

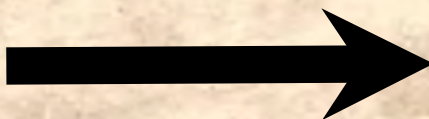
# Social Media Opens A Window to the World for State Wildlife Agencies



[WWW.NSSF.ORG](http://WWW.NSSF.ORG)



Isn't All This Social Media Stuff Just a Fad?



WWW.NSSF.ORG





## Social Media for Your Marketing/Communications Plan

twitter™

facebook

foursquare



Blogs

yelp.\*

You Tube



Pinterest

FeedBurner



E-Mail

# Fish where the fish are.





## Social Media for Your Marketing/Communications Plan

Google

facebook

You Tube

twitter™

[WWW.NSSF.ORG](http://WWW.NSSF.ORG)



Your Website



WWW.NSSF.ORG





Your Website



More than 18 percent  
of all websites now use  
**WordPress**

*Source: W3Techs*

WWW.NSSF.ORG





# All in One SEO Pack

- Probably the best plug-in out there. Makes SEO easy for all users of your Wordpress site.
- Allows you to add title, description and keywords to all pages and posts on your site.

*Source: W3Techs*



# Your Website

[IDNR Home](#) | [Pat Quinn, Governor](#) | [Illinois.gov](#)

[DNR A to Z](#)

[Natural Resources](#)
[Parks/Recreation](#)
[Hunting/Trapping](#)
[Fishing](#)
[Education/Outreach](#)
[Safety & Rules](#)
[Online Services](#)
[DNR A to Z](#)

## Welcome to Illinois DNR!

1

2

3

4

5

### [IDNR to Host Open Houses on Illinois Deer Management Program](#)

Illinois DNR has scheduled a series of open houses for the public to ask questions and receive information about Illinois' deer herd this June.

IDNR Division of Wildlife Resources staff will be on hand at each meeting to discuss the deer management program, hunting regulations, and surveillance/management of chronic wasting disease.

The public is invited to attend the open houses from 4 – 7 PM at the following locations and dates:

Rockford (June 3), St. Charles (June 4), Champaign (June 5), Carterville (June 6), and Barry (June 11).

[Full Press Release \(includes venue addresses\)](#)

#### News and Issues

- Did You Know? - DNR Facts and Figures
- Closure Notices - Updated Daily
- Announcements and Meeting Notices
- Conservation Congress
- FOIA - Freedom of Information Act
- OutdoorIllinois Online
- Get Involved
- Illinois DNR Administrative Rules
- Living with Wildlife
- Living with White-tailed Deer

#### How do I?

- Reserve a Campsite or Shelter
- Apply for Deer or Turkey Permit
- Check in a Deer or Turkey
- Report a Road Kill Deer
- Buy a Hunting or Fishing License
- Re-print an Online License
- Correct an Online Hunting Application
- Renew My Watercraft Registration
- Renew a Snowmobile Registration
- Find my Licenses and Permits
- More...

#### Quick Links

- DNR Offices
- Boards and Commissions
- State Museums
- World Shooting and Recreational Complex
- Illinois Conservation Foundation
- Disabled Outdoors
- Procurement Opportunities
- Employment Opportunities
- Ask DNR
- [dnr.state.il.us](#) website

#### Upcoming DNR Events

- Bob Steffan Summer Film Fest - 6/4/2013 to 6/5/2013
- Showtune - Musical Comedy (White Pines Inn) - 5/29/2013 to 6/6/2013
- Audubon's Adventures in Illinois - 6/7/2013
- Birding in the Museum with Audubon - 6/7/2013
- The State SCTP Trap Shoot - 6/8/2013
- Super Saturdays at the Museum - 6/8/2013
- Illinois Prairies ENTICE Educator Workshop - 6/8/2013
- FREE Two Rivers Family Fishing Fair -

#### Regional Events & Activities

#### Press Releases

- IDNR to Host Series of Open Houses throughout Illinois on Illinois Deer Management Program Next Week - 5/28/2013
- Hunters Bag 14,133 Birds During 2013 Illinois Spring Wild Turkey Season - 5/21/2013
- Conservation Police Remind Boaters and Water Users to Practice Safety as Boating Season gets Underway - 5/20/2013
- Governor Quinn Announces \$15.3 Million for Local Parks and Open Space Projects - 5/11/2013
- Asian Carp Regional Coordinating Committee Announces 2013 Asian Carp Monitoring and



Email



# Email

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Email

# Email is still king.




[WWW.NSSF.ORG](http://WWW.NSSF.ORG)



## No. 1 Traffic Driver

- Majority of website traffic to NSSF's website can be attributed to email communications
- Majority of NSSF content shared on social media sites originated from an email



### BULLET POINTS®


Online News Service

April 30, 2012 Vol. 13 No. 17

This Week:	Industry News	Government Relations	Ranges & Retailers	News of Note	Research
------------	---------------	----------------------	--------------------	--------------	----------

#### Conservation Efforts Benefit From Record 2011 Excise Taxes


**UP 27% IN FOURTH QUARTER . . .** Wildlife conservation efforts got a boost in 2011 thanks to excise taxes paid by America's firearms and ammunition industry. Excise tax obligations for firearms and ammunition manufacturers were up 27 percent in the fourth quarter and up 14 percent for the 2011 calendar year when compared to the same periods the previous year. Obligations for the full 2011 calendar year were the highest for a calendar year to date. Excise tax collections are a key economic indicator for the industry. These 10 to 11 percent excise tax dollars, collected since 1937 under the Pittman-Robertson Federal Aid in Wildlife Restoration Act, are specifically designated to be used by state wildlife agencies for conservation. Collectively, purchasers of firearms and ammunition and hunters are the single-largest source of wildlife conservation funding. NSSF members can access full historical quarterly breakouts by category by logging in at [nssf.org/members](http://nssf.org/members) and clicking "NSSF Industry Research" then "Quarterly FAET/Excise Tax Data." Additional research can be found at [nssf.org/research](http://nssf.org/research).





[View full-size chart](#)

#### Industry News

Share this email



[NSSF.org](http://NSSF.org)  
[Bullet Points Online](#)  
[Archive](#)  
[Subscribe](#)

[NSSF Blog](#)  
 Covering issues affecting the industry, gun ownership and hunting and the shooting sports.

[SHOT Show Blog](#)  
 Stay current on news and information about NSSF's SHOT Show -- the shooting, hunting and outdoor industry's



# Tips You Can Use at the Range and in the Field

- Shooting tips
- Hunting tips
- Gun-care tips
- Game recipes
- And more



The screenshot shows the 'PULL THE TRIGGER' newsletter from the National Shooting Sports Foundation. The header features the NSSF logo and the title 'PULL THE TRIGGER®' with the tagline 'Tips for Today's Gun Owners from the National Shooting Sports Foundation®'. The main content includes two articles: 'Two Great Go-to Sauces for Game Meat' featuring a video of chef Georgia Pellegrini and links to learn more, and 'How to Grip a Single-action Revolver' featuring a video of cowboy shooter Jim Finch. A sidebar on the right offers links to find shooting ranges, hunting lands, and seminars.

**Two Great Go-to Sauces for Game Meat**

Hunter and classically trained chef Georgia Pellegrini shares a pair of sauce recipes from her new book, *"Girl Hunter"*. Learn how to make two of Georgia's favorites—beurre blanc and mint vinaigrette—that are particularly good for tender cuts of white meat. We think you'll like them.

- [Watch the video](#)
- [Learn about "Girl Hunter"](#)
- [Watch more game meat cooking videos](#)
- [Find more recipes](#)

**How to Grip a Single-action Revolver**

World Champion Cowboy Action Shooter Jim Finch, a.k.a. "Long Hunter," offers tips and advice about Cowboy Action Shooting in this excerpt from his DVD, "One on One with Long Hunter." Let Jim show you the right way to grip a single-action revolver.

**Share this email**

**Need a place to shoot?**  
[Search for shooting ranges in all 50 states](#)

**Need a place to hunt?**  
[Find hunting lands and opportunities in every state](#)

**Don't know how to shoot?**  
[Find a free First Shots seminar at a local range in your area](#)

## Like It? Use it.

- Go to [nssf.org/pullthetrigger](http://nssf.org/pullthetrigger)
- Browse the archive
- Copy any or all content
- Use it to enhance your own e-newsletters, websites, blogs, social media sites, etc.







## Pennsylvania Fish & Boat Commission

Keeping Pennsylvania anglers informed.

Protect • Conserve • Enhance



May 17, 2014

e-mail banner

Items viewing in your e-mail application? [CLICK HERE](#)

### Cabela's "Fish for Millions" Contest

For the third consecutive year, PFBC has partnered with Cabela's to bring this tagged-fish contest to Pennsylvania.

The contest started on May 5 and concludes on July 7.

There's no cost to enter, but registration is required. To view a list of the 12 contest waters and to register, [CLICK HERE](#).



### Take Me Fishing in Pennsylvania

Visit [www.TakeMeFishingPa.com](http://www.TakeMeFishingPa.com) to register for one of the Commission's upcoming **FREE family fishing festivals**.

Registration is required, but a fishing license isn't. And there'll be a period of free fishing during the event. As a special bonus, all family fishing festival locations are also Cabela's "Fish for Millions"



contest waters. Whether fishing during the festival or during the upcoming Fish-for-Free Day on Memorial Day (May 27), where else could you have the possibility of winning millions while fishing for free?



### Bass 'n' Boat Season

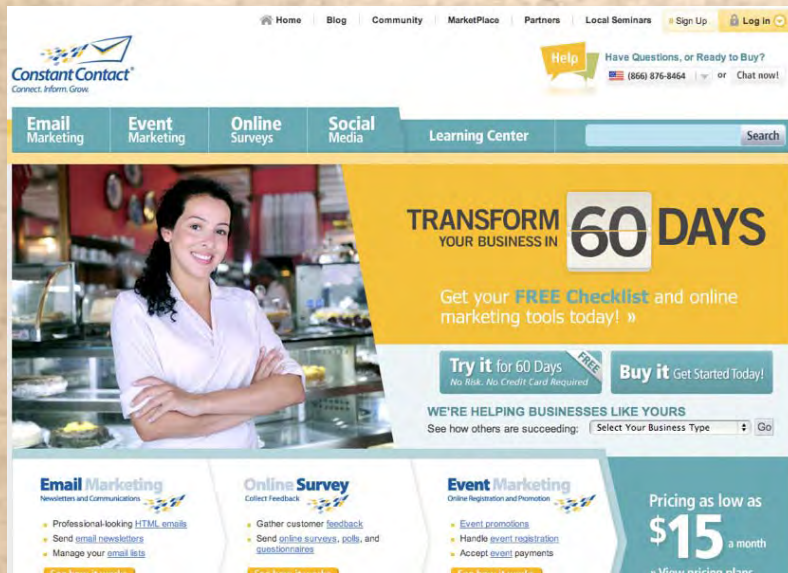
Mark your calendar for June 15 for the statewide opener of bass. As recognized by many anglers, boating is a great way to reach those prime bass-fishing locations. Not sure where to go? Make sure to

check out the [best bass fishing waters in Pennsylvania](#). As you gear-up for bass season, why not consider purchasing a fishing license good for three or five years? The new multi-year fishing licenses are available for both residents and non-residents along with corresponding fishing permits. **These new licenses are a GREAT VALUE!** The Fish & Boat Commission and its partners have sweetened this multi-year license deal with free products and discount coupons valued up to \$300. To know more and to purchase these licenses, [CLICK HERE](#).





# ConstantContact.com



Constant Contact website screenshot. The header includes navigation links: Home, Blog, Community, Marketplace, Partners, Local Seminars, Sign Up, and Log In. A 'Help' button is also present. Below the header, there are tabs for Email Marketing, Event Marketing, Online Surveys, Social Media, and Learning Center. The main banner features a woman in a kitchen and the text: 'TRANSFORM YOUR BUSINESS IN 60 DAYS'. It offers a 'FREE Checklist and online marketing tools today!' and a 'Try it for 60 Days' option. Below the banner, there are sections for Email Marketing, Online Survey, and Event Marketing, each with a list of features. A pricing section at the bottom right states 'Pricing as low as \$15 a month'.

# iContact.com



iContact website screenshot. The header includes the iContact logo and the text 'Trusted Email Marketing Made Simple 1.866.803.9462'. Navigation links include features, pricing, support, about us, blog, sign up, and login. The main banner features a man in a suit and the text: 'Trusted Email Marketing Made Simple'. It offers 'Plans start at just \$9.95 a month' and a 'FREE TRIAL' button. Below the banner, there is a section for 'The All New MessageBuilder™: Designed for you!' with a 'Learn more now' button. The footer includes a row of icons representing various marketing tools.



YouTube



**Visitors watch  
6 billion hours of video  
each month**

[WWW.NSSF.ORG](http://WWW.NSSF.ORG)



YouTube



**No. 2 search engine  
after Google**

[WWW.NSSF.ORG](http://WWW.NSSF.ORG)







## Average Age: 27

Majority of  
commenters  
are between  
13 and 27 years old

*Source: Vquence*

# How does this benefit me?

YouTube

1. Host your video content for free
2. Search Engine Optimization (SEO)
3. Promotional and marketing tool
4. Great place to find information



# Partner Program



- Ability to fully customize your YouTube channel

YouTube

## NSSF Channel

- Find more than 200 tips on hunting and shooting
- 6.5 million video views
- More than 32,000 subscribers



WWW.NSSF.ORG







**200 Million**  
Active Users Generating  
**400 Million**  
Tweets Per Day

Source: Twitter

[WWW.NSSF.ORG](http://WWW.NSSF.ORG)





**65% of all users  
are over the  
age of 35**

*Source: BrianSolis.com*



# How does this benefit me?



1. Drive traffic to your website/blog
2. Connect with followers
3. Search Engine Optimization (SEO)
4. Promotional and marketing tool
5. Great place to listen



Tweets

Following

Followers

Favorites

Lists







Follow fw.ky.gov

Full name

Email

Password

Sign up



View all photos and videos

Worldwide Trends · Change

#18ThingsIWant

#mentiontruefriend

#ThingsIWillTeachMyChild

#sehitkomisermustafasari

#ItalyLovesEverythingHasChanged

Tom Sharpe

Paris Jackson

Blesa

Caracas


Hugo Chávez

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fw.ky.gov

@kyfishwildlife

Official Site of the Kentucky Department of Fish and Wildlife Resources

Frankfort, KY · fw.ky.gov


1,906 TWEETS

118 FOLLOWING

3,046 FOLLOWERS

Follow

Tweets




fw.ky.gov @kyfishwildlife

15 May

Timber Stand Improvement & Wildlife Habitat Improvement seminar. Thur May 16 - 6:00pm at Cabela's Louisville. Free Info. Lawson@QDMA.com

Expand




fw.ky.gov @kyfishwildlife

15 May

It's National Police Memorial Week. #kdfwrconservationofficers. Join us along with #kentuckystatepolice in honoring those who serve.

Retweet

Expand




fw.ky.gov @kyfishwildlife

8 May

Kentucky's 2013 Elk Hunt Drawing Results are in! Click here--> fw.ky.gov/app/ElkQuotaLo... pic.twitter.com/hNmUfMBmhQ

View photo




fw.ky.gov @kyfishwildlife

29 Apr

WIN a Lake Cumberland Fishing Package! CLICK HERE NOW to register:woobox.com/b4hjgt

View summary




fw.ky.gov @kyfishwildlife

8 Apr

Go Cards! Like our Facebook to help cheer on the UofL teams: facebook.com/kdfwr. Bring home another NCAA title to the Bluegrass!

Expand




fw.ky.gov @kyfishwildlife

5 Apr

Get on the water this weekend#fw.my.gov pic.twitter.com/QmLe2bdJWt

View photo



fw.ky.gov @kyfishwildlife

26 Mar

Watch "Eggon Cam" as Peregrine chicks hatch out over Easter

WWW.NSSF.ORG





Facebook

**1 Billion**  
Daily Active Users

**facebook**

Source: Facebook

WWW.NSSF.ORG



Facebook

facebook

**Average Age: 38**

Fastest-growing  
demographic is  
women over age 55

*InsideFacebook.com*

WWW.NSSF.ORG





# How does this benefit me?

Facebook

1. Drive traffic to your website/blog
2. Connect with followers
3. Search Engine Optimization (SEO)
4. Promotional and marketing tool
5. Great place to receive feedback



## Facebook

- Largest driver of traffic to NSSF and SHOT Show blogs is now Facebook.
- Users are very willing to share posts with others.



facebook

Email or Phone

Password

Log In

☐ Keep me logged in

[Forgot your password?](#)

Kentucky Department of Fish and Wildlife Resources is on Facebook.

To connect with Kentucky Department of Fish and Wildlife Resources, sign up for Facebook today.

[Sign Up](#)

[Log In](#)



## Kentucky Department of Fish and Wildlife Resources

45,617 likes · 1,944 talking about this

Organization · Government Organization · Professional Service  
Kentucky Department of Fish and Wildlife Resources



45,617

**WIN A GUIDED FISHING TRIP**



About

Photos

Likes

Sweepstakes

Videos

Highlights ▾



**Kentucky Department of Fish and Wildlife Resources**

15 hours ago · 🌐

Why would a Bald Eagle wear a Backpack? Learn more about this one at: <http://fw.ky.gov/baldeaglepadukeneews040813.asp>



Recent Posts by Others

[See All](#)



**Greg Stephens**

I lived in KY back in the 1990's and remember hearing that a...  
14 hours ago



**Lyn Dupin Goble**

Good morning. I was wandering how do I go about getting t...  
1 · 22 hours ago



**Chris Cline**

Is it legal to shoot a black panther that is hanging around on...  
4 · Sunday at 6:39pm



**Wes Whiting**

📍 2012 Butler county buck. First KY buck taken after serving...  
Sunday at 12:12pm



**Rachelle-Wade Parker**

so does it start today or do we have to wait until tomorrow???  
May 31 at 4:20pm

[More Posts](#) ▾

WWW.NSSF.ORG

Facebook





# Think Small

4.5 Billion  
Smartphone  
Users by 2018

*Source: Ericsson Mobility Report*





## Measurement

**Websites:** Webtrends, Google Analytics

**Blogs:** Google Analytics

**Facebook:** Facebook Insights

**YouTube:** YouTube Insights

**Twitter:** Twitter Analytics (coming soon)

**SEO:** Google Analytics

**Shared Links:** bit.ly, goo.gl

**Banner Ads:** Google URL Builder +  
Google Analytics

**QR Codes:** Google URL Builder + goo.gl +  
Google Analytics

# Blog

May 10: XXXXX

May 14: XXXXX

May 18 XXXXX

May 21 XXXXX

# Facebook

Monday: XXXXX

Tuesday: XXXXX

Wednesday: XXXXX

Thursday: XXXXX

Friday: XXXXX

# YouTube

May 7: XXXXX

May 14: XXXXX

May 21: XXXXX

May 28: XXXXX

# Twitter

Monday: XXXXX

Tuesday: XXXXX

Wednesday: XXXXX

Thursday: XXXXX

Friday: XXXXX

Planning



## Contact Information

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**WWW.NSSF.ORG**

