

Bristol Bay Sockeye Salmon 2021 End-Of-Year Marketing Report

Prepared by Rising Tide Communications
February 2022



BRISTOL BAY
SOCKEYE SALMON

Overview

Despite the continued global pandemic, the BBRSDA marketing program had another successful year. On the retail side, Bristol Bay grew from 2,200 promotions in 2020 to 3,296 promotions in 2021 - a nearly 50% increase. The average “lift” experienced by our retail partners during our promotions is 42%. *(This number may change as more contracted promotions report their sales findings from Q4 in the new year).*

We deepened our relationships with marquee retailers such as Wegmans, Harris Teeter, QFC, Costco, Whole Foods, Hy-Vee, H-E-B, King Soopers/City Market, Save-On-Foods, and more. In addition, we established new relationships with Big Y, Albertsons (Canada), Albertsons/Vons/Pavilions, and executed our very first promotion with PCC Natural Markets for Bristol Bay Chinook.

Our 2021 workplan had to adapt this past year, from shifting timelines and additional logistics of in-person photoshoots to working around changing aspects of seafood industry-planned events. The program was able to pivot and complete several strategic projects that leveraged the changes in the seafood buying landscape. In response to customers changing their lifestyle of staying home, cooking more and focusing on nutritious meals, campaigns such as Fast. Wild. Easy. and HealthFULL was developed and executed to ensure consumers had the best coaching and support to cook Bristol Bay Sockeye Salmon. These assets were offered to our retail partners to help strengthen and support their Bristol Bay promotions.

The Bristol Bay Sockeye Salmon brand continues to stand out and win awards for its high-quality marketing materials and brand storytelling. In 2021, we updated the brand guidelines to include a streamlined yet very familiar logo, color, typography, etc. In addition, we have identified the necessity of updating Bristol Bay’s consumer website. We are planning to migrate the website platform from Squarespace to WordPress, allowing for an optimized user experience, search engine optimization, and more control of the site’s offerings.

As the world continues to change and forge ahead in 2021, the marketing program is aligned with this adaptation time. It develops relevant tools to promote Bristol Bay Sockeye Salmon with industry and consumers alike.



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RETAIL

Despite continued disruption of the status quo of retail promotions, Bristol Bay Sockeye Salmon saw increased numbers of retailers promoting the brand to their customers. **We executed retail promotions in 3,300 stores in 2021** (a 50% increase over 2020's 2,200 stores).

Bristol Bay's retail promotion program again experienced growth in 2021, **executing 12 contracted promotions and 14 non-contracted promotions - a total of 21 store chains**. Participating retailers in 2021 included Albertsons/Vons/Pavilions, Albertsons (Canada), BIG Y, Costco, H-E-B, Harris Teeter, Heinen's, Hy-Vee, King Soopers/City Market, New Seasons, PCC Natural Market, QFC, Raley's, Rosauers, Rouses, Save-On-Foods, and Wegmans.

Retailers saw a 42% average sales lift during contracted promotions over previous years. It is worth noting that in 2021 the program saw a continued trend of retailers opting to promote the brand without financial incentives by means of contracted promotions. And, for the first time, we saw two prominent retail partners decline the funding they were contractually eligible to receive. This is a testament to the inherent value of the marketing program in the eyes of retailers; however, it also means that there were promotional opportunities to garner effective sales metrics that reported results for year over year sales lift.

With the primary goal of **increased demand for Bristol Bay product and brand loyalty**, we evaluated the program on the following Key Performance Indicators:

Goal: Increase size and scope of retail partnerships

Bristol Bay Sockeye Salmon was featured in a total of 3,300 stores in the U.S. and Canada, with 1,550 stores executing fresh promotions and 1,750 stores executing refreshed promotions.

In 2021 we onboarded new retail partners Albertsons and Vons in Southern California, BIG Y in New England, and PCC Natural Markets in the Pacific Northwest, who executed the first Bristol Bay Chinook promotion.



Bristol Bay Sockeye Salmon display at a participating Albertsons/Vons/Pavilions.

Albertsons/Vons/Pavilions, representing 337 stores in Southern California, was added to the lineup of Bristol Bay's marketing partners in 2021. The promotion, executed closely with Santa Monica Seafoods, highlighted Bristol Bay Sockeye Salmon during the nine weeks of Lent in 2021 with custom printed labels featuring the Bristol Bay Sockeye Salmon logo and brand on skin pack labels. In addition, in store signage and event flyers showcased the product during one of the weeks, directing customers to a QR code that directed them to the Bristol Bay Sockeye Salmon website. This promotion also featured a robust online push with fishermen-focused Instagram posts, social media ads and YouTube ads. This partner is already contracted for another promotion in Lent of 2022.



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Bristol Bay Sockeye Salmon display at a participating Save-On-Foods

Save-On-Foods' (British Columbia) two week promotion Oct. 14-27 was a resounding success with a YOY sales volume increase of 54%! Their seafood manager said, "With the help of Bristol Bay, Save-On-Foods was able to sell more salmon in October than ever before. This helps further cement our seafood department as one of the most trusted in the Canadian grocery industry."

Together with their supplier, Canfisco, Save-On-Foods remains a committed and enthusiastic partner for the Bristol Bay Sockeye Salmon marketing program and a stronghold in Western Canada for the brand. Future goals include securing a branded fresh promotion in summer 2022.

Costco again partnered with Bristol Bay Sockeye Salmon to feature 600K custom round, clear on-pack stickers at over 100 locations in the Southeast U.S. beginning in late December 2020 and extending through the spring of 2021. The promotion also featured a Costco Quick & Easy recipe and video featuring Bristol Bay Sockeye Salmon fried rice recipe.

Goal: Year-over-year increase in stores promoting the Bristol Bay Sockeye Salmon brand

We executed retail promotions in 3,300 stores in 2021. This number includes 12 contracted promotions (-8% change from 2020), 14 non-contracted promotions (a 75% increase from 2020) and we partnered with 21 store chains (a 50% increase from 2020).

Goal: Retailer retention

Of our 2021 partners, 5 out of 21, or 76%, are repeat partners (an increase from 2020's 57%). New retail partner stores made up 24% of all promotions in 2021.

- All fresh season promotions in 2021 were executed by repeat partners, and none of these promotions were contracted promotions.

POINT OF SALE

Total POS shipped in 2021:

Aprons: 1,095 (Q1 228 / Q2 562 / Q3 228 / Q4 77)

Hats: 852 (Q1 132 / Q2 402 / Q3 241 / Q4 77)

Bags: 497 (Q1 0 / Q2 421 / Q3 3 / Q4 73)

Black + Stacked Cling + New Cling: 1,199 (Q1 308 / (Q2 600 / Q3 221 / Q4 70)

Ice Picks: 2,073 (Q1 448 / Q2 1,052 / Q3 418 / Q4 155)

Navy Sticker Rolls: 713 (Q1 216 / Q2 426 / Q3 0 / Q4 71)



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Clear Sticker Rolls: 266 (Q1 65 / Q2 0 / Q3 200 / Q4 1)
Information Cards: 306 (Q1 65 / Q2 222 / Q3 19 / Q4 0)
Recipe Cards: 1,382 (Q1 685 / Q2 310 / Q3 314 / Q4 73)
Buyers Guides: 715 (Q1 215 / Q2 500 / Q3 0 / Q4 0)
Hot Honey Consumer Poster: 1 (Q1 1)
Skewer Consumer Poster: 1 (Q1 1)
Consumer Posters: 7 (Q3 7)
Technique Cards + 5 Foolproof Ways: 227 (Q1 227)
Fisherman Retail Poster: 244 (Q1 150 / Q2 24 / Q3 0 / Q4 70)
Training Placards: 306 (Q1 233 / Q2 0 / Q3 3 / Q4 70)
Fast. Wild. Easy. Recipe Booklets: 237 (Q1 0 / Q2 24 / Q3 213 / Q4 0)
Fast. Wild. Easy. Clings: 673 (Q1 0 / Q2 382 / Q3 221 / Q4 70)
Fast. Wild. Easy. Posters: 237 (Q1 0 / Q2 24 / Q3 213 / Q4 0)

TRADE + INDUSTRY

Newsletters

Four quarterly newsletters were sent to nearly 300 industry contacts and included mention of:

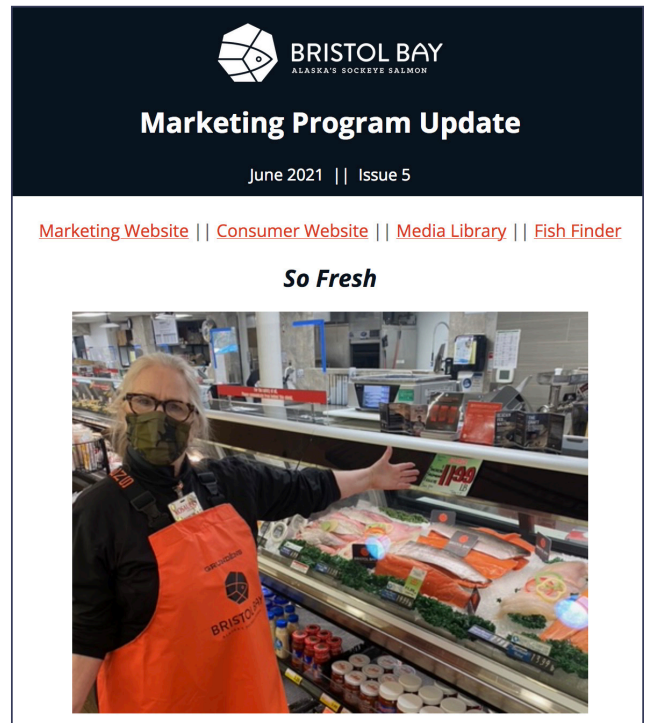
- New program assets
- Trade show announcements
- Harvest season announcement and a wrap up
- Fast. Wild. Easy, HealthFULL Campaign and Salmon Cooking Guide assets available to industry partners
- Invitation to participate in the D.C. Restaurant Week
- New social media graphics in the media library
- Bristol Wild Market
- Relevant and timely news articles with our industry partners

Press Releases

- New “Salmon Cooking Guide” is everything you wanted to know about how to cook great salmon at home (Feb. 4, 2021)
- Fresh Bristol Bay Sockeye Salmon set to spark sales across the U.S. (June 30, 2021)
- September 20-24 is Bristol Bay Sockeye Salmon Week in Washington D.C. (Sept. 7, 2021)
- Alaskan Leader’s wild caught Bristol Bay salmon takes top prize in Bristol Bay Choice at Symphony of Seafoods (Nov. 24, 2021)

Press release coverage included:

[Sockeye season in Bristol Bay, Alaska picks up amidst strong market](#), Seafood Source
[Bristol Bay blows past harvest records](#), Alaska Journal of Commerce
[Promising prices, record landings for Bristol Bay sockeye](#), National Fisherman
[Sockeye storming into Bristol Bay, catch records set, processing plants humming](#), Intrafish





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'Seaspiracy'

In response to negative fishing industry portrayal resulting from the docu-drama "Seaspiracy," a sustainability response media kit was created and deployed for industry and direct marketers. The media kit included talking points, downloadable sustainability social media graphics, captions, and additional resources to help our partners address customers' concerns and to reassure them of the sustainability of Bristol Bay Sockeye Salmon.

Goal: More processor-initiated retail and foodservice leads

Seafood Expo North America | Demo Kits

In lieu of the SENA show, held annually in Boston, demo kits were sent to over 20 key processor/distributor contacts in May 2021 and each contained a customized letter, 25 Buyers Guides, apron, hat, POS samples, Kaladi Bros. Coffee and

branded Swedish fish. These kits were intended to keep Bristol Bay top of mind with processors to help initiate more trade leads.

Kits were sent to: OBI, North Pacific, Trident, Silver Bay, E&E, Copper River Seafoods, Peter Pan, Leader Creek Fisheries, Orca Bay, Santa Monica Seafoods, Superior Foods, Tradex Foods, Alaskan Leader, Inland Seafood, Samuels & Sons, Southwind/Great American Seafoods, John Nagel Co., Fortune Fish Co., Boston Sword & Tuna, Pacific Seafoods, Canfisco, Lusamerica and Northline.

As a direct result of these mailings, the BBSS marketing team entered into talks with Peter Pan Seafoods' new owners to discuss the potential for co-branding opportunities such as a fresh and frozen on-pack stickers, master case design, and promotional recipe videos.



Goal: Increased quantity of branded on-pack labels use

Costco used 600K clear stickers for their on-pack program in the beginning of 2021. We also saw distributors ordering stickers (Canfisco for Albertsons Canada and Save-On-Foods) ordering additional stickers, and Santa Monica Seafoods custom printed the label on the packaging.

Goal: Increased number of processors using digital assets and sharing content on social channels

The Salmon Cooking Guide was launched in January. An announcement was sent directly to Bristol Bay's direct marketers through a custom email newsletter and social media post. A number of direct marketer businesses shared the SCG with their customers and audiences through email newsletters and social media posts. BBRSDA received the following feedback, and RTC worked with their



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developer to create custom code so the content could be embedded seamlessly into their website:

“Thanks for the great cooking page guide. You might have even outdone Fabricant’s seminal guide on the subject in the NY Times. I’ve been planning to author our own version this year and you saved me TONS of time! I sure appreciate your efforts!”

Reid Ten Kley, CPA | Fisherman
Iliamna Fish Co. LLC



Goal: More utilization of branding on finished goods.

TradEx used the Bristol Bay Sockeye Salmon branding elements, including the logo in connection with their new line of premium wild catch, U.S. Sinbad Ultra sockeye salmon.

CONTENT AND ASSET DEVELOPMENT



RTC coordinated and directed a photo and video shoot for five new recipes. This photoshoot helped showcase new techniques, informational photos depicting freezing and thawing processes, photos that visually defined “opaque” and doneness for new consumers, and artful content that continues to highlight the color and texture of Bristol Bay Sockeye Salmon. The primary concept driving the shoot was “lifestyle” photography which focused on making the experience of preparing and eating Bristol Bay Sockeye Salmon feel approachable, relatable, and accessible to a wide range of consumers.

Considerations were made to capture hands-on, human interaction with the fish—showing hands and torsos while preparing or serving, showing cooking implements in natural kitchen environments, showing people enjoying their salmon, cutting into the fish, sharing a meal at family dinner, or having a busy working lunch.

The 2021 Bristol Bay Sockeye Salmon brand update focused on updating the brand elements to reflect brand growth, clarify aesthetic tone, and create a reliable and accessible system for building collateral. It is a curated effort in crafting the perfect message for our audience who has grown to expect high quality deliverables at every turn.

In November, the complete suite of updated brand

PRIMARY LOGO

Monoline Stacked

The first way we signify the presence of Bristol Bay Sockeye Salmon is with our primary logo lockup. It's the clearest way to visually identify our product. Whenever a simplified single-color logo is necessary, we encourage the use of the primary logo.



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elements was approved by Bristol Bay. In order to maintain a cohesive and impactful brand delivery over time, Rising Tide has developed a comprehensive Brand Guideline to accompany the updated brand elements. This book-format guideline reiterates the BBSS history and mission, clarifies how the branding works, outlines usage of the independent brand elements, and defines how the elements can work together to support the BBSS brand identity. It is intended for use by designers, writers, marketers, and contractors. The included style guide has expanded from its original iteration to accommodate for BBSS’s recent growth and is an expansive, flexible system meant to ensure flexibility in design and maintain consistency across all marketing materials.

With the approval of the full update brand guide, an internal review of collateral was completed by RTC, and the creative team began to deploy the updated branding on all Bristol Bay printable and digital goods—including but not limited to: recipe cards, recipe booklets, informational cards, social media graphics, and promotional items.

PUBLIC RELATIONS



Salmon Cooking Guide

Outreach supporting the Salmon Cooking Guide launch in January yielded coverage in various trade and consumer outlets, on prominent social media accounts, and with a diverse group of influencers and key retail partners. Contributors included Adam Ragusea, Jess Pryles, Kaylah Thomas, Apay’uq Moore, Susie Brito, Tom Douglas, and more.

Coverage Highlights: [Yahoo Finance](#), [AP News](#), [Seafood News](#), [Cordova Times](#), [Perishable News](#) and [Street Insider](#).

HealthFULL

October saw the HealthFULL Campaign launch with a customized collection of five healthy sockeye salmon recipes developed by The Real Food Dietitians. The RFDs updated their original grilled salmon with elite vegetables blog post to include HealthFULL

logos and graphics, shared the recipe on their social channels, and included a “this or that” quiz on Instagram Stories. The campaign was supported with custom digital assets developed by the RTC Creative team. The campaign garnered 66K+ impressions on Instagram, and the blog post 8,945 views.

Fast. Wild. Easy.

In May, the marketing team launched this custom collection of four quick and satisfying recipes showcasing that Bristol Bay Sockeye Salmon is a snap to prepare and even easier to love. The assets included four new recipe cards, a retail poster, a window cling, and a QR code directing users to the collection’s unique landing page.

In addition, a custom email announcing the campaign and a PDF campaign guide, and a dedicated campaign asset webpage made it easier than ever for partners to access the collection.





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'Seaspiracy'

Bristol Bay was featured in a call out for Earth Day from Captain Lyf Gildersleeve who highlighted Bristol Bay Sockeye Salmon as a sustainability success story on [KGW8 \(Portland, OR\)](#). This news broadcast was a direct response to "Seaspiracy" and included several Bristol Bay Sockeye Salmon brand video and photo assets in the segment. In the online interview, it stated:

As you can imagine, a man who makes his living selling seafood is not on board with the idea that we should all stop eating it. He's also not on board with the documentary's ocean-sized claim that commercial fishing simply cannot be done sustainably.

"They don't take into account the positive examples, the sustainability success stories," Lyf said. When I asked him to give me an example of a sustainable commercial fishing success story, he quickly mentioned Bristol Bay Sockeye Salmon out of Alaska.

WEBSITE

The Bristol Bay marketing team continued to refine and update the Bristol Bay Sockeye Salmon website and the Fish Finder in 2021 to increase the usability, keep content fresh and stay current with tech and social trends. This included research, planning, and scoping of a new homepage and recipe gallery page, as well as an update to overall site design and build. The team selected a contractor just prior to the new year, and this work is contracted for 2022.



Consumer sites: Two new campaigns were launched in 2021 and added to the consumer website: Fast. Wild. Easy. and HealthFULL Campaign. The Herb-Threaded Salmon recipe from Fast. Wild. Easy. was the fifth-most visited page on the site in 2021, with 5,031 views. Crispy Salmon with Lemony Caper Sauce, a HealthFULL recipe, was the ninth-most visited page, with 3,492 views.

New recipes were uploaded to the gallery such as Salmon Lumpia, Korean-Style Salmon Belly Skewers, and Air-Fried Salmon with Israeli Salad Couscous. All of the recipes in the gallery now have short descriptions, which contain SEO keywords that were identified in 2020. Not only will these descriptions contain valuable search terms, but they also will provide context to the user as to what each recipe is about. We also added suggested side dishes for the core recipes in the gallery. For example, the Moroccan grilled salmon could be served with rice pilaf and grilled asparagus.

Fish Finder: RTC identified user experience issues with existing Fish Finder navigational menu and redesigned a new menu format which will alleviate potential confusion created by navigating through different types of search result content.

Media Library website: We redesigned the page so there's a clear log in area in the menu bar; this way people can log in or register as a new user with more ease. All new campaign assets were uploaded to the media library as well as the photos from the October photoshoot.

Marketing website: We added a newsletters section to the media page. People can view past issues



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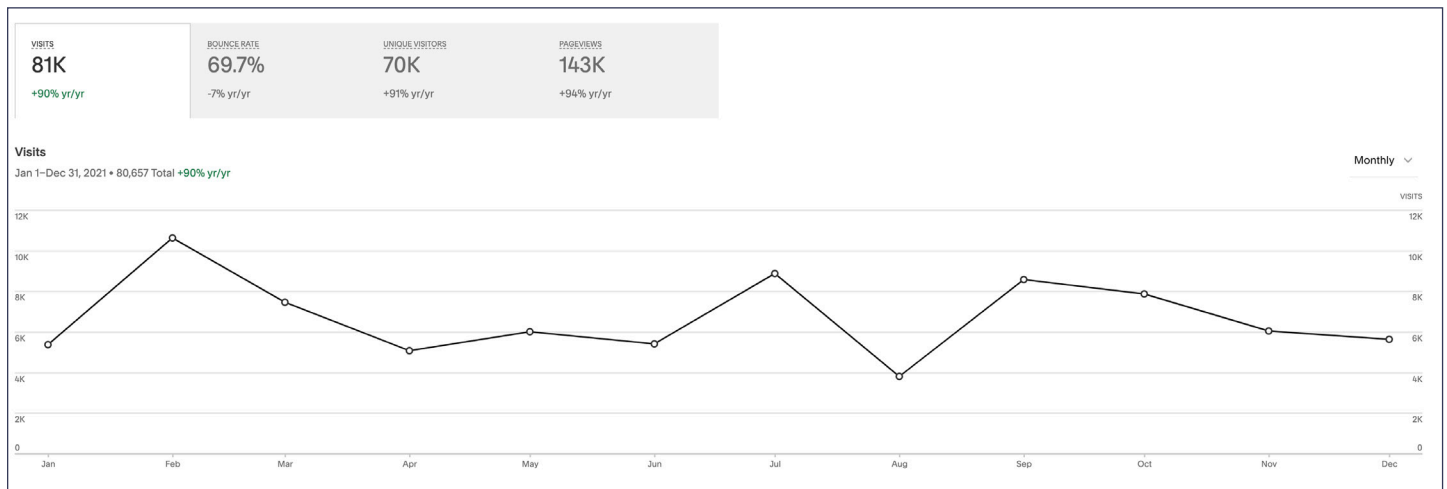


of the marketing update newsletters as well as sign up to receive future newsletters. We added Fast. Wild. Easy. assets to the POS and DM order forms where users can request prints of the recipe booklet, poster and display case cling.

The creative team translated the Buyers Guide retail print package into a long-scroll single webpage for the Marketing website.

In 2022, RTC will be migrating all the websites to one comprehensive site. In preparation for the site migration, RTC has reviewed current site analytics and SEO reviews from outside contractors for key pages (home page, recipe gallery), and has done extensive market research into web design options. These insights were used to develop a framework for the home page—including page hierarchy and content outlines. RTC will communicate this insight and research to Mentor for consideration in the redesign of the home and recipe pages.

Overview Stats



were nearly twice as many visits from 2020 - 81k visits in 2021 vs. 42k in 2020. The Recipe Gallery garnered more overall visits than the homepage itself for the first time. This was because we learned of high bounce rates when directing social posts or other outreach to the homepage. We have thus strategized how to improve our homepage and this work is being done in our 2022 site migration project. We also are more targeted with what links go to what audiences and when so we can reduce bounce rate no matter the click through location. More traffic came from social media channels (primarily Facebook) than any other source.

Google Analytics

Across all of the BBSS domains - bristolbaysockeye.org, cooking.bristolbaysockeye.org, find.bristolbaysockeye.org, media.bristolbaysockeye.org, and marketing.bristolbaysockeye.org - Q4 garnered the most users with 47k, but it also saw the highest bounce rate of the year at 70.33%. For all of 2021, the most visited page was the Salmon Cooking Guide, followed by the Recipe Gallery.

Most people coming to the sites are using mobile devices, which we are keeping in mind for the site migration in 2022. As a result, pages and components of web pages will be optimized for mobile viewing as well.

Data shows the state that visited the Fish Finder the most was California. The Fish Finder had low bounce rates in 2021, which indicates that people are staying on the page longer and are most likely utilizing the site the way it was intended. Consumers were the overwhelming majority of visitors to the



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Fish Finder over retailers and restaurants. We coordinate social posts to promote the Fish Finder, and it's clear boosted posts are working well for us.

The Media Library website had the lowest bounce rates of all domains, which indicates users are navigating through the site to find what they need. This is a very specific audience utilizing this site, but it's validating to know that it is being used well and that the design still allows users easy navigation. We have repeated users, namely many direct marketers, who continue to come back month after month to download assets. This tool is working for our stakeholders and partners.

More users came to the site in Q4 of 2021 than ever before. This is largely because we expanded our search copy within our paid search strategy. Bounce rate went up as well, but click through rate for these ads increased greatly. The strategy doubled the number of clicks from Q3 to Q4. We'll be looking at this data as we move into 2022 and strategize about audience and how to retain users after the click through.

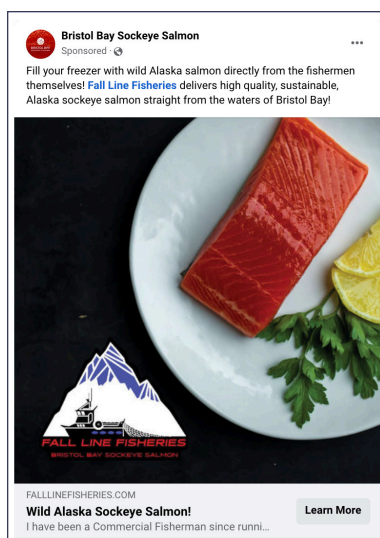
Paid Search was responsible for driving 45% of traffic in 2021. This includes traffic to ALL sites - media, find, cooking, the main domain, and those sessions drove 62% of total video starts. This means paid search traffic was way more likely to watch a video. Excluding Media Library & Marketing sites, paid search users were driving up overall engagement metrics.

ADVERTISING

Retail Ads

We ran a total of 15 retail promotions for our partners in 2021 that included a mix of static and video ads. This tactic revealed that, while overall impressions decreased by 51%, there was a 631% increase in the number of link clicks from 2020 to 2021. Additionally, the average retail budget and length of ad run increased in 2021, contributing to the increase in link clicks.

Static retail ads performed better on average than video ads, resulting in 73% more average daily impressions and 18% more average daily link clicks.



Direct Marketer Ads

Unlike the retail ads, the seven direct marketer ads run in 2021 showed a substantial increase in engagement. The total budget for each of these campaigns was \$150 less than in 2020; however, the decision was made to shorten the run time of each campaign to four days, resulting in more dollars spent per day than in 2020. As such, the average of daily impressions increased 231%. Similarly, the average number of link clicks per day increased by 96%, from 175 per day in 2020 to 343 per day in 2021.

General Bristol Bay Sockeye Salmon Brand Ads

The general Bristol Bay Sockeye Salmon brand ads, (such as Bristol Bay Salmon Week, Salmon Cooking Guide, etc) increased their average budgets and ad run times during the 2021 year. In a similar pattern to the 2021 retail ads, the average number of daily impressions decreased by 2.6% but the average number of daily link clicks increased by 274%.



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Contrary to the retail ads, the general Bristol Bay Sockeye Salmon brand ads performed better as videos than static ads, with 30% more daily link clicks and 2% more daily impressions.

Summary/Overall Analysis

2021 saw an incredible increase in interactions with our retail, direct marketer, and brand ads. This increase is a result of shorter average ad run times which increased the average daily ad spend budget, resulting in more interaction with the ads. For example, Hy-Vee’s September 2020 ad, which ran from Sept. 25-30 (five days) spent \$500 and resulted in 31,348 total impressions and 64 link clicks, an average of 13 clicks and 6,270 impressions per day. In comparison, the 2021 Hy-Vee Hand Harvested ad ran four days and had the same total budget as 2020. As a result, this ad had 33,217 total impressions and 622 link clicks, an average 156 clicks and 12,844 impressions per day.

SOCIAL MEDIA

In 2021 the Bristol Bay marketing team’s main goals for social media channels were to keep up user engagement, maintain interesting and appropriate content amid the global pandemic, and to monitor and adapt to the ever changing social media landscape.

YouTube: The Bristol Bay YouTube channel saw large increases in user activity during 2021. There were 93.2k views to the YouTube channel in 2021, up from 23.6k views in 2020. The addition of the Salmon Cooking Guide videos are most likely the reason for the significant uptick. Any video viewed on the SCG website is counted toward YouTube’s analytics. The Salmon Cooking Guide promo video was the most watched, at 64k, which would stand to reason as it is the trailer video that appears on the channel’s main page.

Pinterest: In 2021 there were 57.9k impressions and 26.7k total audience on the Pinterest account. We do not have data for 2020. We replaced all of the recipe images with Pinterest-friendly graphics so if people were to share the recipes on Pinterest they could choose a more optimal graphic for that platform. We repinned all the recipes to the Pinterest account so it is now updated and organized. We also created graphics for the featured fishermen and the Salmon Cooking Guide videos.



The social team created a series of one-liner social media graphics with corresponding captions in four different subjects: sustainability, culinary, amazing place and fishermen. These graphics are being used in-house but are also available on the media library website for users to download and share.

As Instagram has continued to emphasize the importance of videos and reels, the RTC has been researching ways to create reels that are time efficient. We plan to create reels for some of the Salmon Cooking Guide videos and from footage taken specifically for this reason at the October photoshoot.

Social Media Stats at a Glance

Reach

Facebook: 2.2M
Instagram: 168.5K

Page + Profile Visits

Facebook: 6,587
Instagram: 7,434

Followers

Facebook: +733
Instagram: +1.3k



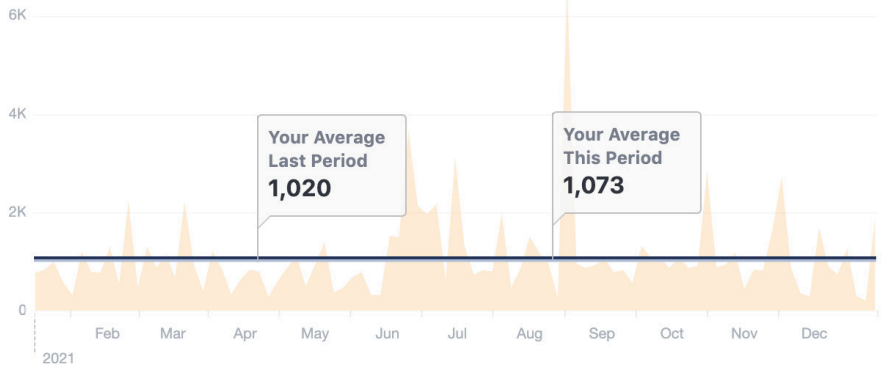
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Social Media Dashboard: Facebook 2021

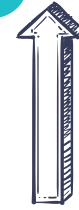


TOTAL REACH

The number of people your posts were served to.



PAGE LIKES



21,644

+733 IN 2021
+1,500 IN 2020



TOP BOOSTED POSTS OF 2021

Feb. 10-15: \$125 - Amazing Place Page



Engagement: 2.2k
Reach: 38.6k
Link clicks: 2.2k
Shares: 9
Post reactions: 58



TOP 3 MOST ENGAGING POSTS

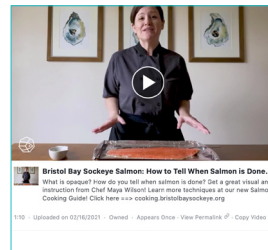
The number of people your post reached who then liked, commented, shared or clicked on your post.

American Heart Month



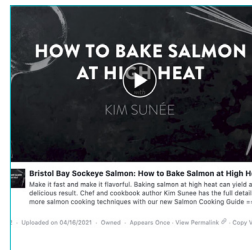
Feb. 4: 11% engagement
Post clicks: 66
Reach: 1.6k
100% organic

SCG Video



Feb. 16: 11% engagement
Minutes viewed: 4,000
Reach: 23k
26% organic, 74% paid

SCG Video



April 16: 131
Minutes viewed: 6, 575
Reach: 18k
11% organic, 89% paid

Jan. 6-12: \$125 - Nutrition Page



Engagement: 9.7k
Reach: 32.1k
Link Clicks: 510k
Shares: 31
Post comments: 10

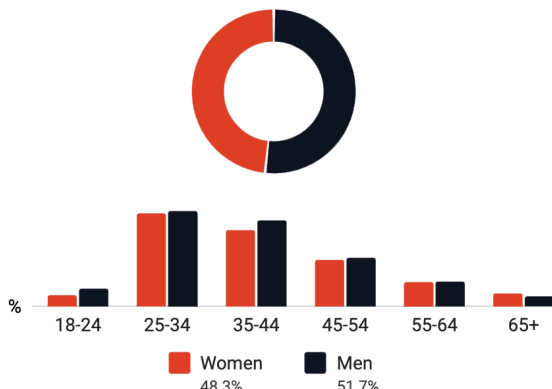
Jan. 19-26: \$125 - Amazing Place Page



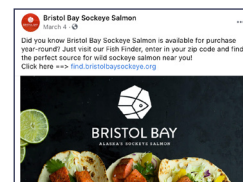
Engagement: 754
Reach: 31.6k
Link Clicks: 583
Shares: 26
Post reactions: 126



AGE + GENDER



March 4-9: \$125 - Fish Finder



Engagement: 403
Reach: 27.5k
Link Clicks: 353
Shares: 8
Post reactions: 39



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Social Media Dashboard: Instagram 2021



TOP POSTS

Impressions, reach and likes.

1



March 15
7.1k impressions
6.7 reach
460 likes

2



Feb. 9
5.6k impressions
5.7k reach
331 likes

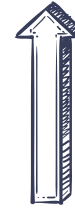
3



March 8
5.3k impressions
5.2k reach
257 likes



FOLLOWERS



8,506
+1.3K IN 2021
+1.0K IN 2020



MOST INTERACTIVE POST

This post received the most user interactions

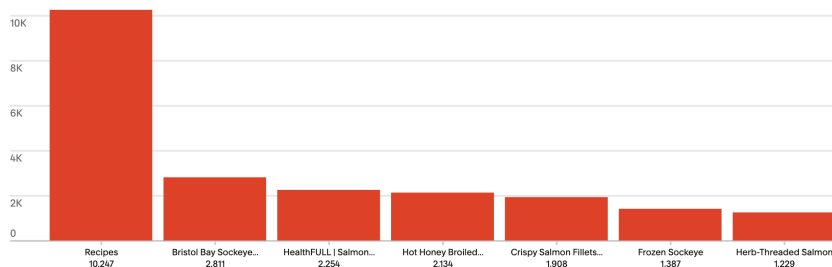
July 27



- 69 profile visits
- 30 follows
- 328 likes
- 5.3k impressions
- 122 shares
- 35 saves
- 60% reached weren't following Bristol Bay

WEBSITE SPOTLIGHT

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TOP POST TYPES IN 2021

