

NGPC Goes Social

An Intro to Social Media



Social Media Revolution

Is Social Media a Fad?

Why Should You Care?

- The way we read and share information will only continue to change until it completely transforms from one-to-many to many-to-many
- Participate as an enthusiast first and learn the dynamics before you engage on behalf of the NGPC

NGPC Tactics

- Facebook
- Twitter
- Camospace
- Blogs
 - Daryl Bauer's Barbs and Backlashes
 - In the Wild with Wags
 - Lock, Stock and Bedlam
- Main Strategy: To humanize the NGPC brand and put consumers in touch with our experts.

Best Practices

- Leverage the real-time nature of social media
- Ask questions, float ideas, solicit feedback - and expect fast feedback most of the time
- If we've started a new information campaign, search media for comments
- Respond to customer service issues quickly
- Engage in discussion on a tricky public issue the NGPC is dealing with

Best Practices

- Measure the value of social media efforts
- Right now we are focused on the quality of our engagement
- We want to try to analyze the quality of feedback and topics of discussion to see if this is changing over time
- We would like to begin offering deals on Twitter and Facebook, use a unique coupon code or separate landing page

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®), all set against a solid blue rectangular background.

facebook®

Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers.

How does it work?

- Facebook is made up of four main components:
 - Profiles
 - Pages
 - Groups
 - Applications

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

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Pages

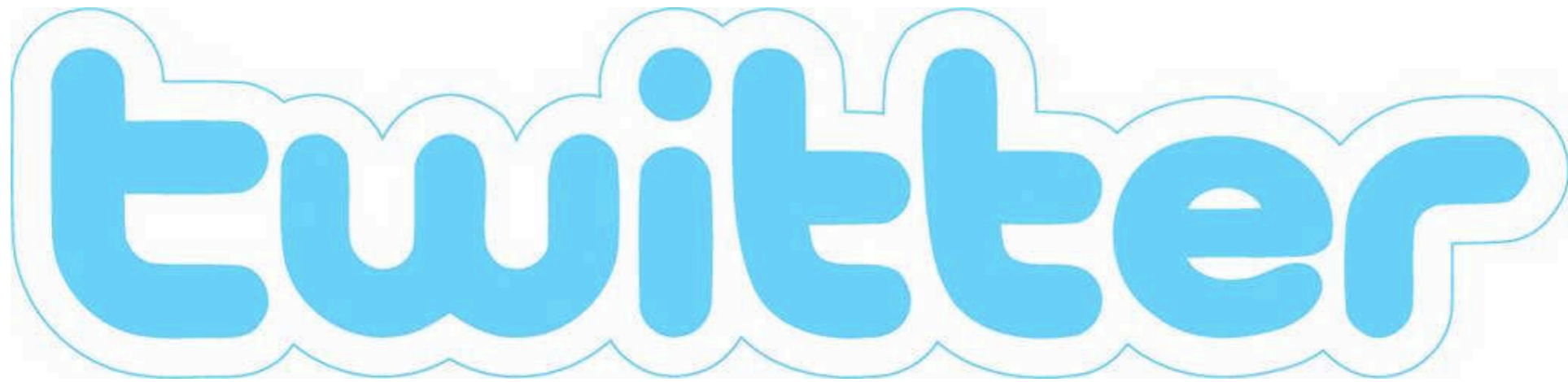
- Businesses, organizations, brands, and public figures set up a Page to share information and interact with fans
- Pages have the ability to transmit information on the news feed and post status updates
- Users are able to find Pages through the search feature
- Pages can be accessed outside of Facebook through Internet search engines
- To enhance marketing strategies, data on fans' interaction with a Page is available



Why?

- NGPC needs to maintain its Page, post content and interact with fans.
- To build a strong, engaged following to serve as brand ambassadors.
- To listen to what our constituents are talking about
- It's FREE

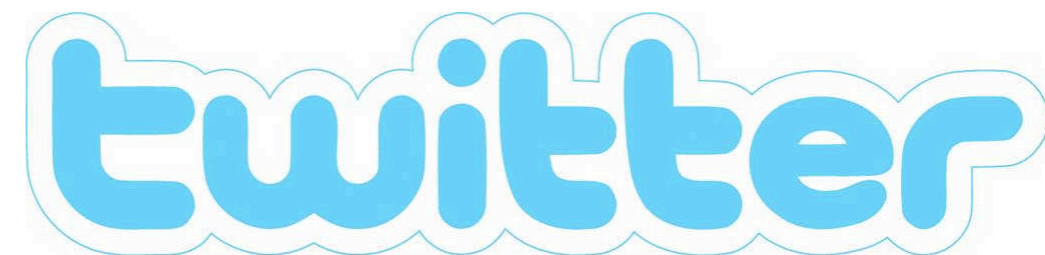




A free social networking and micro-blogging service, that allows its users to send and read other users' updates (otherwise known as tweets), which are text-based posts of up to 140 characters in length.

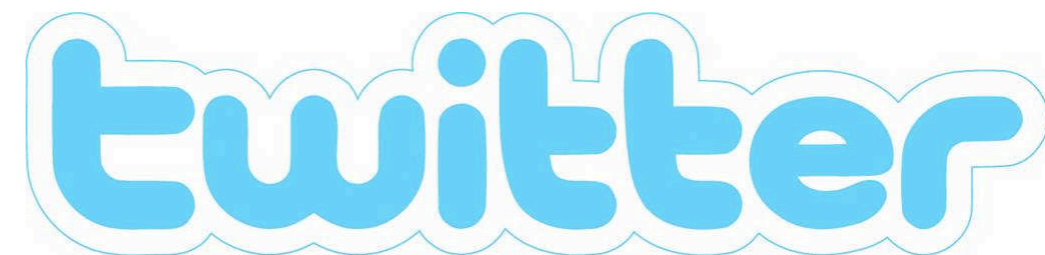
How does it Work?

- Twitter lets you write and read messages of up to 140 characters, or the very length of this sentence, including all punctuation and spaces.
- The messages (also known as tweets) are public, and you decide which accounts you want to receive messages from
- Twitter works equally well from your desktop or mobile phone



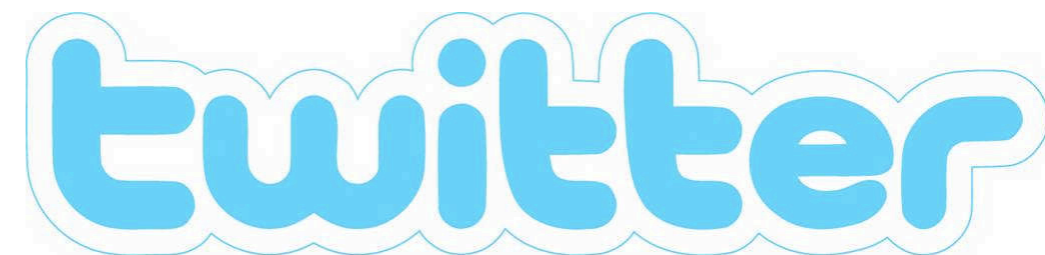
How does it Work?

- Following somebody means you've subscribed to their tweets
- When you find a good candidate, look under their picture for the Follow button
- You can also choose to interact without following an account, just send them a tweet



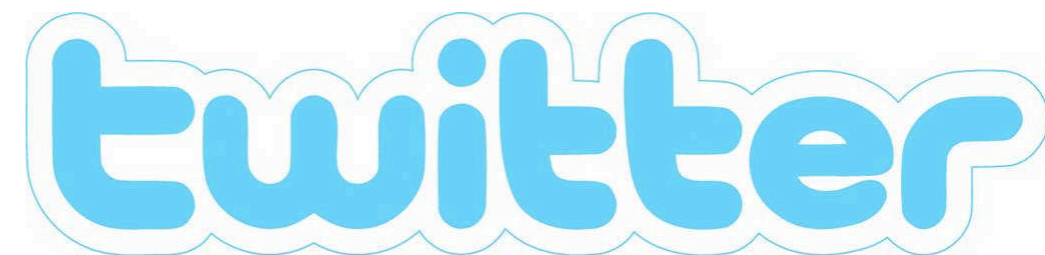
Why Tweet?

- People like tips, links to interesting stories and blogposts (they don't have to be about NGPC), exclusive deals and a good sense of humor.
- People like the human touch and will appreciate posts with your thoughts and experiences more than you think
- They also like it when you say hi, respond to their questions, comments, praise, complaints and jokes



Why?

- Fad or fact, Twitter has changed how people connect and communicate
- To listen to consumers and the media talking about the NGPC in real time
- To learn what consumers want to know about and expect
- To have a web presence
- It's FREE



NGPC Blogs

IN THE WILD With Greg Wagner

NEBRASKA
GAME PARKS



PAGES
ABOUT "WAGS"

ARCHIVES
AUGUST 2009
JULY 2009

RECENT POSTS
TWO-A-DAYS
GUYS DON'T FORGET THE GALS
WAGNER BOYS VS. WILD

BLOGROLL
CHANNEL 6 OMAHA WOWT-TV
DARYL BAUER'S BARBS AND
BACKLASHES
WWW.OUTDOORNEBRASKA.ORG

TWO-A-DAYS
August 10, 2009, 10:23 am
Filed under: [Hunting](#)

As my Son Micah begins two-a-day football practices at Omaha's Creighton Prep High School today in preparation for the fall pigskin season, I too, have started my intense two-a-day workouts in preparation for the fall season – HUNTING SEASON!

After being looked at by my doc. last week, I took to the pavement this morning ushering in my two-a-day workouts with a brisk 1.5 mile walk. Later today, well after dinner, probably around sunset, I will complete another brisk 1.5 mile walk. Don't get me wrong, fitness is part of my lifestyle. I walk nearly every day year-round – anywhere from 1-2 miles.




The author hits the pavement. Photo by Katie Stacey.

[\(more...\)](#)

[LEAVE A COMMENT](#)

Daryl Bauer's

Barbs and Backlashes



PAGES
ABOUT DARYL

ARCHIVES
AUGUST 2009
JULY 2009
JUNE 2009
MAY 2009
APRIL 2009
MARCH 2009

RECENT POSTS
MORE RECORD FISH
JUST FISH
SOME INTERESTING WEBSITES
RECRUIT, DEVELOP AND RETAIN
DOG DAYS OF SUMMER

BLOGROLL
IN THE WILD WITH GREG WAGNER
NEBRASKA FISH AND GAME
ASSOCIATION
WWW.OUTDOORNEBRASKA.ORG

MORE RECORD FISH
August 5, 2009, 6:00 pm
Filed under: [Fishing](#)

I mentioned in an earlier blog post that one of my job duties is oversight of the record-keeping for Nebraska's state record fish, <http://barbsandbacklashes.wordpress.com/2009/06/10/record-fish/#more-117> . It is time for some updates.


[\(more...\)](#)

[LEAVE A COMMENT](#)

JUST FISH
August 1, 2009, 9:00 am
Filed under: [Fishing](#)

I have seen a couple pictures of some exceptional fish this week that I thought I would share with you.

The first is a mammoth bluegill caught from a northeast Nebraska farm pond this week. What a pig!



Why?

- A blog is a very powerful tool on the Web
- Allows the NGPC to broadcast our messages to an audience on the web
- Blogs give the NGPC more traffic from return readers
- The NGPC has experts and blogs allow us to prove it
- Blogs are a place for articles, images, video, audio, etc. that showcase our staff expertise
- It's FREE

Best Practices

- Post frequently
- The frequency of your posts will become the expectation of your readers and search engines
- Share links
- Link to other Web sites
- Laud NGPC programs and efforts
- Answer questions
- Comment on other blogs
- Dispel Myths
- Mention Facebook and Twitter efforts
- Read other blogs to stay current

Questions?