

To: ASMI Board of Directors
 From: Tyson Fick, Communications Director
 Date: September 18, 2014
 RE: ASMI Social Media

At the ASMI board meeting in July it was requested that ASMI staff put forward a proposal for future social media marketing.

The positive media, social and traditional, that Alaska Seafood experiences takes effort. There is a reason why marketers call publicity “earned media.” The two-way communication part of social media makes it the most earned of all media. After committee discussions at the All Hands on Deck meeting last year, the communications program added one full-time and one part-time contract staffer as well as one administrative staff. It should also be noted that there has been increased coordination with the domestic marketing programs in social media, especially during consumer events around the country.

Everyone on the communications team has access to the social media accounts and we overlap to maintain coverage of comments. We schedule facebook posts a month at a time while still taking advantage of opportunities to share spontaneously when available. Social media marketing is different than traditional marketing only in that communication in social media goes both directions between the brand and consumers. More and more people are spending a larger amount of their online time on social media sites and the internet are where Gen Y goes for information on all things, including seafood.

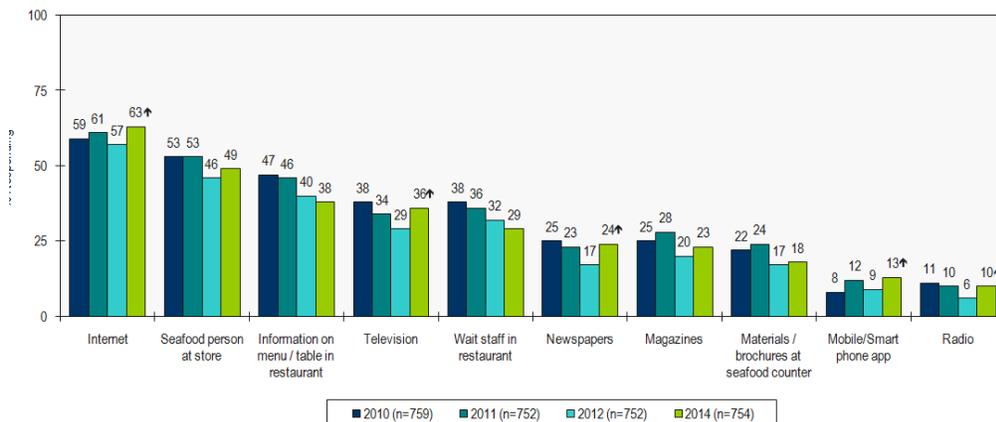
It is my expectation that our new communications agency will be putting resources into social media as part of a greater communications effort. The communications team is looking forward to expanding the Alaska Seafood voice through existing and future social media channels by working with an agency.

Social media is an area of opportunity for Alaska Seafood. Our brand has a terrific story to tell and social media is just another way of making sure they are heard.

At the CAP meeting we heard from several customers that millennials and social media were becoming more important to their businesses every day. The assumption that social media sites are growing in importance is supported with our own consumer research. For millennials, the internet is the number one source of information for seafood. All of the following graphs come from our own surveys.

Sources of Information About Seafood Purchased

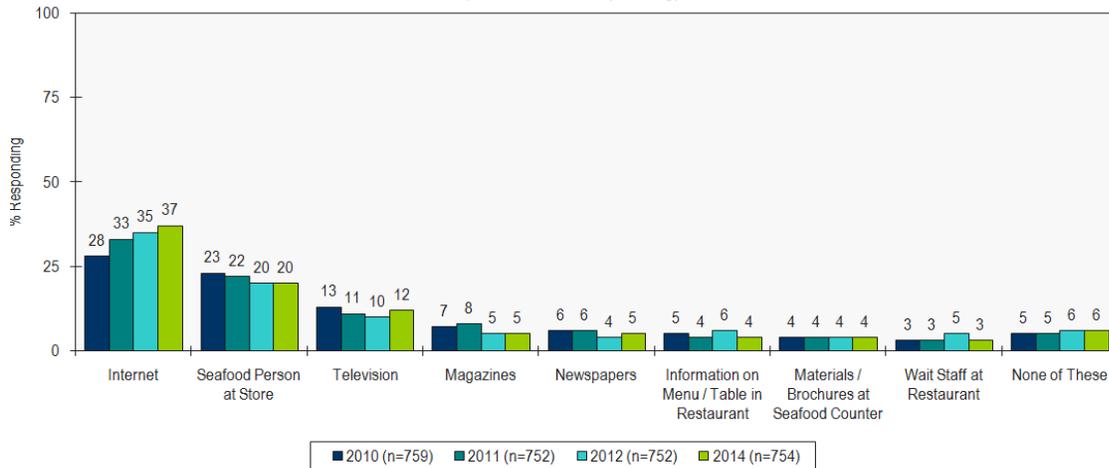
– Aided –
 (Base = Total Responding)



Additionally, the internet is listed as the most credible source for information about seafood.

Most Credible Source of Information About Seafood

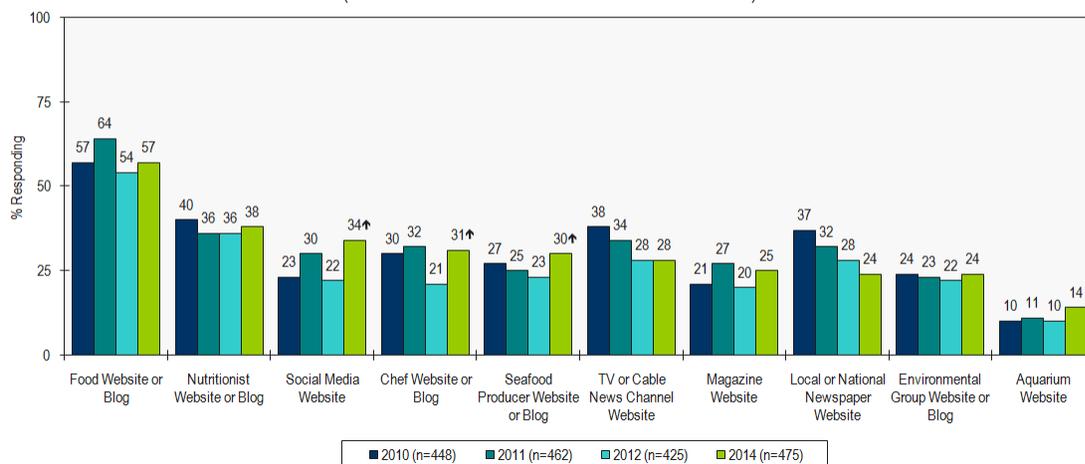
– Aided with Sources Previously Selected –
(Base = Total Responding)



The websites used for information about seafood are mostly blogs with social media websites showing a large gain. This supports the tactic of supporting positive blog content creation amplified through social media channels.

Websites Used for Information About Seafood

– Aided –
(Base = Internet is a Source of Seafood Information)



ASMI has had increasing presence on social media over the last 3 years with particular emphasis on facebook. In that time, the ASMI US facebook has gone from 4500 followers to nearly 83,000, which is substantially smaller than the ASMI Brazil page with their 242,000 fans. Even still, with that amount of

increased traffic there is more time needed for maintenance and a constant need for quality content generation. Content comes in the way of recipes, images, and videos that are produced in-house as well as positive press and blog posts to share. It works best to fully integrate the social media program with public relations and marketing to maximize the effects of positive press and to keep messaging consistent, on target, and timely. International programs are encouraged to utilize whatever content we have for their own social media channels.

The Alaska Seafood is active on Facebook, Twitter, Instagram, Pinterest, and You Tube.

Our primary focus has been on building a Facebook following. Our current following has an older profile than the average facebook user. As we look ahead to build community through Facebook advertising options, we should target a younger demographic.

One particular success I would like to highlight was the Fishing Families Photo Contest. By incorporating a fan favorite component we increased our fan base and engagement while bringing in hundreds of photos without copyright restrictions.

Facebook – 82,854 fans

www.facebook.com/alaskaseafood



ASMI twitter has experience quite a bit of organic growth lately even though twitter has been used mostly to listen at this point. A notable exception to this is when ASMI staff has used twitter at consumer events. We should increase our messaging on our own twitter as well as providing content to our promotion partners.

Twitter – 978 followers

<https://twitter.com/asmiakseafod>

@ASMIKSeafood

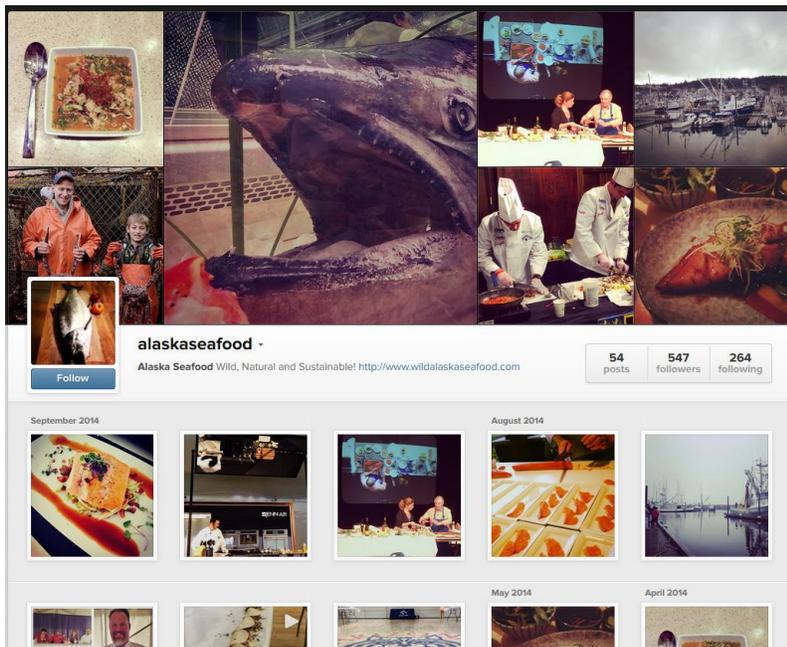


Our effort on Instagram has been sporadic. Last year at this time we ran an Instagram photo contest encouraging people to post photos of their seafood dishes on the popular photo sharing app while tagging @alaskaseafood and #alaskaseafood. When ASMI staff goes to events it is encouraged to use the Instagram handle to show off what we are up to.

The growth of the Instagram platform has been tremendous and now it has been purchased by Facebook. We expect Instagram to be an area of opportunity for the Alaska Seafood brand to get the message out in the future. This is also a great way to target a younger audience and millennials. Over 90% of the 150 million users on Instagram are under the age of 35.

Instagram- 574 followers

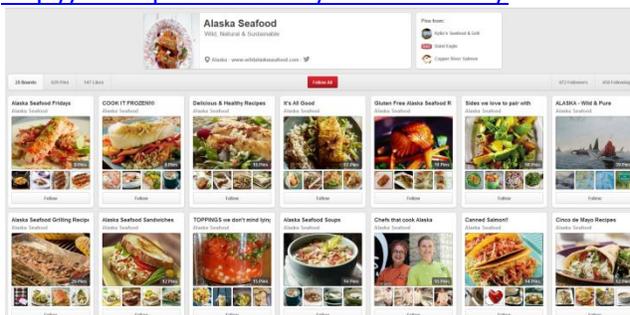
<http://instagram.com/alaskaseafood>



Pinterest is a social site that is basically a digital scrapbook. Use of this site has grown substantially to where Pinterest pins are a very good referral source to the original content, such as recipes “pinned” by users. The Pinterest page is run out of the Seattle office.

Pinterest – 473 followers

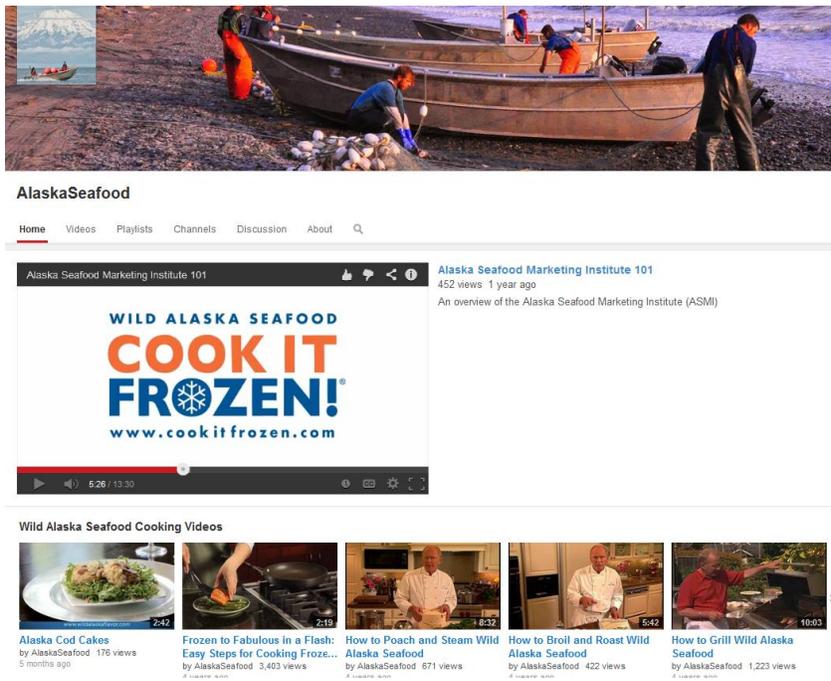
<http://www.pinterest.com/alaskaseafood/>



Video sharing is a large and growing social network. It has been a huge step forward for ASMI to host videos for the consumer website on YouTube where people and promotion partners can embed videos into their own newsletters, blogs, and websites. The next step for Alaska Seafood is to produce content in concert with the media outlets we are targeting such as the upcoming kids cooking videos with Weight Watchers that will greatly spread the reach beyond our own distribution network.

YouTube – 171 subscribers, 90,011 views

<https://www.youtube.com/user/AlaskaSeafood>



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