

Bristol Bay Sockeye Salmon 2020 End-Of-Year Marketing Report

Prepared by Rising Tide Communications

January 2021



BRISTOL BAY
ALASKA'S SOCKEYE SALMON

Overview

Rising Tide Communications executes BBRSDA's marketing activities across all channels: retail and industry marketing, content and asset development, advertising, public relations, social media, and website management and development.

Despite a wild ride during a global pandemic, the BBRSDA marketing program had an incredibly successful year. On the retail side, in spite of several pandemic-related retail promotion cancellations, we grew from 800 retail promotions in 2019 to 2200 in 2020- a 175% increase. The average "lift" experienced by our retail partners during our promotions grew from 34% in 2019 to 52% in 2020.

We deepened our relationships with marquee retailers such as Wegmans, Harris Teeter, QFC, Costco, Whole Foods, Hy-Vee, H-E-B, and more. We established new relationships with King Soopers/City Market, serving Colorado, and executed our very first international promotion with Canada's Save-On-Foods.

Although much of our early workplan development had to be fully revamped in April and May, the program was able to pivot to complete several exciting projects that piggybacked on the changes in the seafood marketing landscape. In response to the droves of new customers for wild seafood, a Salmon Cooking Guide website was developed to help make sure consumers had the best coaching and support to cook their Bristol Bay Sockeye Salmon. We established and leveraged relationships with fantastic content-creating influencers. We have heard loud and clear that consumers are looking for quick, easy and delicious recipes, so we've developed a new "Fast, Wild and Easy" campaign to roll out to our retailers in 2021.

The Bristol Bay brand continues to draw praise and win awards for their high quality marketing materials and brand attributes, including a new booth, technique cooking card, and other assets. To assist our industry partners, we've developed a new buyers guide. We're offering our partners information and promotion support through a brand new marketing website and newsletter.

Although there was a lot of uncertainty and difficult decisions in 2020, the marketing program is forging ahead with lots of great tools to continue to promote Bristol Bay Sockeye Salmon and connect with industry and consumers alike.



RETAIL



Bristol Bay’s retail promotion program began in 2016 and experienced substantial growth in 2020, **executing 13 contracted promotions and eight non-contracted promotions, in a total of 14 store chains.** Participating retailers in 2020 included Costco, H-E-B, Harris Teeter, QFC, Raley’s, Heinen’s, Rosauers, Rouses, Save-On-Foods, King Soopers/City Market, Hy-Vee, Albertsons and Wegmans. **An impressive 52% average sales lift from participating retailers has demonstrated the program’s effectiveness across market demographics, up from a 34% average lift in 2019.**

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 807 stores executing fresh promotions and 1,425 stores executing refreshed promotions.
- In 2020 we onboarded new retail partners Harris Teeter, Costco, King Soopers/City Market, and our first international partner Save-On-Foods (Canada). We continued partnerships with key retailers Wegmans, Rosauers, QFC, H-E-B, Raley’s and more. Bristol Bay Sockeye Salmon had relationships with four of the top 10 retail chains nationwide according to Dunnhumby’s Preference Index.
- Costco was an exciting addition to our 2020 promotional lineup. Our processor relationships with Trident Seafoods provided an initial option to provide on-pack stickers for Southeast stores. BBRSDA Marketing Director Lilani Dunn grew the relationship to include two separate promotional video features via Costco’s Quick and Easy recipe collection. Costco produced two videos: salmon burgers in June and salmon fried rice (launching January 2021). We were invited again to provide on-pack stickers for a winter promotion in Southeast U.S. stores, and



Bristol Bay Sockeye Salmon display at a participating Heinen’s.

- **Harris Teeter**, a 260-store chain in North Carolina, South Carolina and Virginia, was another exciting addition to Bristol Bay’s marketing partners in 2020. In addition to point of sale on display for all stores in the mid-Atlantic region during the entire month of January 2020, the marketing team secured 60 cooking demos with Chefs USA, who also provided a custom recipe and cooking techniques video. The Harris Teeter team was also provided with recipes for social media posting. This retailer is already contracted for another promotion in January 2021.





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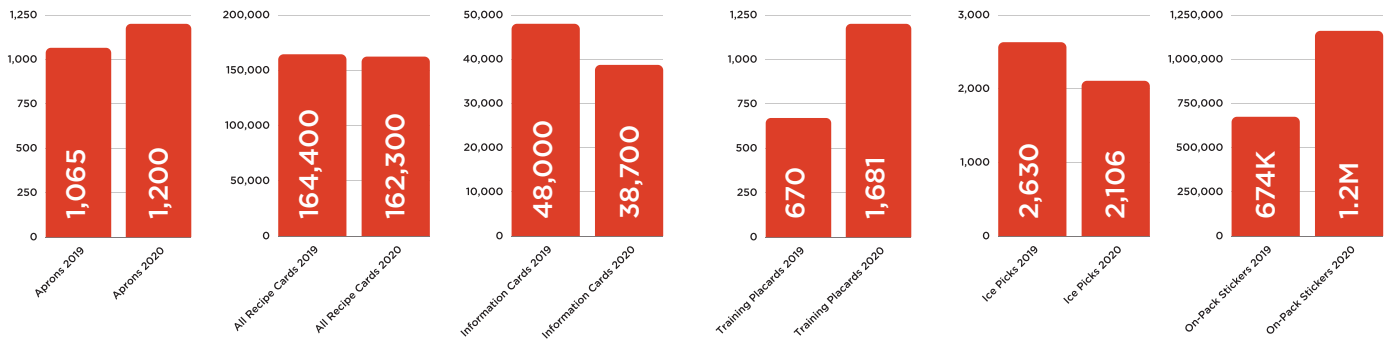
Goal: Year-over-year increase in stores promoting the Bristol Bay Sockeye Salmon brand

- We executed retail promotions in over 2,200 stores in 2020, an increase of 175% over 2019's 800 stores. This number includes 13 contracted promotions and eight non-contracted promotions, in a total of 14 store chains.

Goal: Retailer retention

- Of our 2020 partners, as of the writing of this report, 8 out of 14, or 57%, are repeat partners who have run past contracted retail promotions.
- New retail partner stores made up 40% of all promotions in 2020.
- All contracted fresh season promotions in 2020 were executed by repeat partners.

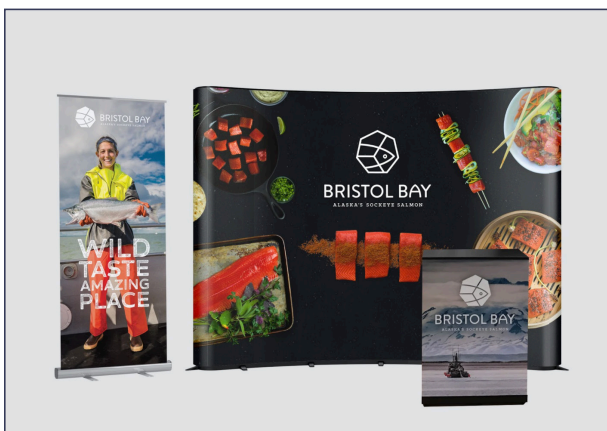
In 2020 we distributed the following point of sale materials to our retail and foodservice partners:



INDUSTRY

Our primary industry goal is increased engagement from industry with brand and organization, and we evaluated the program on the following Key Performance Indicators:

Goal: More processor-initiated retail and foodservice leads



New booth design created for Seafood Expo North America.

- The Bristol Bay marketing team had planned to attend several key seafood industry networking events in 2020, which were cancelled due to the global pandemic, including Seafood Expo North America in Boston (March 2020), Seafood Expo Global in Brussels (April 2020) and Pacific Marine Expo in Seattle (November 2020).
- The pandemic forced the closure of restaurants globally and many businesses failed, eliminating any prospects for growth in the foodservice sector for the brand in 2020 and possibly 2021.
- The Albertsons (Canada) sticker request came via the relationship with Canfisco, a Canada-based processor.



Goal: Increase number of distributor relationships

- In 2020, key relationships were developed with distributors in Colorado and Canada.
- In Colorado, the distributor partnership has been a highly valued target for distributor partnership given their recognized industry leadership, dedication to quality and sustainability, and strategic location in the Denver area. It was instrumental in onboarding Kroger-owned King Soopers and City Market after the RTC marketing team met with their team in Boston in 2019. RTC conducted two virtual sales staff training sessions with other members of the Seattle Fish sales team in October to help further develop relationships.
- In Canada, another valuable seafood distributor partner in securing Bristol Bay's first ever international promotion with Save-On-Foods, aiding in the considerable logistics of delivering all of the POS to the stores. It was also requested additional sales materials for their annual corporate meeting in November.

Goal: Increased quantity of branded on-pack labels use

- The Costco promotion resulted in a highly visible on-pack labeling with nearly 500,000 stickers in Q4 of 2019 and Q1 of 2020.
- Costco requested an additional 650,000 on-pack stickers for their Q1 2021 promotion.

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

- In 2020, given the global pandemic, processors were focused on creating a safe and successful operating year. The marketing team kept engagement high-level and reached out both directly and through newsletters and other tools. Processors were naturally less engaged and we look forward to resuming high-touch opportunities like trade shows and in person meetings in 2021.

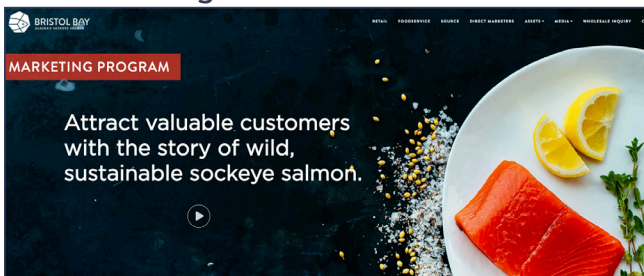
Goal: More utilization of branding on finished goods

- The number of on-pack stickers requested nearly doubled from 674,000 in 2019 to 1,160,000 in 2020.

2020 Activity Highlights

Industry

New Marketing Website



Homepage of the new Marketing Website

In an effort to reach key trade and industry partners in a consistent and efficient way, and in response to cancelled trade shows and travel, the Bristol Bay marketing team developed and launched a new dedicated marketing website in 2020. The site features resources for retail, foodservice, a wholesale inquiry form, suppliers directory, links to training resources and assets, and an online point of sale order form. This tool helps open the top of the sales funnel to recruit new partners as a result of industry outreach.

New Industry Marketing E-Newsletter



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The marketing team implemented a quarterly e-newsletter designed to communicate important program updates to retail, foodservice, industry and media. Topics include harvest updates, new marketing materials and assets, highlighting successful promotions and an invitation to partner for upcoming promotions.

New Buyers Guide

A new collateral piece for industry and trade was developed that highlights the unique aspects and benefits of Bristol Bay Sockeye Salmon to aid in distributors' wholesale sales to retail and foodservice operators. Key information includes sockeye size, value added preparation tips, quality and nutrition, and marketing resources.

The new industry marketing e-newsletter was distributed three times in 2020.

New Trade Show Booth

The marketing team designed and produced a new booth that was to be displayed in Boston and other trade shows. The new design features the vibrance and craveability of delicious Bristol Bay Sockeye Salmon by featuring plated food shots with stand-alone banners highlighting the harvesters.

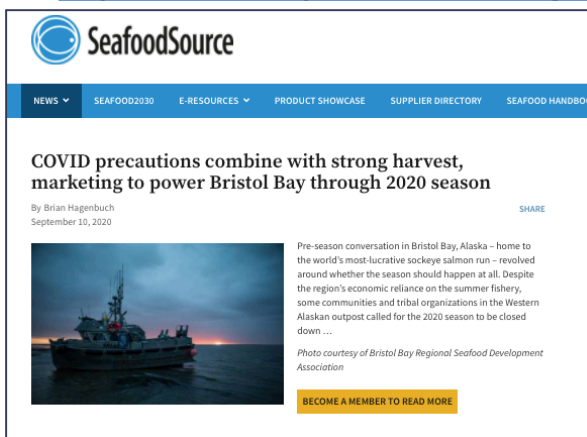
Trade Press Releases

Industry and trade communications are an important aspect of the Bristol Bay marketing program and provide an avenue to reach our fleet, stakeholders, and industry and retail partners. A number of industry and trade press releases were distributed in 2020 showcasing the success of the BBRSDA's marketing efforts and highlighting important issues and news coming out of the Bristol Bay region. Media coverage of Bristol Bay's success at retail across the U.S. showcased the growth and momentum of the retail program in 2020, as well as the fishery's strength in overcoming challenges faced by the fleet from COVID-19.



2020 Trade Media Cover Highlights

- [July means sockeye salmon - Winsight Grocery](#)



- [Marketing efforts paying off for Bristol Bay Sockeye - Alaska Journal](#)
- [COVID Precautions combined with strong harvest, marketing to power Bristol Bay through 2020 season - SeafoodSource](#)
- [Bizarre salmon season winds down short of state projections - Alaska Journal](#)

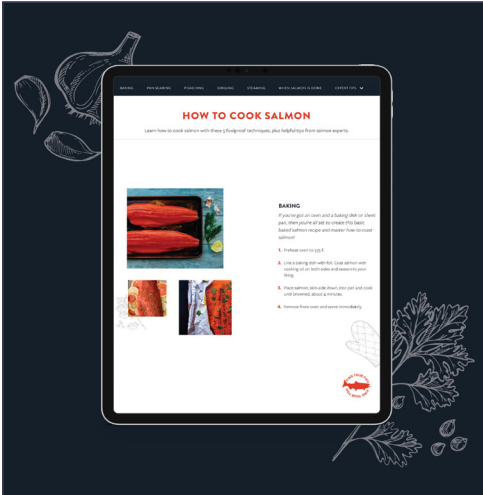
WEBSITE



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The Bristol Bay marketing team continued to refine and update the Bristol Bay Sockeye Salmon website and the Fish Finder in 2020 to increase the usability, keep content fresh and stay current with tech and social trends. We also introduced two new website products: the Salmon Cooking Guide and the Marketing site. Some highlights include:



Mock up display of the new Salmon Cooking Guide.

- Designed/Built Salmon Cooking Guide
- Designed/Built of Marketing site
- Created robust Google Analytics tracking system, UTM link system, and produced quarterly Google Analytics reports (annual GA report to come)
- Overhauled consumer website's SEO
- Updated pages, updated the Fish Finder, reorganized the media library, and many more upgrades
- Streamlined and cleaned backend of consumer site to aid in management and SEO coordination

Salmon Cooking Guide

Developed in 2020, the Salmon Cooking Guide is a digital resource featuring cooking techniques, expert tips, recipes and videos. The site was created with a multidisciplinary approach marrying SEO, public relations, design and content to create the best guide for cooking salmon as well as a standout acquisition piece for brand awareness. This guide educates and inspires consumers with relatable, achievable content to address any friction points for home cooks. The Salmon Cooking Guide is a direct to consumer tool, but also offers an incredible resource for partners and retailers to share and feature in their communications. This resource was built with the future in mind and can expand and adapt with new content.

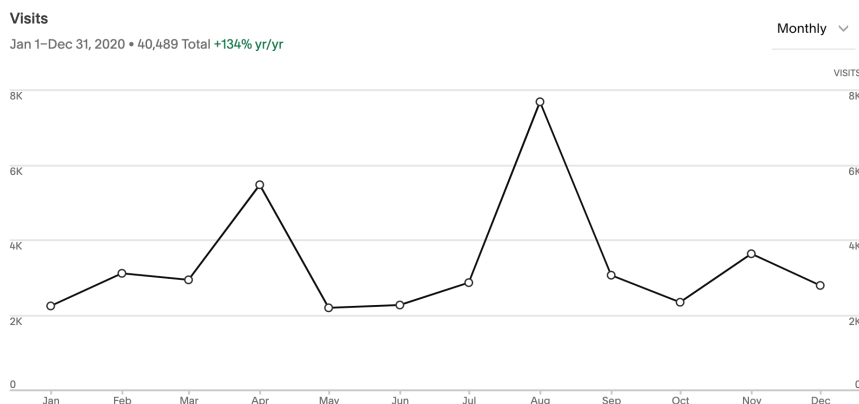
Google Analytics

We will produce a separate EOY Google Analytics report with growth and insights. It will be more in depth than a section allows in this report. We've taken into account client feedback regarding representing trends and doing more action-based analysis.

Overview Stats

The consumer website saw huge increases in 2020. The site experienced a 134% increase in visits yr/yr.

Overall there were 40k visits to the site, compared to 17k in 2019 and 74k pageviews in 2020 compared to 36k in 2019.



An active change we made to Facebook posts that featured the website was to include a direct link to a specific page, rather than to the homepage. We found more interaction on these specific link posts and we will continue to share the website content on Facebook in this way.



The most visited pages besides the homepage were the recipe gallery followed by the cooking techniques page. We foresee views increasing to the new Salmon Cooking Guide, which replaced the cooking techniques page in late December.

CONTENT AND ASSET CREATION

Like many of the facets of the BBRSDA's marketing program, there is a natural organization of larger projects and many smaller projects that are either a continuation or direct response to emerging needs. Below are larger projects, but it's important to note work that went into custom assets for retail promotions, evolving website design, photo licensing, recipe development and custom content for social media. This year's content and asset program overcame the hurdles of COVID-19 by problem solving and being immersed in consumer trends and behavior. Our team art directed a photoshoot remotely, executed a reduced staffed photoshoot, reimagined current assets and edited 15 videos for the Salmon Cooking Guide. The Bristol Bay Sockeye Salmon brand has content and creative assets molded to the consumer of today with growth and adaptation in mind.

Salmon Cooking Guide Video Content

With the challenges of executing an in-person video/photo shoot during the pandemic, we embraced the increasingly popular DIY approach of video content creation. We worked with influencers to develop content within the comfort of their homes and transformed their video content into approachable cooking videos. The informal and attainable aesthetic resonates with audiences who are increasingly cooking seafood at home. These videos are a cornerstone of the Salmon Cooking Guide. They are also featured on the BBSS YouTube channel.

The influencers we engaged with include: Lael Paul Johnson, Barton Seaver, Maya Wilson, Kim Sunée, Kaylah Thomas, Adam Ragusea, Kevin Benner, Susie Brito-Jenkins, Apay'uq Moore, Tom Douglas, Jess Pryles, and ASMI.

Fast, Wild, Easy Campaign

We quickly piggybacked off new consumer habits during the pandemic, and prioritized the development of fast and simple salmon recipes (in addition to a new cooking microsite). With public health safety as a priority during the pandemic, we were unable to execute a planned five day photo and video shoot. Instead, we enlisted recipe developer and photographer Maya Wilson to create recipes and capture photos for the campaign. We selected and coordinated prop delivery and provided live virtual art direction to ensure the photos maintained the vivid and high contrast brand aesthetics. Deliverables for this campaign will include a graphics package, social content, a QR code, campaign pages on our website and media library, recipe booklets, clings, and posters.



Salmon grilled cheese is part of the new Fast, Wild, Easy campaign.

Grilling Photo Shoot



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In July, we staged a grilling and outdoor setting photoshoot using minimal personnel and social distancing measures. We took advantage of summer being an ideal time to capture this content; however, it is important to note that many of our retailers and partners are in locations where grilling is a year-round activity. These images offer something new to our partners and the visuals show salmon prep and cooking as something very achievable to consumers. We also captured photos in partnership with ASMI to depict the various sizes of sockeye salmon, particularly the 2-4 size range.

Redesigned on-pack stickers

We finished the design and production of two new on-pack stickers. The first is a redesign of the black sticker- reworked with rounded corners and a deep navy background. The second is a similar on-pack sticker with a transparent background and white logo. It is designed to complement the skin pack fillets with the salmon flesh texture framing the logo. We also designed and produced a custom round clear sticker with a modified logo for the Costco winter promotion.

Consumer Facing Posters

In 2020, we designed three different consumer facing posters for retailers and direct marketers. These have been uploaded to the media library, added to the POS form, and announced to our partners through the industry newsletter. The posters are available in three sizes: 8.5" x 11", 11" x 17" and 22" x 28" and as digital downloads.

PUBLIC RELATIONS

Consumer facing public relations efforts help extend the Bristol Bay brand into new channels, reaching new and brand-familiar consumers in the places where they most often consume media. New tactics in 2020 yielded successful results with new media engagement and partnerships with influential food and healthy-lifestyle media personalities. Pairing Bristol Bay Sockeye Salmon with select influencers drove a high number of brand impressions, website visits, and social media engagements, all helping to elevate the Bristol Bay brand to a household name.



- Video sponsorships with YouTube food personality Adam Ragusea yielded some of the highest impression numbers from

Adam Ragusea kicked off 2020 with a video about salmon burgers.



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any single media engagement, driving the most website visits of any media activity, and counting nearly 2 million views on his channel.

- [Adam Ragusea: Salmon 101](#) - 1.1M views
- [Adam Ragusea: Salmon Burgers](#) - 750k views
- A paid promotion with Texas barbecue pitmaster Jess Pryles helped Bristol Bay Sockeye Salmon reach an important Texas and southern barbecue audience through an established and renowned personality. Jess completed a blog post and YouTube video on hot-smoking Bristol Bay Sockeye Salmon, which is included in the new Salmon Cooking Guide.
 - Blog post: [How to Smoke sockeye salmon](#)
 - YouTube video: [How to hot smoke salmon | Jess Pryles](#)
- A [paid partnership with the Real Food Dietitians](#) helped achieve reach and coverage in the healthy living category and source high quality imagery for use in other channels.
- Nutrition is an important message tied to Bristol Bay Sockeye Salmon, and emerging science



The animated astaxanthin video has brought thousands of viewers to the Bristol Bay Sockeye Salmon YouTube page.

about the antioxidant astaxanthin highlights wild sockeye salmon as a premium source. The otherwise dry content was brought to life through a fun animated short video that outlines astaxanthin's benefits and connects it directly to Bristol Bay Sockeye Salmon.

- In Q4, coordination began with influencers for custom branded video content to build the upcoming Salmon Cooking Guide. The aim of these videos was to highlight a DIY at-home environment that matched consumer trends during the pandemic. Additionally, pairing well-known influencers and chefs with specific cooking techniques and recipes brings familiarity and inspires confidence for new and returning salmon eaters to cook more at home.

Pre-Season COVID-Related PR

The Bristol Bay marketing team directly engaged with or monitored the development of media stories from Food & Wine, The Washington Post, NPR's Marketplace, Anchorage Daily News, KTUU-Alaska, Native America Calling, Heated, The Wall Street Journal, The Seattle Times, Huffington Post, Politico and more. As planning and negotiations develop to support the season in Bristol Bay, RTC has been in full-time listening mode to monitor public awareness of controversy that can impact the brand. We've supported the BBRSDA team in any opportunities to impact these conversations, most prominently an article that was developed for Food & Wine.



Notable Press Coverage

Early in 2020, press coverage emerged around the large predicted run in Bristol Bay, buoying hopes among consumers and industry for another bumper year for salmon supply. The arrival of COVID-19 threw enthusiasm in to a tailspin, as uncertainty in the marketplace mounted. Coverage of the salmon season highlighted high forecasted returns but also concerns from the region and how the fishery could

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Mainstream Media Coverage Highlights

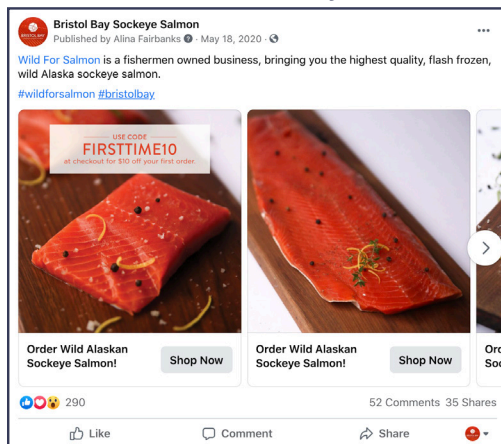
[The New York Times](#), [Real Simple](#), [Food and Wine](#), [The Washington Post](#), [Outside Magazine](#), [Los Angeles Times](#)

COVID Industry Engagement

The Bristol Bay marketing team aided the BBRSDA alongside board members, fleet representatives, and other contractors in development of a 2020 COVID-19 Fishermen’s Handbook for the fleet that served as a guide to navigating the complex logistics, legalities, and requirements of operating the 2020 fishing season in Bristol Bay.

ADVERTISING

Direct Marketer Ad Project



Example of one of the direct marketer ads the Bristol Bay marketing team developed in early 2020.

During the early months of the pandemic, as retail promotions were cancelled, BBRSDA directed us to develop a program to support direct marketers in their efforts to clear their inventory. The opportunity was made available to all Bristol Bay direct marketers. Seven direct marketers were supported by these ads, which featured branded graphics and custom captions and were targeted to each direct marketer’s preferred audience. Social ads to promote direct marketers were launched in late May, with some of the ads extending into June.

New Video Ads

We completed two retail video ads that are designed to be customized for each retailer and deployed during promotions on social media and in ads. Our concepts



One of the new retail video ads developed in 2020.

are centered around content and POS that performs well with consumers in the digital and retail setting. Our food-focused concept puts our outstanding photography to use by focusing on the culinary and visual strengths of the BBSS brand. The fishermen/hand-harvested based concept showcases our most popular retail poster of a female fisherman holding a fish and utilizes fantastic video footage from the bay. This ad concept relays an origin story and trust in BBSS. Both ads are optimized for social distribution and have the ability to be played on any monitor because of their 16:9 ratio.

Retail Promotional Ads

Each retail promotion is supported by an ad placement on behalf of the retailer. Our team customizes



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the video ads with the retailer’s logo and places a custom landing page on the BBSS website that the ads lead back to. The ads are placed on either social and digital ad networks, and have been excellent for brand-buidling, ad traffic, and serve as a bonus to our retail partners that they greatly appreciate.

SOCIAL MEDIA



In 2020 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. We promoted canned salmon recipes, kid-centric recipes and simple dishes that people could make with pantry staples.

One helpful addition this year was the adoption of Linktree for Instagram. Linktree allows us to share several links within Instagram. Since we started the Linktree account we’ve had nearly 1,000 clicks to links and a 70% click through rate.

The most impressive change in Bristol Bay’s social media channels was YouTube. With the addition of the astaxanthin video and YouTube chef Adam Ragusea’s sharing the astaxanthin link in his salmon tutorials, we saw an incredible increase overall to the YouTube channel. In 2019 there were about 3,000 views to the Bristol Bay YouTube channel. In 2020, there were 23.6k views.

Engagement

Engagement was steady in 2020 with no big increases or dips. Most content on Facebook hovered around a 7-9% engagement rate, which is standard for business pages. The most engaging post was at 17% on June 24 when we shared Costco’s Quick and Easy salmon burger video. This was a \$500 boosted post that lasted 4 days. It received 4.4k engagements, reached over 22k viewers and was shared over 270 times.

Instagram no longer measures engagement, but calls it “Post Interactions.” This metric increased slightly since 2019. The post that received the most interaction in 2020 was Ivy O’Guinn’s aerial photo of sockeye salmon on Aug. 19. It topped nearly all the metrics for posts in the past two years.

Followers

Both Facebook and Instagram continued to see increases in followers in 2020. In January 2020 we had just exceeded 20k followers on Facebook. 2020 ended with 21.6 followers; this appears to be a small increase, but this also includes the several hundred suspicious or deactivated accounts that Facebook shut down over the year.



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Instagram gained nearly 1,000 new followers in 2020, with the highest increase in August.

YouTube saw an increase of 25 new followers in 2020. This is not a metric we focus on, but it's interesting to note that although the account is infrequently maintained, we are still gaining followers.

Reach

On Facebook, our reach saw a slight increase in 2020. The average organic total reach increased by 136 from 2019. On Instagram, reach increased at an impressive rate. The average of top reach posts in 2020 was 4.7k as opposed to 2.7k in 2019. This shows that our content is relevant and finding new audiences all the time.



Hashtags continue to be a fabulous way to reach new audiences on Instagram. Jason Ching's aerial salmon photo posted on Valentine's Day, which received the highest reach in 2019 and 2020, saw 10.2k impressions from the hashtags alone. We continue to hone the Bristol Bay hashtag list and this year included #EatSeafoodAmerica as part of BBRSDA's involvement in the Seafood4Health Action Coalition.



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Social Media Dashboard: Facebook 2020

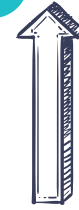


TOTAL REACH

The number of people your posts were served to.



PAGE LIKES



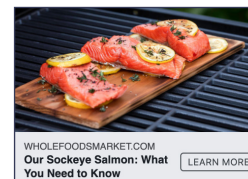
21,634

+1,500 IN 2020
+1,276 IN 2019



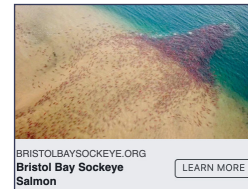
TOP BOOSTED POSTS OF 2020

July 16-21: \$500 - Whole Foods



Link clicks: 4k
Reach: 115.3k
Shares: 56
Post reactions: 318

Aug. 19-26: \$225 - Homepage



Engagement: 4.8k
Reach: 73.7k
Link Clicks: 4.4k
Shares: 72
Post reactions: 353

July 6-9: \$250 - Barton Seaver Webinar



Engagement: 995
Reach: 68.3k
Link Clicks: 908
Shares: 12
Post reactions: 60

April 13-20: \$200 - Nutrition Page



Engagement: 9.2k
Reach: 60.1k
Link Clicks: 184
Shares: 128
Post reactions: 8.7k

Nov. 19-26: \$125 - Frozen Salmon Page



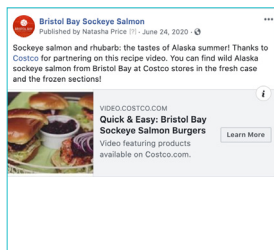
Engagement: 1.3k
Reach: 58.5k
Link Clicks: 1.2k
Shares: 14
Post reactions: 70



TOP 3 MOST ENGAGING POSTS

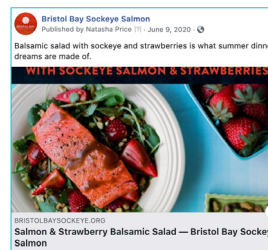
The number of people your post reached who then liked, commented, shared or clicked on your post.

PR Costco Recipe Video



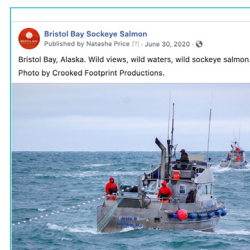
June 24: 17% engagement
271 shares
Reach: 22.7k
5% organic/95% paid

Internal Recipe



June 9: 15% engagement
120 reactions
Reach: 737
100% organic

Amazing Place



June 30: 13% engagement
505 engagements
Reach: 2.8k
100% organic



TYPES OF POSTS

The success of different post types based on average reach and engagement.



Avg. reach: 1.3k
Avg. clicks: 30
Avg. reactions: 67



Avg. reach: 9.4k
Avg. clicks: 351
Avg. reactions: 81



Avg. reach: 4.7k
Avg. clicks: 238
Avg. reactions: 50



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Social Media Dashboard: Instagram 2020



TOP POSTS

Impressions, reach and likes.

1



Aug. 19

11.1k impressions

10.2k reach

934 likes

2



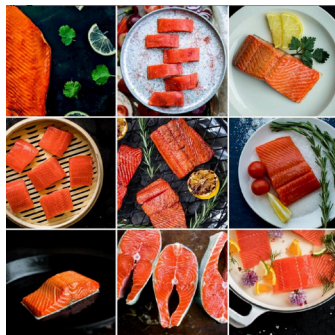
Feb. 14

12.4k impressions

12.2k reach

395 likes

3



Aug. 6

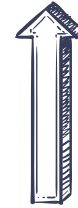
10.5k impressions

9.6k reach

441 likes



FOLLOWERS



7,952

+1,016 IN 2020

+1,243 IN 2019



MOST INTERACTIVE POST

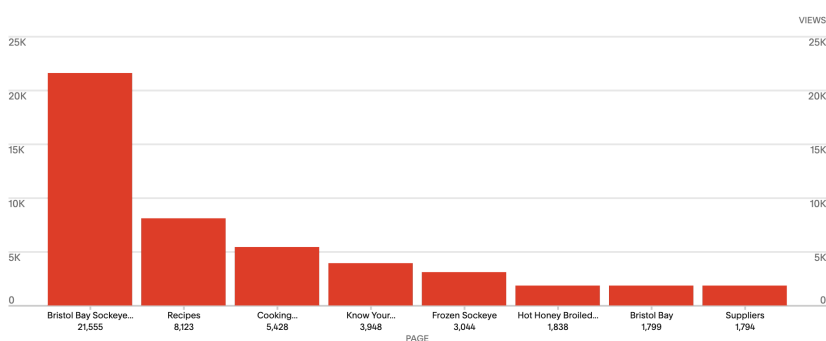
This post received the most user interactions



- 68 profile visits
- 11 follows
- 5.4k impressions from hashtags
- 88 shares
- 35 saves
- 62% reached weren't following Bristol Bay

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