

Social Media Best Practices

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WHY THIS MATTERS:

Too many times, adventure brand owners treat social media like an announcement platform. “Buy this!” “We have a sale!” “Don’t miss this great offer!”

What they forget, is that social media is all about conversations. You know, the kind of conversation you have with your friends around the bonfire after a thrilling day of rafting: it’s charged with humble energy. It’s mutual. It’s interesting.

When you can shift your focus to creating an intentional strategy around your online presence through venues like Facebook and Instagram, with the goal of starting a meaningful conversation with your followers... you start to see more engagement with your brand. Trust builds. And your business growth follows in an organic way.



Lesson Overview

SOCIAL MEDIA PLANNING

How Adventure Brands Win...
Establishing Consistency
Success Metrics: What to Track

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SOCIAL MEDIA PLANNING



How Adventure Brands Win

It's all about starting, or joining in on, a conversation.

It's safe to say that social media is a very intrusive platform. Typically, we are either on social media out of habit, we're killing time, or we're in bed—ready to get up, or ready to fall asleep. Very rarely are we using the platform with the intention to make a purchase, or any kind of commitment.. Yet adventure brands tend to get sucked into that repetitive “We have an upcoming trip!” mode.

You didn't get into this adventure biz for the sake of selling the last spot on your next trip—you started because you have a passion for it. So let's get back to that in all the ways you show up online.

- **We have some awesome experiences to share.**

Consider all the ways you can bring the experience to your followers. Stories, photos, videos, live events, etc. Always keep in mind: telling someone about the amazing way Jane Doe faced her fear of heights while on your trip, and how proud your team is of her, goes much farther than once again begging people to sign up for your upcoming trip.

- **We can share our expertise in a way that benefits others freely.**

You are a professional in your industry: it's time to start acting like it! Consider tips, how-to's, educational series, and information you can share with your followers on a regular basis.

- **We can take the time to further the conversation.**

Schedule in time—daily!— to engage with comments and followers on Facebook. This is highly important. Ask questions, answer questions, be encouraging, educational, empowering. But more than that, remember that when you show a genuine interest in the people who take time to engage with your brand, they notice.

Establishing Consistency

A good rule of thumb to follow?

Consistency supports legitimacy.

The more consistent you are in how you show up for your brand via social media, the more organic growth you will undoubtedly see. Below are a number of aspects to social media management that you should take the time to consider for your brand.

Content Creation

The biggest part of social media management for a brand is to ensure you are consistent with the content you're posting. Scheduling out time to create unique content that is brand-centered (stories of participants, great pictures, quotes, tips, and more) will help make regular posting easy for you—which helps to keep you consistent.

Posting Schedule

Determine a posting schedule per social media account to follow diligently. A few times a week, or even once daily, is recommended. The best option is to pre-schedule the content you create, that way your focus for the rest of the week can be on engaging with your followers.

Regular Engagement

We cannot stress this enough! But that's only because it is the best way to ensure your online success.

Success Metrics

What is important to track?

It's easy to get caught up in the metrics of things... remember to think of tracking as taking the pulse of your growing community and figuring out how you can better serve them. By paying attention to your analytics and metrics, you can create content that answers very real questions and connect with the people who engage with your brand in a meaningful way.

Social Media Engagement Rate

How many likes, shares, and comments are you getting per post? How does that number measure up to the number of followers you have? This is by far the most important metric to keep an eye on.

Post Performance Based on Engagement

Getting acquainted with post metrics is highly valuable. This will let you know what kind of content your followers enjoy interacting with, helping you create more successful posts.

of Social Media Followers

It helps to keep track of your follower numbers every month. Ultimately, you want to steady a slow and steady increase.

Lead Generation

Consider how many leads your social media is funneling in for you. This can include website visits, sign ups, submitted inquiries, etc.



FACEBOOK TACTICS



Working Within the Algorithm

- **When you stick to conversation-driven posts, you will see organic growth.** Again, focus on the kind of posts that bring the experience, a story, a question, etc., to the forefront of your followers' attention are the posts that will perform the best.

- **Be careful to not post calls to buy, reserve, call, etc., too often.** Facebook has become very smart at identifying even the most subtle sales posts, and will raise the cost of your advertising. Typically, you want to follow a 80/20 rule, where not more than 10% of your content is sales-driven.

- **Leverage user-generated content.** When someone engages with your brand directly—tags your profile in a post, or uses a brand-specific hashtag—be sure to share that content back with your own followers. On Facebook, this is as easy as hitting the Share button.

- **Don't hesitate to share other people's posts with heavy social proof.** A simple search in Facebook for popular keywords within your industry will reveal posts with heavy social proof (that is, posts with high engagement)... don't hesitate to share these on your page. This helps position you as a resource, which ultimately supports lower Cost-per-Clicks on any advertisements you run in the future.

When to Pull Out Your Wallet

Boosting Posts, and Advertisements

Facebook has become a very strong platform for businesses to reach new customers. There is, of course, Facebook advertisements—which allow you to create and launch a dedicated campaign. This is a fairly involved process that we’ve dedicated a whole toolkit to (send us an email to request it!)

But there is also the option to “boost” any post on your page: that is, putting money against a post you’ve created, so that it can reach more people.

When to Boost

It is a best practice to boost the post after it has had a chance to show up organically in your follower’s newsfeeds. Any existing post on your page that has seen really high engagement is a great place to start!

That said, you don’t want to boost your posts too often. You want to make sure you’re popping up sporadically, and in interesting ways—so that you avoid anyone hiding your ad (which will deter Facebook from showing your ads to them again).

What to Boost

Always consider where, in that proverbial conversation with users, are you inserting yourself?

Boosting a post generally means you’re reaching out to people who may never have engaged with your brand before. Posts that ask a question, share a story, and are more introductory perform really well.

Thinking Beyond Posts

- **Facebook Groups**

Groups can be a great way to host high-touch engagement options. Consider a free, private group for your email list subscribers. You can also use groups to run short online courses, masterminds, adventure preparations, etc.

- **Host a regular Facebook LIVE event.**

Consider hosting a regularly scheduled Facebook LIVE event, like a Q&A, a how-to that relates to your adventure brand, etc. Push this scheduled invite via your in-house list and social media venues to grow audience. Live events are recorded and saved, so it's easy to repost them at a later time. This is a great example of leveraging the content you create, so that you can use it over and over again—especially when it gets good engagement.

- **Use Facebook stories to share day-to-day fun!**

You can also encourage your team to make use of the stories feature while they're participating in events, working behind-the-scenes, and having adventures. This brings people into the conversation you're having about your industry—but in a way that is fun and interesting.

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INSTAGRAM TACTICS

Working Within the Algorithm

• Post Exposure

When you post something on Instagram, it may only be exposed to 10% of your audience while it measures the interest of your audience to determine whether it should be shared with the rest of your followers. Quick engagement from followers helps you gain more exposure.

Your own engagement also affects your post exposure. Be sure to answer comments to your post quickly, and with more than just a few words. A good rule of thumb is: say something meaningful or helpful.

Also: Instagram stories helps you pop up more, so definitely utilize this feature!

• Hashtags

The new algorithm favors posts that only use 5 - 10 unique hashtags: do not use the same hashtag over and over across your posts... be sure that the hashtags you choose reflect your post accurately.

Hashtags that you post in the comments of your post will no longer display under search results. You must now include hashtags in the body of your caption.

Do NOT edit your caption for 24 hours after posting. This could significantly lower your chances for it to be seen.

When you select hashtags, use tags that have high search results, but not so many that they're too popular and your post will immediately get buried in all the others that are being uploaded.

• Use a third-party app like "Repost" to share user-generated content.

It's good practice to use an app to repost others' content, so the appropriate credit is given to them.

Stories and Live Events

- **Stories are a great way to share your day-to-day in an interesting, fun way. Be sure to use the fun features of them too, like Polls, Hashtags, and Location to help you gain more exposure.**

People really enjoy interacting with stories, so don't be afraid to go a little off-brand and have fun while doing it!

- **Consider encouraging your team to jump onto Stories regularly.**

The more variety you can offer during your stories, the better. So get everyone involved in the fun! This greatly benefits your presence.

- **Save the good stories on your profile with the new Highlight feature.**

This will allow certain stories, that you feel bring a benefit to your followers, to sit on your profile for as long as you need them to.

- **Feel free to create stories focused around a product, an event, a trip, etc.**

Where the content in your social media profile should follow the 80/20 rule for "advertising" yourself, stories allow you to be a little more loud with things you want your followers to know about.

- **Consider inviting trusted team members or fellow professionals to host an INSTAGRAM TAKEOVER via your stories.**

This helps you reach out to that influencer's followers (more on that on the next page!) as well as your own. Just be sure to vet who you're inviting to host; they need to have a solid understanding of how to be engaging, and how it works.

- **Live events are great for Q&A!**

This can be monthly or weekly, and it's a great way to grow your engagement with your followers. Have fun with it.

Influencers on Instagram

Influencer marketing is the practice of building relationships with the people who can build relationships for you. Whether an influencer's audience is small or large, an influencer can reach consumers via their blogs and social networks that your brand may not be able to.

- **Why grow a relationship with influencers?**

88% of buyers consider online reviews “very influential” when making a purchase decision. That’s a large percentage! But even larger than that, is the 90% of customers who trust peer recommendations—over 33% who say they trust ads. By growing key relationships with people who will happily talk about and share information about your adventure brand, you’re reaching a larger, targeted audience in a way that supports the audience’s overall experience.

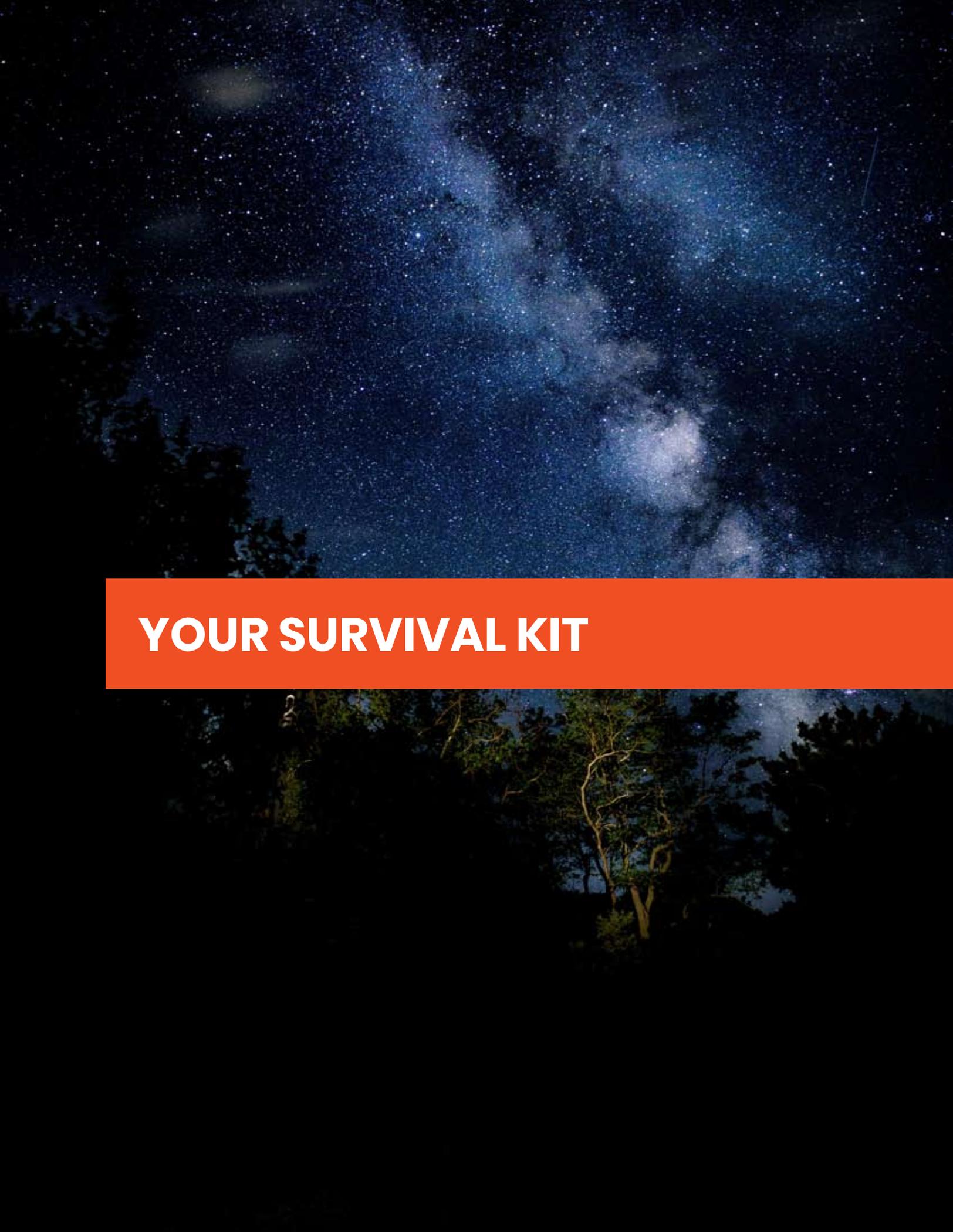
- **A few quick tips to get you started:**

Identify your goals before reaching out. Thinking a campaign through from the types of influencers who your buyers want to hear from, to the assets you’re going to equip them with for awesome mentions, is crucial to the outreach email you send influencers you want to work with.

Break through the clutter. Create an experience for your influencers to share with their network. This allows them to create more interesting content which leads to more engagement for your brand.

Track and monitor the engagement so you can scale the segments that work best.

Approach the influencer on a the genuine level of, “Let’s make this relationship last.” Follow them on social media, engage with their posts, get to know them. That way, when you finally do approach them with the offer to move into a networking relationship, you already know how it can be mutually beneficial.



YOUR SURVIVAL KIT

Survival Kit

Editorial Calendar

Use this calendar template to plan out all aspects of your content.

[Download](#)

Social Media Influencer Tracker

This tracking sheet helps you stay on top of growing relationships with, and managing, influencers on social media.

[Download](#)

Social Media Performance Tracker

This tracking sheet allows you to easily keep the pulse on the overall health of your social media. Using this to pay attention to how your campaigns benefit your online presence can be highly useful.

[Download](#)



WE ARE HERE TO HELP YOU.

Feel free to connect with us with questions regarding your social media strategy and tactics!

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