



Organic Social Media Strategy 2022

Elle Sweetland

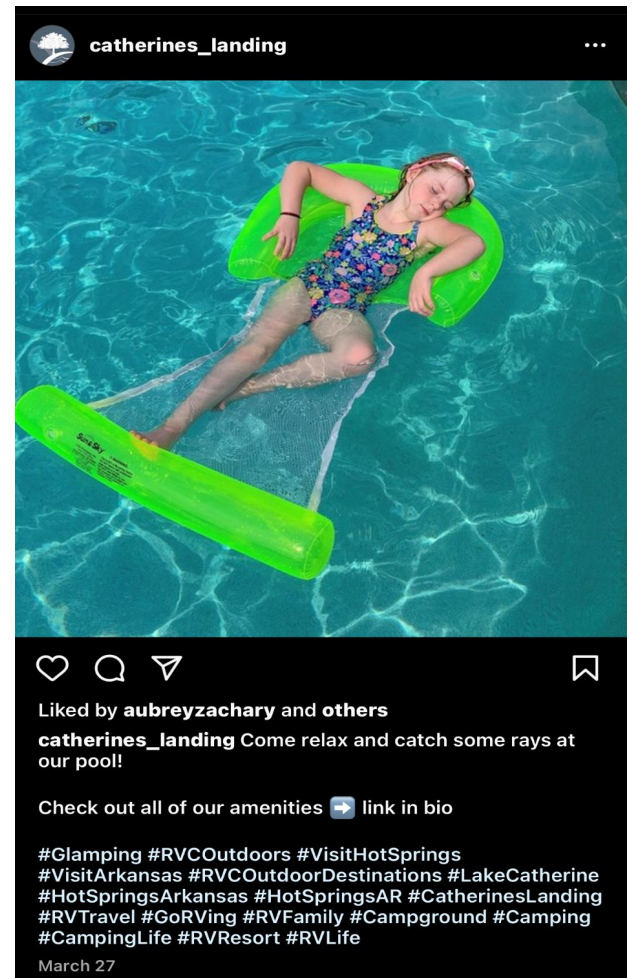
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What is Organic Social Media?

Organic Social

- Organic social is posting on social channels Instagram, Facebook, LinkedIn, Twitter, Tik Tok without any money behind the posts
- It's the same for businesses as it is for your personal social channels
- This is how you show your personality and values
- This is also how you as a brand are able to show authenticity, which customers are becoming increasingly sensitive to



Why Do You Need to be Present on Social Channels?

- People go on Google because they **NEED** to, people go on social media because they **WANT** to
- Organic social media is the place to grow your audience as well as engage with them
- In 2022, it is expected brands have social media
- In 2021 it was reported that [58%](#) of customers will visit social media channels before they even visit your website.
- Social media is where people are paying attention.
- Running ads and having zero engagement with your audience is inauthentic, and your customer can tell

How Organic Social Plays a Vital Role in Overall Digital Strategy

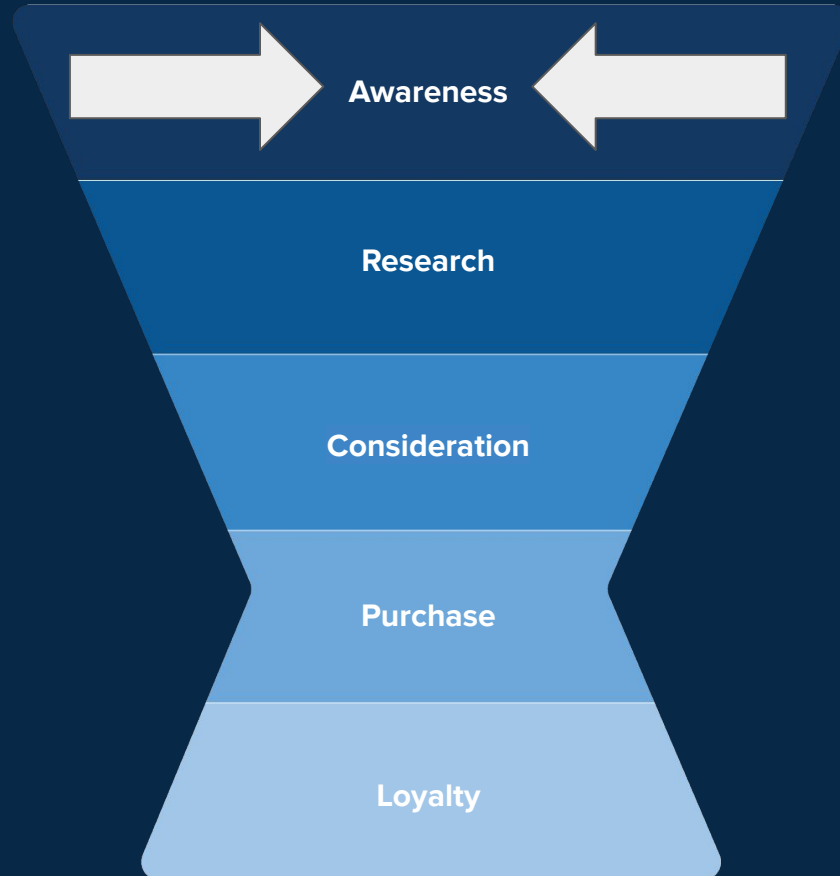
- Facebook's algorithm favors accounts that actively post and engage with their followers. This helps lead to lower ad costs
- Organic social help grow organic followers; paid ads don't do that unless you're running a follower campaign. (only available on FB, not IG)
- Organic social is another place to build and showcase your brand. Often time users from ads will view the profiles, before the website
- Gain user generated content by showing guests that you actively re-post guest content. For RVC, we have some guests sign T&Cs to allow us to use the ads in all marketing collateral (Contests, Ambassadors, other\ social media posts from guests)



Building A Strategy

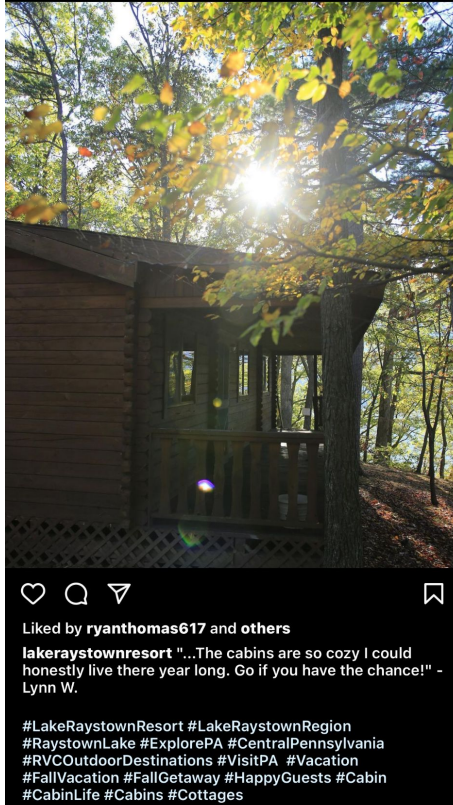
RVC Social Media Goals

- **Awareness**: Create awareness while cultivating a positive image
 - **Research**: Facilitate decision making, de-mystify the RVC Experience
 - **Consideration**: Build a Tribe of Brand advocates and energize them
 - **Purchase**: Create a desire to go camping (Comfortable Camping)
 - **Loyalty**: encourage users to spread the word and come again
-



Who Are You?

- Evaluate current assets (reviews, photos, videos, web pages) and start there
- Do competitor research – what are they doing, what aren't they doing
- Plan a wider variety of posts in the first few months and see what performs
- Increase the frequency of posts each month
- Be CONSISTENT
- For Lake Raystown, we've learned during season accommodations and review posts perform very well, while during off-season pictures of the Raystown Lake are the top performers.



The Do's and Don'ts

Do's

- Post consistently and keep content consistent with brand voice and image
- Engage to make followers feel heard and seen
- Have reputation management and respond to questions
- Have a different strategy for all platforms, different post types perform better/worse on platforms and will have a different audience
- **Be AUTHENTIC**

Don'ts

- Be inconsistent with posting frequency and image. You want followers to recognize your account every time the glance at a post and you want followers to see you posts.





Plan Ahead

Plan, Plan, Plan!

A	B	C	D	E	F	G
Focus	Status	Date	Post Type	Copy	Image 1	Hashtags
Branding / Hot Springs Activities	✓	5/17/2022	Image	"Well kept park on Lake Catherine right outside of Hot Springs. It has a quiet remote feel with easy access to sightseeing in Hot Springs. Some nice trails right in the park. We stayed in a lake front site which was very spacious and shady. The park is immaculate and the grounds crew is really amazing, cleaning every site before the next camper arrives. Nice laundromat, clean bathrooms and showers. Check in was easy as was backing into our spot. I would definitely stay here again." Lori C.	https://drive.google.com/file/d/1yVbqhHaB3UtSOj2poiYvYTsGxKNbF7V/view?usp=sharing	#Glamping #RVCOutdoors #VisitHotSprings #VisitArkansas #RVCOOutdoorDestinations #LakeCatherine #HotSpringsArkansas #HotSpringsAR #CatherinesLanding #RVTravel #GoRVing #RVFamily #Campground #Camping #CampingLife #RVResort #RVLife
Resort Amenities	✓	5/18/2022	Image + Link	What a great (and delicious) 🍌 way to start the day! Book one of our waterfront RV sites ➡️ https://bit.ly/3ruxidj or by calling us at(501) 262-2550	https://drive.google.com/file/d/1soWENr9KIPZVlp9NVIZHFsnhXrodjC/view?usp=sharing	#Glamping #RVCOutdoors #VisitHotSprings #VisitArkansas #RVCOOutdoorDestinations #LakeCatherine #HotSpringsArkansas #HotSpringsAR #CatherinesLanding #RVTravel #GoRVing #RVFamily #Campground #Camping #CampingLife #RVResort #RVLife
Resort Amenities	✓	5/23/2022	Image + Link	Come play and cool off in our pool this spring! Fun in the sun is awaiting!	https://drive.google.com/file/d/1l-g88NTyD2ohQN-PFrO2gYJUNVrrXvyG/view?usp=sharing	#Glamping #RVCOutdoors #VisitHotSprings #VisitArkansas #RVCOOutdoorDestinations #LakeCatherine #HotSpringsArkansas #HotSpringsAR #CatherinesLanding #RVTravel #GoRVing #RVFamily #Campground #Camping #CampingLife #RVResort #RVLife
Branding / Hot Springs Activities	✓	5/25/2022	Image	"This resort is fantastic! My family and I had a wonderful time unwinding and enjoying quality family time. Catherine's Landing's list of amenities is nearly endless. Some of our favorite amenities included: spacious sites (back-in and pull throughs), dog park (tons of "pet stations" throughout the resort), disc golf, paved streets, pool and splash pad, and many more. Some that we did not use included the on-site fitness center, laundry, family game room, and huge pavilion (perfect for a group gathering or family reunion). A ropes course and zip line tour are also on the property and available for a small fee." Michael L.	https://drive.google.com/file/d/1lbFQaCHXsxfqH05zq9T4ziOqdu-IHPK/view?usp=sharing	#Glamping #RVCOutdoors #VisitHotSprings #VisitArkansas #RVCOOutdoorDestinations #LakeCatherine #HotSpringsArkansas #HotSpringsAR #CatherinesLanding #RVTravel #GoRVing #RVFamily #Campground #Camping #CampingLife #RVResort #RVLife



Engagement

Metrics and Benchmarks

- Organic Social is not going to drive bookings, rather raise awareness.
- The key metric to measure success for organic posts is engagement.
- Engagement = likes, shares, comments, saves
- Industry benchmark engagement rate is 2-3%
- Currently, Lake Raystown sits at ~ 9% engagement rate

Organic Instagram

MAR-22 Overall Performance

5,520
Impressions

1,175
People Reached

518
Post Engagement

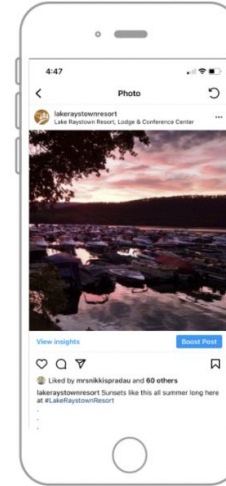
22
Shares & Saves

9.4%
Engagement Rate

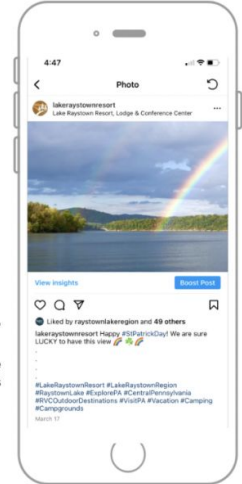
113
Profile Visits

23
New Followers

MAR-22 Top Performing Posts



"Summer Sunsets"
11.6% Engagement Rate
61 Post Reactions



"St. Patrick's Day"
12.4% Engagement Rate
50 Post Reactions

Reputation Management

- Mind your P's and Q's – always be polite
- Ask for reviews
- Don't have overly lengthy responses; polite, professional, and to the point
- Send private messages instead of in the comments
- Do NOT feed the trolls, it only makes them stronger.
- Try to have a 24 hour turn around for response time

Hello I would like more information

Plz

Thank you for reaching out to MoveFactorX! We do not actively respond to inquiries on Instagram or Facebook. If you would like to get in touch with us please fill out the contact us form on our website and someone from the MoveFactorX team will reach out to you
shortly.<https://movefactorx.com/pages/contact-us>



Dana Gardner

Assign conversation ▼



Do you offer monthly rental?

Hi Dana! Thank you for your interest. Yes, we offer monthly rates:
<https://rvcoutdoors.com/catherines-landing/monthly-rates/>

If you would like a reservation specialist to contact you, please let us know:

- Dates you would like to stay
- Vehicle size and year
- Phone number to reach you at

Thanks again for your interest!



What Do I Post?





Image and Video

- For RVC, the top performing posts have been: videos, aerial videos and posts with people
- In 2022, the majority (80%+) of impressions are served on mobile devices.
- Think of your phone screen like real estate. You want your post to take up as much real estate as possible to have the most value.
- Assume no one listens to your video with audio, having subtitles is key



Image and Video Ratios

- It is important to have a variety of sizes and different sizes perform better.
- Here is a breakdown of aspect ratios to use as a rule of thumb

				
Profile photo:	320 x 320	170 x 170	400 x 400	400 x 400
Landscape:	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait:	1080 x 1350	630 x 1200	N/A	627 x 1200
Square:	1080 x 1080	1200 x 1200	N/A	N/A
Stories:	1080 x 1920	1080 x 1920	1080 x 1920	1080 x 1920
Cover photo:	N/A	851 x 315	1500 x 500	1128 x 191



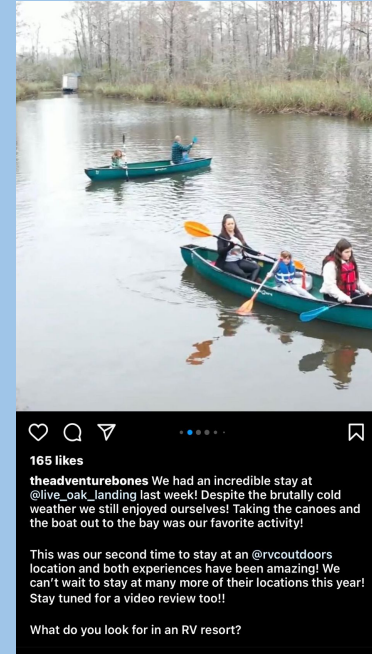
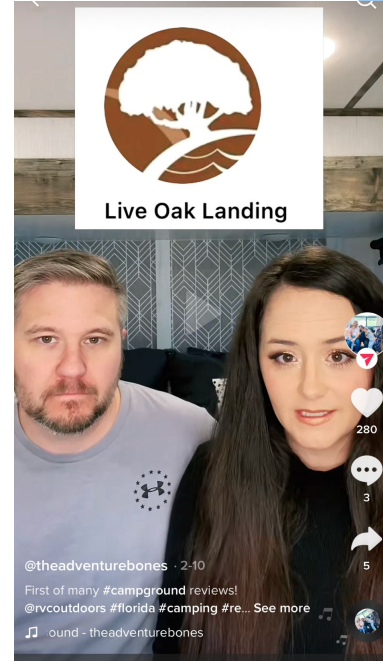
Ambassador Program

Why Ambassadors Are Useful

- Brand Ambassador in 2022: social users with a loyal target audience and trusted identity (niche engaged audience). They do not need to have a million followers to be effective. Smaller engaged followings can be extremely effective.
- 90% of consumers say authenticity is important when deciding which brands they like and support (up from 86% in 2017). (Stackla)
- 84% of consumers say they trust peer recommendations above all other sources of advertising.
- Social media images of hotels and travel experiences influenced the booking choices of 40 percent of millennials.
- A significant 70% of consumers will consider user generated content reviews or ratings before making a purchasing decision. At least 41% of them will read four to seven user generated content reviews to gain important insights into a product.

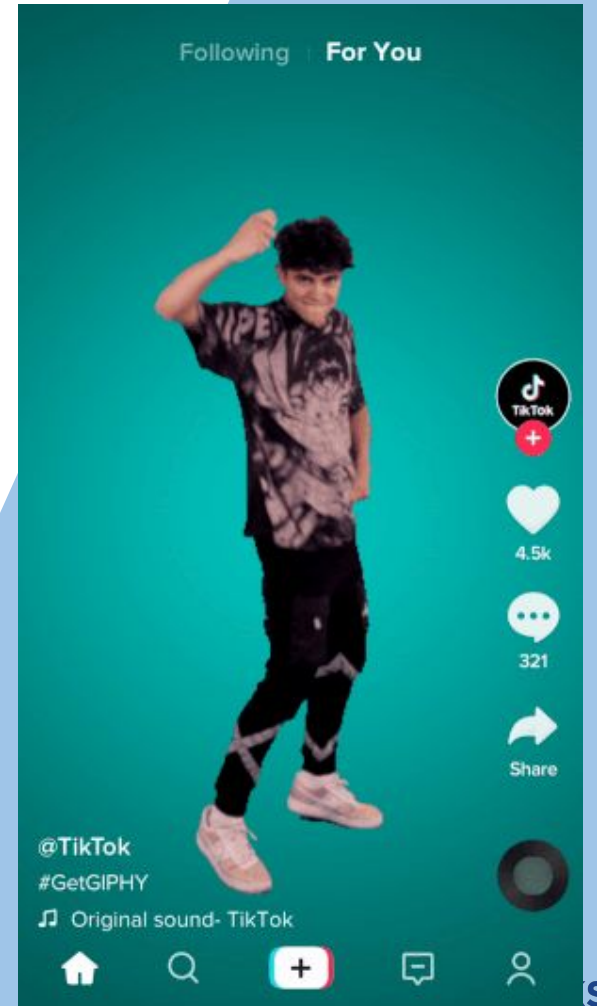
It Is A Partnerships

- Partnerships are a great way to gain user generated content and cross promote your brand on their channel
- Example: @theadventurebones
 - 5k followers on Instagram
 - 41k followers on tiktok
- Keep in mind that this a **PARTNERSHIP** and needs to be mutually beneficial for both parties
- How do we vet our ambassadors?
 - See if their social media style and community aligns with your brand image
 - Get on the phone and talk to them
- Typically, we do a [trade deal](#). Evaluate the monetary value of what you offer and decide what would be a fair trade. The photo and video assets alone are worth it.



Tik Tok

- As Mavericks Marketing resident Gen Z voice I'm here to talk about Tik Tok
- Some of you may use it, see it, wonder if you need to be in the space
- The answer is.... Maybe.
- The biggest thing to consider with Tik Tok is the trend cycle is lightning fast, majority of users consume content on their “for you page” that is algorithm fed based on popular hashtags and audios used. These audios are used like hashtags.
 - Tik Tok is a beast you have to feed constantly, moreso that other platforms.
 - The consumers are **YOUNG** – 25% of Tik Tok-ers are 10-19
 - I would advise everyone to secure handles now and then decide if it is something you have capacity for.



Takeaways

- Organic social media plays a critical role in your overall online presence and performance
- Think of it as your introduction. This is how new people will see your brand for the first time
- Be authentic with your content and consistent with your brand image, as well as how often you post
- Planning ahead helps you have more control over keeping your brand voice
- Video is preferred over static images, although it is important to have both
- Engagement rate is the measurement of how successful your organic social media presence is
- Engage with your audience, respond to messages
- Source & Publish User Generated Content (need permission for photos, reviews are free game)