



Building an Authentic and Relevant Social Media Presence



facebook

107,000

twitter 

10,600



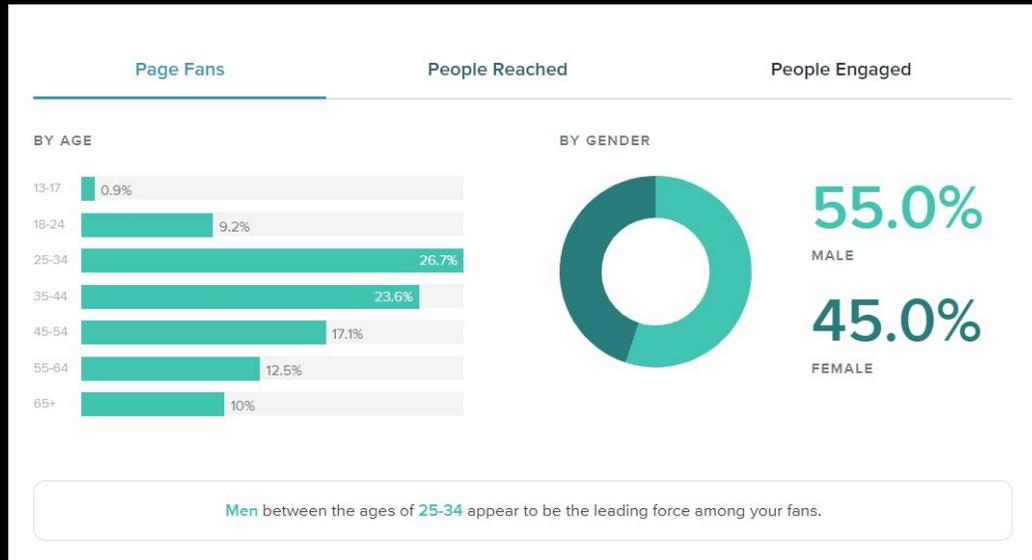
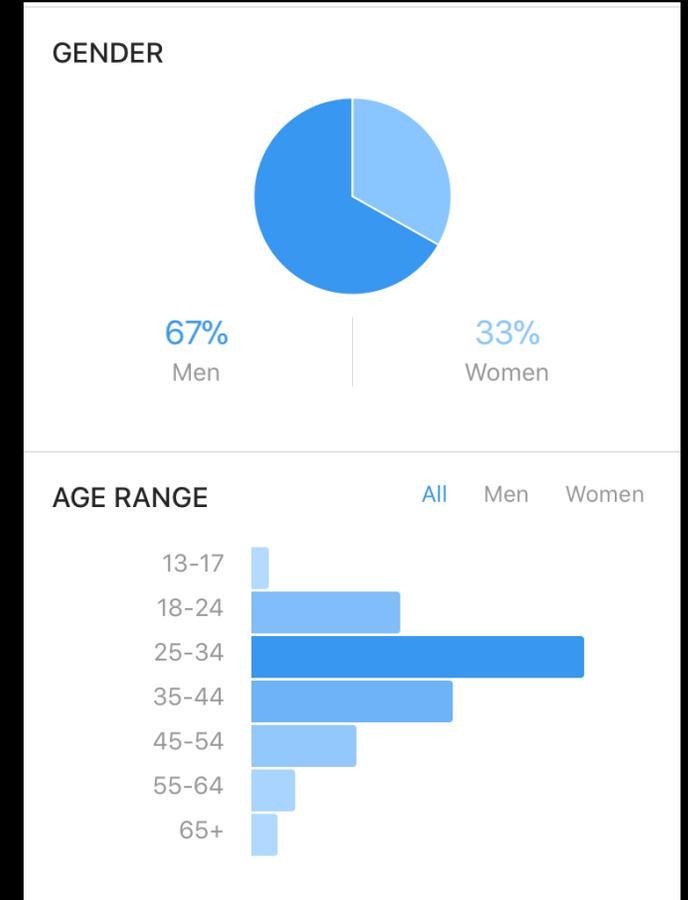
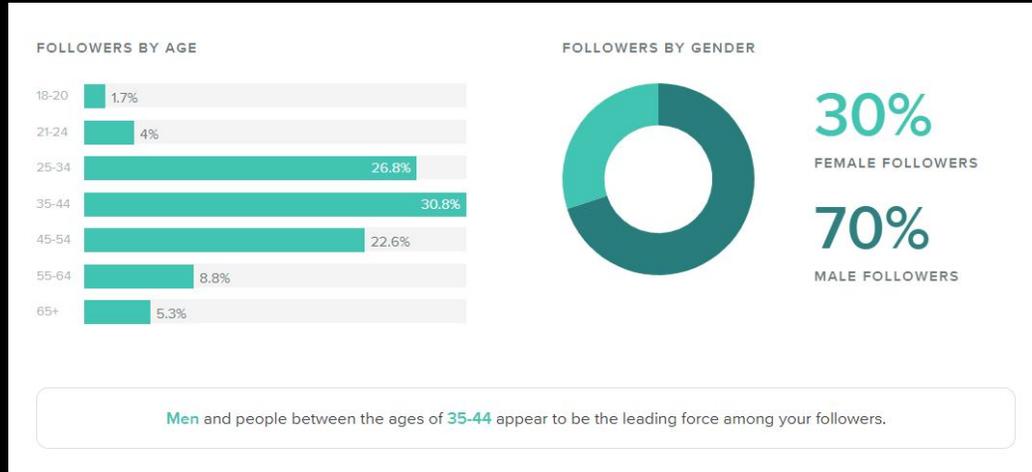
Instagram

10,600

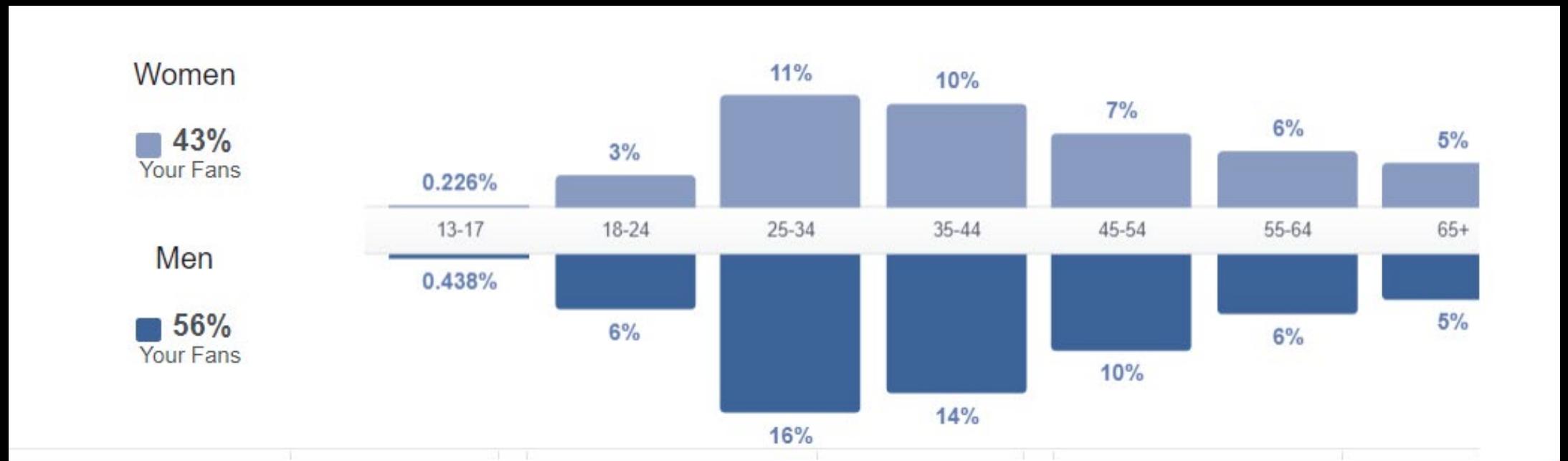


A
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Demographics



But who is engaging with us?



What's the secret sauce?

au·then·tic·i·ty

How do you apply the secret sauce?



Facebook Live Video



Oregon Department of Fish and Wildlife was live.

January 1 at 8:00am · Facebook Creator · 🌐

Winter steelhead with Scott & Tiffany Haugen - Hunting, Fishing, Cooking



🍃 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 5,200 people.

👤 **338,097 people** reached

Boost Post

👍❤️😄 434

374 Comments 49 Shares

👍 Like 💬 Comment 📄 Share Hootlet 🌐



Keith Sandusky · 19:00 Thank you so much for the video I feel like I'm fishing with you Happy New Year's gentleman keep a tight line

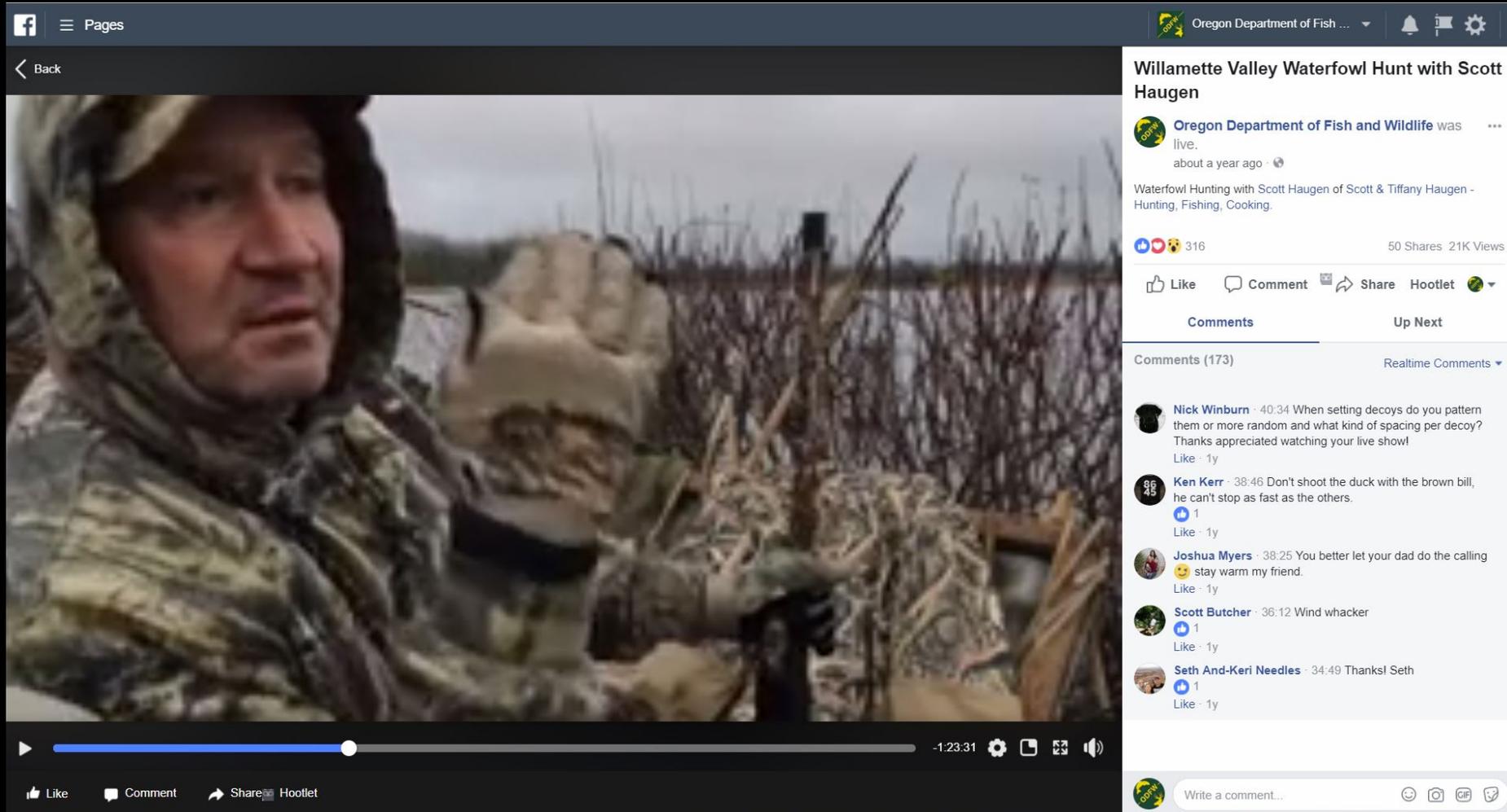
Like · Reply · Message · January 1 at 8:19am



Joe Day · 1:44:44 Thanks so very much!! Since I live in Moab, Utah now I can't get out for Winter Steelhead anymore. Thanks a lot for the live feed. It allowed me to hang out and feel like I was out with you. I sure miss winter steelhead. It made for a great first day to 2018.

Like · Reply · Message · January 1 at 9:44am

Half a Million People Reached on our First Hunting Live Stream



The image is a screenshot of a Facebook live stream interface. On the left, a video player shows a man in camouflage gear and a hood, looking towards the camera. The video progress bar at the bottom indicates a duration of 1:23:31. On the right, the post header reads "Willamette Valley Waterfowl Hunt with Scott Haugen" and identifies the broadcaster as "Oregon Department of Fish and Wildlife". The post text describes the event as "Waterfowl Hunting with Scott Haugen of Scott & Tiffany Haugen - Hunting, Fishing, Cooking." and shows 316 reactions, 50 shares, and 21K views. Below the post, there are 173 comments, with the first few visible: Nick Winburn (40:34) asking about decoy spacing, Ken Kerr (38:46) advising against shooting a duck with a brown bill, Joshua Myers (38:25) suggesting the caller should be the father, Scott Butcher (36:12) saying "Wind whacker", and Seth And-Keri Needles (34:49) saying "Thanks! Seth".

Pages

Oregon Department of Fish ...

Willamette Valley Waterfowl Hunt with Scott Haugen

Oregon Department of Fish and Wildlife was live. about a year ago

Waterfowl Hunting with Scott Haugen of Scott & Tiffany Haugen - Hunting, Fishing, Cooking.

316 50 Shares 21K Views

Like Comment Share Hootlet

Comments Up Next

Comments (173) Realtime Comments

Nick Winburn · 40:34 When setting decoys do you pattern them or more random and what kind of spacing per decoy? Thanks appreciated watching your live show!
Like · 1y

Ken Kerr · 38:46 Don't shoot the duck with the brown bill, he can't stop as fast as the others.
Like · 1y

Joshua Myers · 38:25 You better let your dad do the calling stay warm my friend.
Like · 1y

Scott Butcher · 36:12 Wind whacker
Like · 1y

Seth And-Keri Needles · 34:49 Thanks! Seth
Like · 1y

Write a comment...

Live Stream + Live Audience



Oregon Department of Fish and Wildlife was live.
about a week ago · 🌐

Winter Waterfowl Party with Scott & Tiffany Haugen - Hunting, Fishing, Cooking

👍❤️👍 123 13 Shares 9.8K Views

👍 Like 💬 Comment ➦ Share 📺 Hootlet 🌐

Comments Up Next

Comments (45) Top Comments ▾

Oregon Department of Fish and Wildlife · 10:40
Kendra - yup you should have come! 😊
Like · Reply · Commented on by Michelle Dennehy [?] · December 28, 2017 at 5:13pm

Tracy Meskel · 4:05 So how can you tell the difference of geese species. IE: Dusky, taverner, cackler?
Like · Reply · Message · December 28, 2017 at 5:07pm
↳ 1 Reply

Adam Gai · 16:31 When or rather how can we review the electronic decoy policy that is very much out of date and out of standards with every other state?
Like · Reply · Message · 🌐 2 · December 28, 2017 at 5:19pm

Nicol Asbury McFadden · 8:34 Are there people out there who will teach bird hunting? I would like to learn.
Like · Reply · Message · December 29, 2017 at 6:40am

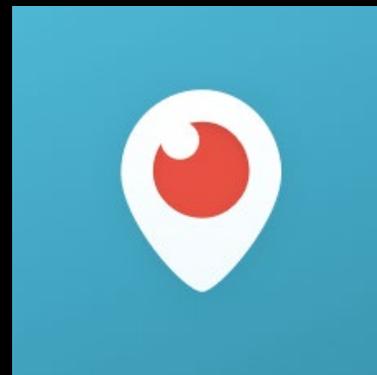
Write a comment... 📷 📺 🗣️

What you need to live stream

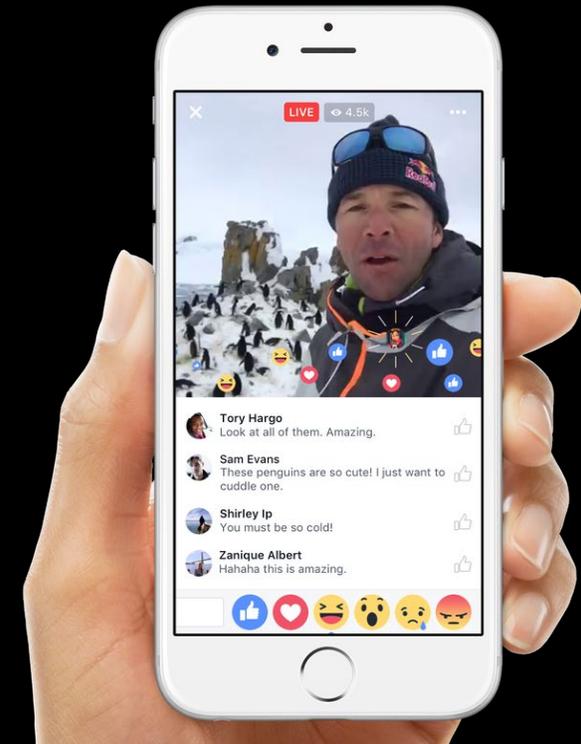
Camera



Streaming Platform



Audience



Video Hunt Reports

 **Oregon Department of Fish and Wildlife**
Published by Tim Akimoff [?] · January 2 at 4:44pm · 🌐

Sauvie Island Wildlife Area Hunt Update Jan. 2, 2018

Johnson Unit continues to be the most consistent unit on the east side, although hunters have been having some success in Aaron and McNary. Mud Lake had a great shoot on the 30, and No. 9 has been a hot spot on the west side.

Season harvest is just under 15,000, or 2.2 birds per hunter. ... [See More](#)



📍 Your video is popular in [Oregon](#) [Boost Post](#)

4.4K Views

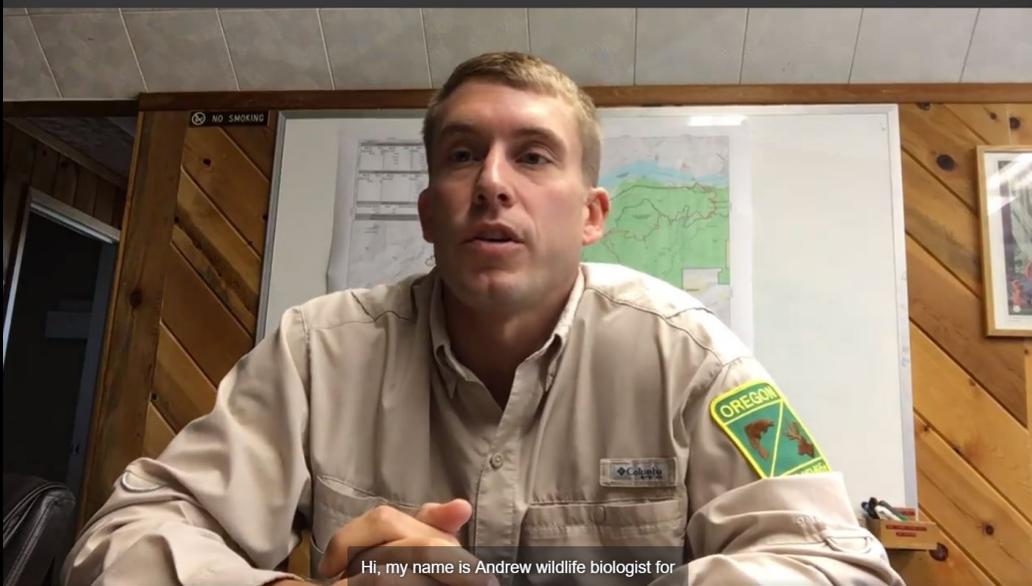
👍 Like 💬 Comment ➦ Share 🗣️ Hootlet

👤 Roger Meyer, Vanessa Karambelas and 31 others [Top Comments](#)

 Pages

 Oregon Department of Fish and Wildlife

[Back](#)



NO SMOKING

Hi, my name is Andrew wildlife biologist for

6:42 🗣️ 📺 🔊

👍 Like 💬 Comment ➦ Share 🗣️ Hootlet

2017 Deer Hunting in the Columbia Area

 Oregon Department of Fish and Wildlife · about 5 months ago

Hunters with tags in the Columbia Area, which includes the Hood, White River, Maupin and West Biggs units, here's a look at conditions, deer research and hunting tips and suggestions from ODFW Assistant District Wildlife Biologist Andrew Rosenberg.

👍 209 🗣️ 79 Shares 👁️ 23K Views

👍 Like 💬 Comment ➦ Share 🗣️ Hootlet

Comments Up Next

 **The new ODFW Trout Stocking Schedule is here...**
Oregon Department of Fish and Wildlife · 11K Views

 **Sauvie Island Hunt Update - 1-30-2018**
Oregon Department of Fish and Wildlife · 3.5K Views

 **Report your hunt**
Oregon Department of Fish and Wildlife · 3.6K Views

 **Sauvie Island Wildlife Area Hunting Update Jan. 22, 2018**

 Write a comment... 🗣️ 📺 🔊

Instagram Takeovers

Reptiles



Bats



Mountain Quail



myodfw

Hello all, my name is Brie Kerfoot and I'm the Mountain Quail Technician for ODFW. For the next week, I'll be sharing my field work with you. I'm currently monitoring recently released Mountain Quail using radio telemetry. We released 80 quail north of Sisters, Oregon and 67 quail near the White River Wildlife Area outside of Wamic, Oregon. About a quarter of these birds are fitted with necklace-style transmitters, allowing me to monitor their locations. I'm excited to share with you my experiences to inform you about this lesser-known, native upland game bird.

#MyODFWtakeover

av_leathers Awesome! I would love to work for ODFW someday. Gotta get my butt back in school



382 likes

JUNE 11, 2017

Add a comment...



Chukar Hunting



myodfw

Some times chukar hunting gets delayed by putting a couple ducks in the bag!!
#hunt #hunting #hunter #yellowlab #birddogoftheday #huntingbuddies #malhuerriver #duckhunting #chukar #chukarchaser #myodfwtakeover



217 likes

NOVEMBER 20, 2016

Add a comment...



Pheasant Hunting/Wild Game



Waterfowl Management



Social Media Influencers Tell Our Story



myodfw We've got another great #MyODFWTakeover for you this week. Introducing @thewoodsmanswife - "I've lived in southern Oregon for over 25 years and while I've moved from one town to another, one thing that has never changed is my love of the outdoors. Fishing has been a lifelong passion but over the last 10 years, I've fallen in love with hunting more and more. As a wife and mother, I appreciate being involved in every step of the process in both providing and preparing food for my family. Together with my family, we hunt, fish, and forage our public lands, learning more about our state, its resources, and ourselves in the process." #oregon #hunting #fieldtofork #fieldtoplate

leterbuck87 Look at you go girl 😊👍 @thewoodsmanswife

256 likes
JUNE 4, 2017
Add a comment...



myodfw #MyODFWTakeover by @541zicks -

Unlike so many incredible female anglers in Oregon, I don't hold a huge wealth of information, nor do I carry years of skill and experience. What I do share with so many of them is a lifetime of passion, excitement, and overall appreciation for fishing and the outdoors. Although I grew up fishing on some of Oregon's most beautiful lakes and rivers, it's been quite the journey navigating my way through the world of fishing as an adult. A journey that's taught me more about patience, perseverance, humility, and confidence than I ever could have imagined. I feel honored to have the chance to share my journey with the ODFW community over the next week. #Oregon #Fishing

415 likes
AUGUST 20, 2017
Add a comment...

3,000 Total Followers

Carla has 17,000 Followers on Instagram



A little help from the Director

Top mention earned 807 engagements



Curt Melcher

@CurtMelcher · Sep 4

@usfs structure near @MyODFW Oxbow Hatchery topped with foil to protect shake roof from #eaglecreekfire
pic.twitter.com/1oj8lzQ6Pz



← 1 ↻ 21 ❤️ 47

Little Big Smartphone Videos

The image shows a screenshot of a Facebook video player. The video content is a moose standing in a forest. The player interface includes a progress bar at the bottom, a 'Back' button on the left, and a 'Pages' header at the top. To the right of the video player is a list of related videos from the 'Oregon Department of Fish and Wildlife' page, which is noted as being 'about 6 months ago'. The page has 124 likes and 24 shares, resulting in 413K views. The related videos include:

- The new ODFW Trout Stocking Schedule is here...** (11K Views)
- Sauvie Island Hunt Update - 1-30-2018** (3.5K Views)
- Report your hunt** (3.6K Views)
- Sauvie Island Wildlife Area Hunting Update Jan. 22, 2018** (4.3K Views)
- Report your hunt!**

413,000
views!

Changing the Minds of Some of our Biggest Critics

Pages

Oregon Department of Fish and Wildlife

was live.
about 2 years ago

Black-tailed Deer Research Umpqua National Forest

If you see one of these traps in the woods or crews working the traps, please don't disturb them.

243 85 Shares 11K Views

Like Comment Share Hootlet

Comments Up Next

Comments (32) Top Comments

Joe Cunha IV 0:00 They should do this in Eastern Oregon.
2
Like · Reply · Message · 1y

Oregon Department of Fish and Wildlife
We do it a little differently in Eastern Oregon. We use helicopters, because it's more wide open.
1
Like · Reply · Commented on by Tim Akimoff [?] · 1y
View more replies

Brian Leroy 2:15 Ok so ig you catch a fawn how is it going to survive without their mother?
Like · Reply · Message · 1y

Oregon Department of Fish and Wildlife
We don't separate the fawns from their mothers.
Like · Reply · Commented on by Michelle Dennehy [?] · 1y
View more replies

Robert Smith 0:00 Well good luck ,bring ' back hunting
Write a comment...

Hacking Social Media

Relevant, timely topic

Pulled in an audience ready
and willing to engage

Educational

Gamified

Satisfying outcome

Oregon Department of Fish and Wildlife added 2 new photos. ...
Published by Tim Akimoff [?] · February 9 at 1:38pm · 🌐

Anyone recognize these animal tracks? You're more likely to see them this time of year.
We'll post the answer in the comments.

33,585 people reached Boost Post

👍 Like 💬 Comment 📄 Share 📣 Hootlet 🌐

👍 🙄 🍷 Jon Beck, Seppo Saari and 113 others Top Comments ▾

23 Shares

Oregon Department of Fish and Wildlife Write a comment... 😊 📷 📺 🗨️



Oregon Department of Fish and Wildlife added 2 new photos. Published by Tim Akimoff [?] · February 9 at 1:38pm

Anyone recognize these animal tracks? You're more likely to see them this time of year.

We'll post the answer in the comments.



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

33,585 people reached

Boost Post

Jon Beck, Seppo Saari and 113 others **128 Comments** 3 Shares

Like Comment Share Hootlet

Performance for Your Post

33,585 People Reached

482 Reactions, Comments & Shares

135 Like
109 On Post
26 On Shares

3 Love
3 On Post
0 On Shares

2 Haha
1 On Post
1 On Shares

10 Wow
6 On Post
4 On Shares

309 Comments
166 On Post
143 On Shares

23 Shares
23 On Post
0 On Shares

11,195 Post Clicks

1,999 Photo Views
25 Link Clicks
9,171 Other Clicks

NEGATIVE FEEDBACK

27 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Engagement = authenticity

We win when we meet the public where they're at

On any given hour of any day, they are on social media

It didn't cost us any money to reach 33,585 people with a rich, engaging and educational experience

Questions?

Tim Akimoff

ODFW Social Media Coordinator

Timothy.a.Akimoff@state.or.us

Phone: 503-947-6021

Facebook/timakimoff

Instagram/timakimoff

Twitter/timakimoff