

ORVIS®

facebook®

Tucker Kimball, social media manager

Why Social Media?

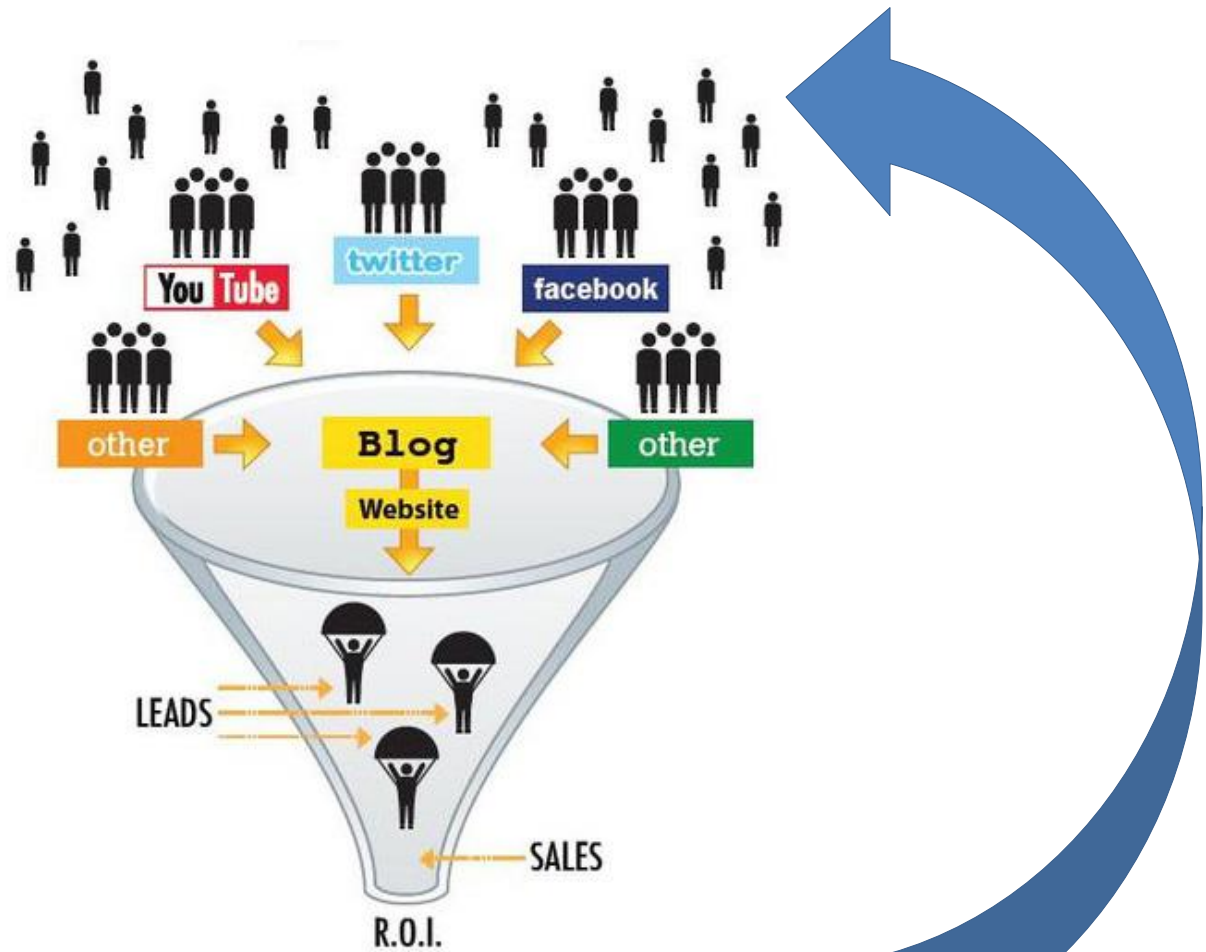
It's about community & engagement.

- Connect with your client/customer in a real way.
- Share your passion and knowledge.
- Share others' passion and knowledge.

This creates engagement, which creates loyalty & others promoting your business.

Why Social Media?

It's about awareness & getting found.



*Advocacy

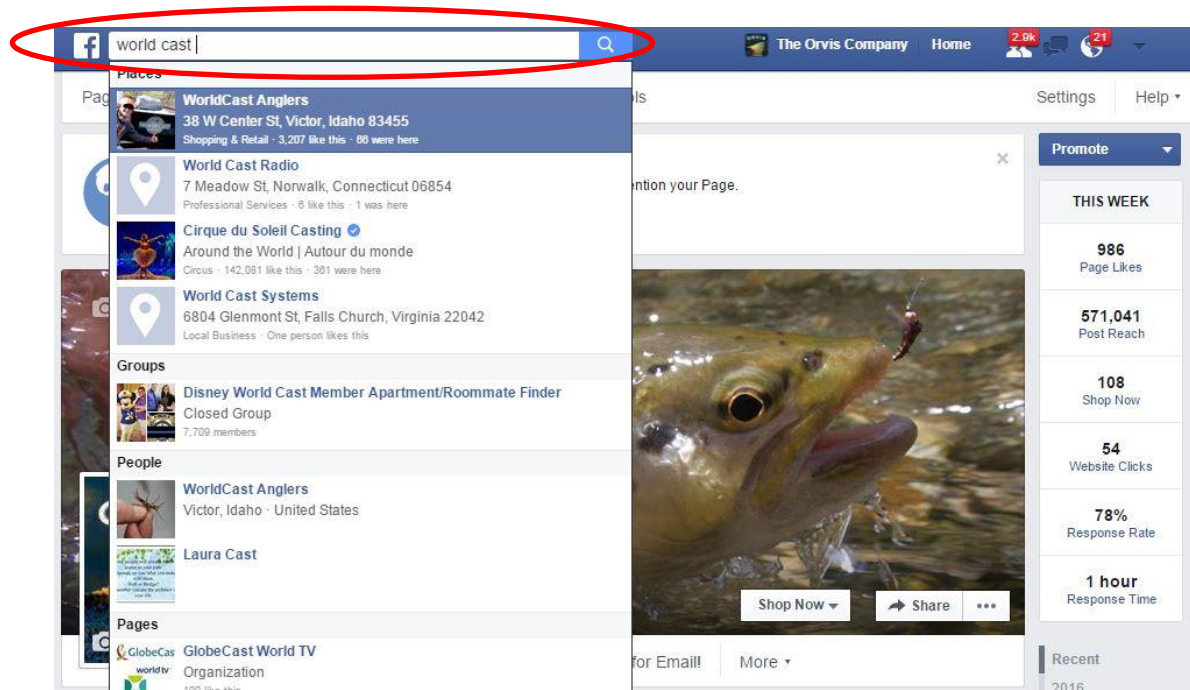
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Getting Started

- You will need your own personal facebook account
- As a business you will need to create a facebook business 'Page'
- [Here's how.](#)

Getting Started

Follow others in the industry and watch them.



Content!

Video, photo, stories, tips, advice, announcements

Answer questions.

Ask questions.

Share others' content.

Be the resource.

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?

Will sharing this content make my consumer look good?



Crystal Creek Lodge shared their photo...

September 8, 2015 · 🌐



Crystal Creek Lodge
September 8, 2015 · 🌐

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



The Orvis Company

Published by Philip Monahan [?] · 4 hrs · 🌐

Whoa! I could watch big redfish chase surface flies all day: follow, refuse, swing, miss, . . . BAM!



Video: Bull Redfish in "29 Degrees NOLA" Teaser - Orvis News

Video: Bull Redfish in "29 Degrees NOLA" Teaser Written by: Phil Monahan Few things in fly fishing are cooler than watching bull redfish chase surface flies on...

[ORVIS.COM](https://www.orvis.com)

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

 **Linehan Outfitting Company**
January 12 at 5:17pm · 🌐

Check out the latest Kootenai River fishing report and enjoy the warm front making daytime temps reach the middle 30s!

 **Kootenai River Montana Fishing Report 1-12-2016 - Linehan Outfitting Co.**
this Kootenai river Montana fishing report is brought to you by linehan outfitting Company and provides...
FISHMONTANA.COM | BY LINEHAN OUTFITTING CO.

👍 Like 💬 Comment

Josh Nugent, Gabe Mariman, Berni Bahro and 6 others like this.

1 share

Does this content tell a story in itself?



Falcon's Ledge

January 14 at 2:42pm · 🌐

Cold and clear.



👍 Like

💬 Comment

Kathy Mears, John Gamboa, Falcon's Ledge and 6 others like this.

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.

Kill em with content

Facebook is reducing 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>

Boosted Posts

- 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.



The image shows a Facebook post from 'The Orvis Company'. At the top left is the Orvis logo. To its right is the page name 'The Orvis Company' and the word 'Sponsored' with a small globe icon. In the top right corner, there is a 'Like Page' button with a thumbs-up icon. The main text of the post reads: 'Check out these great shots from a fly-fishing wedding in the glorious mountains of Southeast Alaska.' Below the text is a photograph of a bride and groom walking on a rocky riverbank. The groom is wearing a dark suit and holding a fishing rod, while the bride is in a white wedding dress. The background features large, rugged mountains with patches of snow and green vegetation. Below the photo, the caption reads: 'Photos: An Alaska Wedding to Remember - Orvis News' and 'Photos: An Alaska Wedding to Remember Written by: Phil Monahan Newlyweds'.

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.

Think about your targeting. Make sure content is appropriate and fits your goal.

Facebook 20% text-on-image rule.

Facebook Ads

Hyper targeted.

Opportunity to get more promotional.

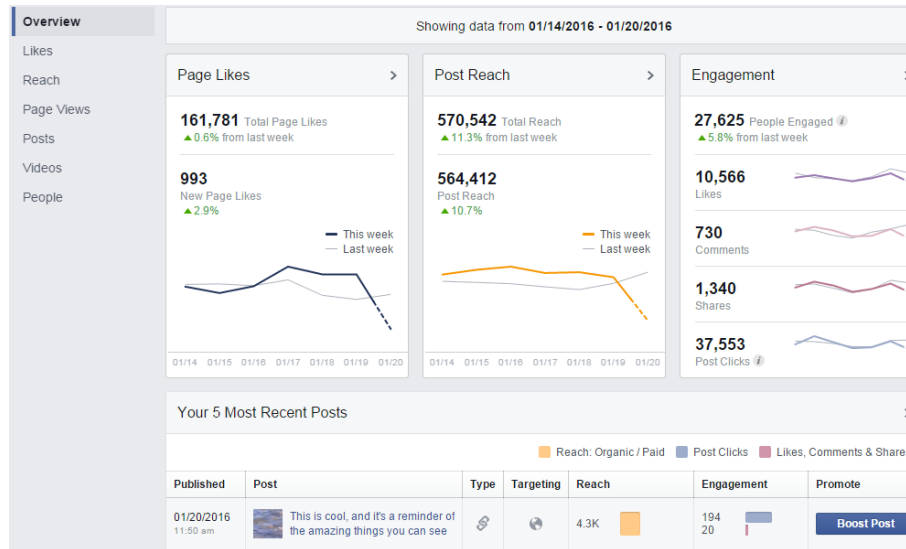
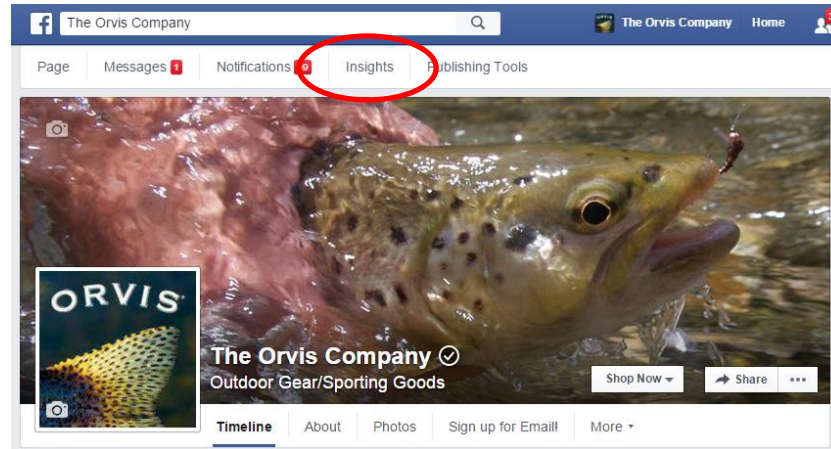
Goal oriented.

Keep it simple.

Content and creative are still key.

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

Insights



Insights

What content is working.

When your audience is online.

What promoted content is working.

Drive decisions on content and posting.

Helpful Links

Facebook Marketing Help Site

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

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 Resources Content Resources for You!

<http://www.orvis.com/news/fly-fishing/>

<http://howtoflyfish.orvis.com/>

Questions?