Building an Authentic and Relevant Social Media Presence
Demographics

Followers by Age

Followers by Gender

30% Female Followers
70% Male Followers

Men and people between the ages of 35-44 appear to be the leading force among your followers.

Gender

67% Men
33% Women

Page Fans

People Reached

People Engaged

By Age

By Gender

55.0% Male
45.0% Female

Men between the ages of 25-34 appear to be the leading force among your fans.

Age Range

13-17
18-24
25-34
35-44
45-54
55-64
65+

All
Men
Women
But who is engaging with us?
What’s the secret sauce?

authenticity
How do you apply the secret sauce?

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

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.

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.
Half a Million People Reached on our First Hunting Live Stream
Live Stream + Live Audience
What you need to live stream

Camera

Streaming Platform

Audience
Video Hunt Reports

Sauvie Island Wildlife Area Hunt Update Jan. 2, 2018
Johnson Unit continues to be the most consistent unit on the west side, although hunters have been having some success in Aaron and McLary. 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

177 Deer Hunting in the Columbia Area
Hunters with tags in the Columbia Area, which includes the Hood, White River, Clatsop and West Togue units, it's a look at conditions, their research and hunting trips and suggestions from ODFW deer manager Mike Sengered.

Hi, my name is Andrew wildlife biologist in Oregon Department of Fish and Wildlife.

Your video is popular in Oregon
4.4K Views

Like Comment Share Hoodlist

Roger Meyer, Vanessa Karambas and 31 others
Instagram Takeovers

Reptiles

myosfw

Welcome to another
#MyODFWTakeover! This week Chris
Cousins, aka @oregonwetwiz, is going to
take us along on his Oregon wildlife
adventures, where he often explores the
amazing habitats inhabited by Oregon’s
herpetofauna (reptiles and amphibians).
Hi I’m Chris. I live in Eugene, and have
lived in Oregon most of my adult life. I’m
fascinated by the wildlife of Oregon,
especially our native reptiles and
amphibians. When not in school or
working, I spend most of my time hiking
and looking for wildlife. Over the next
week I’d like to share some photos
highlighting the diversity of our
herpetofauna. OregonWildlife
#oregonreptiles #oregonamphibians
#oregonexplored
#waterboids YYYYYYYYYYYYYYYYYYYYY

107 likes

Dec 11, 2016

Add a comment...

Bats

myosfw

Our #BigBites Takeover this week is
the work of photographer Michael Durham.
Mr. Durham uses a camera to document
subjects that are often beyond human
perception. To that end, he has studied and
practiced bat photography, remote nocturnal
photography, trail camera photography,
estreme macro photography, infrared
photography, long-exposure photography
and much more. This week we’ll be focusing in
on Mr. Durham’s bat photography, #Bats
#OregonWildlife #WildlifePhotography
#MyODFWTakeover

95 likes

Oct 26, 2017

Add a comment...
Mountain Quail

myoafie Hello all, my name is Brie Hartfoot 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 30 quail north of Sisters, Oregon, and 37 quail near the White River Wildlife Area outside of Malheur, 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 hunt back in school.

382 likes
June 11, 2017

Add a comment...

Chukar Hunting

myoafie Some times chukar hunting gets delayed by putting a couple ducks in the bag!

#Hunt Hunting Hunter Yellowlab
#HuntingHound HuntingBuddies
#MalheurRiver Backcountry Chukar
#chukarchaser myoafietakeover

217 likes
November 20, 2019

Add a comment...
Pheasant Hunting/Wild Game

myodfw @MyODFW Takeover with @eliascairo this week - Hey, Elias Cairo here from @olympiaproductions with my newest bird dog Utah Von Cairo or #unihedron - I spend the work week making salami and sausage at my Portland charcuterie company, but everyone who knows me knows that during hunting season I’m out in the field every morning and weekend (and the occasional Monday as well). I’ll be posting some of my all-time-best Oregon hunting pictures this week. #oregon #wildlife

dragonslady73 Awesome! Can’t wait!
emilycrowleypsx 🎃🎃🎃
itsallive glad you’re the olympic on ariannahowe @bowhunter there are so many of your favorite things in this post.

134 likes
OCTOBER 4, 2017
Add a comment...

Waterfowl Management

myodfw Our migratory bird and game bird biologists are taking over the MyODFW Instagram account for #WaterfowlWeek!

My name is Kelly Walton, I’m a game bird biologist for the migratory bird and upland game bird programs at ODFW. I started my career as a biologist up in Alaska working with moose, amphibians, small mammals, and birds before moving down to Oregon. I like to spend my free time outside, especially hiking, birding, and chasing my 1 year old son around. My favorite part of my job is getting out in the field and banding birds (more to come later this week). Here is a photo of a Tule white-fronted goose that we recently captured during fall migration to California. #MyODFWTakeover #GameBirds #Waterfowl #Oregon

237 likes
OCTOBER 5, 2017
Add a comment...
Social Media Influencers Tell Our Story

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
Little Big Smartphone Videos

413,000 views!
Changing the Minds of Some of our Biggest Critics
Hacking Social Media

Relevant, timely topic

Pulled in an audience ready and willing to engage

Educational

Gamified

Satisfying outcome
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