

GetOverlanding.com



1st/2nd Quarter

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Social Media
Startup Plan

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GetOverlanding's Mission

GetOverlanding was created to help overlanders successfully and safely explore the world, whether it be their immediate area or the far corners of the world through informative, educational, and engaging online content. We provide knowledge and guidance that is especially helpful to new overlanders and all those who build and maintain their own vehicles and equipment. The oft used expression in overlanding is that "it's about the journey," and it is our goal to provide overlanders with the knowledge they need to plan, prepare for, and carry out their journeys so that they may enrich their lives through their travels.

GetOverlanding's Vision

GetOverlanding will become the go-to resource for new overlanders and the do-it-yourselfers who design and build their own vehicles and equipment by providing guidance, education, and inspiration. To support the growth of overlanding and its positive image we will be a positive example of kind, courteous travelers, and of stewards of the land we cross.

We will make the overland community better through education and information.

BACKGROUND INFORMATION

Overland Journal defines overlanding, in general, as:

...self-reliant adventure travel to remote destinations where the journey is the primary goal. ... While expedition is defined as a journey with a purpose, overlanding sees the journey as the purpose. (2014) [1]

Interest in overlanding has increased dramatically in North America over the past decade. While it is no longer unusual to see expensive Earthroamers and Unimogs here, there has been substantial growth in low-budget overlanding in the US. It is now common to see people with modest means and a do-it-yourself mindset taking up the hobby.

The new breed of American overlander has adopted a wide range of capable vehicles available on the North American market. While there is clear influence from overseas—most notably Australia and Africa—the vehicles and equipment used here are decidedly different. American overlanding is also heavily influenced by our unique car culture, long-running interests in off-roading, and RV travel. Overlanding the US and Canada is “cross pollinated” with other vehicle-based pursuits, and is often paired with other outdoor interests such as fishing, hunting, kayaking, and rock climbing. While the travel itself is an adventure it’s also common for Americans to “overland” from one fishing hole or rock face to the next.

Just as hot-rodders have demonstrated themselves to be both creative and tech savvy, the American DIY overlander is proving to be just as innovative as any Unicat engineer. Unfortunately, there is very little media attention directed toward these overlanders or their creations.

Another under-served segment of the overlanding crowd is the newcomer. There is almost nothing geared toward educating and informing those who are interested in the hobby but are unsure where to start. People who want to join the overlanding community want to know how to choose a vehicle, equip their vehicles to support their travels, organize a solo or multi-vehicle trip, and how to build and maintain their equipment.

The hobby seeks growth, but its media has created a serious barrier to entry with a gap in information. There is coverage of vehicles and equipment, and coverage of their use in adventures to interesting places, but almost nothing about how to go from building an overland rig to actually using it.

This magazine is intended to fill that gap by providing useful information and guidance to the overlanding rookie and do-it-yourselfer. This will help them get off to a good start, but more importantly, it will help them have a positive experience that keeps them in the hobby. Many people abandon pursuits because they

encounter difficulties and they don't have access to the knowledge needed to further their pursuits.

In addition to educating and informing readers, it should be entertaining. Content will be kept light and humorous when it can be to make the magazine easy and fun to read.

The primary purposes of this magazine are to:

- Provide information useful to new overlanders;
- Help newcomers build skills that will allow them to have memorable and enjoyable experiences that keep them in the hobby;
- Educate readers about designing, building, and maintaining overland vehicles;
- Help readers find the type of overland vehicle and style of travel that suits them so they will truly enjoy the experience;
- Show readers that they can get into overlanding without spending excessive amounts of money;
- Document trips to give readers ideas for their next journey;
- Show readers what new ideas and technologies are in the works that they might find useful;
- Entertain the reader and make their time spent on the site enjoyable.

We will reach our audience through social media, and build a following through quality magazine content and solid social media engagement.

Finding Our Audience

Any magazine will fail if it does not reach its audience. Identifying audiences by demographics is a common practice, but in this case it's not the best approach. There are several reasons for this:

- Overlanders do not appear to come from any specific segment of the population. While middle-class Caucasian males appear to be the largest identifiable demographic among overlanders there are numerous other groups that are well represented at any gathering of overlanders.
- Nobody, as far as we know, has attempted to compile demographics on overlanders.
- Overlanders are generally self-sufficient and self-supporting. Socioeconomic backgrounds do not necessarily affect how an individual approaches overlanding. Someone with more disposable funds has the ability to purchase more of his equipment than he builds, but it's just as likely that he will build his own simply because he wants to. Similarly, someone who has the funds for a large custom vehicle like an Earthroamer or Unicat may prefer simpler means of travel or avoiding the attention one gets when traveling in rigs like those. We have actually encountered millionaires towing home-built expedition trailers or sleeping in a pop-up camper in a Toyota pickup.
- *Overlanding is an interest that each individual pursues for his own reasons and in his own way.* One may do it because he likes to travel, while another likes the challenges it presents. Some prefer to travel as part of a group or organization while others prefer solitude and travel solo.

None of these give us identifying characteristics that will help target the audience, but we do have something useful to work with: their online activities.

Overlanders travel and remain mostly or entirely self-supporting. That said, even the lone wolf types like to talk to other overlanders about travels, vehicles, gear, "hacks" to make nomadic life easier, and other facets of overlanding. Since overlanding is a niche activity and overlanders are scattered so widely it is only natural that they gravitate to the internet for these discussions. We can't identify overlanders by demographic details, but we know where they go online.

Social media engagement allows us to interact with potential readers in online environments they already visit frequently. This includes:

- Forums such as those hosted by Expedition Portal and Overland Bound;
- Overlanding Facebook groups;
- Following other overlanders on Twitter;
- YouTube.

Surprisingly, other magazines and websites have not fully capitalized on the potential of social media to drive traffic to their sites.

Analysis of Top Sites' Social Media Activity

We will not copy the strategy of others in this market, and we will not let others dictate our path. Seeing what others are doing, however, can help us understand what does and does not work, and can help us avoid mistakes made by others.

An audit of the social media activity of four sites--Expedition Portal, Overland Bound, Expedition Overland, and Do It Yourself RV (DIYRV)--revealed surprising and mixed results.

This audit was conducted by compiling information from several sources. First, we acquired information about monthly visits, referral sources, page views, and bounce rates on each site from SimilarWeb. This agency compiles data from internet service providers, web hosts, social media channels, and other sources and generates reports on a given website for the user. [2] The accuracy of this data is not known, but in one site's case the SimilarWeb data reflected the site's claimed traffic and in another case the social media data from SimilarWeb matched claims. We do not need exact figures. We simply need a good "snapshot" of traffic on each site to compare what they are doing to the results they are getting.

Information about each site's social media activity was obtained through Meltwater's Likealyzer. This service compiles available data about a social media page and generates a summary report. [3] The information it provides can be found by examining a social media profile and sampling its activity, but this tool was used to simplify the process.

A set of charts detailing the findings of the audit is included in Appendix A.

In summary, the audit found the social media activity of these four sites to be less than expected in frequency, content, and website referrals.

Profile pages were, for the most part, complete. Several lacked information such as home location, and some contact information such as addresses and phone numbers. Online entities do not usually benefit from sharing this information, but it can negatively impact search engine returns.

Activity and content on these sites' social media accounts were surprisingly sparse. Twitter and Facebook are the only channels used by all four sites. The sites averaged .8 to 1.2 posts per day on Facebook. They also don't talk to their followers. Two sites had a response rate of zero, while one had a rate of 3.57% and another 8.33%. The average response times of those two sites were 3.1 and 12.8 days. Two channels share mostly photo content. Video, which gets greater overall response on Facebook, was nearly non-existent across the board.

Twitter activity was comparable with .54 to 1.24 tweets per day and almost no response to followers' tweets or comments. One site exclusively shares links to content on their site, while two others mostly tweet links to content on other social media channels. Video content was comparable to what was seen on Facebook.

Instagram does not offer much information on its users, so there is little to work with. Three sites were quite active on Instagram, while one has no account on that channel. Two have over 100,000 followers but share content infrequently.

One site has no YouTube channel, while the other three have very active channels. Content was largely of good quality with regular posts.

No data on Pinterest accounts was available.

Website referrals from social media were surprisingly low. One site had a 17% referral rate, but the others ranged from 9% to 2.5% of total website traffic. Each site received the majority of referrals from different channels, with Facebook, YouTube, and Pinterest being the largest drivers of traffic.

A second audit was conducted that included four sites known for their active social media presence (DriveTribe, IFLScience, The Onion, and ScienceVibe). These sites have substantially higher website traffic than the four used in the first audit, but also have very active social media accounts that feature much higher response rates, and greater amounts of video and photo content. Three of these have social media referral rates above 80% and the number of visitors they receive each month from social media alone is greater than all the traffic on any of the first group's sites.

An early hypothesis for the low social media activity and return of the sites in the first audit was that three of the sites had a substantial offline audience before becoming exclusively internet-based. Perhaps, they simply won't benefit from engaging social media. Two of the four sites in the second audit also carried large offline audiences through their transition to the internet and both receive substantial traffic from social media—42% of site traffic in one case and 83% in the other. This would seem to debunk the idea that the overlanding sites would not benefit from greater social media engagement.

The first audit was meant to determine good social media practices in this market. What it actually revealed is are not doing. The second audit shows that strong social media engagement can drive substantial amounts of traffic to an interest-based website. The results of these two audits were considered while formulating tactical plans for each selected channel and will be considered when selecting additional channels in the future.

The findings of the first audit also indicate a potential weakness—or, at the least, an oversight—of the biggest players in the market. The purpose of social media for business is, ultimately, generating positive electronic word-of-mouth advertising. It's clear that the audience is using social media, but the sites they're following aren't talking to them much, and not in a meaningful way.

Why We Chose Social Media

Social media was chosen over traditional advertising for several reasons. First, one of the best advertisements is word-of-mouth advertising. People are more likely to accept and act on the recommendation of a friend than an advertisement. Social media gives every user a voice and an opportunity to tell friends and followers about something they have discovered and that message resonates with them because of their trust in that individual. [4]

Social media gives us a chance to interact with our audience daily. We get almost immediate feedback that lets us know what we are doing well, where we can improve, and what the audience wants. It offers many of the advantages of using polls and focus groups, but it's much faster and with more open communication.

It's cost effective. Online advertising has reach, but its ROI has been shown to be quite low unless a company sufficiently saturates high traffic sites or microtargets potential customers—something beyond our budgets at this point. This is especially true for niche markets with well established players. [5] People who see an online ad aren't very likely to investigate a new online magazine when they already frequent several sites. When they have interacted with people from that site and their friends are talking about it they are much more likely to visit the site.

Online ads are going to appear in one place for a given period of time. These might be targeted ads that will reach people who visit other overlapping sites, or they may be a static ad on a site. The former is more likely to get a click, but can just as easily be ignored. The latter only helps us if the person who sees it is an overlander or interested in the subject. Social media allows us to be where we know overlanders of all types will be—chatting on forums or Facebook, looking for ideas on Pinterest, or viewing photos of rigs and travels on Instagram.

Social media also offers flexibility. We can see what is happening on our social media channels and capitalize on trends or change our posting or engagement tactics quickly. We can “listen” to discussions or influence what is being discussed. We can also address audience members' concerns immediately. [6] And, we can make and carry out decisions “in-house” without relying on outside agencies.

Lastly, social media has been proven an effective marketing arena for businesses in many fields. There is, however, some disagreement among social media

marketers about what is most effective in a given type of market or for a particular type of business.

Social media allows us to talk with our audience and with the overlanding community. Ultimately, that is where social media presents its greatest value. Helmuth von Moltke, a German military strategist once said that “no battle plan survives contact with the enemy.” [7] It gives us almost realtime intelligence, and a light and agile platform that allows us to respond quickly when situations change.

While the strategy and tactics laid out here are a good start there is little doubt that there will be adjustments made almost immediately upon putting it into motion. The world doesn't conform to our expectations and doesn't refer to our plans before changing.

This document is a starting guideline, not a set of step by step instructions. Things change quickly online. We must remain attentive to what people are saying, patient enough to think things through, and flexible enough to make adjustments quickly.

OBJECTIVES

Our social media campaign has two interdependent objectives: attracting an audience and generating brand awareness and recognition, and laying the foundations of consumer trust and a reputation for integrity.

We consider these objectives related because while we are working to drive traffic to GetOverlanding's site we are also actively making people aware of what GetOverlanding does and what its purpose is. Building trust and a solid reputation within a community requires both familiarity and time. It's the electronic word-of-mouth (eWOM) advertising from people we interact with on social media and those who visit our site that will drive site traffic and build our reputation. Without exposure and interaction we don't get traffic, and without traffic to our site nobody will be talking about us and nothing happens.

A secondary objective of this campaign is to give us information to work with. We have only basic information about other publications, and no solid market analysis to work with. The strategies and tactics that follow will help us maintain a substantial and consistent level of social media activity that will allow us to gather usable data from various sources. That data will aid in creating a more focused and precise strategy in the future.

Goals

Our primary objectives are solid, but getting there requires setting reasonable, achievable goals. The frequently used SMART goal-setting strategy is appropriate. Our goals, both now and in the future should be SMART—specific, measurable, attainable, result-based, and time-bound.

Our primary website traffic goals for the first six months are:

- 1,000 unique monthly website visitors at 90 days;
- 2,000 unique monthly website visitors at 180 days.

We believe that 1,000 visitors is a reasonable and conservative goal for the first three months. If we exceed or fail to reach our 90-day goal by a substantial amount we may reevaluate our 180 day goal, as well as the tactics used.

Evaluation will be an ongoing activity, and adjustments will be made as needed. Social media changes rapidly and we will have to maintain a level of flexibility to deal with changes as they occur.

BRANDING

Gaining an audience is not simply a matter of getting people to click away from their social media channels to content on our website. It will require engaging with people off our site and on-site content that will make them return. Branding is a labor-intensive process that will require creating content—on our site, on social media, and elsewhere—that is informative, entertaining, and useful, and that we respond to followers in contexts that permit it such as social media.

A brand is not a logo, website, or name. Those are devices. A brand is something almost intangible. It's what comes to mind when someone sees one of a company's branding devices. It's familiarity. It's reputation. It's a feeling associated with the name, or the logo, or another device. [8]

A branding strategy is a cohesive plan to develop a strong brand in order to achieve a goal.

It's not about sticking a logo everywhere it will fit. It's creating a message and meaning. It's trust. It will take time.

Brand building is a complex undertaking, but focusing on key elements will help keep things on track. The five key elements of branding that GetOverlanding will remain focused on are:

- Purpose
- Emotion
- Consistency
- Flexibility
- Involvement
- Competitive awareness

Purpose

The GetOverlanding branding strategy is simple, but vitally important. As a startup it is essential that we differentiate ourselves early and build brand recognition and foster brand integrity.

Our mission and vision were enumerated at the beginning of this plan. The former is our promise to the reader, while the latter is essentially a promise to ourselves. What will differentiate GetOverlanding is a clear purpose.

Every brand makes a promise. But in a marketplace in which consumer confidence is low ... it's not just making a promise that separates one brand

from another, but having a defining purpose. – Allen Adamson, *Forbes*, 2009

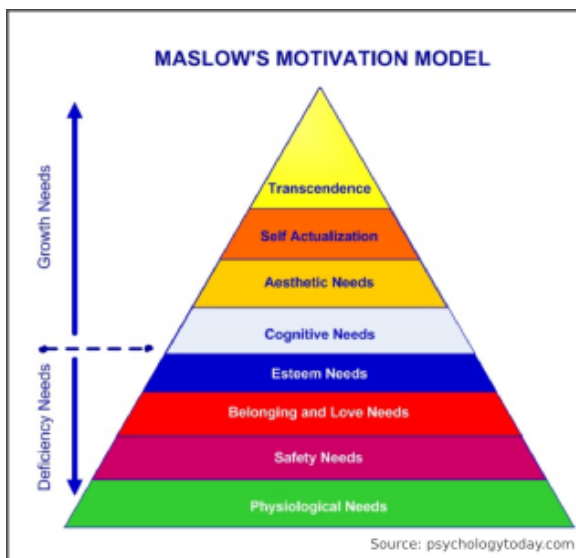
By internalizing our purpose the importance of our roles and the value of the publication, its work, and its reputation become clear. Purpose is both function and intent. [9]

Our mission is to educate, inform, and entertain the new overlander and help them create their vehicles and experience their adventures. Our purpose is giving our readers the tools to confidently, competently, and safely equip their vehicles and themselves, and venture to new places mentally and materially prepared for what they encounter along the way.

Our purpose defines the brand, what we stand for, and what we do.

Emotion

The world would be a far simpler place if people were entirely logical. People make decisions that are partly or entirely based on emotions every day. This is especially true when a decision makes one part of a group or satisfies other needs.



A large part of why brands like Apple and Harley-Davidson have large and loyal customer bases despite selling products very similar to, and more expensive than, most of their competitors, is that they have either created a community around their brand or have engaged a community that developed around their brand fulfilling people's natural desire to belong to a group. Instead of buying a motorcycle to drive around they are joining a community.

Psychologists Mark Leary and Roy Baumeister explain that people have a basic psychological need to feel closely connected to others in their "belongingness hypothesis." Belonging—both interpersonal connections and the incorporation of being part of a group as part of one's identity—are at the center of Maslow's hierarchy. This particular need, once fulfilled, allows and influences curiosity and exploration, self-esteem, and self-actualization. [10]

Overlanders also seek belongingness, but it is important to understand the intricacies of their motivations and how they are influenced by other traits. Research has shown that belonging to a group does fulfill a need, but that need is somewhat less important among those who are more independent and individualistic. The esteem and cognitive needs, however, are more important to these individuals. Overlanders tend to be independent and self-reliant. Being part of a group—even one that is geographically diffused and only loosely connected—that promotes esteem in self and others and helps satisfy their need to learn and investigate things that catch their interest is valuable to these types. In a sense, it works in reverse as well. The knowledge and esteem garnered from the group reinforces their attachment to the group. [11]

Our site content and social media activity should both send a welcoming message to readers and foster a feeling of being part of a larger overlanding community that wants them to succeed.

Consistency

Consistency means more than using the company logo the same way on documents and signs. It is projecting a cohesive message across all channels of communication. Audiences become distracted and confused when they have to try to understand how something fits together. [12] A brand's platform is only effective if there is consistency in the messages it sends out.

Before releasing any media we need to ask if it aligns with our purpose. Consistency fosters brand recognition and loyalty.

Our policy of cohesive and consistent messages extends to how we use different communications channels. We may not post identical content on different social media channels, but the content on each must reflect the same purpose.

We will also use consistent imagery across social media, including profile pictures, backgrounds, names, and other identifying and differentiating elements.

The GetOverlanding Style Guide and our Social Media Guide enumerate specific requirements and policies concerning using and creating company media, and the use of social media as a GetOverlanding representative.

Flexibility

Flexibility is a key element in remaining relevant and in connecting with individuals and groups. It also permits and encourages creative solutions.

Flexibility in communication requires adjustments and alterations in response to various changes in the environments in which we operate (a policy or technology change within a social media channel, for example). At a glance it seems contradictory to be both flexible and consistent, but this is not the case.

Kevin Budelman of Peopledesign states that “effective identity programs require enough consistency to be identifiable, but enough variation to keep things fresh and human.” Consistency establishes a standard, an impression, and fosters familiarity and loyalty. Flexibility allows adjustments and unique approaches to tailor the message to the audience and differentiate ourselves from other players in the same market. [13]

For our purposes it may help to think of consistency as the rules governing what we may do. Flexibility is what we do to be most effective without breaking the rules. It could be said that consistency is the referee, while flexibility is the coach.

Involvement

Social media postings and interaction will primarily be the responsibility of GetOverlanding staff (Editor in Chief, Editor At Large, etc) who will be granted administrative privileges on both the magazine website and social media accounts.

GetOverlanding staff, writers, and contributors, will be encouraged to participate in social media on their own through their personal accounts and/or accounts set up to be used as professional accounts using GetOverlanding branding and image materials. Any author of published content will be permitted to promote that content via social media, email, and other channels provided that promotion aligns with GetOverlanding’s policies.

In the interest of consistency and protecting brand integrity, all staff, writers, and contributors will be required to familiarize themselves with GetOverlanding’s social media policies and style guides, and sign an agreement to conduct themselves according to the magazine’s policies while acting as an agent of the magazine or while promoting their published content. The current social media policy is included in Appendix C and is available for download from the employee section of GetOverlanding.com.

Competitive Awareness

One of our mantras is that we share an audience with other overlanding publications and groups. It is rare for people to exclusively read one site or one

publication. We will not participate in any “bashing” of other sites and our objective is to grow our audience—not to whittle away at another’s audience.

We will not surpass the readership and market share of Expedition Portal or Overland Bound—at least not in the first year or two. Our purpose is narrower in focus than theirs, which limits our share of the audience but gives us the ability to create content that suits that audience perfectly. We will capitalize on that advantage.

Our magazine is meant to serve the needs of specific segments of the overlanding community, but ultimately, it is meant to help the community as a whole. There is an old saying that a rising tide lifts all the boats. We will focus on creating content that adds something of value for the community and on engagements that create positive impressions of our organization in the eyes of the community and a positive impression of overlanding in the eyes of the public.

Our stance may be non-adversarial, but we will still protect our interests. We will regularly evaluate others’ marketing strategies and published content to see what is effective and is not, and to see if they have missed something along the way. We will adjust our marketing strategy and our content as needed to ensure that we address the needs of our core audience. We will maintain focus on the DIY overlander and those getting started in overlanding.

MANAGING SOCIAL MEDIA

Social Media Authority

GetOverlanding’s official social media activity will be managed and conducted by the Editor In Chief and Managing Editor. Others may post on the magazine’s social media accounts with approval, and authority to manage an account may be delegated to others at the discretion of the Editor In Chief.

There are no plans to hire a dedicated social media manager or outsource social media at this time.

Social Media Calendar

To help streamline our social media activity, ensure consistency, and ease tracking short-term results, we will employ a social media planning calendar. An added benefit of using a social media calendar is the ability to plan ahead and have quality content, working links, and appropriate images and text ready to post.

This will also allow front-loading of content preparation and automated posting to allow downtime for those involved in managing the social media campaign.

Below is an example of a one of our prototype calendar templates. We will continue to refine this document to make sure it is optimized for our needs. A full-size example of the calendar, and charts summarizing the findings of our audit, including data on posting frequencies and timing, are included in Appendix A.

Several highly recommended mobile apps are being considered for use in scheduling posts. We are also considering a dashboard application to schedule posts in advance and automate some social media functions.

Social Media Posts for the Week of XXXXX to XXXXX						
Day	Time	Channel	Post Topic	Links	Photos	Video
Monday	09:30	Facebook	New AT Tire from BFG	BFGoodrich.com	BFG Tire	
	14:00	Facebook	Article on Pile project	GetOverlanding article	Pile	
	18:30	Facebook	Video of Pile project	YouTube vid/article		Pile
	09:15	Twitter	New SoCal design	SoCal	SoCal Camper	
	12:30	Twitter	Great advice video on 4xOverland	4xOverland		Link ASPW
	13:30	Twitter	Pic from one of our writers	GetOverlanding.com	Tetons	
	16:00	Twitter	Retweet from _____			
	19:00	Twitter	Promo upcoming article: Jeep project	GetOverlanding.com	Brad's Jeep	
	14:30	Pinterest	DIY-Storage in Pile camper	GetOverlanding article	Bed storage	
	16:30	Pinterest	Repin of _____			
	18:30	Pinterest	Video of Pile project	YouTube vid/article		Pile
	20:30	Pinterest	Pickup bed drawer systems	Woodworking Today	Chevy drawers	
22:00	Pinterest	****Undecided				
Tuesday						

Example of Social Media Calendar

WordPress, our content management system, also has several scheduling plugins available that may prove useful for us. We may also simply use a calendar attached to our Google account.

Regardless of our scheduling system, the posting calendar and schedules apply only to posts we generate. Interaction with followers is an ongoing process that requires frequent attention and cannot be scheduled in advance. We will not fall into the same rut as two of our competitors who take days to respond to followers on the odd occasions they actually respond at all.

It's important to remember while discussing schedules and metrics that we are still attempting to create brand awareness, trust, and community.

Cross-promotion of Content

We will cross-promote social media content whenever possible. Cross-promotion is not to be confused with cross-posting, which is sharing identical content on multiple channels. [14] Posts sharing content—whether from our site, YouTube channel, or another source—will be tailored to the channel used.

Each social media channel has its own style and unwritten conventions. Utilizing these elements ensures that our social media postings fit their environment, and more importantly that they fit the users of that channel.

In addition to optimizing posts for their respective networks content will be shared on appropriate channels. For example, if we are searching for a staff writer LinkedIn would likely be a better channel than Instagram.

We will also utilize cross-promotion functions built into channels, such as Facebook's social tabs, when applicable.

Both the frequency and timing of posts will be scheduled, but posts will be staggered between channels to avoid inundating followers with content on every channel. The daily frequency and times for posting will be determined using recommendations from reputable social media management firms like Hootsuite, and the results of an audit of social media activity by successful sites in this and similar markets. Adjustments—based on data collected from social media channels, Google Analytics, and analytics from a dashboard application if we opt to use one—will be made as needed.

SOCIAL MEDIA CHANNELS

Creating a social media account is a relatively straight-forward act. It is important that this is done well, and that efforts are focused where they will be most effective.

Channel Selection Overview

Establishing and maintaining a presence on every major social media channel would be too labor intensive to maintain. We have selected four major channels, and may expand into one or more other channels in the future. Similar criteria used in the initial selection of channels will be used semi-annually to determine whether to continue using a given channel or adopt a new one.

Social media channels were selected by comparing our needs and goals against the features and limitations of Facebook, Pinterest, Instagram, Twitter, Google+, LinkedIn, and YouTube (which isn't generally considered a social media platform but may be considered useful to the magazine).

An audit of the social media activity of the top four sites in our market was conducted to help clarify what does and does not drive site traffic. Information from the audit was also considered when deciding what channels we will employ.

We will use social media to:

- Grow brand awareness;
- Make our purpose and vision clear to the public;

- Foster community/sense of belonging;
- Share magazine content to attract readers to the site.

Criteria used to determine which channels to employ includes:

- How established a channel is;
- Reach and number of users;
- What channels our targets are using;
- What channels our competitors are using;
- Whether that given channel is growing or shrinking;
- Types and length of content that may be shared;
- Ease of managing the channel via mobile apps, dashboards, etc.

Selected Channels

A number of criteria were used to determine which channels best fit our goals and requirements. Among these were the types of media used on each channel (e.g.-- text, photos, video, audio), posting limitations, and the demographics of each channel's users.

We considered six social media channels and ultimately chose four: Facebook, Twitter, Pinterest, and YouTube.

Our audit showed that Facebook is a powerful driver of website traffic. Three of four sites with poor engagement got more than 20% of their social media referrals from Facebook, while three of the high-engagement sites received more than 95% of referred traffic from Facebook. This, combined with the near ubiquity of Facebook, made it an obvious choice.

Twitter seems to be an "all or nothing" channel in that it either drives a lot of traffic or nearly none at all. One low-engagement and one high-engagement site in our audit received substantial traffic from Twitter while the others saw 1% or less referred traffic from that channel. Twitter, on its own, does not appear to be particularly effective but when used as part of a cross-promotional strategy it drives some website traffic and traffic to the company's other social media channels. The 140-character limit (which may be raised to 280 in the future) may present a challenge at times but this is the nature of the platform. Twitter was selected primarily because of its utility in posting links to other media.

We are not using LinkedIn for our audience building campaign because of its primary purpose as a professional networking platform. We will, however, utilize it in the future for professional networking and finding personnel when needed. Both of those functions are outside the scope of this plan.

Instagram is a very popular social channel, and being a photo and video sharing platform it has obvious uses for an online magazine. There is ample evidence that it can drive website traffic, but only two of the eight sites we audited showed website referrals from Instagram, and those accounted for less than 3% of total social media referrals. Both sites were in the low-engagement category and have very limited social media referrals, so it is not producing much traffic for them. This may be a result of how they share content, the types of content, and with whom. At this time we will not be using Instagram as part of this campaign but may adopt that channel in the future.

Pinterest is a content sharing platform that is highly visual. Many companies have found success on the platform and it's well suited to fields such as event planning, photography, and interior decorating. It also has a predominantly female audience. At a glance it does not look like good fit for GetOverlanding, but digging deeper reveals potential. Three of the sites in the audit get more than half of their social media referrals from Pinterest. One of those sites is very focused on video content, one is a DIY site, and the last has a mix of all things related to overlanding. It is an excellent platform for DIY and educational sites—two of our primary purposes. While Pinterest claims a growing male audience, and we expect most of our readers to be male, it will provide an opportunity to reach the female overlanders—a group that is either growing or simply becoming more visible. People in other industries have had positive results from Pinterest and we feel it is worth exploring so it will be part of this campaign.

YouTube, while not a social media channel per se, warrants consideration for being the world's second most popular search engine and its largest video sharing site. Video content has been part of the plan for this magazine site since the beginning. Some videos will be a supplement to articles while others will be “stand-alone” features. Currently, we plan videos of our trips and projects. Other video content, such as gear reviews and advisory series are also being considered. YouTube also presents another possible revenue stream in the future. Given the widespread use of YouTube and our primary purposes it seems a good fit and will be part of this campaign.

Social media channels will be reviewed at 90 and 180 days, and semi-annually thereafter for performance and we will decide then to either adjust our tactics to improve performance or apply our efforts to other channels. During reevaluation we will also decide whether to add new social media channels.

CHANNEL-SPECIFIC TACTICS

Facebook

Facebook will likely be our social media workhorse starting out and for the long haul. The channel has the largest user base, the greatest flexibility in posting and engaging users, and robust analytics.

Social media experts and our own audit indicate that the greatest web traffic returns are generated with a post frequency of two to six posts per day—with higher frequency for media companies suggested—and the majority of posts occurring in the morning and early afternoon. Three of the four high-engagement sites in our audits post, on average, 6.7 times per day, with two morning posts, three early afternoon posts, and one late afternoon or evening post. It should be noted that these sites have high traffic and large social media followings, and that a lower frequency is recommended for startups (2-4 per day).

Data from Fast Company and Kissmetrics indicate the prime posting times on Facebook are around 9am and between 1pm and 3pm. Posts around 1pm tend to get shared more often, while posts around 3pm generate more website traffic. Engagement increases nearly 20% on Thursday and Friday afternoons, and around 30% on weekends. [15]

We will start with three posts per day Monday through Wednesday, and four per day from Thursday to Sunday. One post will occur between 8am and 10 am daily. We will post once between 12pm and 4pm Monday through Wednesday, and twice in that period Thursday through Sunday. We will post once between 5p, and 9pm daily.

Studies conducted by Marketingland found that Facebook posts

Facebook					
	8am-10am	12pm-4pm	5pm-9pm	Photos	Videos
Mon-Wed	1	1	1	2/day	1 during week
Thur-Sun	1	2	1	2/day	2 on weekend

with video content got 8.7% better organic engagement than text posts, while posts with photos had 5.7% higher engagement. [16] We will attempt to have at least two posts that include video content on weekends and one during the work week, and two posts with photo content each day. This may not always be possible, so we will allow an extra photo post in place of a video when necessary.

After three months we will compile data from Google, BlueHost, and Facebook's analytics and reevaluate this tactic. Adjustment will be made if necessary. We will also conduct an evaluation six months after launch.

Twitter

Twitter is not the prime social media channel for an online magazine, and especially for one in a small niche. Our research has found that it is not a particularly powerful driver of website traffic in a case like ours. It will, however, present an opportunity to build relationships with industry leaders and build name and brand recognition.

According to SproutSocial and Hootsuite, the peak times for businesses to tweet is around 12pm, 3pm, and from 5-6pm. Consumer market businesses perform measurable better on weekends than B2B who see their returns during the work week. [17] Daily post frequency recommendations vary from six to twelve. The sites in our audit varied from .54 to 15 posts per day. Only two, however, received more than 2% of their website traffic from Twitter (13% in one case, 17% in the other).

One consideration in determining post frequency is that tweets have a much shorter lifespan—the time in which users are likely to see and act on content—than other social platforms. Wiselytics found that the average tweet has reached 75% of the audience it will reach in just under three hours, while a Facebook post reaches 75% in a little over five hours. [18]

As with other social platforms, photos receive greater engagement than text, though linked videos do not greatly outperform photos on Twitter.

We expect that Twitter will, in the long run, prove to be better for networking with others in the market and securing sponsorships and advertisers than as a driver of website traffic. For that reason, we will retweet posts from industry players (tire and suspension companies, for example) more often than our competitors.

Twitter	9am-10am	12pm-2pm	4pm-7pm	Photo/video	Retweet
Mon-Fri	1	2	2	3/day	1-2/day
Sat-Sun	1	3	3	3/day	1-2/day

We will start with a post frequency of five per day Monday through

Friday, and seven per day on weekends. At least three posts per day will include photos. A minimum of one post per day during the work week will be a retweet, with two per day on weekends. We will tweet once between 9am and 10am, twice between 12pm and 2pm, and twice between 4pm and 7pm daily. On weekends we will have one additional tweet in the early afternoon and evening.

We will examine Twitter analytics and data from BlueHost and Google in three and six months months and adjust this tactic as needed.

Pinterest

Pinterest has been called, among other things, a visual search engine. While the site is predominantly used by women there has been growth in the use of the site by men over the past few years. According to Hootsuite, the site is experiencing continued growth and nearly 40% of new users over the past two years are men. The site's visual nature lends itself well to sharing DIY content and unique and useful ideas—two of our primary areas of focus.

Since Pinterest is new to our team and there will be a steep learning curve we will start slowly and familiarize ourselves with the platform. There will be some experimentation to learn what will work for us.

Hootsuite and Kissmetrics both recommend posting pins 5-30 times per day, depending on the activity in a given area or topic. [15] SocialFresh and Hubspot both recommend posting between 2pm and 4pm, and from 8pm to 1am. [19]

At present we plan to start with five to seven posts per day. Two posts will be between 1pm and 5pm and three between 7pm

Pinterest			
	1pm-5pm	7pm-1am	Repins
Mon-Sun	2	3	Up to 2/per day

and 1am. The remaining posts will be repins of content suited to our audience and posted at various times.

We will check Pinterest's analytics weekly to determine what content and times are proving effective. In three months we will analyze data from BlueHost, Google, and Pinterest and adjust our tactics as needed, and repeat the process in six months.

YouTube

Video content has been part of our plan since the beginning. Originally, we intended to create high quality videos as a supplement to our articles and event coverage. Putting these videos on YouTube was more of a logistical than strategic decision. Using YouTube's server space and bandwidth lowers our operating costs.

After further consideration it was decided to make video content a larger component of our magazine and leverage the marketing benefits of YouTube. It is not, by most people's definition, a social media channel. It is, however, the second most popular search engine. A quality YouTube channel may drive traffic to the site—two of the sites in our audit receive over half their social media referrals from YouTube. It also presents opportunities for other revenue streams through affiliate marketing and could be a stepping stone to sponsorships.

It is not logistically feasible to post to YouTube multiple times per day, nor is it recommended. Keeping to a regular schedule and producing high quality content, however, does yield positive results.

At this time, we plan to produce at least one video per week to accompany a feature article—especially the “how-to” articles—along with regularly scheduled content. Among ideas under consideration is a short video (3-4 minutes) showing useful gadgets and ideas we’ve found that will accompany a weekly article on the same topic. Another is a weekly video discussing knowledge and skills that are important to overlanders, such as using topographical maps and basic vehicle maintenance and repairs.

YouTube will be evaluated three and six months from launch and we will change programming as needed at that time.

Engagement With Social Media Followers

It is not possible to schedule follower’s responses to comments, shares, reposts, and other social media activity. Being responsive and interactive is an important component of our strategy. We must join the conversation and contribute—this includes engaging users on others’ social pages as well. When active on another’s page we will not actively promote our site, social media, or products but will add to the conversation politely and constructively. We will not dominate the discussion, but try to keep it moving and guide it toward something useful and interesting to users.

General guidelines for responding on social media:

- Be polite at all times.
- Do not feed the trolls.
- If someone is disruptive, using obscene language, etc, and will not stop after being asked do not engage them further. Quietly block them and remove the offensive content.
- Keep things positive. Focus on what’s good and be encouraging.
- Promote our content on our social media pages and just be part of the conversation elsewhere.
- We will not bash other publications, companies, equipment manufacturers, etc. Take the high road.
- Always encourage people to try new things, explore ideas, take on challenges, etc.
- Most importantly: before posting or responding, ask if this content supports our mission and vision. If it doesn’t, what good does it do?

Current rules and guidelines may be found in the GetOverlanding Social Media Policy in Appendix C.

GAGING THE CAMPAIGN

We will use a combination of resources to measure the effectiveness of our campaign strategy as a whole and individual social media channels and tactics on their own. Google Analytics, information from our web hosting service (BlueHost), and data from each social media channel will be combined and examined to give us a picture of what is working, what is not, and why.

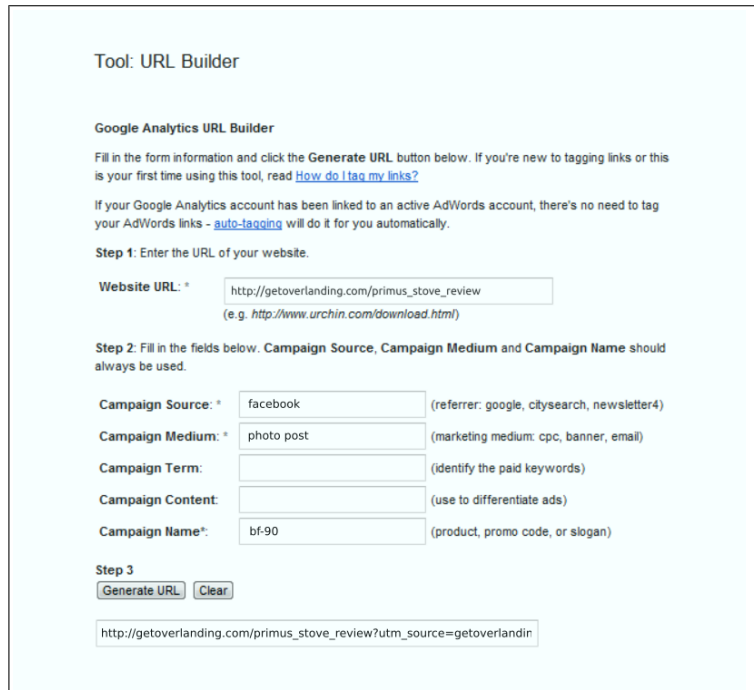
We will evaluate our social media tactics at 90 and 180 days, then semi-annually, and adjust or alter our tactics as needed. Between the launch of the website and our social media campaign and the end of the first quarter we will investigate applications and other tools to aid in compiling and analyzing our data.

UTM Parameters

Our primary tool for tracking traffic sources will be UTM parameters (UTMp). Links posted on social media, in emails, and on forums, will utilize UTMp whenever it is practicable.

UTMp will allow us to track which links posted on social media and elsewhere have referred traffic to the website. More importantly, it will show us what types of content and what times of the day and week are most effective on each channel.

Each social media channel has some places where UTMp either cannot be used or it would be preferable to use a standard URL. We will use shortened URLs and anchor text with UTMp to avoid the messiness of the lengthy UTM tag.



The screenshot shows the 'Tool: URL Builder' interface. It includes a title 'Google Analytics URL Builder', instructions to fill in form information and click 'Generate URL', and a link to 'How do I tag my links?'. It also notes that if a Google Analytics account is linked to an active AdWords account, auto-tagging will be used. The form is divided into three steps: Step 1 (Website URL), Step 2 (Campaign Source, Campaign Medium, Campaign Term, Campaign Content, Campaign Name), and Step 3 (Generate URL and Clear buttons). The generated URL is displayed at the bottom: `http://getoverlanding.com/primus_stove_review?utm_source=getoverlandin`

Google's UTM Building Tool

The links in which UTMp and/or shortened URLs cannot be used will still show up on data from BlueHost and Google Analytics as a referral from a given social media channel. It will lack the specificity of UTMp tracked links, but since we know where the untagged links are we will know it came from one of a handful of links on a given channel.

UTM on Facebook

On Facebook the contact, bio, and about sections display complete URLs. While we could use a shortened URL with UTMp in these places it would be better for branding to simply use our home page's URL (getoverlanding.com).

Shortened URLs with UTMp will be used in posts and any time we post a link to our website, whether it is the home page or specific content. This includes both posts we generate on our own page and responses to posts on our page or others. Links posted in responses and outside our page should have their own UTMp applied to differentiate between a link we put in an initial post and one we shared elsewhere.

UTM on Twitter

Shortened URLs can be used nearly any place on Twitter. The website link on the profile page, however, will not be shortened or tagged with UTMp. This link will show part of the UTM tag when displayed so, for branding purposes, we will use our home page URL.

Shortened URLs are a necessity on Twitter due to the limits on content length and will be used on all links posted on this channel. As with Facebook, we will use separate UTMp tags for links posted to responses to our own posts.

UTM on Pinterest

Pinterest presents several challenges to tracking. They have taken measures to prevent clandestine posting of links to certain types of sites, and to prevent users from posting affiliate links. While these moves are understandable, they also prevent the use of our two primary tracking tools.

First, shortened URLs trigger Pinterest's security and an automatic warning pops up when someone clicks on a shortened URL. Sometimes Pinterest will just block the shortened URL altogether or remove the post entirely. This could worry people who would have used the link, and could be damaging to branding and trust building.

Second, when posting a link with UTMp, Pinterest will automatically remove all parameters except the “campaign source”--it will sometimes remove that parameter as well.

We will not use shortened URLs or UTMp on Pinterest at all. The only data Google Analytics will receive from UTMp used on Pinterest is that a visit to the site or a page was referred by Pinterest. This is already available through BlueHost and Pinterest’s analytics, so there is nothing to be gained from UTMp. Hopefully, Pinterest’s analytics will reveal more specific details.

We will investigate other tracking methods for Pinterest.

UTM on YouTube

Using UTM parameters on YouTube is a straight-forward process and very similar to our UTMp approach to Facebook.

Links posted with any video will be given their own UTMp tags. That is, a link to any given page will have one UTMp tag when associated with Video A, and another when associated with Video B, and so on.

Links to our website and social media on our YouTube channel’s home page will not be UTMp tagged.

Being a Google property, YouTube makes use of Google Analytics itself. It is fortunate that this resource is available as we will also be able to see where our YouTube traffic is coming from.

A YouTube channel can grow to be its own entity and that may happen here as well. We are primarily using YouTube content to drive website traffic, so for the first six months we will treat our YouTube channel like a social media channel as far as tracking is concerned.

Like Facebook, Twitter, and Pinterest, we will examine our YouTube traffic and site referrals at 90 and 180 days. What will be unique to YouTube is that we will also examine our channel’s data from Google analytics and consider where its traffic is coming from, and what people are doing when on our channel. We will decide then whether to continue using the YouTube channel as a traffic driver and the video arm of the website or if we should start producing unique content for the channel and treat it a separate, but closely related, entity.

UTM on Forums, Email, and Other Communications

Any time we include a link to our website content we will use UTMp. This includes emails, posts on interest-based forums and on any website, text messages, etc.

We will give each instance a unique tag so we can determine how much traffic is coming from a given source and what content is generating traffic so that we can tailor our activities to drive traffic more effectively.

After the first quarterly review of UTMp data we will also evaluate whether we need that level of granularity in our data. We may only need one tag for all links posted to a given forum or all links used in emails. It's also possible that we will only need one tag for all links outside our social media channels. We will start with high granularity and lower it if needed.

UTM Tags for Contributors

Staff and content contributors will be encouraged to promote content—whether their own or someone else's—as well as the site as a whole on their own in accordance with our Social Media Policy.

Staff will have access to our Google Analytics information and will be able to generate unique UTMp tags as needed.

In order to track website traffic generated by contributors' promotional activity we will provide contributors with unique tagged links to the home page and to their published content to use on social media, email, and forum posts. Instructions for the proper use of UTMp tagged links by contributors is included in our Social Media Policy.

EVALUATION OF SOCIAL MEDIA STRATEGIES

We will reevaluate our goals, strategies, and tactics regularly.

Our tactics and their effectiveness will be evaluated using analytics from social media, our web host, Google, and any other available sources (e.g.-dashboard app) at 90 and 180 days. We will then move to a semi-annual evaluation schedule unless we decide that quarterly evaluations are still more appropriate for our organization and its situation. Also note that this evaluation schedule may be altered at any time in response to notable changes in social media and website traffic.

RECOMMENDED READINGS

Perspectives on Social Media Marketing (book, ebook) by Stephanie Agresta & B. Bonin Bough.

Working the Crowd (book, ebook) by Eileen Brown.

Social Media Marketing: Dominating Strategies for Your Business With Social Media (book, ebook) by Michael Russel.

Becoming a Vampire Without Being Bitten: The Narrative Collective-Assimilation Hypothesis (research report in *Psychological Science* 22(8) 990-994) by Shira Gabriel & Ariana F. Young

The Uh-Oh Factor: Fundamental Shifts From Social Business and What To Do About It (*MIT Sloan Management Review* article) by Phil Fernandez.

Word of Mouth: Measuring the Power of Individual Messages (research report in *European Journal of Marketing*, Vol. 46, 237-257) by Jillian C. Sweeney, Geoffrey N. Soutar, & Tim Mazzarol.

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Appendix A

Site Traffic and Sources								
	Website Stats				Traffic Sources			
	Avg Visits per Month	Pages per Visit	Duration	% from US/CAN	Direct	Referred	Search Engine	Social Media
Expedition Portal	1.2 million	2.96	1:33	73.40%	28.00%	11.00%	53.00%	7.00%
Expedition Overland	NA	NA	NA	NA	15.00%	13.00%	69.00%	2.50%
Overland Bound	190000	3.4	1:43	80.00%	34.00%	16.00%	37.00%	9.00%
DIYRV	610000	2.5	1:27	80.00%	11.00%	12.00%	47.00%	17.00%
DriveTribe	6.8 million	2.33	1:44	15.20%	10.00%	1.00%	5.00%	83.00%
IFLScience	28 million	1.36	1:12	43.50%	9.00%	2.00%	8.00%	81.00%
ScienceVibe	133000	1.11	17 sec	74.00%	3.00%	0.00%	14.00%	83.00%
The Onion	11 million	3.77	1:37	78.30%	39.00%	4.00%	13.00%	43.00%

	Social Media Referrals					
	Facebook	Twitter	Pinterest	YouTube	Instagram	Other
Expedition Portal	21.00%	1.00%	62.00%	3.00%	1.00%	12.00%
Expedition Overland	0.00%	0.00%	50.00%	50.00%	0.00%	0.00%
Overland Bound	45.00%	0.00%	0.00%	52.00%	3.00%	0.00%
DIYRV	23.00%	17.00%	56.00%	0.00%	0.00%	4.00%
DriveTribe	96.00%	1.00%	0.00%	1.00%	0.00%	2.00%
IFLScience	99.00%	0.00%	0.00%	0.00%	0.00%	1.00%
ScienceVibe	98.00%	1.00%	0.00%	1.00%	0.00%	0.00%
The Onion	59.00%	13.00%	0.00%	1.00%	0.00%	27.00%

Source: similarweb.com

Facebook

	Profile			Content			Interaction			
	Front Page/ About Page	Likes	Posts/ day	Photo content	Video Content	Ave. Post Length	Activity Rating	Response Rate	Response Time	Engagement
Expedition Portal	100%/30%	61.7K	1.1	24.0%	6.0%	81	86/100	0.0%	N/A	3/100
Expedition Overland	100%/71%	51K	0.8	96.0%	4.0%	396	71/100	3.6%	12.8 days	2/100
Overland Bound	100%/42%	112K	3.8	86.0%	8.0%	229	50/100	8.3%	3.1 days	3/100
DIYRV	100%/63%	116K	1.2	0.0%	0.0%	56	36/100	0.0%	N/A	1/100
DriveTribe	100%/58%	2.4 M	6.7	20.0%	11.0%	42	36/100	NA	NA	18/100
IFLScience	100%/30%	25.7 M	5.6	2.0%	8.0%	67	64/100	NA	NA	3/100
ScienceVibe	100%/37%	867K	6.7	7.0%	3.0%	75	29/100	NA	NA	4/100
The Onion	100%/26%	659K	6.7	1.0%	15.0%	117	29/100	NA	NA	10/100

Source: likealyzer.com, similarweb.com

Twitter

	Profile				Content				
	Profile Page	Followers	Following	Tweets/ day	Website links	SM Links	Photo Links	Video Links	Other Links
Expedition Portal	50.00%	5275	197	1.24	60.0%	15.0%	5.0%	1.0%	0.0%
Expedition Overland	50.00%	4409	12	0.84	20.0%	80.0%	0.0%	10.0%	0.0%
Overland Bound	100.00%	2462	134	1.6	15.0%	60.0%	0.0%	20.0%	5.0%
DIYRV	100.00%	6694	965	0.54	100.0%	0.0%	0.0%	0.0%	0.0%
DriveTribe	100.00%	65.4K	188	4.33	60.0%	0.0%	15.0%	15.0%	10.0%
IFLScience	100.00%	202K	331	6.4	85.0%	0.0%	50.0%	10.0%	0.0%
ScienceVibe	100.00%	15	11	2.6	30.0%	20.0%	20.0%	5.0%	25.0%
The Onion	100.00%	10.5 M	12	15.2	60.0%	0.0%	20.0%	10.0%	10.0%

Source: twitter.com

Instagram				
	Profile Page	Followers	Following	Posts
Expedition Portal	100.0%	109K	1358	1718
Expedition Overland	100.0%	83.2K	6965	631
Overland Bound	100.0%	108K	970	2431
DIYRV	--	--	--	--
DriveTribe	100.0%	61.1K	383	504
IFLScience	100.0%	50.7K	29	172
ScienceVibe	100.0%	31	4	23
The Onion	100.0%	1.6 M	4	3596

Source: instagram.com

Social Media Posts for the Week of XXXXX to XXXXX

Day	Time	Channel	Post Topic	Links	Photos	Video
Monday	09:30	Facebook	New AT Tire from BFG	BFGoodrich.com	BFG Tire	
	14:00	Facebook	Article on Pile project	GetOverlanding article	Pile	
	18:30	Facebook	Video of Pile project	YouTube vid/article		Pile
	09:15	Twitter	New SoCal design	SoCal	SoCal Camper	
	12:30	Twitter	Great advice video on 4xOverland	4xOverland		Link ASPW
	13:30	Twitter	Pic from one of our writers	GetOverlanding.com	Tetons	
	16:00	Twitter	Retweet from _____			
	19:00	Twitter	Promo upcoming article: Jeep project	GetOverlanding.com	Brad's Jeep	
	14:30	Pinterest	DIY-Storage in Pile camper	GetOverlanding article	Bed storage	
	16:30	Pinterest	Repin of _____			
	18:30	Pinterest	Video of Pile project	YouTube vid/article		Pile
	20:30	Pinterest	Pickup bed drawer systems	Woodworking Today	Chevy drawers	
22:00	Pinterest	****Undecided				

Tuesday

Social Media Calendar Example

Appendix B

GetOverlanding Style Guide

GetOverlanding.com



2018

Style Guide

Section 1

LOGO

The GetOverlanding logo, in broad terms, consists of a green Mercator projection world map, without Antarctica, superimposed over a blue splash that fades from inside to outside, with the text “GetOverlanding.com” at the top superimposed over the splash.

GetOverlanding.com



GetOverlanding logo on white background

It is generally presented with the outer edges of the logo equidistant from the edges of a standard 16:9 aspect ratio frame. The logo may be skewed up to 10% horizontally or vertically for better fit in a specific document, such as for a square profile picture, but only if other options are not available. Once the image has been skewed to 10% the logo should be centered and fill the frame horizontally if possible.

Text on the GetOverlanding logo is *Arial, bold, with tracking or letter spacing set to 1.8 to 2.5* to achieve a visually appealing and balanced look.

The logo’s background in PNG image format (preferred) is transparent. The logo may be

displayed on black or white backgrounds utilizing the logo variant with the best contrast. Generally, the logo is displayed over an existing color rather than “blocked in.”

The logo will be displayed approximately $\frac{3}{4}$ of one logo-width from the vertical edge and one logo-height from horizontal edges of printed pages whenever possible.

The logo may also be centered at the upper margin of a page (such as on a letterhead) or on lower margin of a page (such as in a print advertisement or on an image). An exception may be made when the logo is superimposed on an image and it is not possible to maintain such spacing.

When the logo is superimposed on an image the logo variant selected should contrast with the background over its entirety. The contrast of the map and text take precedence over the splash—if you have to choose whether to place it over blue sky or green grass, go with the sky.

As a “last-ditch” option, one of the gray-scale logo images may be used to achieve sufficient contrast.

PNG copies of the logo in approved color schemes can be downloaded from the Staff/Contributor section of GetOverlanding.com.



Logo, white text.



Logo, Gray 1 outlined text.



Logo, Gray 1 outlined text, gray background.



Logo, white text, gray scale.

The GetOverlanding logos available for download are PNG format with an alpha layer (transparent background).

We prefer to use the GetOverlanding logo on a black background when that is an option. The logo should be placed over the native background unless that background hides parts of the image.

When used over a white background the map and blue splash retain their color.

In this case the text remains white, but is outlined in Gray 1 (see Section 2 for colors). The text may also be rendered in Gray 1 or Gray 2 if that yields better contrast with the background.

Black backgrounds are preferred, white is a secondary option, and gray backgrounds are only to be used when preferred options are unavailable.

This is one example of a gray scale logo—several are available for download.

This type of logo is reserved for applications in which color images are not permitted or when the existing backgrounds leave no other option that will preserve the visibility of the logo (e.g.-large section of green).

Section 2

COLOR

Green 1 Hex: 00FF00 RGB: 0, 255, 0
Black Hex: 000000 RGB: 0, 0, 0
White Hex: FFFFFFFF RGB: 255, 255, 255
Gray 1 Hex: 3D3D3D RGB: 61,61,61
Gray 2 Hex: 7B7B7B RGB: 125, 125, 125
Blue 1 Hex: 0039CE RGB: 0, 57,206

GetOverlanding uses a limited palette of six colors: “Lime” green, black, white, two shades of gray, and a medium blue.

The colors listed to the left are the approved colors for GetOverlanding documents—online or printed—and any other labeling, advertisements, clothing, or social media imagery.

Black, green, and white are the main colors, while blue and two shades of gray are used as accents and differentiating colors when needed.

Note that the gray-scale logos do not match the color samples given here. They are an exception to the rule.

While green is one of the main colors used in GetOverlanding’s logo, it should be used sparingly when creating colorful pieces such as displays, backdrops for filming or photography, clothing or other non-publishable items.

The limited use of green is to prevent this bold color from distracting attention from the green map in the logo. It is also a bright, powerful color and can be hard on the eyes when it covers large areas.

Any questions about color usage or designs should be directed to the Editor In Chief, or Managing Editor.

In the interest of simplicity GetOverlanding uses the common Arial font on its website, logo, and all other media.

Arial was chosen because it is an available font in almost all word and image processing software. By doing this we simplify the process of producing printed materials. This also helps ensure that documents or materials produced for us by other entities fit the style of the magazine and brand.

Similar sans serif fonts may be used if Arial is not available. Some acceptable examples include, Deja Vu Sans, Liberation Sans, and Droid Sans.

GetOverlanding's sizing and formatting scheme is also simple with a limited number of header and text sizes and plain, bold, and italicized variants.

36pt Level 1 Header Bold

36pt Level 2 Header Plain

24pt Level 2 Header Bold

24pt Level 2 Header Plain

18pt Level 3 Header Bold

18pt Level 3 Header Plain

14pt Section Header Bold

12pt Body Text

12pt Body Text Bold

12pt Body Text Italics

12pt Body Text Bold Italics

12pt Body Text Underscored

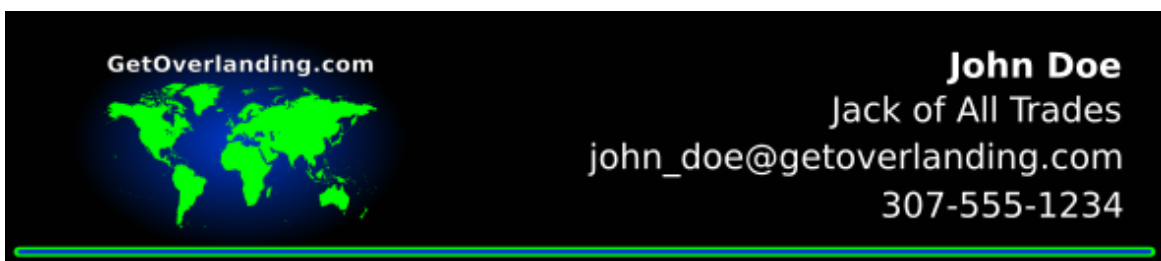
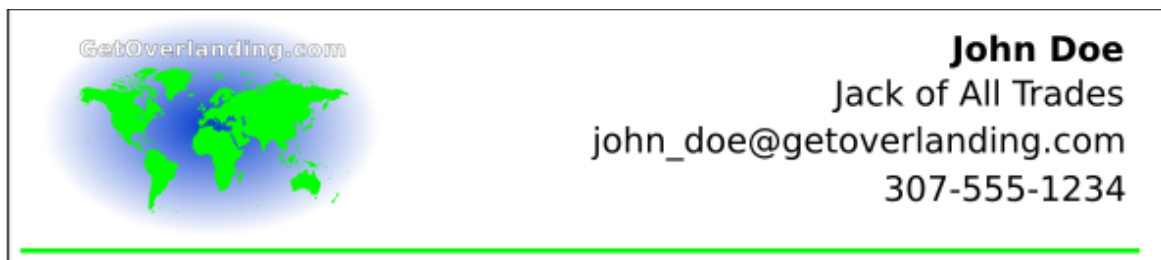
Section 4

LETTERHEADS

Approved letterheads are to be used for all GetOverlanding correspondence.

The letterhead will include—at a minimum—the logo, the sender's name, title, and company email address. Phone numbers, personal email addresses, and social media contact information may be included at the user's discretion. All text and imagery will be in company colors (see Section 2 for color information).

Several authorized letterheads are available for download. Staff may design their own provided they conform to these conventions and are approved by the Managing Editor or Editor In Chief.



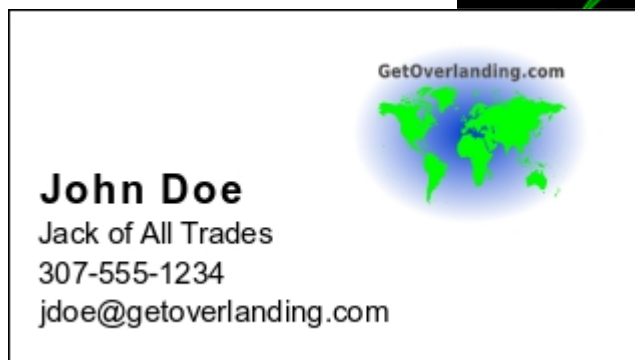
Note: Text in these examples were rendered in 14pt Arial. 12Pt or 10pt text may be more appropriate for your application.

Section 5 BUSINESS CARD

Editors, staff writers, and contributors may present business cards featuring the GetOverlanding logo when acting as a representative of the magazine. This includes, but is not limited to, conducting interviews, reviewing events or products at a place of business, or when collecting information for a GetOverlanding article or project.

The lcard will include—at a minimum—the logo, the individual’s name, title, and company email address. Phone numbers, personal email addresses, and social media contact information may be included at the user’s discretion. All text and imagery will be in company colors (see Section2 for color information).

Several authorized card designs are available for download. Staff may design their own or use a template provided they conform to these conventions and are approved by the Managing Editor or Editor In Chief.



Section 6

GUIDELINES

Editors, staff writers, and contributors shall be courteous and professional at all times while in contact with the public and representatives of other businesses, including in written correspondence.

GetOverlanding has chosen to allow employees latitude in formatting correspondence and documents, provided they adhere to the requirements in this and other guides and fit the general style of the magazine and website.

We encourage creativity and uniqueness among our staff and contributors, and feel people are at their best when they have room to express themselves. This includes individual writing styles. GetOverlanding is serious about safety, planning, and preparedness in our reader's adventures as well as our own and this topic is not to be taken lightly. That said, a degree of levity and irreverence also makes our content fun for the readers.

Remember that humor is subjective. What one person finds hilarious may be horrible for another. Euphemisms, metaphors, and analogies should be chosen carefully to avoid being overtly offensive while keeping in mind that anything can be taken as offensive. We can't satisfy everyone, we can't make everyone laugh, and once in a while someone may take something as a personal offense when it was not meant as one. Complaints will be directed to the Editor In Chief or the Managing Editor. Please, do not address these yourself.

Lastly, most of us are here because we love writing, making videos, and overlanding. Remember that we write and produce videos about a hobby. It's a hobby that some are very passionate about and some consider a lifestyle. Nonetheless, it is a hobby and hobbies are meant to be enjoyed. Have fun with what you do here. We have deadlines and standards, but those should not keep you from enjoying your work at GetOverlanding.

Welcome to GetOverlanding!

Appendix C

GetOverlanding Social Media Policy

GetOverlanding.com



2018

Social Media
Policy

Many people today use social media to share experiences, thoughts, ideas, feelings, and opinions with friends, family, and those they work with. Here at GetOverlanding we support the individual in maintaining relationships, cultivating new ones, and furthering their careers through social media.

It is also important for GetOverlanding to protect its brand, reputation, and intellectual property. One way we protect our interests is through guidelines and rules for the appropriate use of GetOverlanding content and imagery by our staff and contributors. The rules and guidelines in this document apply to all staff, management, and contributing writers and artists at GetOverlanding and its parent company Padooma Media, LLC.

Open Door Policy

The Editor In Chief and Managing Editor maintain an “open door policy.” This means that any employee may approach either individual with questions or concerns about company policies, reports of possible violations, or to request the redress or remedy of a situation that creates a threatening or hostile environment *at any time*.

Please keep in mind that this does not mean that the Editor In Chief or Managing Editor will be available at any given moment—current activities or other situations may prevent immediate response. We also work remotely, just like everyone else at GetOverlanding, so communications may not be immediate. The editor contacted will always make time to address the employee as soon as possible. Our employees are our most valuable asset and the editors priority.

Affidavit

All staff, managers, and contributing writers and artists--must read these rules and guidelines, and then sign an affidavit (found on the last page of this document) confirming that they have read, understand, and will comply with these rules and guidelines.

Guidelines

Social media, for the purposes of this policy, means any means of transmitting or displaying information on the internet. This includes, but is not limited to:

- blogs;
- social networking websites;
- professional networking websites;

- personal or commercial websites;
- chat rooms and web boards;
- video hosting sites.

The same guiding principles found in our mission and vision statements, should be applied to online activities—especially when operating as a representative of GetOverlanding.

Each individual is responsible for his or her online activity and should consider the risks and consequences of what is posted online. Activities that reflect poorly upon GetOverlanding and Padooma Media, its employees, and/or business associates, or violate the rules governing the use of GetOverlanding properties listed below, may lead to disciplinary action. This includes termination of employment or the termination of various contracts.

Please read these rules and guidelines, and make sure your online activities align with these policies.

Respect Others

All staff, managers, and contributing writers and artists (hereafter referred to as “employees”) are to treat other employees, customers, and business associates with respect. Additionally, employees will behave in a professional manner while acting as representatives of GetOverlanding.

Internal conflicts will be resolved in-house, and informally whenever possible. Employees should attempt to resolve issues between themselves. If that is not sufficient to remedy the situation should be brought to the attention of the Managing Editor or Editor In Chief. Internal issues are not to be posted on social media. Doing so is both damaging to the magazine and its parent company, and has the potential to escalate problems.

Do not post content that could be viewed as obscene, threatening, malicious, or harassing. Content that creates a hostile work environment, causes or aggravates an internal or external conflict, or is meant to belittle, intimidate, or embarrass other employees, customers, business associates, or others is unacceptable. Direct or indirect threats, harassment, or bullying will not be tolerated. This includes disparaging comments about another person’s race, religion, gender, gender identity, sexual orientation, age, religion, political affiliations, disability, or lifestyle choices, friends or family, and other personal matters.

Post Accurate and Truthful Information

Be as accurate and honest as possible in your social media posts. Correct your errors. Be honest about posts you have deleted or altered. What is posted online is usually discoverable even after the user has deleted it from public view, and if anyone saw it, even once, it is impossible to erase it completely.

Do not post information known to be false or misleading about other employees (present, past, or those who may work here in the future) customers, or business associates. Such activities are damaging to the individual, the company, and professional relationships, and can severely affect others' careers.

Post Appropriate Content

Employees are required by company policies and state and federal laws to not divulge confidential or protected information. This includes trade secrets, internal communications, business information, and the personal information of employees, clients, and business associates. If you are uncertain about whether a given piece of information is protected by law and/or company policy please ask the Managing Editor or Editor In Chief.

Employees are not to present themselves as spokespeople for GetOverlanding or Padooma Media. If content being posted includes information, imagery, or other content about or belonging to the company the employee should identify himself or herself as a contributor, staff writer, etc, and state that opinions expressed are his or her own and not those of the company. We advise using a standard disclaimer, such as:

The opinions and views on this site are my own and do not necessarily reflect the views of GetOverlanding, or Padooma Media.

GetOverlanding content, including company social media pages, that are posted on an employees social networking pages, personal or professional websites, blogs or other social media must include identification of the individual as an employee of the company.

Employees are not permitted to speak to media outlets, clients, business associates, or other businesses on behalf of GetOverlanding or Padooma Media without prior authorization from the Editor In Chief (or the Managing Editor if such authority is delegated to him or her at the time).

Retaliation

Retaliation against an employee for reporting violations of GetOverlanding policies is prohibited. Employees retaliating against employees or business associates for reporting violations or cooperating with investigation of violations will result in disciplinary action, which may include termination of employment or contract.

Use of Site Content In Social Media and Portfolios

Employees are encouraged, but not required, to promote GetOverlanding as a whole, and/or their own work published on the site in their personal and professional social media activity so long as they act in accordance with the rules and guidelines in this document, and with any directives from the Editor In Chief or Managing Editor.

Content on GetOverlanding.com is the property of Padooma Media LLC, but we permit employees to use it for various personal and professional purposes. This includes using published content in online, digital, or printed portfolios for educational and employment purposes.

Content published by GetOverlanding may not be republished elsewhere—online, in print, or through video or audio transmission or recording—without written consent from the Editor In Chief, except for the uses outlined above.

If you are unsure about whether an intended use of GetOverlanding content complies with these policies please contact the Managing Editor or Editor In Chief.

For more information

If you have questions or need further guidance, please refer to the employee section of GetOverlanding.com, or address your questions to the Managing Editor or Editor In Chief.

**Affidavit of Understanding and Compliance
With the GetOverlanding Social Media Policy**

I, _____, hereby affirm that I have read and understand the rules and guidelines enumerated in the GetOverlanding Social Media policy, and that any questions or concerns I had with these rules and guidelines have been addressed by the Managing Editor or Editor In Chief to my satisfaction at this time.

I further affirm that I understand and accept that violations of these rules and guidelines may result in disciplinary action, up to and including termination of employment or contract.

I understand and accept that threatening or discriminatory behavior, including intimidation and/or bullying, or retaliatory actions against anyone who reports a violation of company policies or cooperates in an investigation of possible violations, will not be tolerated and could result in disciplinary actions up to and including termination of employment or contract.

I further affirm that I understand that internal disputes should be settled informally when possible, but that when that is not possible the matter should be brought to the attention of the Managing Editor or Editor In Chief as soon as possible. Both maintain an "open door policy" and will be available as soon as possible to address employee concerns.

Signature

Date