

# Social Media Brand Book

Your guide to all things @ GoPro.





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WHAT'S NEXT

A photograph of a person's hands reaching out from the left and right sides of the frame, palms facing each other, over a vast desert landscape with sand dunes. The sun is low on the horizon, creating a warm, golden glow and casting long shadows. The sky is filled with soft, wispy clouds in shades of blue, purple, and orange.

## OUR SOCIAL STORY

Every day we wake up and aim to inspire, educate and engage with our GoPro community of 20M+ people around the globe.

We get to work with some of the most talented people on the planet, from athletes and advocates to our very own employees and customers, and showcase their stories on our channels and around the world.

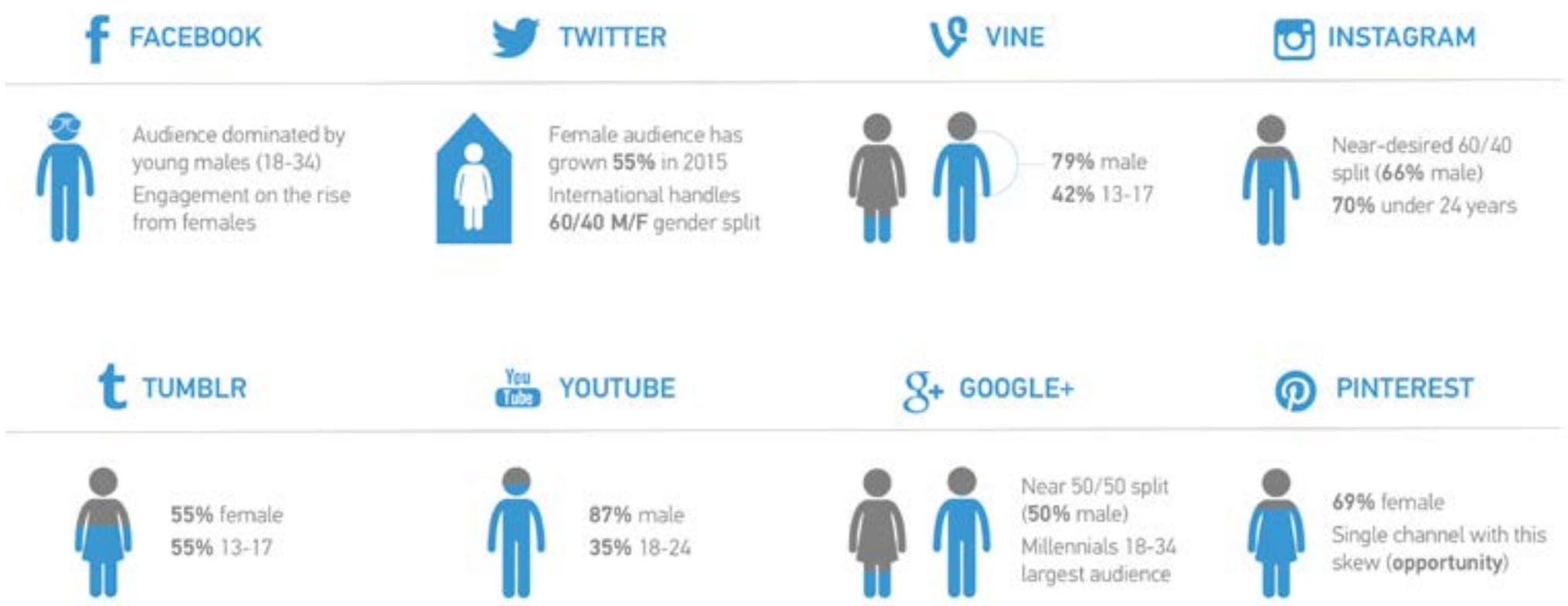
As the world becomes more connected and socially enabled, we aspire to grow with our community, take them on new journeys and find new interactive ways to spark #GoPro conversation online. Every conversation sparked brings us closer to another inspired customer!



SOCIAL LIFECYCLE

When people use GoPro cameras to capture and share their passions, something magical happens. We call this “The GoPro Movement,” and it inspires everything we do in social. This concept is embedded in our brand DNA, and we will always be about the community first and foremost.

Last year we grew #GoPro mentions from 22K to 42K a day, embraced new trends in social live stream, launched a social education program for our partners and rolled out GoPro Advocacy, welcoming top-notch social influencers to the family. These are prime examples of the social lifecycle in action.



Numbers reflect April 2016 data.

# GLOBAL AUDIENCE + TRENDS

## OUR TONE OF VOICE

We talk to a diverse group of friends and fans across channels, verticals and countries, but no matter who we speak to, we always remain authentic to the GoPro brand voice. We are authentic, friendly, creative, adventurous, inspiring, positive, and—above all else—stoked!

## CHANNEL BREAKDOWN

The beauty of social is that it enables you to connect 1:1 with people all over the world in meaningful and engaging ways. Each platform has its own personality and offers the opportunity to develop relationships with our customers and fans.



**FACEBOOK = 9.5M**

Home to our largest and broadest audience—where video content is king. Drives deeper emotional connections with our fans.



**TWITTER = 1.51M**

A real-time conversation driver and channel that keeps our finger on the pulse of global trends. This is our go-to channel for live events and stoking out fans on the fly.



**INSTAGRAM = 8.6M**

Our premier social channel and home to the best of the best photo and teaser video content.



**PERISCOPE = 149.3K**

Our social live broadcasting channel where we pull back the curtain on athlete personalities, go behind the scenes at live events and travel the world with advocates. Also offers fresh GoPro perspectives in real time.

Numbers reflect April 2016 data.



**PINTEREST = 23.2K**

A great channel to grow brand affiliation among lifestyle verticals like travel, pets and family. Collaboration with top pinners is key for this platform, and aspirational content is where it's at!



**TUMBLR**

A platform for longer-form storytelling that offers the opportunity to connect with a younger female audience. We focus on key themes of travel and lifestyle here.



**VINE = 241K**

Great channel for live sporting events and clutch with the kids. This demographic is much younger and allows us to talk to a different group of people.



**GOOGLE+ = 614.3K**

A true amplification tool with a large international audience and a prosumer demographic. SEO benefits are also huge!

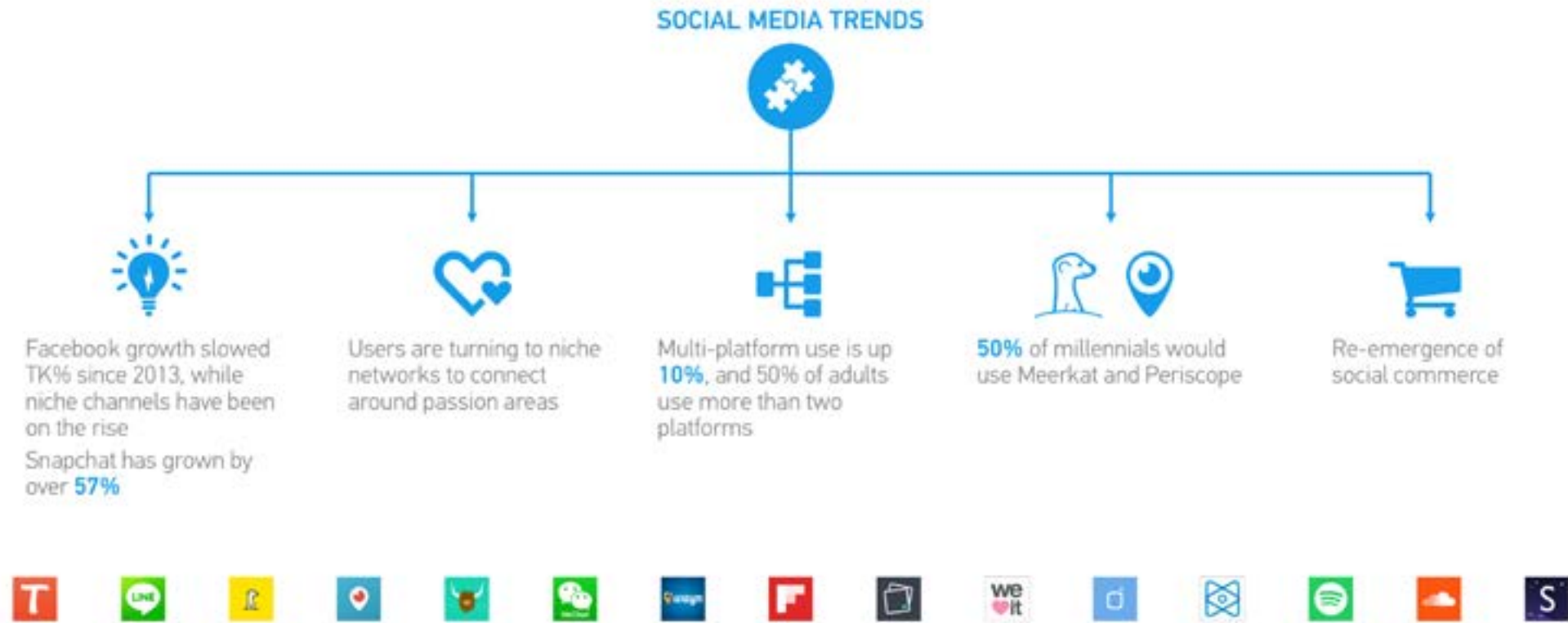


**YOUTUBE™**

We're the #1 brand channel on YouTube, hell yeah! While we don't manage this channel, we work closely with Entertainment and Programming to share the top content of the day on social.

### REDDIT / FORUMS

Our approach is authenticity and empowerment. GoPro joins the conversation on Reddit and various other forums to listen, learn and find inspiration in the community's remarkable content and passion for the brand.



## SOCIAL GROWTH

The landscape is becoming fragmented as niche audiences gravitate toward new platforms, so it's critical to have a solid strategy for connecting with new audiences and expanding our community.

We're successfully shifting toward the desired 60/40 male–female audience split on Instagram and Twitter, and we're staying true to our core with a balanced 50/50 split between heritage and lifestyle content.

As social channels evolve, we stay flexible in our strategies to grow followers and reach the next generation of the GoPro community.

## LIVE STREAMING



### BIG PLAYERS GET ON BOARD

- Periscope users created 200 million broadcasts with over 110 years of footage watched live daily (year one)
- Facebook Live is available in 30+ countries and across devices
- YouTube Connect is in development

## ALGORITHMS



### CHANGING FACE OF ORGANIC SOCIAL

- Affinity, weight and decay metrics are used to curate personalized feeds
- Twitter and Instagram are the latest players to introduce algorithms
- End of chronological content signals the increased importance of paid social and content engagement

## NICHE COMMUNITIES







### SOCIAL FRAGMENTATION

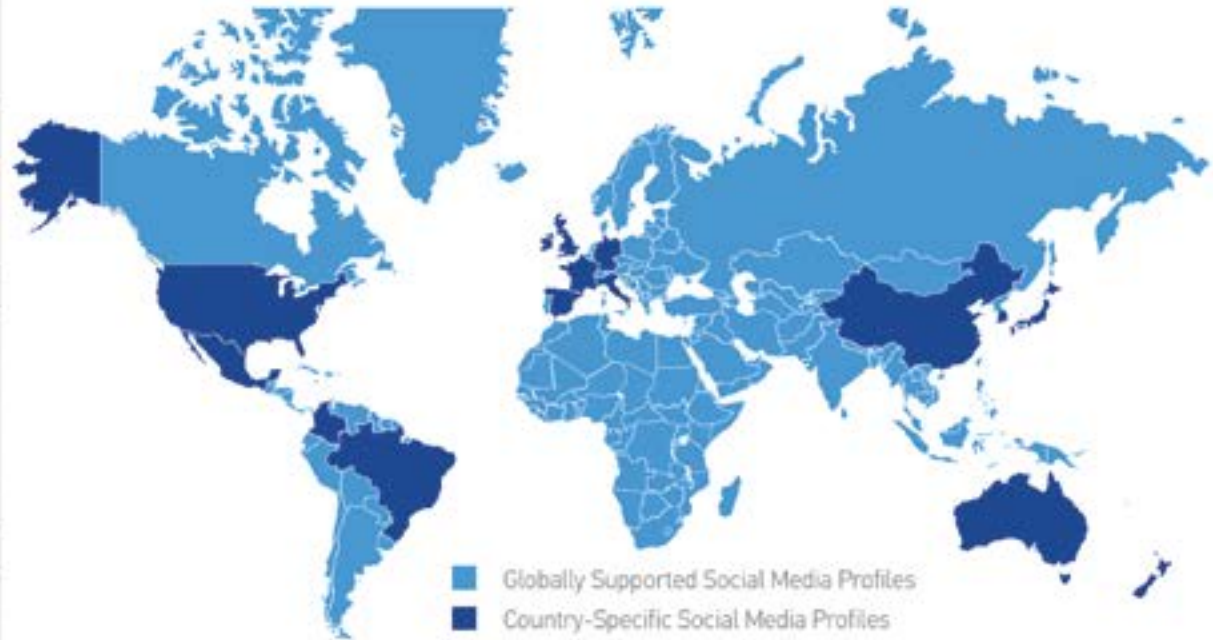
- 50% of adults use more than two social networks (up 10% in last year)
- A behavioral shift toward snackable and ephemeral content contributes
- Consumers are seeking content that's relevant to them

## SOCIAL TRENDS

As social channels become crowded, algorithms shift towards a pay-to-play environment, and live stories become a consumer expectation, we will work to embrace and innovate around these social trends to keep @GoPro best in class. Mobile also continues to be king, and we will keep this user journey in mind with everything we do on social.

GLOBAL					
U.S.					
LATAM				Followers	Convo.
Brazil	1.2M	21.7K	168.1K	1.4M	9.9K
Mexico	642.1K	11.9K	20.9K	674.9K	7.9K
EMEA					
U.K.	299K	14.3K	NA	512.5K	9.7K
France	483.2K	9.2k	20.1K	501.6K	10.8K
Germany	272.7K	NA	NA	272.7K	3.8K
Italy	220.6K	2.6K	NA	223.2K	3K
Spain	167.9K	15.3K	22.2K	205.4K	12.3K
APAC					
Australia/New Zealand	417.3K	3.8K	48.2K	469.3K	15.2K
China	92.1K	25.6K	NA	117.7K	370
Hong Kong	14.6K	NA	NA	14.6K	121
Taiwan	27.2K	NA	NA	27.2K	249
Japan	79.2K	14.2K	13.5K	106.9K	22.3K
S. Korea	29.2K	NA	10K	39.2K	3.5K
TOTALS	3.83M	78.6K	289.5K	4.3M	838.4K

Numbers reflect April 2016 data.



# INTERNATIONAL

## 2015

2015 was a huge year for GoPro social expansion. We went live in 14 countries and regions around the world with local channels featuring local languages, content and stories.

How did we pick these countries, you ask? We reviewed GoPro’s current customer base, future sales opportunities and the local market social media landscape.

The next step was to collaborate with the right partners in the region to understand each culture and bring to life a 75/25 local to global content strategy with authentic themes for each market. We ran contests, thematic editorial, community management and product education which drove 6.4M social engagements, 34.1K unique posts and 1.9M #GoPro mentions across our active international markets.



## 2016

We're going even bigger in 2016, building on the foundation we built last year and taking it up a notch with integrated social campaigns, social storytelling and advocates in new markets to help raise brand awareness and drive education.

We're fired up to expand to new regions including the Nordics, India, the Middle East and Southeast Asia.

A photograph of two people lying in a yellow and grey hammock on a sandy beach. They are both wearing patterned swim caps and making 'shaka' hand gestures. The background shows a tropical beach with white sand, blue water, and green trees under a cloudy sky.

# COMMUNITY MANAGEMENT

## FUELING GLOBAL STORIES

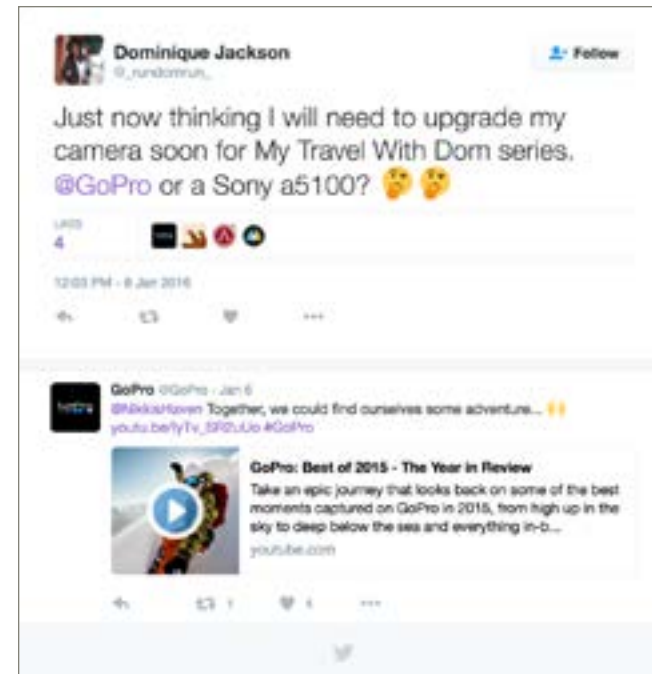
GoPro was founded on the power of stoke, and we aim to set the bar high when it comes to keeping our global community engaged and thriving. It takes attention to detail and a thoughtful touch to surprise and delight fans, athletes, advocates and customers 24/7.

Social media never sleeps. We're monitoring a range of hashtags and social channels around the clock to make sure our biggest fans and customers feel the love from GoPro via meaningful and timely conversations.

## VALUE OF GOPRO ENGAGEMENT

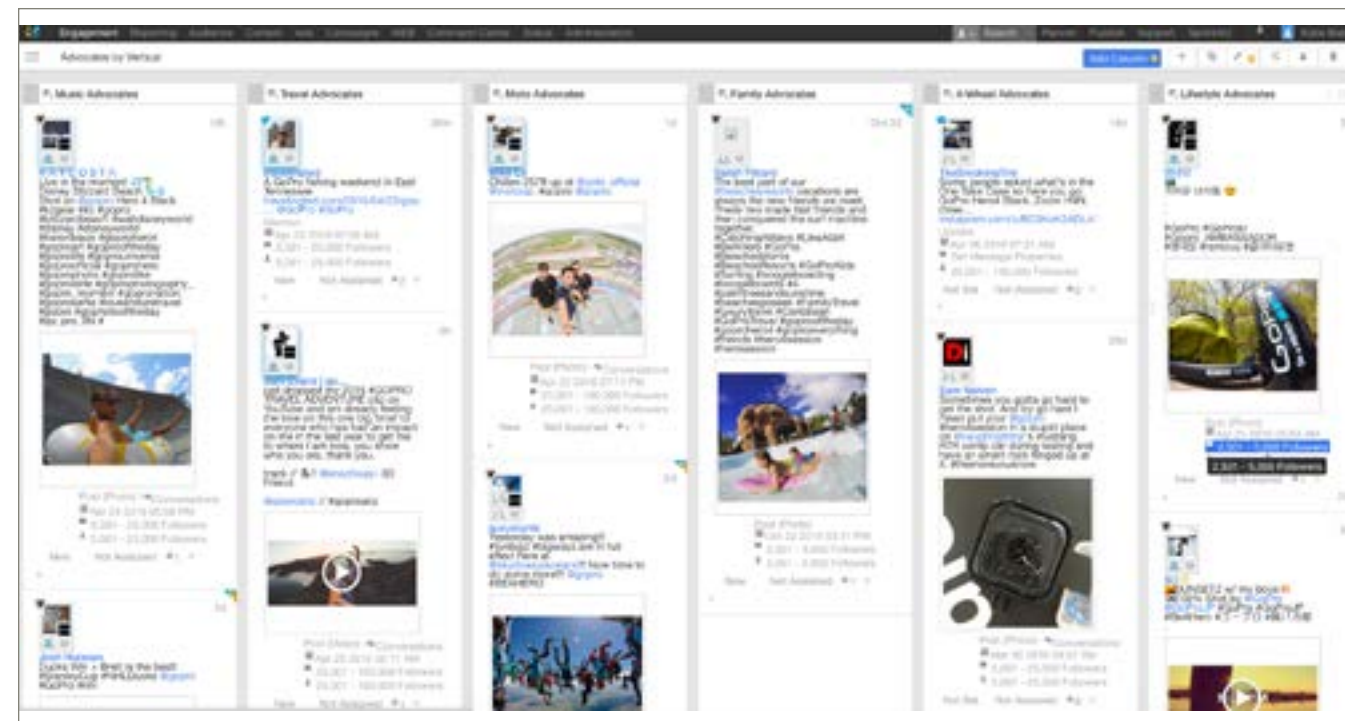
We're stoked to see that a GoPro like or comment has the power to drive value for our athletes, advocates and brand partners. We've seen a 543% spike in user-generated content and a 23% increase in athlete content.

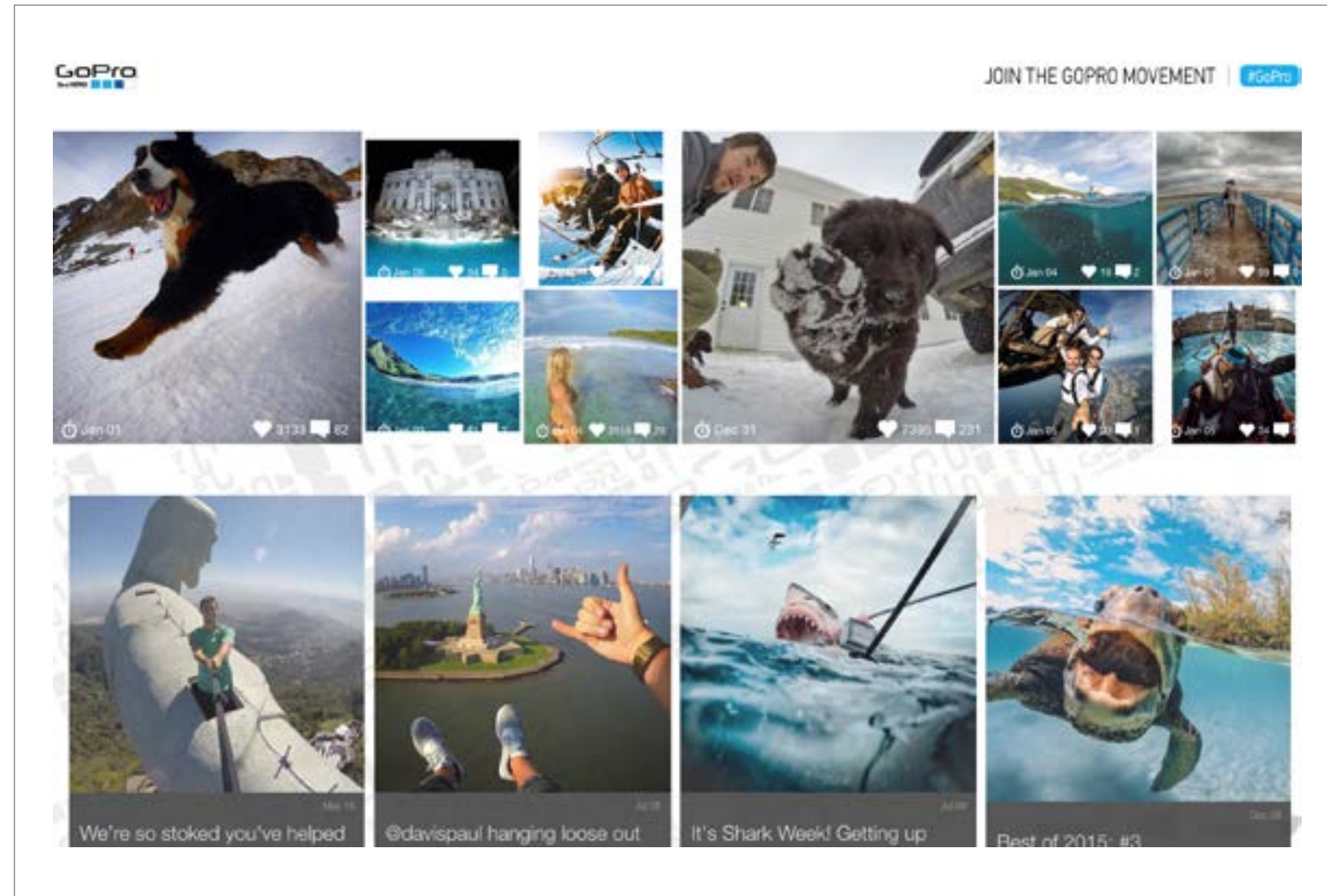
Mention #GoPro in your caption and you'll see a 34% uptick in likes and comments on your photo or video. Pro athletes rack up 15% more engagement thanks to GoPro love.



## SPRINKLR

With a community of 20M+ across ten channels and over 44K mentions a day, our community management team uses Sprinklr, a social context management system, to cut through the clutter and engage with the content and conversations that matter most. Sprinklr also allows us to measure the performance of everything we publish on our channels, which makes us smarter when it comes to driving our content strategies.





## SPRINKLR COMMAND CENTER

Command Center allows us to display real-time conversations happening at events and trade shows, such as CES. We measure sentiment and pull 24-hour go-to-market conversation reports, getting an instant temp check on product launches and major announcements. It helps us manage over 44K daily mentions, track advocates and athletes by vertical and engage in the conversations that matter most. Command Center allows us to listen to macro trends, keep tabs on other brands, listen to chatter around events relevant to GoPro, and stay ahead of the industry curve.

A wide-angle photograph of a person standing on the edge of a high, reddish-brown rock cliff. The person is looking out over a vast canyon where a river winds through the landscape. The sky is filled with soft, white clouds. The overall scene conveys a sense of adventure and exploration.

# STORYTELLING

## OUR POV

Storytelling through a unique point of view is what GoPro is all about. When crafting a narrative, we take a channel-specific approach because each channel has its own identity.

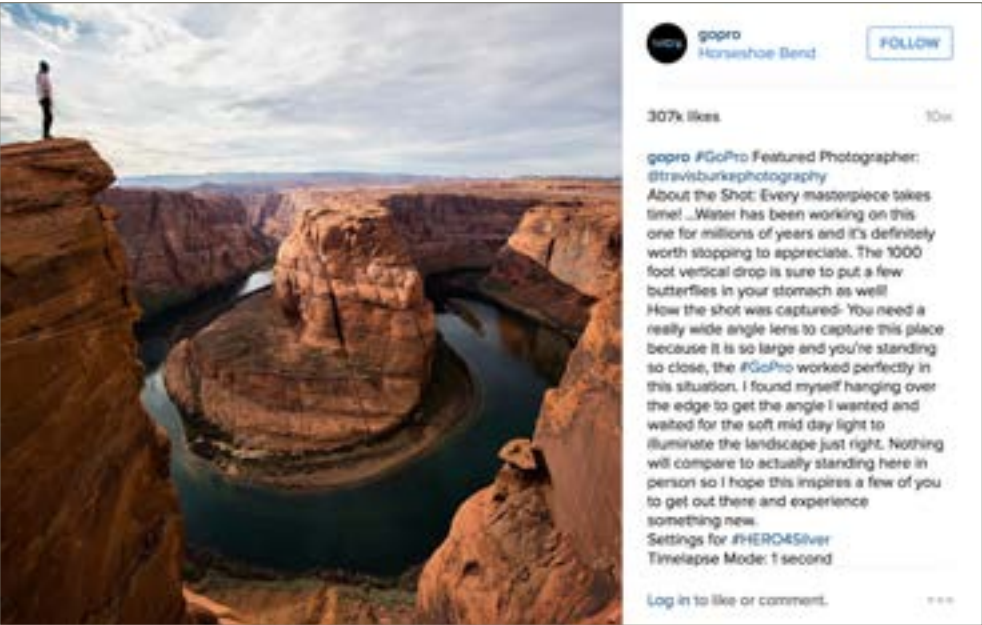
We can tell one story across multiple channels, or we can share an adventure exclusively on one. For example, our Featured Photographer series is an opportunity for us educate our audience about advanced camera settings and share specifics about how to capture a shot. An Instagram Takeover takes our community on a journey through the eyes of one of our advocates or athletes. A story that brings together many pieces of content in an episodic way can also be told across our channels.

The role of social is to bring the story to life on the channels that make the most sense for the audience, the creator and the content.

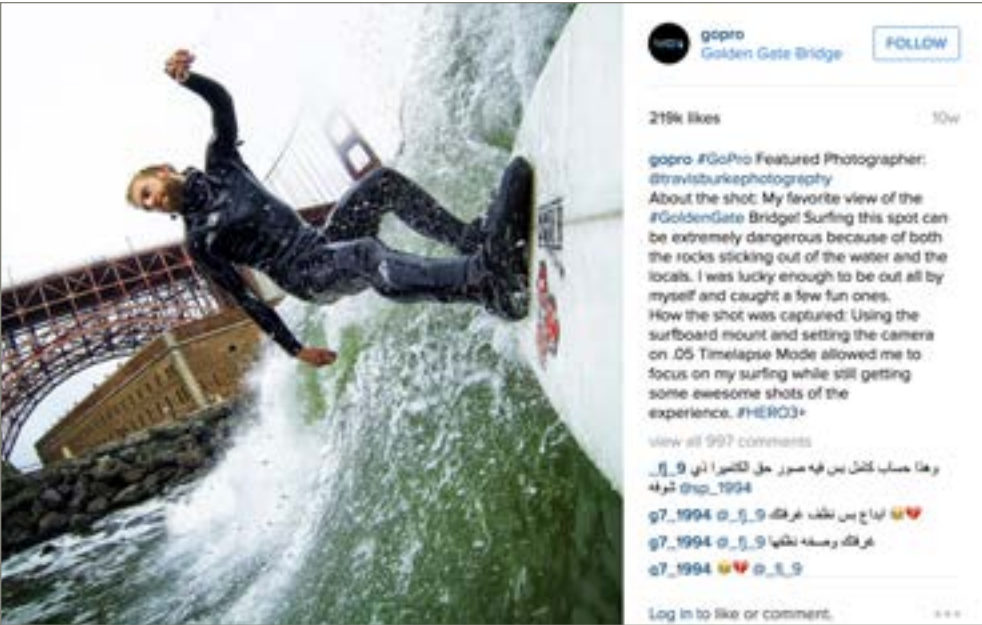


PHOTO OF THE DAY + VIDEO OF THE DAY

Simply put, being recognized as Photo of the Day or Video of the Day is the highest social honor you can receive at GoPro. Thousands of photos and videos are submitted every week, and we sift through each and every one to curate the best of the best. User- and athlete-generated content is the heartbeat of social. These photos and videos capture the spirit of GoPro, tell a story and inspire our community.



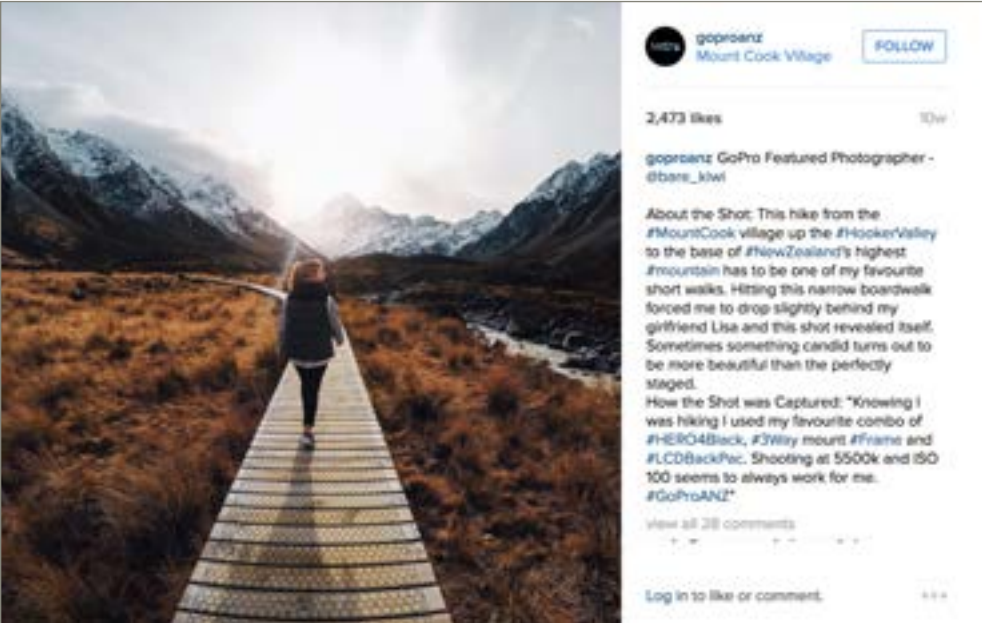
GLOBAL SAMPLE



GLOBAL SAMPLE



GLOBAL SAMPLE



INTERNATIONAL SAMPLE

FEATURED PHOTOGRAPHER SERIES ON INSTAGRAM

This series aims to inspire and educate the community about how a particular photo was captured and the journey the photographer took to get there.



Social GTM (go-to-market) refers to the process of launching products and amplifying partnerships at GoPro. A campaign gives us an opportunity to tie social content, advocate programs, athlete activations and everything we do on social back to one overarching theme that targets specific business goals. Social campaigns also allow us to maximize return on investment for partnerships, product launches and mass marketing campaigns—allowing us to track the success of individual initiatives..

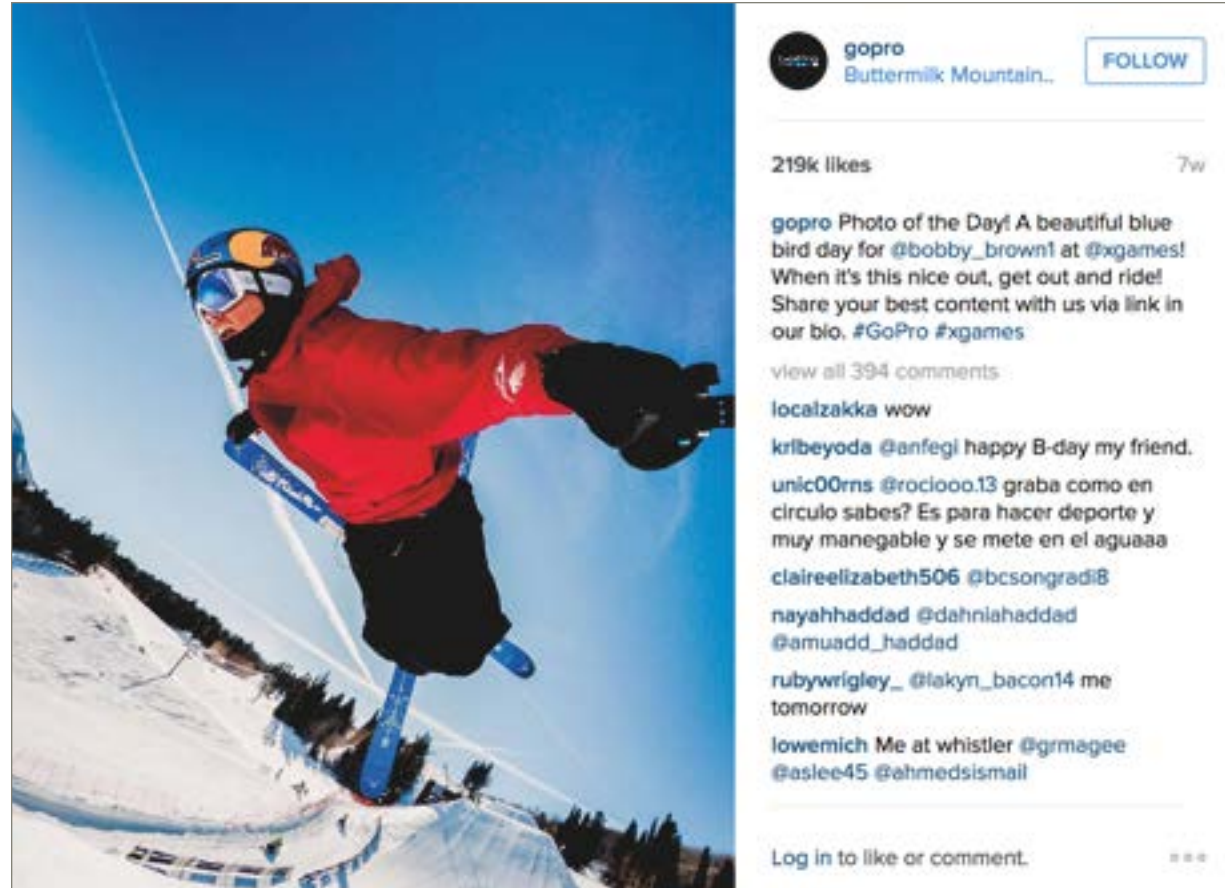
Social campaigns also help us bring a physical event to the digital world by leveraging paid social to make sure our message reaches new audiences and community management to connect with our fans in real time. Cross-functional integration is critical to the success of any social campaign and helps bring the concept to life in market.

CAMPAIGN EXAMPLES

- **My City My Circuit**  
87.3M reach, 1.9M engagements, 100+ unique advocate posts throughout MotoGP season
- **Ride of the Day Tour de France**  
94M social reach, 568K engagements, 502 entries within 30 days
- **HERO4 Session™ product launch**  
682M reach, 27M engagements, 18M video views within one month



CAMPAIGNS



## ATHLETES + EVENTS

### ATHLETES

Athletes continue to amaze us with their content, and they're part of what makes GoPro social inspiring and unique. We regularly feature athletes to elevate their social reach and inspire our community to live a bigger life.

We also explore new ways to allow our community to connect directly with athletes. Social activations like a Facebook Q&A or Twitter Chat allow us to get to know an athlete a little better and connect with their fans.

An Instagram or Periscope Takeover is meant to give a behind-the-scenes look at an event or day in the life of an athlete, advocate or production.

**GoPro** added 13 new photos to the album: **X Games Austin 2015** — with **Elliot Sloan** and 2 others.  
June 4, 2015 · 🌐

X Games Austin is going off this weekend! Be sure to tune in to ABC and ESPN this weekend to catch all the action. Read more: [gopro.com/xgames](http://gopro.com/xgames)



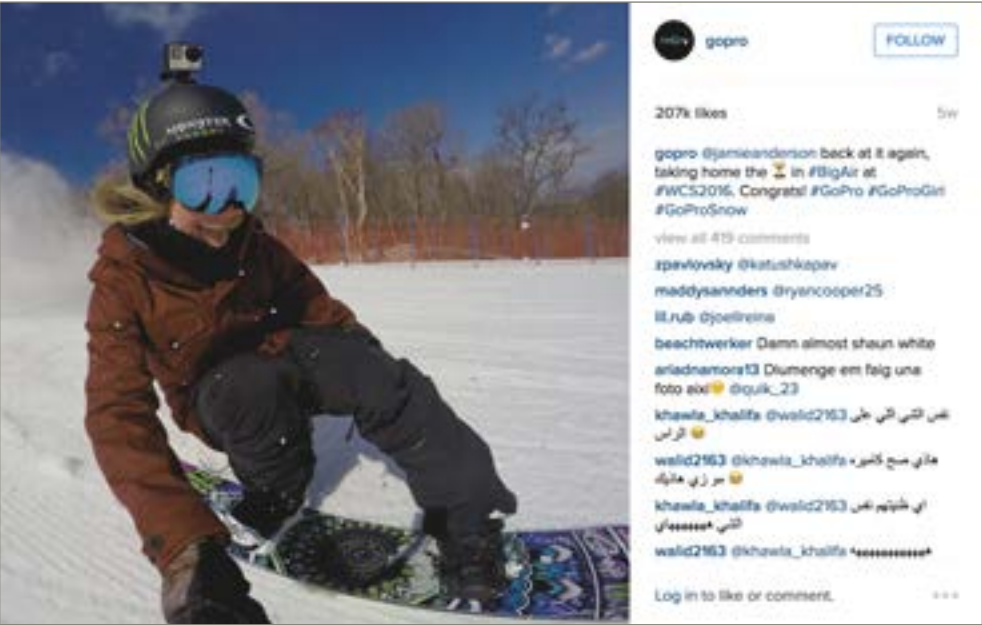
👍 Like    💬 Comment    ➦ Share

👍 716    Top Comments ▾

## EVENTS

Event properties are a huge part of fueling our global social strategy and growth internationally. We aim to activate these partnerships through authentic and innovative social campaigns to bring added value and return on investment to each property via pre-, live- and post-event coverage. Each event offers a new opportunity for owned coverage on GoPro channels, earned coverage on partner and athlete channels, and paid coverage via promoted content on social. Events also help us bring athlete stories to life and celebrate key wins in real time, boosting the best content with paid social to help amplify our message.

Live broadcasting is a major trend that plays a large role in our social marketing strategy. Our ability to broadcast live with a GoPro is a game-changing factor in bringing live events to the digital space.



# REAL-TIME APPROACH

## NEWSROOM

Social is unpredictable by nature, so we keep close tabs on timely conversations happening around the world. We plan and we maintain an editorial calendar, but you never know when #RandomActOfKindnessDay will pop up or if #BeachBum101 will spark a movement of epic sand and surf photos. We take a newsroom approach to monitoring trends and conversations. Keeping our finger on the pulse is a critical part of our strategy, as it sets the tone and informs what we share every day.

## CELEBRATING ATHLETE WINS

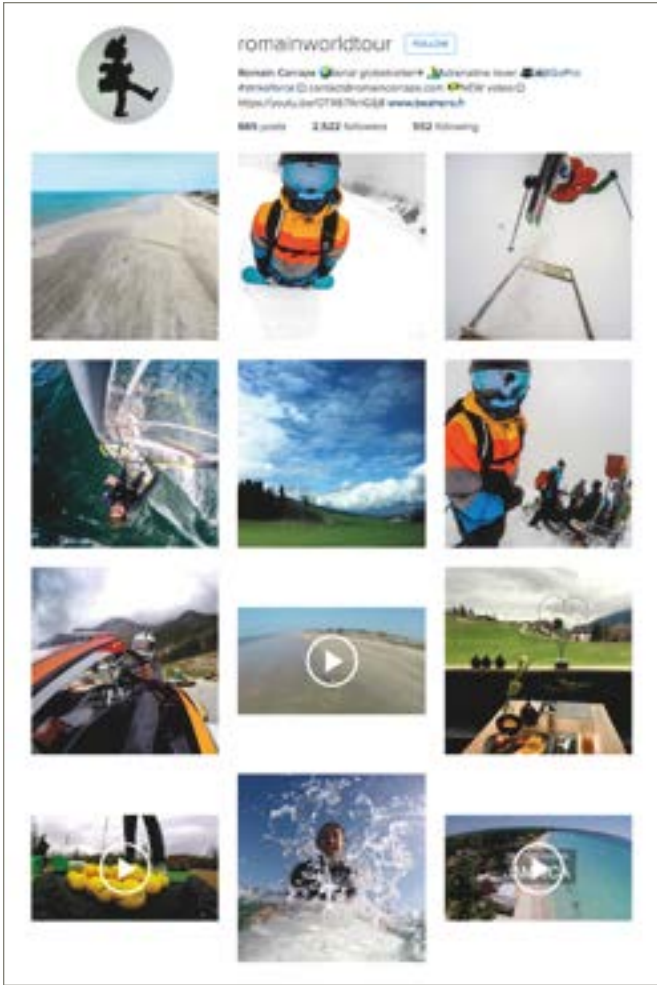
We always aim to celebrate key athlete wins in real time. To make this happen, it's paramount that we plan ahead and obtain the right piece of GoPro content to help break through the noise of other sponsors, media and fans. The goal is to be creative and clever in our approach, as opposed to posting just to post. Ideally, we're publishing a GoPro POV that accurately reflects that athlete's accomplishment—preferably an action shot that shows off how badass they are.



CHANNEL PREFERENCE

Whether it’s participating in #TheGreatestThingOnEarthIs or informing a weekly social franchise (#MusicMonday and #TravelTuesday), staying on top of what’s hot and happening is essential for GoPro to stay relevant.

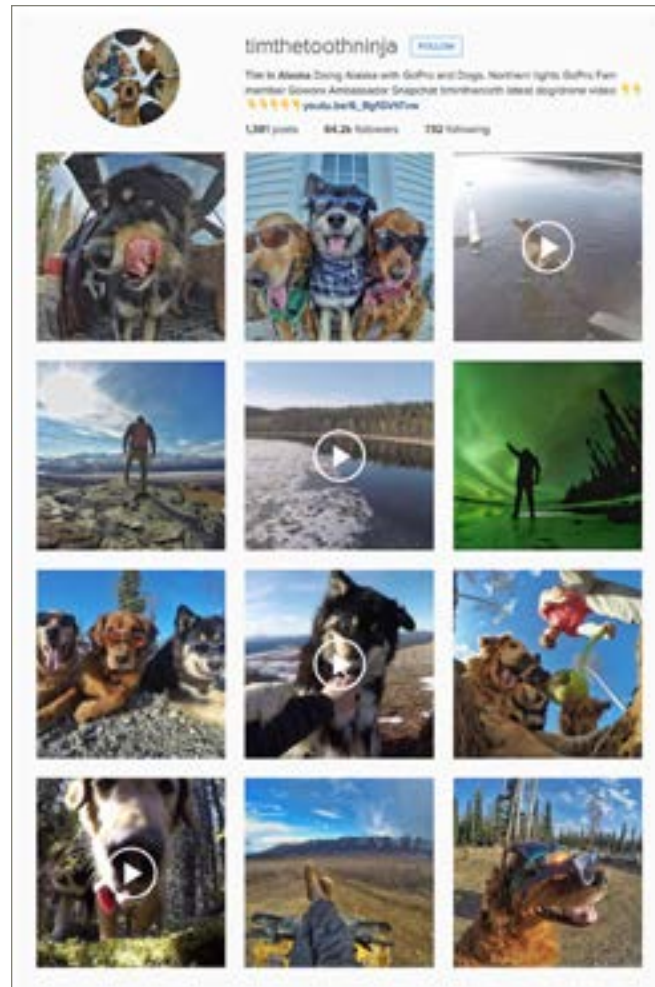
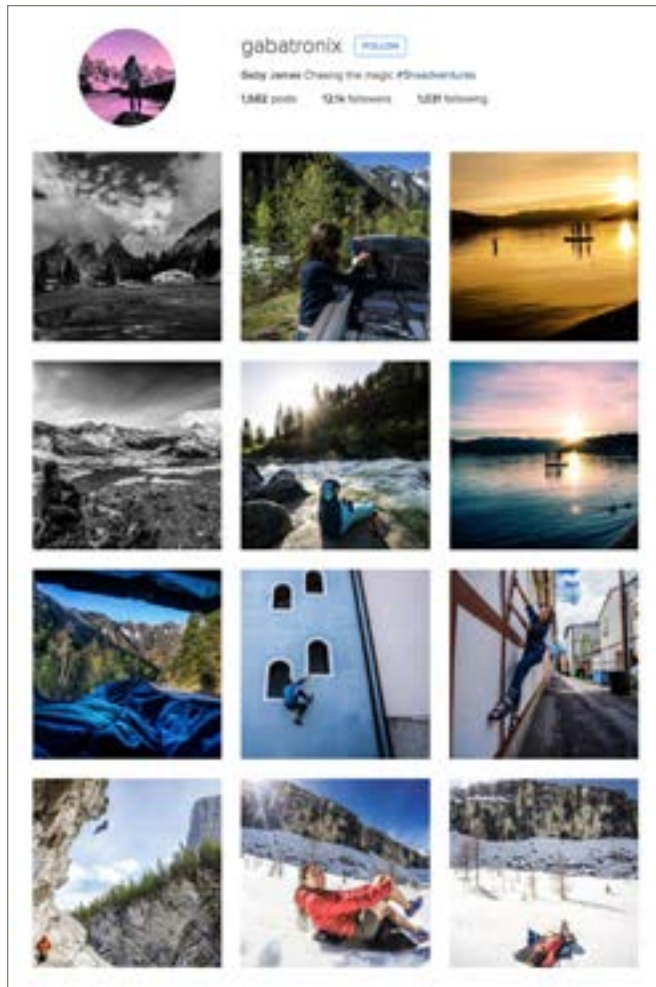
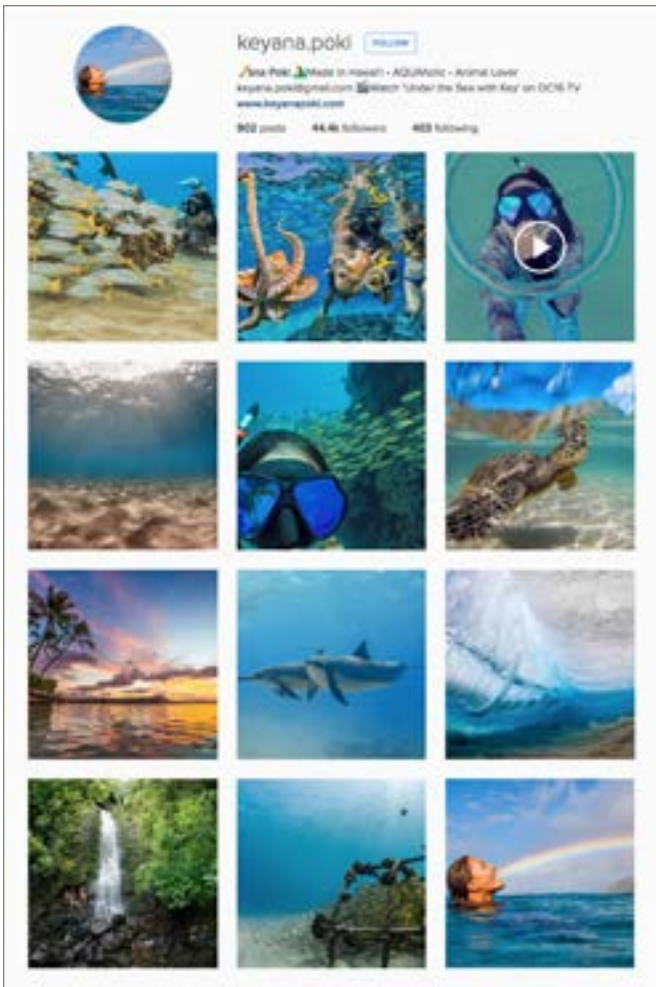
Twitter and Periscope are the primary channels for having a real-time dialogue with our GoPro family, but leveraging trending hashtags also informs our Instagram copy and helps surface our content to new audiences. A fun evolution? The advent of trending emoji hashtags!



# ADVOCACY

In 2015 we launched our inaugural GoPro Advocacy program, which is made up of nearly 500 social influencers and all-around rock stars from all over the world. The goal is to leverage this group of socially savvy content creators to reach new audiences and strengthen the funnel of lifestyle user-generated content throughout the GoPro ecosystem.

We work with these individuals based on their passion for the brand and their ability to provide perspectives that spark conversation across a combined audience of 100M. Our relationship is organic and unpaid, but we do provide epic experiences for them when they join us at events and participate in product launches.



## OUR ADVOCATES

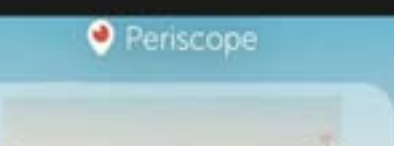
These advocates reach new audiences for us, including pets, family and travel, in addition to those who are influential in our core heritage verticals. We have a 50/50 split of female and male influencers. Content posted on their channels has resulted in an earned media value of \$5M, with Instagram as the #1 channel. More than 1.4K conversations have been generated to date.

Our advocates help us reach new audiences through continuous GoPro coverage on their social, or through a specific activation on our channels. Activations may include a Facebook Q&A session, a Twitter Chat, or a Pinterest Collaborative Board.

With advocates located in cities all over the world, from China to the Nordics, we're excited to continue to nurture these relationships and grow the program.




Social Trends




### 01 | Periscope Will Soon Let You Sketch on Top of Live Video Streams

- For all the budding and professional live streamers among us, Periscope is testing a feature that lets streamers doodle animations into their broadcast in real-time.
- The new feature is currently being tested in the beta version of the app, but it will be available to all streamers soon.
- There are three different colored doodles that can be used to highlight and annotate data and items on the feed.
- While broadcasting to Periscope, trial drawing on the screen to bring attention to certain parts of a shot that you want to highlight or emphasize to your audience.



### 02 | Profile Expression Kit Offers More Video Options for Facebook Profile Pictures

- Facebook is releasing its Profile Expressions Kit that will allow users to share videos made via third party apps, such as Vine and MSQRD, directly into Facebook's profile photo widget. This feature is currently only available for iOS.
- Uploading a new profile picture organically generates a large number of engagements, which indicates that your audience is even more likely to engage with a new profile video.
- In order to increase engagement and impressions on your Facebook page, you can capitalize on this update by taking a Vine and posting it as your new Facebook profile video.


CHECK IT OUT


CHECK IT OUT

**GoPro**  
by a HERO.

**Social Trends**

**03 | Discover Live Video on Facebook**

- Live video is now available within Group and Event conversations, giving users the ability to share streams in real-time
- Additional interactive features including the ability to provide Live Reactions has also been announced, allowing viewers to express their feelings during a broadcast in the same, familiar format as Facebook Reactions on standard posts
- With the additional functionality Live videos are now generating 13X more comments than standard video. This announcement means Live videos are likely to be one of the greatest engagement drivers for your Facebook page

**04 | Vine Releases a Watch Button**

- With the power of video content, apps like Vine, Snapchat and Facebook are putting a lot of effort into getting viewers to watch more video. For this reason, Vine is adding a new button on all channels that allows users to watch Vines back-to-back.
- The watch button will give viewers greater control over their viewing preferences, and allow them to sort the channel in chronological order, reverse chronological order, or by popularity
- This new feature will not only allow your audience to easily watch loops one after another, but it will also allow you to see what content performs the best to help inform your content strategy on Vine.

**05 | Branded Content on Facebook**

- Facebook updated its policies and introduced the Branded Content tool, which requires publishers and influencers to tag the brand paying for the content
- The rules apply to all Facebook post formats, which include its new Live video product and Instant Articles
- This update will give Facebook viewers more transparency into what content is sponsored and which content their favorite athlete posted organically
- In order to avoid fines or repercussions from the FTC, it is crucial to follow guidelines for brand partnerships and disclose your sponsors

**CHECK IT OUT**

**CHECK IT OUT**

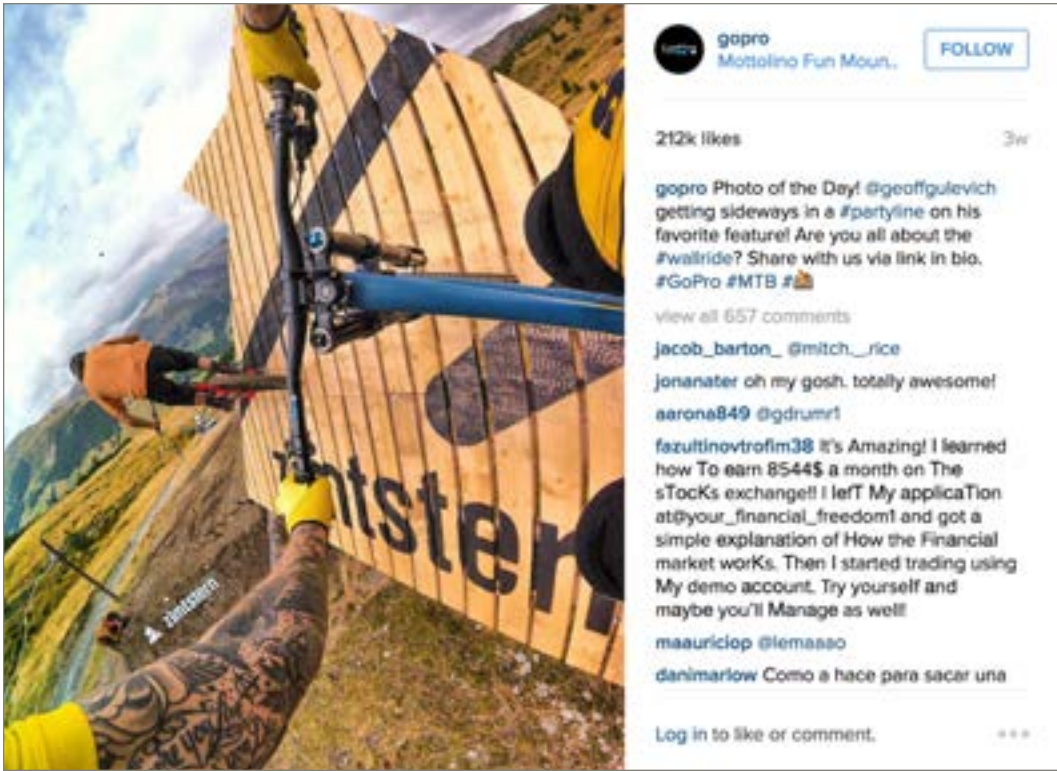
**CHECK IT OUT**

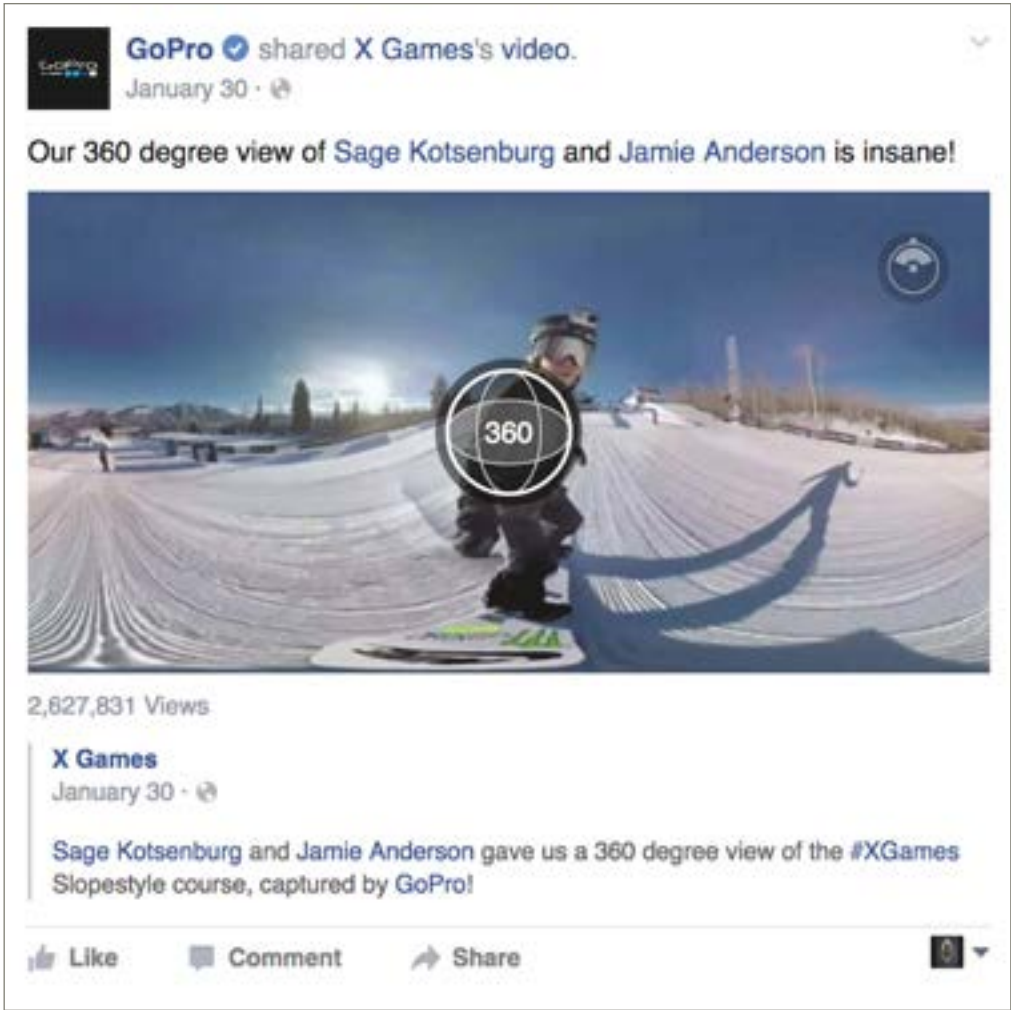
# EDUCATION

Education plays a critical role in elevating the level of content produced and shared across the GoPro ecosystem. Therefore, it's essential we advance the way we communicate social media best practices to our athletes, advocates and employees around the world.

People follow people, and if our strongest assets within the GoPro family are smart and strategic social users, we'll continue to keep the #GoPro stoke alive.

Whether it's working with Training, Entertainment and Photo teams to share in-depth product tips + tricks with our community or sharing the latest social industry trends with partners, the goal is to keep our strongest partners at the top of their game on social so they continue to share their GoPro stories with new audiences.







PAID SOCIAL

Social has shifted from an organic space to a pay-to-play environment. Consequently, it's never been more important for our social and digital teams to work in tandem to create a 360° online experience. Paid campaigns allow us reach beyond our core audience to grow our lifestyle fan base and complement our cross-channel marketing campaigns to meet overarching brand objectives. It's critical to integrate a solid paid strategy in order to help drive campaign messaging against key audiences, amplify top video content and generate leads to our key GoPro sites.

Thanks to the wealth of data captured by social networks, we're able to target based on demographics, interests and custom audiences. Based on the objective of the campaign, we will tweak our paid strategy to generate mass branding and awareness or a direct response, which could lead to a click, traffic or sale.



**GoPro** 

March 24 at 11:49am · 

Capture and share your passion with the world's most versatile camera.







**GoPro HERO4 Cameras**


Get free 2-day shipping.

[GOPRO.COM](#)



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 Like  Comment  Share 

  273


[Top Comments](#) 


11 shares14 comments

Write a comment...

**Rj Alves** Best Action Cams out there, hands down. I've done many hours research. Message me if you need help deciding. See my video quality for a GoPro Hero 4 Silver on You Tube@RJUnleashed.

Like · Reply · March 26 at 7:44pm

**Deborah Sasser** I am thinking about getting one myself. They are really cool!!

Like · Reply ·  1 · March 25 at 6:55am

 1 Reply

PAID BY PLATFORM

Paid social ads, such as a sponsored post on Facebook, a promoted tweet, or a buy on Instagram, vary by platform and can be as static or rich as we choose. Regardless of the platform, we’re constantly pursuing opportunities to incorporate new, creative executions, advanced targeting solutions, and partner integrations into our paid social strategy.

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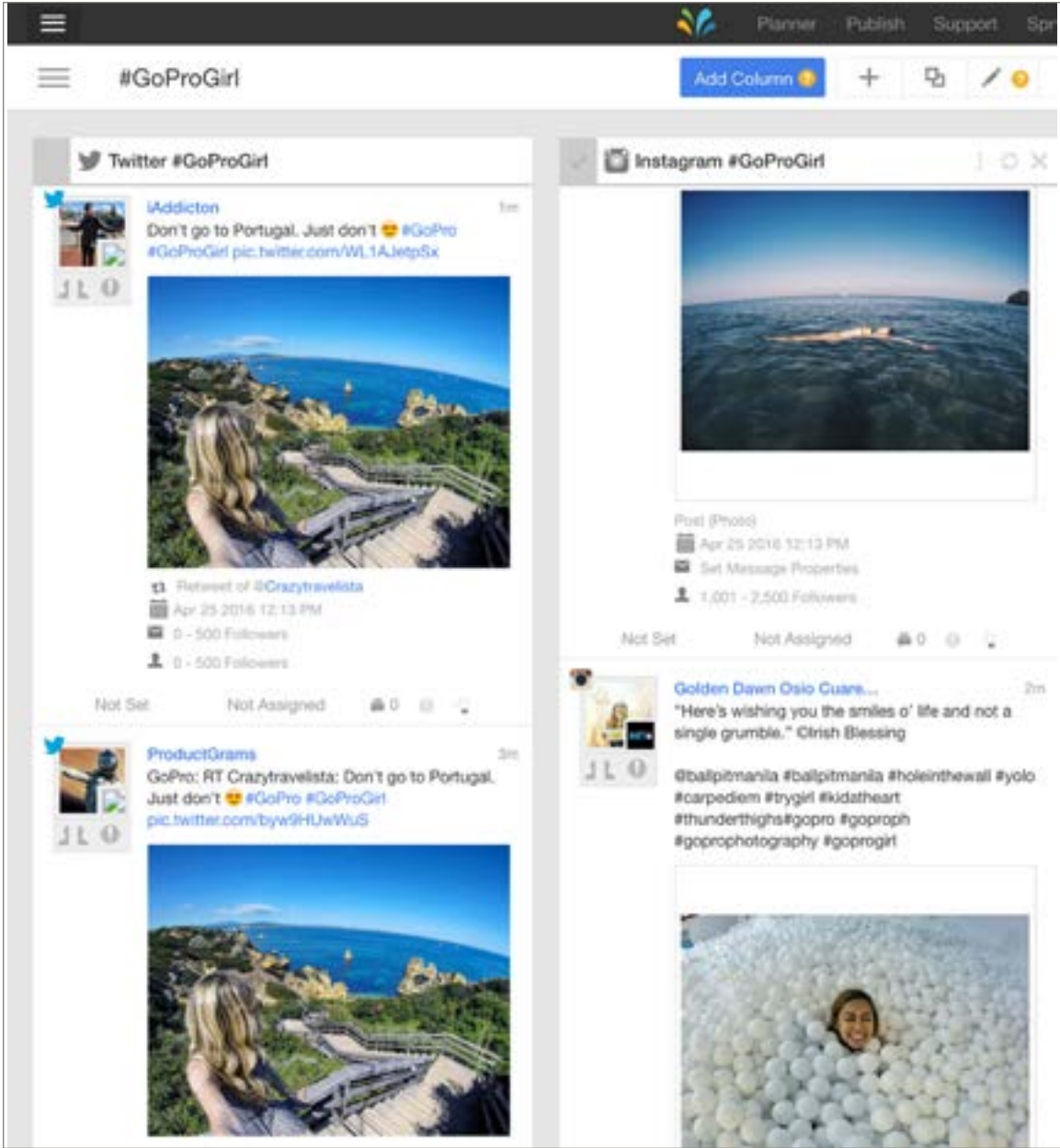
# MEASUREMENT

## KEY METRICS

How do we determine success? Measurement is a key part of our social strategy, as we can't truly understand where the opportunity is without numbers to help guide us. Whether it's a vanity-based metric (growth and awareness) or harder business metric (engagement and conversation), we look everything to determine success, including social reach, impressions, engagement rates, video views and clickthrough rates compared to benchmark numbers.

We have a channel-specific approach to success per platform, but overall on social these factors determine our success:

- Engagement Rate
- Follower Growth
- Reach/Impressions
- Mentions
- Sentiment



### SOCIAL LISTENING

Always-on dashboards in Sprinklr help us track the GoPro brand conversation. Tracking sentiment gives us an instant read on brand health. Monitoring product news and industry trends inform go-to-market and ongoing strategies. We also listen for opportunities to educate ourselves and gain a greater understanding of customer pain points.

### TRACKING #GOPRO MENTIONS

#GoPro mentions give us a sense of how many people are talking about us and when. We see spikes at key moments, but sometimes conversation peaks from 3rd parties, such as contests or brands.

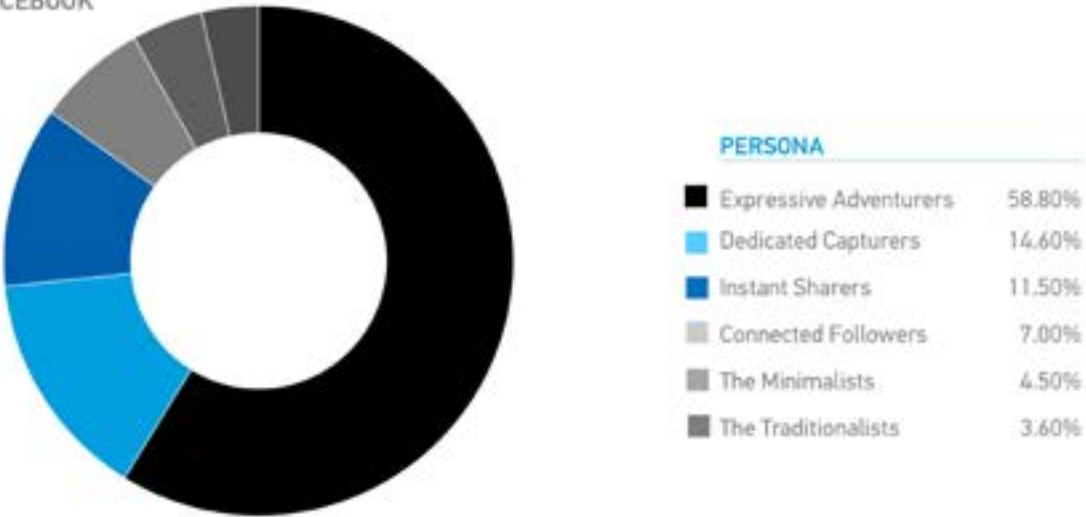
VALUE OF A GOPRO FAN

Value of a fan is calculated by looking at survey data to assess which products fans have bought and how they have influenced others in their social circle

VALUE THROUGH PURCHASES	
Total value of camera purchase from surveyed fans:	\$3,573,864.67*
Total value of accessories purchased from surveyed fans:	\$572,219.72
Average purchasing value per fan surveyed <i>(Total value/survey responses)</i> :	\$469
VALUE THROUGH RECOMMENDATIONS	
Total value of camera purchases from recommendations:	\$3,832,582**
Average purchasing value per fan surveyed <i>(Total value/survey responses)</i> :	\$434

\* Camera cost based on current prices on gopro.com and Amazon (except the HERO4 Session™ which is at launch cost)  
\*\* Based on a price point of \$299 per camera

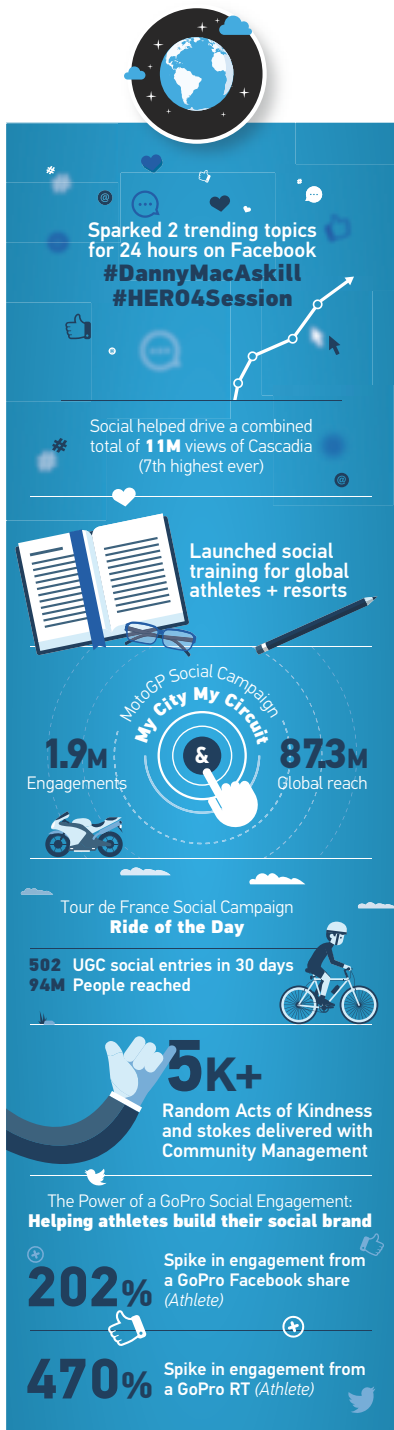
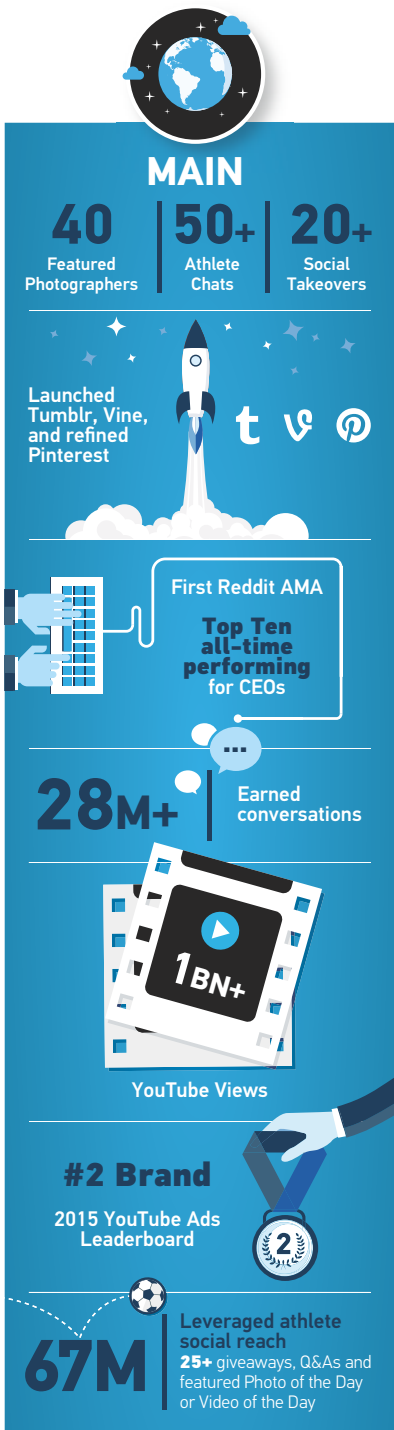
PERSONA BREAKDOWN ON FACEBOOK



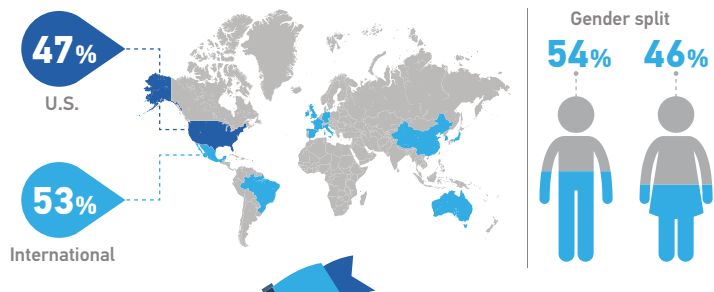
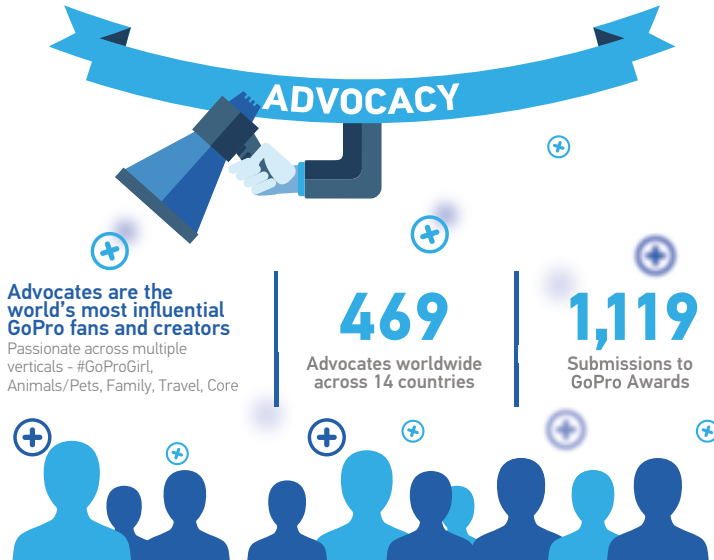
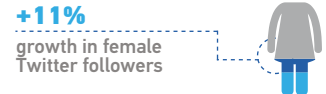
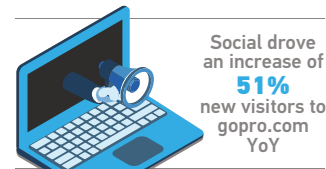
Expressive adventurers comprise nearly 59% of GoPro's Facebook audience with other key targets (Dedicated Capturers and Instant Sharers) accounting for over 10% each

VALUE OF A FAN

We've also measured the value of our fans, surveying their interests, passion points, and which GoPro products they own or hope to own in the future. We use this data to help drive our content strategy and create opportunities for education throughout the year.



18M+ Fans / Followers across channels



# 2015 IN REVIEW

We hit some huge social milestones in 2015, including the launch of VR content on Facebook. The Anthony Walsh video reached 13M in one week, making it our most viewed Facebook video of all time. Social drove an increase of 51% new visitors to **gopro.com** (year over year). In addition, we launched 29 international channels in 14 countries and regions, welcomed nearly 500 advocates into the GoPro family and launched niche platforms, including social live streaming on Periscope.



## WHAT'S NEXT

2016 is already off to a big start. The launch of GoPro and Periscope integration allows fans to experience live events and GoPro POVs like never before. We will continue to pursue niche platforms as customers share content on new channels like Stellar.

We'll also continue to strengthen our relationships and social education for athletes, advocates, and partners to hit new audiences and remain credible across key verticals.

Looking forward to keeping the @GoPro good vibes going!

