

PUTTING IT INTO PRACTICE.



KEEP IT SIMPLE

When it comes to social:
Do less, but do it well!



STAY TRUE TO BRAND

Use storytelling to your advantage and focus on strengths



GET TO KNOW YOUR AUDIENCE

Define first. Then test,
learn and measure



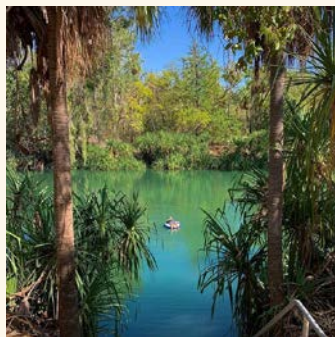
PAID & ORGANIC SOCIAL GO HAND IN HAND

It's not one or the
other



WE WANT YOUR **CONTENT.**

NATURE & WILDLIFE



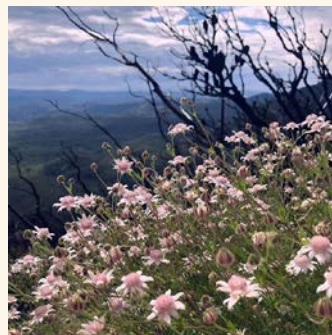
UNUSUAL MOMENTS



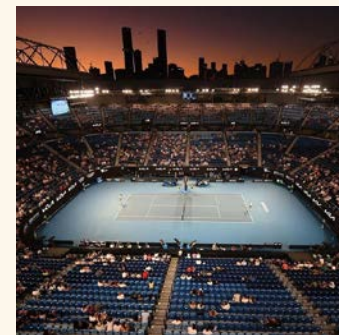
CULTURE



TIMELY MOMENTS



EVENTS



(AND MUCH MORE!)

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