

A person in camouflage gear is kneeling in a field at night. They are holding a glowing green object in their hands. An archery bow is visible on their back. The background is dark with some trees and a cloudy sky.

Official Guide to Social Media

for Nock Out Prostaff

Why a Social Media Guide?

Social Media is a critical component to businesses in today's business world. Statistics show most future customers will engage with an entity via social media prior to purchasing a product or service.

PRIORITY #1 – Follow Nock Out Lighted Nocks Social Platforms!

Facebook - <https://www.facebook.com/NockOutLightedNocks>

Twitter - <https://twitter.com/nockoutltdnocks>

Instagram - <https://www.instagram.com/nockoutlightednocks/>

Tagging Us Properly

In 2017, we will be focused on solely the Nock Out brand. It aligns with our product line and focuses our marketing efforts. As such we have changed our social names so please be sure to tag us properly!

Facebook - @NockOutLightedNocks

Twitter - @NockOutLtdNocks

Instagram - @NockOutLightedNocks

Prostaff Social Media Requirements

Every member of the Nock Out prostaff will be required to support the company's social media accounts in exchange for discount on Nock Out product. Starting in 2017, prostaffers will be asked to take the following actions on a weekly basis:

Facebook – TWO (2) POST SHARES PER WEEK

AND

Twitter – TWO (2) RETWEETS PER WEEK

OR

Instagram – TWO (2) POST LIKES PER WEEK

Prostaff Advancement Opportunities

Every member of the Nock Out prostaff will be considered for moving up a level (or greater) if they are deemed a strong asset to the brand. Though the requirements are (minimum) those going above and beyond will be considered for Product Sponsorship (Free Product). Final decision will be made by Nock Out.

Examples of this are:

- Mention and Display of Product in Video
- Content (Pictures, Review Videos, etc) on Nock Out (see examples next slide)
- Providing Analytics (number/results) of campaigns involving Nock Out

Examples of Picture Content



Photo Credit @Phillipvanderpool



Photo Credit @sydneyhannan95



Photo Credit @Justin_eberly