

My tenuous relationship with social media







CONSERVATION AND EDUCATION CAMPAIGNS



GOALS = MORE FOLLOWERS, CLICKS, ACTION, DONATIONS



BACKBURNER "TO-DO" ITEM AND OFTEN A BURDENSOME RESPONSIBILITY

Key Strategies Doing something is NOT better than doing nothing.

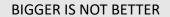
90:10 rule – spend 90% of your time doing one thing well.

KNOW WHERE YOUR AUDIENCE SPENDS THEIR TIME.

Be consistent

Key Strategies







PRIORITIZE QUALITY OVER QUANTITY



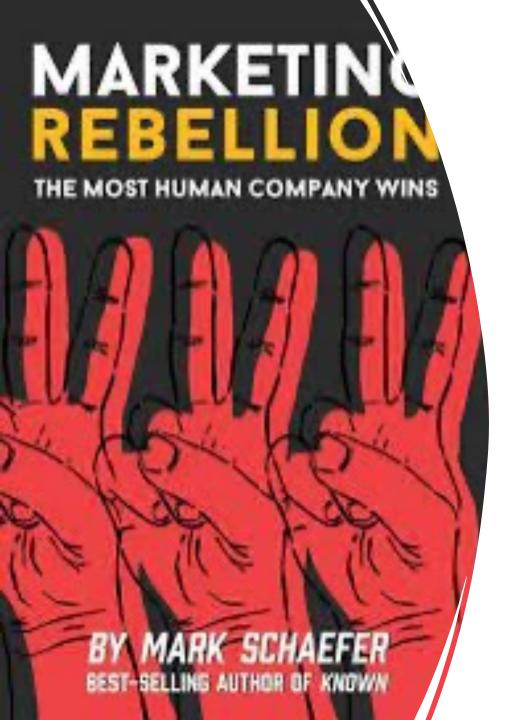
DON'T BE BLINDED BY "VANITY METRICS"



IT'S NOT ABOUT YOUR NUMBER OF FOLLOWERS IT'S THE NUMBER OF ENGAGED FOLLOWERS



"FIND YOUR 100 TRUE FANS"



The Third Marketing Rebellion

- Trust in companies has declined for 10 years
- Trust is based on personal networks
- 2/3 of our marketing is not our marketing
- We are approaching the end of customer loyalty

"Their story" NOT "your story"

Key Messaging When it is about you, it needs to be your WHY

Be human, real and raw

Facebook

Facebook formula for success = 70% video, 20% photo, 10% links

Facebook Live

Content that lends ability for two-way conversation

Facebook "insights" gone by June 30

Link your Facebook and Instagram accounts

Instagram stories should be the focus

Stories are growing 15X faster than news feed

Advertising in stories

STORIES

Video Insights

Consumption of video content is 4:1 on still or written content

YouTube is still the primary platform for video (96% of 13–34-year-olds watch YT)

Higher percentage of people watch videos to completion on YT

- 80% retention after 1 minute
- 50% retention after 2 minutes

Facebook viewing

- 5% retention after 1 minute
- .89% retention after 2 minutes



Video Tips

"Good artists borrow, great artists steal." – Pablo Picasso "Immature poets imitate; mature poets steal." – T.S. Eliot "A good composer does not imitate; he steals." – Igor Stravinsky

- 1. List 5 people whose style you like
- 2. Identify one element of each style that you like
- 3. These 5 elements + what you do = your first video

Video Continued...

Power Half Hour – spend the 1st 30 minutes engaging with viewers

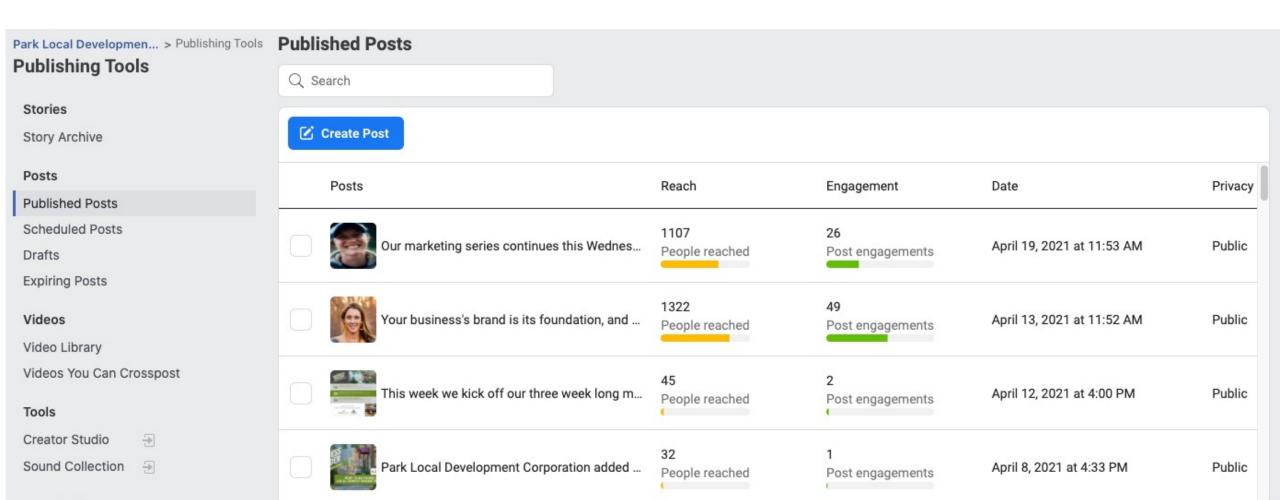
50% Rule – Identify when 50% of your audience leaves

Editing Tools – Camtasia, Adobe Pro Premier, Vimeo, iMovie

Tips and Tricks to Start Using NOW

Consistency is KEY; Use a scheduler

- Facebook Manage Page Publishing Tools
- Link Tree: https://linktr.ee/
- Buffer: https://buffer.com/



Tips and Tricks Continued...

Consistency is KEY

Organize your content into themes

- Team Tuesdays
- Thursday throwbacks
- Fish Fridays

rans for Healthy Rivers

shed by Kascie Herron 2 - June 28, 2019 - 3

RIDAY check out this beautiful bull trout caught by our friend Rachel Schmidt ort. Can you guess where Rachel is in this photo??



MORE Tip and Tricks

Promotions - people love free stuff

- Giveaways
- Contests

Communication is the currency

- Questions, trivia
- Sharing photos of experiences

Invest in advertising if possible

Strategic graphic design

Miscellaneous Resources and Suggestions

Facebook Insights ends June 30 – Make sure you have a Business Manager account set up and ready to track your metrics: https://www.similarweb.com/corp/blog/the-end-of-facebook-analytics/

This is Marketing, Seth Godin
Everybody Writes, Ann Handley

Unsplash for free photos:

https://unsplash.com/

Join us next week for "How to be found online with local search engine optimization"

Nick Jensen, JTech Communications, will share expert tips to learn about local Search Engine Optimization (SEO) and how you can expand your reach online, and will discuss ways to increase the online presence of your business.

