

ORVIS®

Social Media

#OGR17

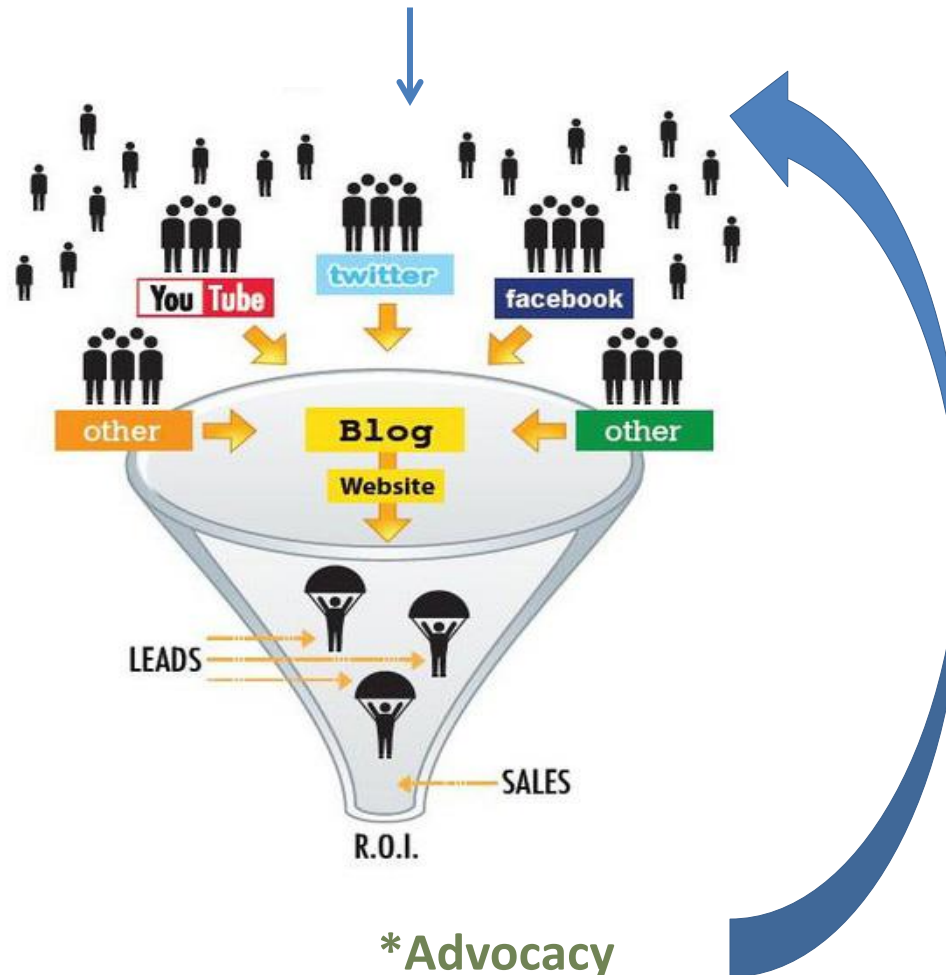
Tucker Kimball, social media manager

The Plan

- Why Social and where it lives in the funnel.
- Orvis social channels and how you can leverage.
- Content trends we're seeing on our channels.
- More Orvis content that you can use.

Why Social Media & Content Marketing?

It's word of mouth and it's your brand.



facebook®

1 billion+ users. Can target people for little \$\$ (photos, links, video)



Instagram

Fast growing. Younger. Big fly fishing community (photos & video)



2nd largest Search Engine.
Video = 70% of consumer internet traffic.



Content hub to pull in traffic

ORVIS®

Facebook.com/orvisflyfishing



Orvis Fly Fishing

Published by Philip Monahan [?] · April 19 at 1:24pm · 🌐

Are you heading out West to fish this year? Take some advice from a long-time guide to help make your adventure as good as it can be.



5 Tips to Prepare for a Fly-Fishing Trip Out West - Orvis News

Written by: Dave Brown, Dave Brown Outfitters When it's time to cast to that fish of a lifetime, make sure you're prepared. Photos by Dave Brown I love talking with...

ORVIS.COM

- 217K fans
- All blog posts, photos, videos, links & more

ORVIS®

Instagram (@OrvisFlyFishing & @Orvis)




@OrvisFlyFishing - 32k followers






@Orvis - 118k followers

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YouTube (youtube.com/orvis)


30,426 subscribers 6,096,691 views Video Manager



Orvis.com     


The Orvis Company View as: Yourself

  30,426


Home Videos Playlists Channels About 

For returning subscribers For new visitors

What to watch next




1:36




1:42

Orvis Presents: Pippa and Els Go Fishing
by The Orvis Company
2,621 views · 1 week ago



4:22






How to Fish Gravel Shelves Advanced Fly Fishing
by The Orvis Company
5,607 views · 3 weeks ago



1:25


Easy Tippet Wrap--Advanced Fly Fishing
by The Orvis Company
7,440 views · 4 weeks ago

Channel tips

-  Go live anytime, anywhere
-  You're invited!
-  Pre-production priorities
-  Learn from what's working
-  Build your community

[View all »](#)

More Fly Fishing Channels

 channel

30k Subscribers

ORVIS®

Twitter.com/OrvisFlyFishing (@orvisflyfishing)



50K followers

ORVIS®

Just Jumping In?

Choose one or two networks.




Instagram


facebook®

- Follow/like others.
- Watch what they do and model.
- Share their content.
- Make connections.

Orvis News Fly Fishing Blog




[MEN](#) [WOMEN](#) [OUTDOOR](#) [FLY FISHING](#) [DOGS](#) [HUNT](#) [HOME](#) [GIFTS](#) [LUGGAGE](#) [TRIPS & SCHOOLS](#) [SALE](#)






[FLY FISHING](#) [DOGS](#) [CONSERVATION](#) [HUNTING](#) [PRODUCTS WE LOVE](#) [LIFESTYLE](#)

How to Fish During Runoff in the Rockies


Written by: Dave Brown, [Dave Brown Outfitters](#)






When the river is raging, look for fish in the soft water against the banks.
Photos by Dave Brown

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Get great fly-fishing tips in your inbox.
Sign up for our 6-part **ART OF FLY FISHING** email series.
[SIGN UP NOW](#) 

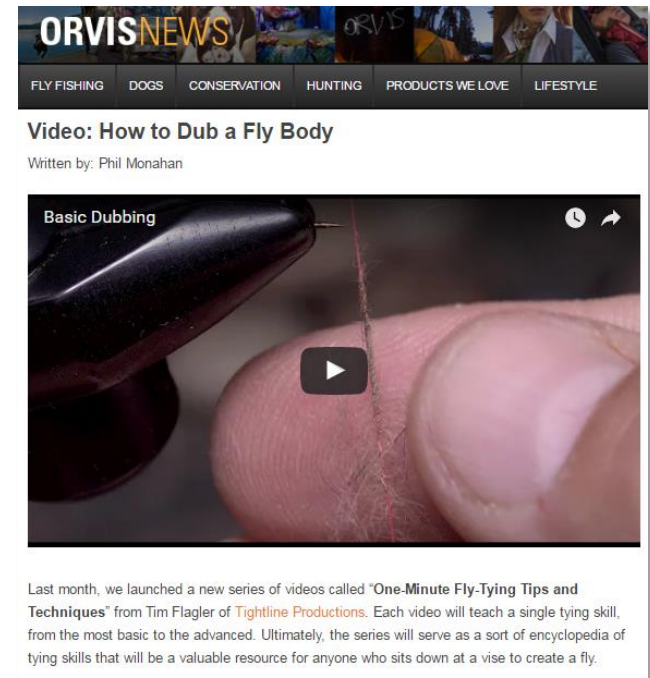


Orvis Fly Fishing [VISIT ORVIS.COM >](#)

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Some Blog Statistics

- Most-visited non-commerce section on Orvis.com
- 2.5M visits in 2016. (1.6M unique)
- Domain Authority 70/100
- All posts are shared on Facebook & Twitter



Contributing to the Blog

Simple as a photo

Photo of the Day: Young Dawson Rocks the Dry Flies

Written by: Phil Monahan



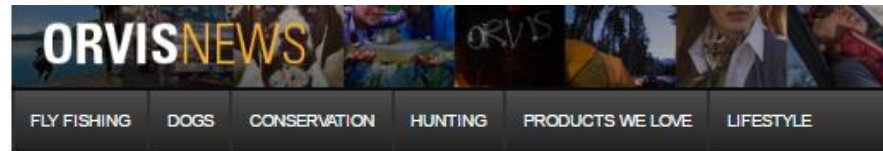
Streamers, schmreamers—Dawson was catching plenty of trout on dry flies last weekend.

Photo by John Herzer

Dawson Herzer—son of John Herzer of [Blackfoot River Outfitters](#) in Missoula, Montana—is already a skilled angler, at the tender age of eleven. (You might remember his awesome [video casting lesson](#) from a couple years ago.) D-Man got to go out in the drift boat with the big boys on the first day of his Dad's birthday-weekend fishing expedition. While everyone else was flogging the water with 6-inch streamers for pike on the lower Clark Fork, Dawson was picking up a few nice 'bows on Skwala stonefly dry flies. It was a cold day, but this is one young angler who is not to be deterred.

Contributing to the Blog

Video



Video: “Life on the Fly” and Finding Home

Written by: Phil Monahan



Trey Mullen—a guide at [Brush Creek Ranch](#) in Saratoga, Wyoming—has made a gorgeous video about how his life choices landed him in Saratoga, Wyoming, and why he thinks he's a lucky man. With gorgeous images and some great trout, this video really captures the sense of place. You won't doubt for a minute that Trey has made a new home.

Contributing to the Blog

Tips/Advice

8 Must-Have Flies for Winter Fishing

Written by: The staff of [Trouts Fly Fishing](#)



Just a handful of staple patterns will get the job done during the winter months.

Photo by Phil Monahan

We are very fortunate in Colorado that we have the opportunity to fish 365 days a year. And though we are now in December and it's probably time to put away that hopper box until next summer, don't think that there aren't plenty of fishing opportunities throughout the state. In particular, tailwaters—or sections of river below a dam or reservoir—offer your best chance during these winter months. Oftentimes,

Contributing to the Blog

Stories

Photo: “Orvis Girls” on the Run in Southwestern Montana

Written by: Maggie Mae Stone and Jenny Mayrell-Woodruff

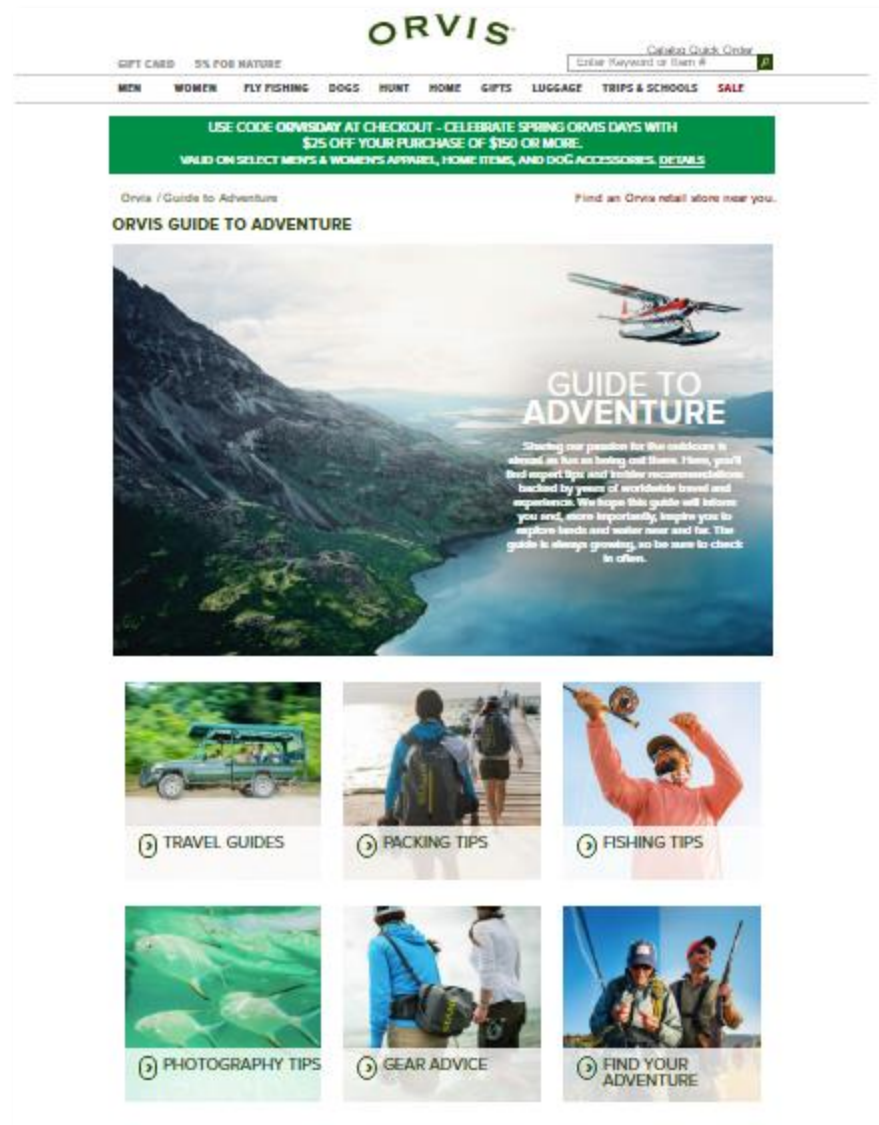


Maggie (left) and Jenny shared a three-day tour of some of Montana's iconic trout waters.

Photos by Maggie Mae Stone and Jenny Mayrell-Woodruff

Contributing to new Guide to Adventure

- SEO
- Your brand authority
- Link back to your site



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](#)


What We're Seeing on Orvis Blog

Tips & Advice = Winning



Orvis Fly Fishing posted a new **blog post**. 5.16x


April 12th 2017 at 9:22:07 PM



Video Pro Tip: How to Get a Fly Out of a Tree

[Read More >](#)

[+ Add New Tag](#)



INTERACTIONS
2.5K

ATTRIBUTION

NEW

Most Engaging post Q1

What We're Seeing on Orvis Blog

Tips & Advice = SEO

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Written by: The staff of [Trouts Fly Fishing](#)



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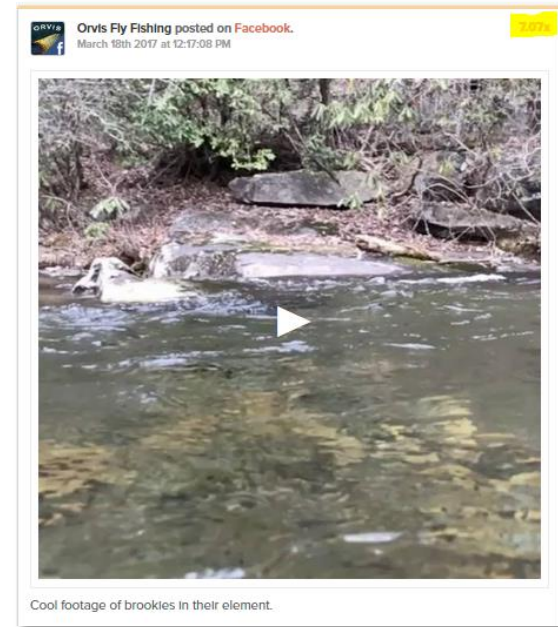
SEO

- 8th most visited post in 2016
- 4th most visited in Q1

What We're Seeing on Facebook

Native Video & Photos

- 800 shares
- 128k organic reach



Authority Blog Posts

- 2.5K shares

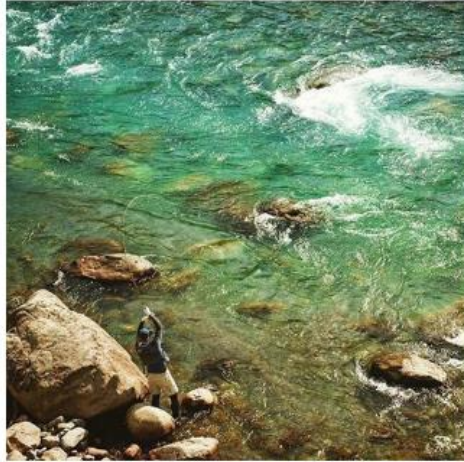


What We're Seeing on Instagram



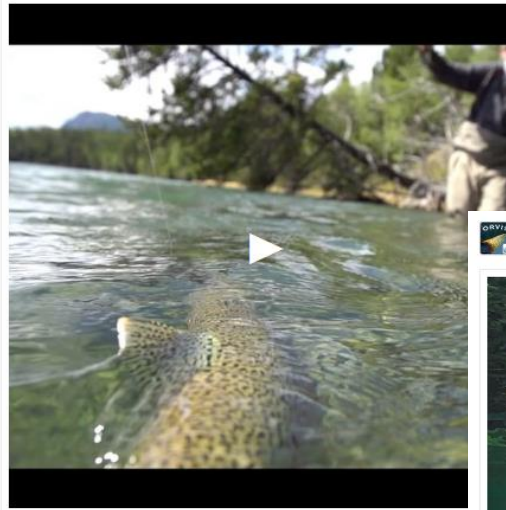
Orvis Fly Fishing posted a new Instagram photo.
April 14th 2017 at 8:57:03 PM

1.55x



Orvis Fly Fishing posted a new Instagram video.
April 11th 2017 at 9:38:26 PM

1.46x



Orvis Fly Fishing posted a new Instagram photo.
March 16th 2017 at 9:30:36 PM

1.05x



Fly fishers in their natural habitat
Short video clips
Underwater imagery

What We're Seeing on Instagram

Dogs!



What We're Seeing on Instagram

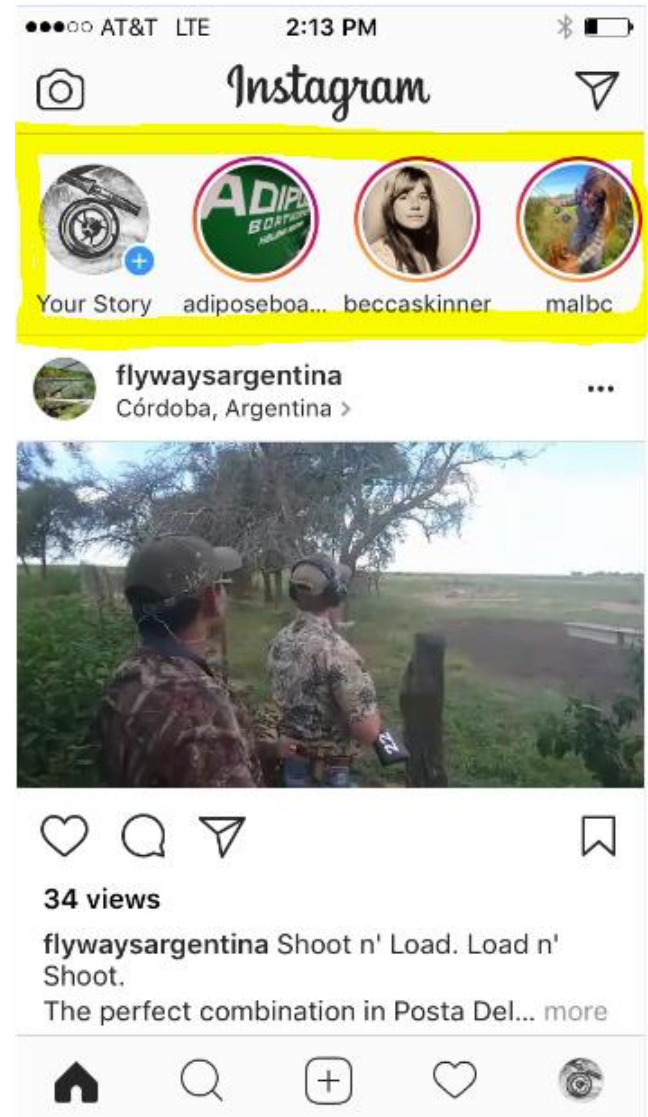
Instagram Stories

Behind the scenes.

Can add pics/clips throughout the day.

Doesn't show up on feed.

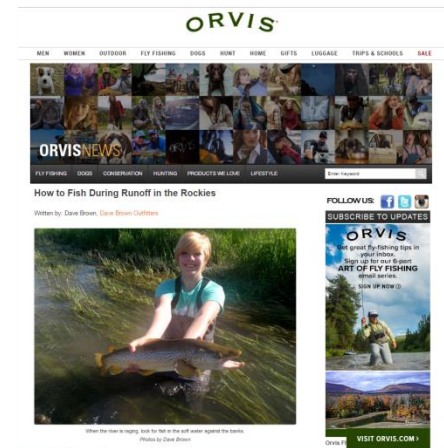
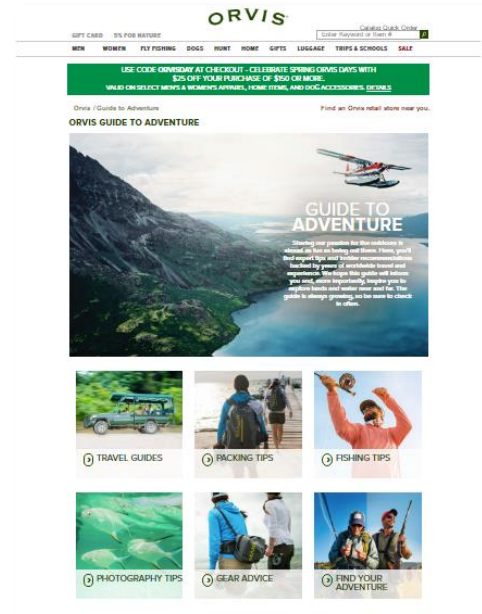
Very Engaging.



How do I contribute?

Email text & pics to Phil Monahan
monahanp@orvis.com

If including video, include links to it
from YouTube or Vimeo.



ORVIS®

What's Ours Is Yours.

Orvis Learning Center

Over 5 hrs of video lessons.

Animated knots

Podcasts

Links to Orvis Adventures

1M visits in 2016

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

The screenshot shows the Orvis Fly Fishing Learning Center website. At the top, the Orvis logo is prominently displayed with the tagline 'FLY FISHING LEARNING CENTER'. To the right of the logo, there is a sign-up banner for an Orvis email list, offering a free Orvis fish sticker. Below the banner is a navigation menu with links to Home, Video Lessons, Fly Tying Videos, Podcasts, Animated Knots, Choosing Equipment, Resources, and Shop Orvis. A search bar and social media icons for YouTube, Twitter, and Facebook are also present.

The main content area features a welcome message from Tom Rosenbauer, a quote about the site's purpose, and a 'How to get started' section with links to sign in, watch videos, take a quiz, and explore. A large image of two anglers fishing is featured, with text overlays for 'Advanced Tactics Series' and 'One Minute Fly Tying Tips', both with 'EXPLORE' links.

On the right side, there is a 'SIGN IN' and 'SIGN UP' section, followed by a list of benefits for signing in, such as regular drawings, progress tracking, and personalized recommendations. Below this is a 'Fly Fishing Video Lessons' section with a grid of links to various topics: Basics, Bass, Pike/Muskie, Stream Fishing, Nymphs, Dry Flies, Streamers, Reading Water, Advanced Tactics, Stillwater Trout, Salmon/Steelhead, Saltwater Flats, Offshore, Fly Casting, Fishing Close to Home, and Choosing Equipment.

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What's Ours Is Yours.

Orvis Learning Center Videos

All videos can be embedded on your site.

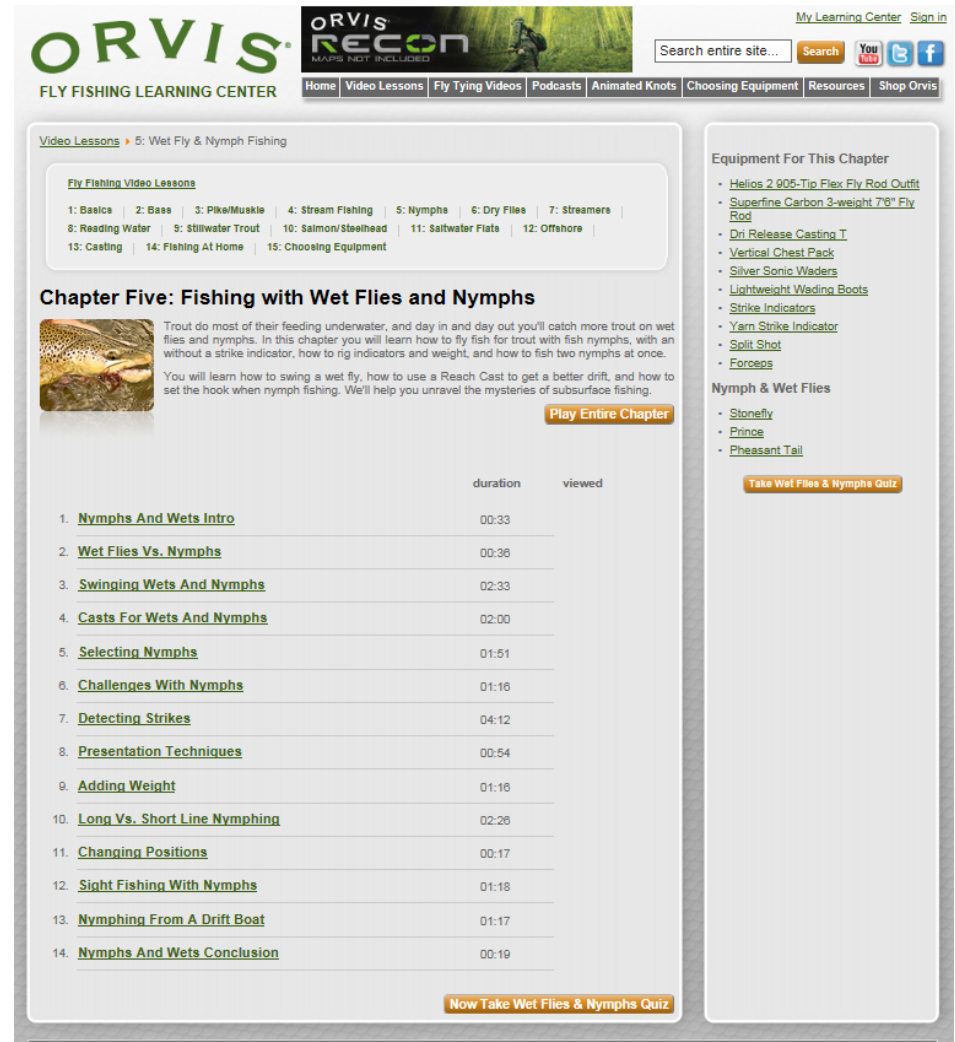
No permission required.

Orvis owns the rights.

Short, digestible video content.

(True of our YouTube channel as well)

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



ORVIS
FLY FISHING LEARNING CENTER

ORVIS RECON
MAPS NOT INCLUDED

My Learning Center Sign in

Search entire site... Search YouTube Facebook

Home Video Lessons Fly Tying Videos Podcasts Animated Knots Choosing Equipment Resources Shop Orvis

Video Lessons ▶ 5: Wet Fly & Nymph Fishing

Fly Fishing Video Lessons

1: Basics | 2: Bass | 3: Pike/Muskie | 4: Stream Fishing | 5: Nymphs | 6: Dry Flies | 7: Streamers | 8: Reading Water | 9: Stillwater Trout | 10: Salmon/Steelhead | 11: Saltwater Flats | 12: Offshore | 13: Casting | 14: Fishing At Home | 15: Choosing Equipment

Chapter Five: Fishing with Wet Flies and Nymphs

Trout do most of their feeding underwater, and day in and day out you'll catch more trout on wet flies and nymphs. In this chapter you will learn how to fly fish for trout with fish nymphs, with an without a strike indicator, how to rig indicators and weight, and how to fish two nymphs at once.

You will learn how to swing a wet fly, how to use a Reach Cast to get a better drift, and how to set the hook when nymph fishing. We'll help you unravel the mysteries of subsurface fishing.

[Play Entire Chapter](#)

	duration	viewed
1. Nymphs And Wets Intro	00:33	
2. Wet Flies Vs. Nymphs	00:36	
3. Swinging Wets And Nymphs	02:33	
4. Casts For Wets And Nymphs	02:00	
5. Selecting Nymphs	01:51	
6. Challenges With Nymphs	01:16	
7. Detecting Strikes	04:12	
8. Presentation Techniques	00:54	
9. Adding Weight	01:16	
10. Long Vs. Short Line Nymphing	02:26	
11. Changing Positions	00:17	
12. Sight Fishing With Nymphs	01:18	
13. Nymphing From A Drift Boat	01:17	
14. Nymphs And Wets Conclusion	00:19	

[Now Take Wet Flies & Nymphs Quiz](#)

Equipment For This Chapter

- [Helios 2 905-Tip Flex Fly Rod Outfit](#)
- [Superfine Carbon 3-weight 7'6" Fly Rod](#)
- [Dri Release Casting T](#)
- [Vertical Chest Pack](#)
- [Silver Sonic Waders](#)
- [Lightweight Wading Boots](#)
- [Strike Indicators](#)
- [Yarn Strike Indicator](#)
- [Split Shot](#)
- [Forceps](#)

Nymph & Wet Flies

- [Stonefly](#)
- [Prince](#)
- [Pheasant Tail](#)

[Take Wet Flies & Nymphs Quiz](#)

What's Ours Is Yours.

Podcasts

Downloadable from iTunes, Orvis site, Learning Center.

Shareable content for social media feeds.

Podcasts get a boost from Midcurrent.

Approx. 40k downloads a week.

Contact Tom for guest opportunities.
rosenbauert@orvis.com

ORVIS FLY FISHING

Guide Podcast with Tom Rosenbauer



Bill & Tom's Excellent Fly Lists

Published April 6, 2015

55:05

This week I have been asked to narrow my fly selection to three nymphs, dries, emergers, and streamers with one hand tied behind my back because the guy who wrote the question said I couldn't use any of the old standbys (and he even specified them, most of which I would have picked). So I dug deep and also asked my fishing buddy and co-worker Bill Reed to come in and discuss his favorites to see how our lists match. Also in the fly box this week are questions about spotting fish in the water, how to keep a trout on the line once you have hooked it, how to spend \$1500 wisely after your first year of fly fishing, and fly line color. In addition, we have a couple great letters from listeners offering suggestions on eye safety and fishing the UK chalk streams on a budget.

TOM ROSENBAUER



LEARN MORE ABOUT
[TOM ROSENBAUER](#)

OLDER PODCASTS

[2013 Podcasts](#)

[2012 Podcasts](#)

[2011 August-December Podcasts](#)

[2011 January-July Podcasts](#)

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What's Ours Is Yours.

Fishing Reports

1.5M visits in 2016.

Other than individual fly shops in their areas, most reliable reports on the internet.

Fly Fishing Reports and Conditions

Welcome to the most complete report of fly fishing conditions in North America. Our professional reports are updated weekly with stream and river flows, tides, recommended flies and equipment, and special fishing tips for the most important fly-fishing destinations in North America. Plan your next fishing trip knowing you'll arrive without any surprises—or discover some new fishing destinations in your area.

North America Locations - Select One ▾

"Red Hot" Fishing Areas

- [CO - Roaring Fork River](#)
- [UT - Provo River](#)
- [VA - Tidal portion Potomac River](#)

☒ "Excellent" Fishing Areas

[Alaska/Canada](#) [U.K.](#)



Green States:
Reports available

Gray States:
Reports coming soon

Fishing Reports from around the world
from The Angling Report

International Fishing Reports

What's Ours Is Yours.

Fishing Reports

Honest descriptions of conditions.

Reports are update weekly or else...

Endorsed operations have links back to site.

One reporter per river.

If your operation is on a river that we do not have, always excited to add new rivers.

[Fly Fishing Reports & Conditions](#) | [Montana](#) | [Bitterroot River](#)

Bitterroot River, Montana Fly Fishing Reports & Conditions

Reported by [Blackfoot River Outfitters](#)



Missoula, MT
45°F
Cloudy
[Hour-by-hour](#) | [10-day](#)



Visit [Orvis.com](#)

SHARE





my tips of the week

The Bitterroot has been dropping since mid last week - spring fishing is upon us and its been good. We have already experienced some exceptional dry fly fishing on the Root. If the water continues to drop, it should be great all week. Consider those little backwater channels and riffles - fish will move out of their winter lies and into that thin water when the level jumps (if it does this week). As per usual, fish nymph rigs or dry dropper in the morning then swap to the single dry in the afternoon so you can fish tight to the wood and shore. Be sure to call the chon in Missoula to get up to the minute recommendations. [Blackfoot River Outfitters](#) APR.

Fishing Report Last Updated: **4 / 6 / 2015**

[FISHING REPORT](#)

[FLY PATTERNS](#)

[WATER FLOW & TIDE CHART](#)

Choose A Different River Here

Orvis-Endorsed guides nearby:

[Blackfoot River Outfitters](#)

[Montana Hunting and Fishing Adventures](#)

Water flow: 1160cfs and dropping at Darby and 2220 at Bell Crossing - both about 200% above normal!

Visibility: 36 inches

Water temperature at mid-day: 40 Degrees F

Water condition: Stained

Best time of day to fish: Fishing from about 1pm - 4pm will be your best bet for dries, all day for nymphs.

Best stretch: The entire river should fish well this weekendExpect better numbers above Hamilton but some good ones are coming from the Stevi area.

Best access point: Multiple fishing access sites throughout the river.

Fly fishing hatches in order of importance:

Midges, BWO, March Browns (2-3pm were awesome), and Skwalas. Double dry set up, Skwala and March Brown in the afternoon was great. Nymphing stone patterns until then, Natural Double Beads and Rubber Legs. Big Grey Drakes should be showing up any day now...

Fish species: Trout - rainbows, browns and cutties - whitefish

Fishing season: Year round

Nearest airport: Missoula International Airport (MSO)

Recommended fly fishing leader: [9 Foot Leader](#)

Recommended fly fishing tippet: [3X Tippet](#)

Fishing Conditions

Red Hot ▶

Excellent ▶

Good ▶

Just OK ▶

Fish somewhere else this week.



THE ALL NEW
SILVER SONIC

Watch the Video

Bitterroot River Description

The panoramic mountains of the Selway-Bitterroot Wilderness towering above this river make for an unforgettable setting. The Bitterroot affords anglers over 80 miles of varied freestone trout water ranging from riffles and runs to undercuts and deadfalls. This river's largest fish often rise to dry flies even in non-hatch conditions. One of our guides claims that "if you catch a fish on the Bitterroot, you ...

[read more](#)

Techniques & Tips

Dead drifting nymphs under a thing-a-mabobber. Drop about only 5 feet to your first fly then add about 15" tippet (ONE SIZE SMALLER). You should be heavy enough to tick bottom every 3-4 casts - if not add weight or drop them deeper. Fish this till noonish then go dry dropper, double dry (skwala w. march

Thanks!

#OGR17