FLY FISHERS INTERNATIONAL

RESOURCE COMMITTEE · WORKSHOP 5

SOCIAL MEDIA THAT BUILDS MEMBERSHIP

From posts to impact

ALL FISH, ALL WATERS®



TODAY'S PRESENTERS

THREE CLUBS, THREE APPROACHES

TERRY CUMMINGS

Goose Creek, Virginia: how Goose Creek built a club from scratch with Facebook

JEFF JOHNSON

High Plains Drifters, Denver: how the club uses Facebook to organize and lead

STEVE JONES

Washington State Council FFI: an Instagram campaign to promote an event

WHY IT MATTERS

If people don't know about you, they can't support you.

Social media is simply modern word-of-mouth.

FLY FISHERS INTERNATIONAL

THE REAL PROBLEM

Most clubs don't have a social media problem. They have a clarity problem.

Today: simple, repeatable ways to turn your mission into engagement, volunteers and support.

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TERRY CUMMINGS · GOOSE CREEK

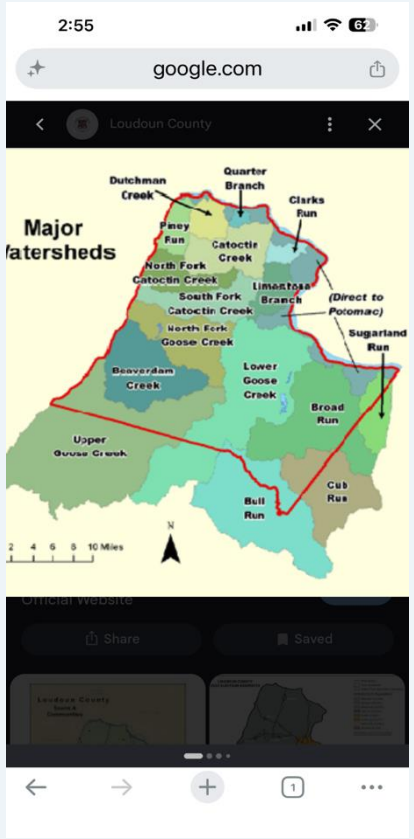
BUILDING A CLUB FROM SCRATCH WITH FACEBOOK

A HOME WATER AND A HOME PAGE

Anchor the club in the waters members care about.

Goose Creek is the club's home water and its Facebook identity. Members also see the major watersheds that matter to them.





GOOSE CREEK

A PLACE TO GATHER

Members meet at Windmill Park in Ashburn, Virginia.

The park has lawns and water for casting, and a modern indoor facility for gatherings.



KEEP EVENT POSTS SIMPLE

A straightforward post about an upcoming casting class.

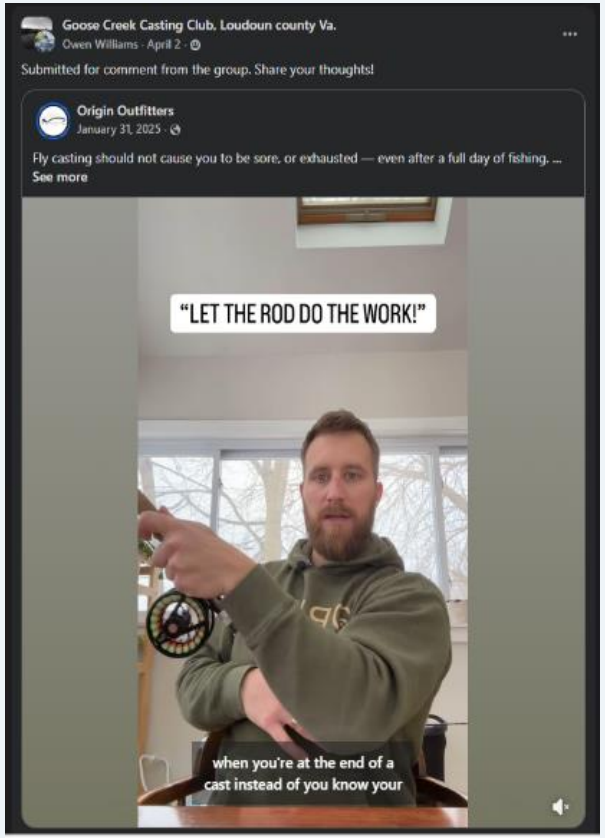
Date, time, focus and what to bring. That's all it takes.



TEACH ON FACEBOOK, TOO

Short instructional videos help beginners.

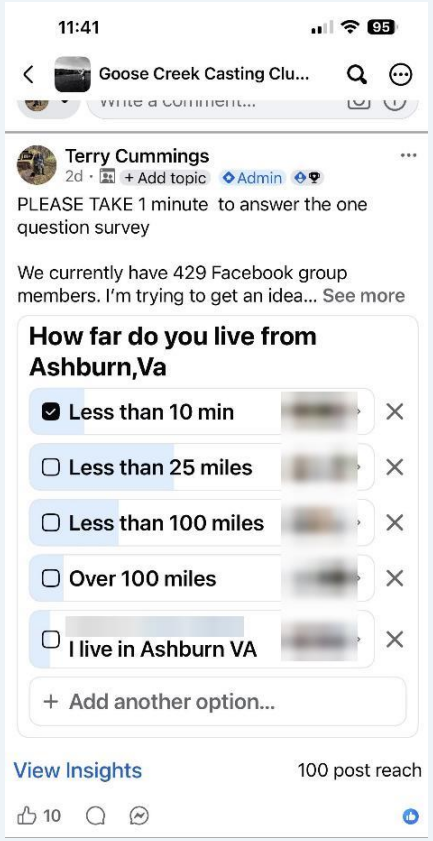
In this video, [name] of Origin Outfitters explains how a fly rod works as a lever to deliver line and fly to a target.



ASK MEMBERS WHAT THEY WANT

Inform members and survey them to plan the program.

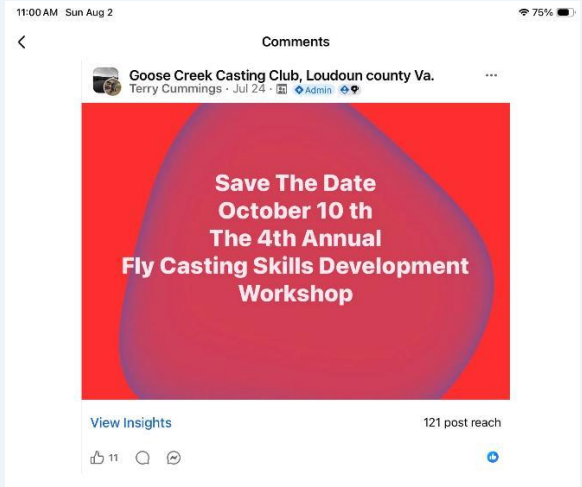
A one-question poll showed how far members live from the club's home base.

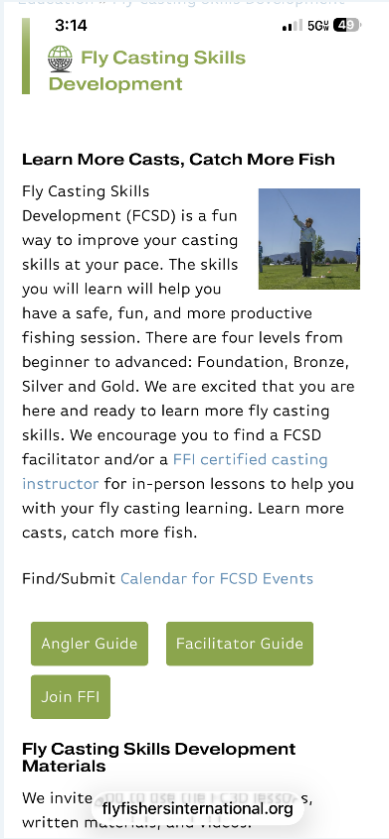


SET UP EVENTS, THEN HELP PEOPLE PREPARE

Announce the event, then follow up.

Follow-up posts linked members to the FCSD page on the FFI website so they could prepare.

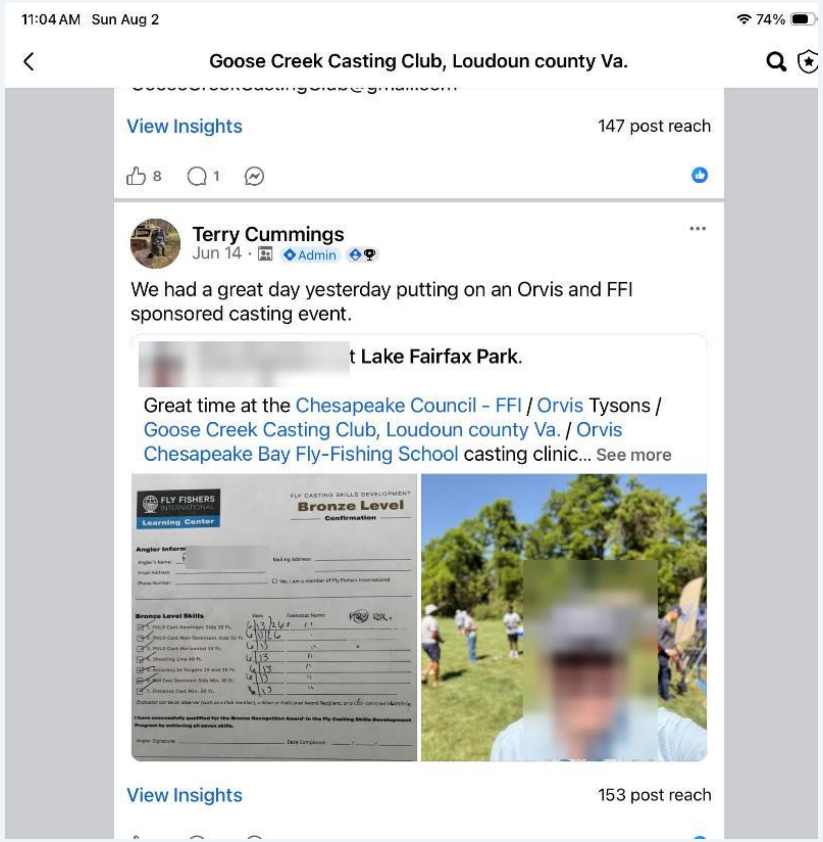




FOLLOW UP ON EVERY EVENT

Celebrate what happened.

This post shared a member's success after earning Bronze in Fly Casting Skills Development.



MEMBERS INVITE EACH OTHER

Members share upcoming trips and invite others along.

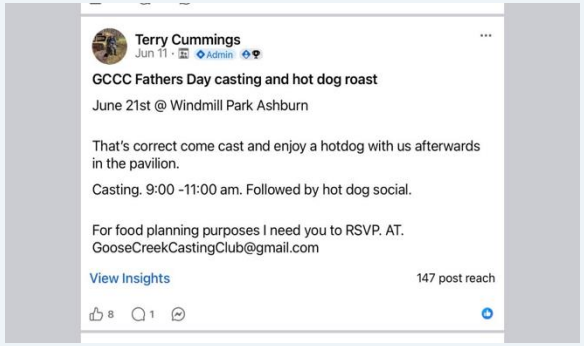
Posts include practical details, like campgrounds.



CASUAL GATHERINGS ARE EASY

One simple post, then a follow-up.

A Father's Day "casting and hot dogs" gathering, and the photo afterward.





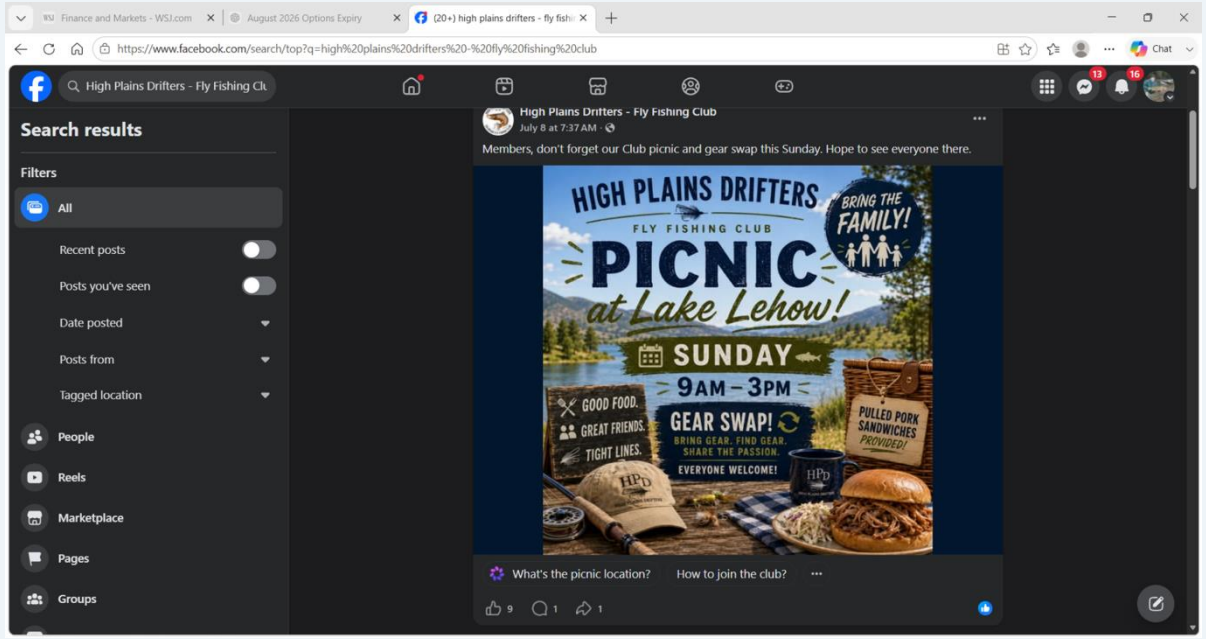
JEFF JOHNSON · HIGH PLAINS DRIFTERS

ORGANIZING AND LEADING THE CLUB WITH FACEBOOK

ONE PLACE TO ORGANIZE THE CLUB

The club's Facebook group keeps members organized.

Example: promoting the club's family picnic and gear swap.



STEVE JONES · WASHINGTON STATE COUNCIL

AN INSTAGRAM CAMPAIGN FOR AN EVENT

WHAT IS A CAMPAIGN?



A FOCUSED MESSAGE



A DEFINED GOAL



A SET TIME FRAME



REPEATED, CONSISTENT COMMUNICATION

A campaign tells one clear story, over and over.

EXAMPLE: WASHINGTON FLY CASTING FAIR

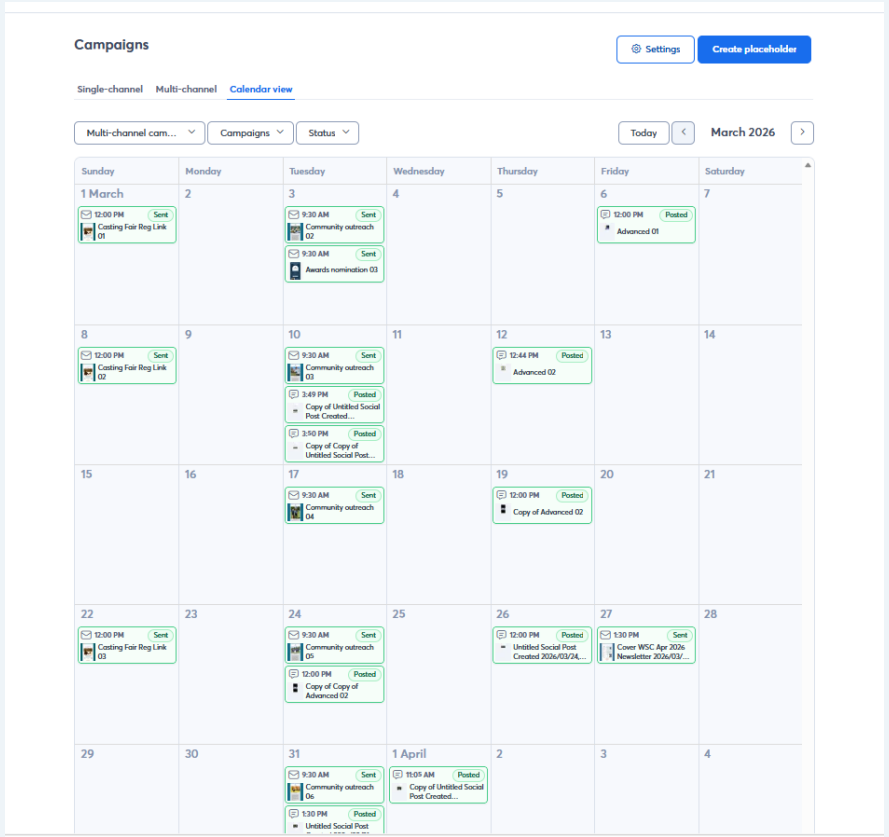
LET'S DESIGN A CAMPAIGN

GOAL	Create demand for Casting Fair classes
AUDIENCE	Fishers looking to improve their cast
MESSAGE	You can do it. We're here to help.
CONTENT	High-quality images, simple messages
SCHEDULE	Social posts Tue/Thu, email on Sunday

A STEADY RHYTHM ON TWO CHANNELS

Email and Instagram, on a fixed schedule.

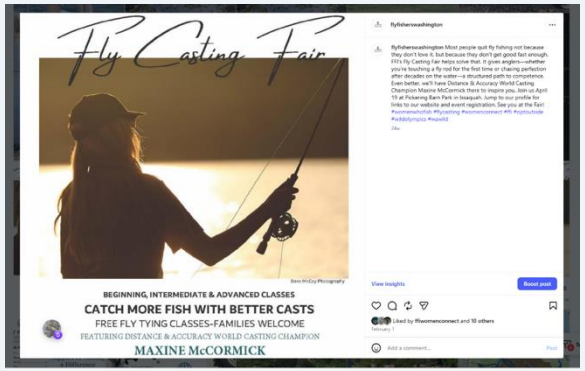
Sun/Fri: email to FFI members and officers of Washington's 18 affiliated clubs.
Tue/Thu, 11 a.m.: Instagram posts, auto-shared to the council's Facebook page with a registration button.

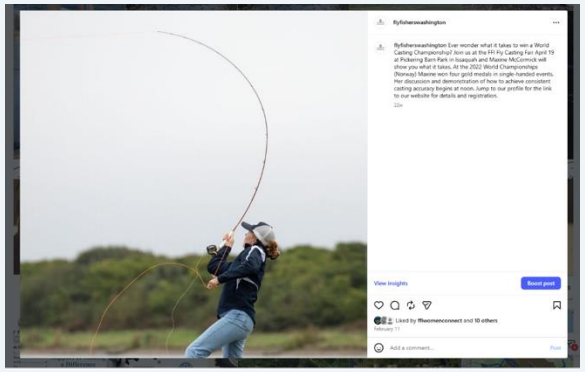


ONE STORY, MANY ANGLES

Each post speaks to a different reader.

Beginners, improving casters and competitive casters each get a post written for them.

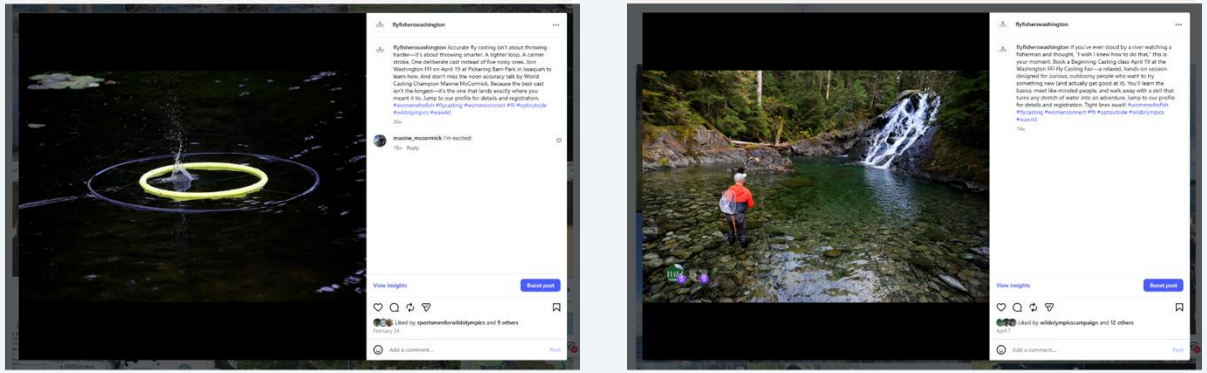




WRITE FOR THE READER YOU WANT

Lead with what the reader gets.

"Accurate casting isn't about throwing harder. It's about throwing smarter."

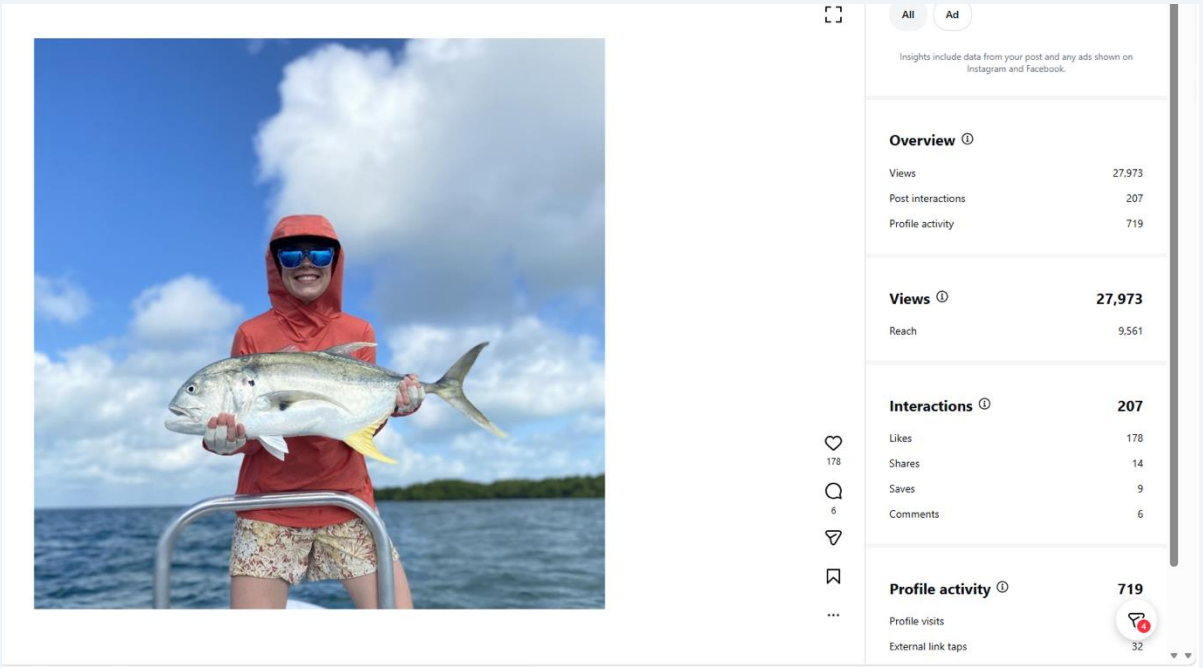


MEASURE RESULTS

CHECK WHAT WORKED

Track each post, and the sign-ups.

Compare reach and engagement across posts, watch registrations as the campaign runs, and ask registrants how they heard.



YOUR SYSTEM FOR EVERY CAMPAIGN



Goal



Audience



Message



Content



Schedule

If you remember nothing else, remember these five.

POST RESPONSIBLY

PROTECT YOUR MEMBERS' PRIVACY

- Ask permission before posting photos of members
- Get a parent's permission for any photo of a young person
- Keep members-only group posts inside the group
- Add alt text to images so everyone can follow

DISCUSSION

LET'S TALK: YOUR SOCIAL MEDIA



Which platform does your club rely on most, and why?



What's one campaign your club could run this year?



What's your biggest social media challenge?



THANK YOU

Next up: Workshop 6 — FFI Resources for Clubs & Members

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