

Fishing Guides!

Maximize Facebook and Instagram

Thursday May 22,
2025

2pm-5:30pm,
Rm 176 Hatfield Marine
Science Center,
Newport, Oregon

Followed by Free Dinner

1. Presentation and training on maximizing impact from Social Media Marketing through Facebook and Instagram.
2. Utilization of the Guide and Outfitter Recognized Professional Certification (GORP) <http://gorpguide.org>
3. How to benefit from work of the Oregon Coast Visitors Association
4. Create short video commercial for your services with professional videographer who will record you at workshop. Space limited.

Agenda: Rm 176 Hatfield Marine Science Center, Newport, Oregon

2pm Welcome & Overview of Tourism \$ Numbers

2:15 Guide Recognition - GORP Program

2:45 Part 1- Facebook Marketing, Instagram, Meta Suite

3:45 Break

4pm Part 2 Facebook Marketing, Instagram, Meta Suite

4:45 OCVA activities and how to benefit

5:15 Summary Q&A and Conclusion

5:30 Dinner Register with QR Code or at

https://oregonstate.qualtrics.com/jfe/form/SV_3fVHCo7pLAH5yf4



Presented by: Oregon Coast Visitors Association and Oregon State University Sea Grant Extension - Tourism Program.