIS WEEK" summary:

THIS WEEK	
986	Page Likes
571,041	Post Reach
108	Shop Now
54	Website Clicks
78%	Response Rate
1 hour	Response Time

Facebook Posting Tips

- Consistent rhythm.
- Aim to get into the practice of posting twice a day.
- Schedule posts to save time.
- Watch what works and adjust.
- Content mix of photos & videos

Kill em with content

Facebook reduces reach of overly promotional posts.

- Posts that solely push people to buy a product or install an app
- Post that push people to enter promotions and sweepstakes with no real context
- Posts that reuse the exact same content from ads.

<http://newsroom.fb.com/news/2014/11/news-feed-fyi-reducing-overly-promotional-page-posts-in-news-feed/>

Kill em with video content

Facebook is giving more priority to video, especially when uploaded directly Facebook.

- Think about ways of capturing 10-15 seconds of video.
- For ideas check out how the Cabins at Lopstick are using video on their facebook page. <https://www.facebook.com/Lopstick/videos>

Use Call To Action buttons on videos to drive traffic.

Upload Video

Say something about this video...

Basic Captions Advanced

Video Title
Add a Title

Video Tags [?]
Add tags ex... etc.

- ✓ No Button
- Shop Now
- Book Now
- Learn More
- Sign Up
- Download
- Watch More
- ✓ No Button

Call to Action: No Button (Optional) [?]

Publish

ORVIS The Orvis Company added a new video: **Warm weather recon.**

March 30 at 9:30 AM · 🌐

Looking forward to chasing blue lines in warm weather!

Watch Again

Learn More
Proudly made in the USA.

👍❤️ 169

3 Comments 2.8K Views

Boosted Posts

The Orvis Company
Published by Philip Monahan [?] · April 5 at 11:45am · 🌐

Want to be able to reach those fish rising just out of your casting range? Peter Kutzer has some tips to help you squeeze every last foot out of your cast.

Ask a Fly-Fishing Instructor

Video Tuesday Tip: How to Add Distance to Your Cast - Orvis News

Every fly fisherman has been in this situation: you can see fish rising, but they are just out of your casting range. If you could just make the fly land ten feet farther...

ORVIS.COM

48,217 people reached

[View Results](#)

48,217 People Reached

640 Reactions, Comments & Shares

494 Like	454 On Post	40 On Shares
4 Love	3 On Post	1 On Shares
39 Comments	24 On Post	15 On Shares
103 Shares	101 On Post	2 On Shares

1,744 Post Clicks

0 Photo Views	1,388 Link Clicks	356 Other Clicks
-------------------------	-----------------------------	----------------------------

NEGATIVE FEEDBACK

15 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

- Very simple way to get your message in front of a targeted audience.
- Audience can include your fans or one you create.
- It doesn't have to be too expensive.

Boosted Post

The Orvis Company
Published by Philip Monahan (?) · 9 hrs · 🌐

Don't go changing your fly too quickly. . . that might not be why the fish aren't eating your fly.



Video Pro Tips: Fly Choice vs. Presentation - Orvis News
Video Pro Tips: Fly Choice vs. Presentation Written by: Phil Monahan Here's a quick and dirty tip—from The New Fly Fisher host Bill Spicer and Falcon's Ledge...
ORVIS.COM

25,035 people reached

Boost Post

Boost Post

AUDIENCE | DESKTOP NEWS FEED | MOBILE NEWS FEED

People who like your Page (?)
 People who like your Page and their friends
 People you choose through targeting

Default Audience [Edit Audience](#)

Location: United States

Age: 18 - 65+

BUDGET AND DURATION

Total budget ⓘ
\$10.00

Estimated People Reached ⓘ
1,200 - 3,200 people of 110,000,000

Refine your audience or add budget to reach more of the people that matter to you.

[Terms & Conditions](#) | [Help Center](#)

Edit Audience [X]

Make sure to save your edits once you're done.

Name Add audience name ...

Location Countries ▾
United States x

Age 18 ↕ - 65+ ↕

Gender All Men Women

Interests Add 4-10 interests...

[Cancel](#) [Save](#)

Video Pro Tips: Fly Choice vs. Presentation - Orvis News
Video Pro Tips: Fly Choice vs. Presentation Written by: Phil Monahan Here's a quick and dirty tip—from The New Fly Fisher host Bill Spicer and Falcon's Ledge...
ORVIS.COM

Like Comment

[Cancel](#) [Boost](#)

Boosting Tips

Boost proven content. Spend \$\$ on what you know is engaging.

Boost content that is driving an action (email captures, giveaways, sign-ups etc.)

Facebook 20% text-on-image rule.

Facebook & Instagram Ads



The Orvis Company

Written by Tucker Kimball [?] · March 30 at 11:39am ·

It's ending soon! Now is the time to fill your fly box.



Fly Fishing Flies -- Orvis

Offer ends March 31st.

ORVIS GIANT FLY SALE

Shop Now

34,203 people reached

Boost Post

Bidding & Optimization

Ad delivery optimized for Link Clicks to Your Website
You'll get charged per Link Click (CPC)

Targeting

Location: United States

Connections: People who like The Orvis Company

[See More](#)

Placement

Desktop News Feed, Instagram, Audience Network,
Mobile News Feed

Estimated Daily Reach

1,600 - 4,100 people on Facebook



Facebook & Instagram Ads

Hyper targeted.

Opportunity to get more promotional.

Goal oriented.

Keep it simple.

Content and creative are still key.

- video for engagement
- photos for clicks

<http://blog.hubspot.com/marketing/facebook-paid-ad-checklist>

Helpful Links

Facebook Marketing Help Site

<https://www.facebook.com/business/help/>

Bitly link shortening and tracking

[Bitly.com](https://bitly.com)

Content Tips

<https://contently.com/strategist/>

Great “How-To” Tips and Social Strategies

<http://www.socialmediaexaminer.com/>

Content Marketing Tips

<http://www.copyblogger.com/blog/>

Huge Content Resources for You

<http://www.orvis.com/news/hunting>

How to Create an Instagram Account

<https://help.instagram.com/155940534568753>

How to link to an Instagram Account to a Facebook Page

<https://help.instagram.com/356902681064399>

Helpful #hashtags

Industry

Category	Count
Pheasant	129,525
Quail	123057
Pheasants	31,026
Pheasant Hunting	28,670
Bird Hunting	28,565
Bird Dogs	26,558
Bird Dogs of Instagram	24,335
Woodcock	12,338
Pheasants Forever	12,037
Wingshooting	7,670
Ruffed Grouse	5546
Ruffed Grouse Society	3,682
Orvis Hunting	2,134
Woodcock Hunting	1,268
Georgia Quail	16

Orvis

#mylifeoutdoors

#orvis

#orvishunting

#orvisflyfishing

#orvisdogs