



Social Media

Also available at www.SDVisit.com

Social media outlets such as Facebook, Twitter and Instagram represent a great way to get your story out there. Hunters are part of a community all their own, and they are active participants in talking about the sport and the experience that they love.

Here are some examples of how you can make use of some of these outlets:

- **Blogs and Forums:** Creating your own blog is easy and inexpensive, and gives you the opportunity to be your own news channel. There are a number of blog platforms that have simple-to-use templates that you can use to create a blog for your pheasant hunting community and fans.

There are also a number of blogs and forums that attract thousands of hunters to share information and stories. Be a part of them. Make sure that you get engaged and let people on these websites know what your community has to offer as well as what their experience will be. Once you get a feel for the conversations that are taking place in the forums and blogs, jump in and tell your stories, post videos and photos, and give the readers the “insider’s guide” to hunting in your community.

Here’s a short list of popular blogs and forums that you can be a part of, and a quick Google search will give you many more:

- www.huntinglife.com
- www.pheasantsforever.org (They have Facebook, Twitter, LinkedIn, YouTube and Flickr sites that allow you to get involved.)
- www.pheasantcountry.com
- www.ultimatepheasanthunting.com
- www.fieldandstream.com
- www.gfp.sd.gov
- <http://outdoors.travelsd.com>

- **Facebook** - www.facebook.com

It's easy and free to start a Facebook fan page to build your community of hunters and make sure that they get your news, photos, discussions and upcoming events. At the same time, Facebook gives your fans a chance to trade stories and interact as a part of your community. Search out other pheasant hunting-related Facebook pages that you could interact with.

- **YouTube** - www.youtube.com

Nothing captures the experience like video. YouTube gives you the opportunity to tell your story in video, whether it's footage from your hunt, or an interview with your favorite hunting ambassador. Consider this: more than 2 billion videos are viewed on YouTube every day. Also, your video can be linked to your website...a blog post...just about anywhere.

- **Twitter** - www.twitter.com

Twitter gives people the opportunity to follow and be followed by people with similar interests. Many of the top news sites, outdoor magazines and blogs have Twitter accounts that allow them to keep the conversations moving. Consider following or starting a hashtag trend such as **#HuntInSD** to amplify the reach of your individual message.

- **Flickr** - www.flickr.com

A picture is worth a thousand words...write a novel. Flickr allows you to post photos of your community and the hunting experience into a searchable website that is viewed by millions every day.

- **Instagram** - www.instagram.com

Instagram is a way for users to share their life with friends through a series of pictures. Users take photos with their mobile device, can chose filters to add to photos and post to their followers. Consider following or starting a hashtag trend such as **#HuntInSD** to amplify the reach of your individual message.

South Dakota Department of Tourism

We are here to help! If you have a question, a story idea or just want to bounce an idea off of someone, give us a call. We have an experienced team of PR professionals who are ready to help you get your story out there. We would love to hear what you are doing and make sure that we coordinate everyone's efforts in attracting hunters from all over the world to South Dakota.

Phone: 605-773-3301

