

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title:	National Non-Profit Organization Grant Program
Federal Agency:	United States Coast Guard
Funding Opportunity Number:	DHS-USCG-2021-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Water Sports Foundation
Grant Number: 3321FAN201129
Grant Title: Maximizing Social Media for Boating Safety
Period of Performance: 1 year grant

Award Amount: \$100,000.00

Summary:

The proposed Maximizing Social Media for Boating Safety outreach project harnesses the social media reach of America's most trusted boating and paddling media companies to inform, persuade and remind their audiences to practice safer boating and paddling behaviors. The project uses sophisticated social media marketing techniques to reach and engage directly with boaters and paddlers. This project delivers zero-waste boating safety messages, improving the campaign's efficiency and maximizing outreach resources. The campaign will increase public awareness and adoption of safer boating practices. It will tap the unique ability of social media not only to share safer boating messages to a precision-targeted audience, but for that audience to further share and amplify those messages within their own peer group.

The objective of the campaign is to reduce boating casualties by informing the at-risk boating public with millions of safety message impressions about inherent risks, by persuading the public to adopt safer boating behaviors, and by reminding them of these behaviors. The project will develop a positive culture shift towards safer boating behavior.

<https://www.watersportsfoundation.com/>

The Water Sports Foundation, Inc.

A Non-Profit Division of the Water Sports Industry Association (WSIA)

A One-Year (15 month) Project for the
United States Coast Guard Office of Auxiliary & Boating Safety

MAXIMIZING SOCIAL MEDIA for BOATING SAFETY 3321FAN201129

FINAL REPORT

Period July 1, 2021 through September 30, 2022

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January 30, 2023

Maximizing Social Media for Boating Safety

3321FAN201129 FINAL REPORT

Maximizing Social Media for Boating Safety was a 15-month outreach project using social media to inform, persuade and remind boaters and paddlers to practice safer behaviors on the water. The project used sophisticated social media marketing techniques to engage boaters and paddlers with more than 7.3 million highly targeted safety message impressions.

To execute the campaign, the Water Sports Foundation (WSF) contracted the largest and most popular media companies serving U.S. boating and paddling enthusiasts respectively: The Bonnier Corporation, publisher of *Boating*, *Sport Fishing* and *WakeBoarding*; and Rapid Media, publisher of *Paddling* and *Kayak Angler*.

The project used the brands' Facebook, Instagram, Instagram TV and YouTube channels to deliver to their unique audiences digital boating and paddling safety messages, including video public service announcements (PSAs) and safety articles. The project included financially supported (boosted) social media posts using existing WSF assets reconfigured to take maximum advantage of social media's unique reach.

Campaign Highlights

The *Maximizing Social Media* project produced 7,321,364 million gross media impressions during the reporting period, nearly doubling its goal of 3.8 million impressions. This total includes 1,856,972 video views and 8,709 hours (364 days) of aggregate watch time.

A representative sample of 131 project social media posts is appended at the end of this report.

Total Media Impressions — Quantitative Measurement

Social Media Promotion	5,457,241
Custom Video PSA Views	1,856,972
Custom Video PSA Hours Watched	8,709

Metrics provided by media partner for the period July 1, 2019 to September 30, 2022

Powerboating Outreach Campaign

The Bonnier Corporation used its Facebook and Instagram social media accounts for *Boating*, *WakeBoarding* and *Sport Fishing* to deliver specially designed safety messages to its audience of powerboating enthusiasts using page posts, Facebook ads, Facebook native video and Instagram native video. Bonnier's portion of the campaign generated 4,039,408 social media impressions and 1,616,067 video views.

Video posts promoting the use of engine cut-off switch lanyards on the Facebook pages of *Boating* and *Sport Fishing* produced 4,141 hours of watched video, 1,106,257 impressions and 854 comments. The posts were shared 909 times, demonstrating the unique reach of social media and generating additional impressions not accounted for in this report. Links in the comment sections took viewers to a full-length video and article on the *Boating* website created as part of the WSF's *Lessons for Life* project.

Maximizing Social Media for Boating Safety

Paddling Safety Outreach Campaign

Rapid Media's outreach used page posts, Facebook ads, Facebook native video, Instagram native video and Instagram stories to produce 1,665,889 gross media impressions. Among these were 240,905 video views that garnered 957 total hours watched – equivalent to 39 days of continuous viewing by one person. Rapid Media's social media posting drove 6,658 unique visitors to the Rapid Media safety landing page where they were exposed to additional paddling safety information.

Project Management

The WSF executive director and content director worked with the project management teams from both media providers to ensure all program milestones were met on time and on budget. WSF employed a financial compliance consultant to assist in program management and reported regularly to the WSF Board of Directors. Each of the media partners returned a Certificate of Completion attesting to their successful delivery of all program components. All planned activities were accomplished, and the project was completed on September 30, 2022.

In-Kind Delivery

According to its 2022 annual single audit, the Water Sports Foundation negotiated with its media partners for in-kind media contributions worth \$677,790, which added substantial value to its recreational boating and paddling safety projects including this project.

Project Monitoring – Qualitative Measurement

The WSF conducts annual safety attitudes and behaviors surveys of both the boating and paddling audiences. The surveys are conducted as part of the WSF's *Increasing Awareness of Safe Boating Practices* and *Increasing Awareness of Paddle Sports Safety* grant programs, respectively. Boaters completed 4,849 surveys and paddling respondents numbered 2,185. The surveys provide a qualitative metric of progress in boater and paddler attitudes toward life jacket wear, ECOS-L use, boater education, weather awareness, avoiding impairment, and other boating and paddling safety priorities. The results were compared with results of surveys conducted before the project began. This comparison showed measurable improvement in boating and paddling safety behavior, providing a qualitative measure of increased boating safety awareness in the target audiences.

Conclusion

In summary, the share and comment counts coupled with the substantial rise in video views and hours watched indicate the safety messaging is being received extremely well. The number of people sharing these posts with their friends is a strong testament to the power of social media as a tool to change public behavior.

The one-year project achieved the objective to produce a *more informed and aware* boating and paddling public. Based on measured results, the Water Sports Foundation concludes that the recreational boating public is more informed and aware of the inherent risks associated with boating and paddling as a result of the *Maximizing Social Media for Boating Safety* project. For more information contact Info@WaterSportsFoundation.com.

Maximizing Social Media for Boating Safety

Weblinks and Performance Metrics of Social Media Posts – Boating Safety

Post Title and Platform	Impressions	Comments	Likes	Shares	Views	Link
BOATING Facebook Native Video Bass Boat Promotion (5/8/22-5/27/22)	122,741	81	320	72	55,617	Click Here
BOATING Facebook Native Video Destin Pass Promotion (6/9/22-6/30/22)	115,261	23	445	54	56,768	Click Here
BOATING Facebook Native Video Bass Boat (7/8/22-7/31/22)	145,595	167	1,047	239	91,435	Click Here
BOATING Facebook Native Video Whistle in the Wind Promotion (5/6/22)	3,237	0	4	8	680	Click Here
BOATING Facebook Native Video Bass Boat Promotion (5/7/22)	4,903	1	26	10	1,651	Click Here
BOATING Facebook Native Video What Could Have Happened Promotion (5/14/22)	5,677	0	34	10	2,308	Click Here
BOATING Facebook Native Video Destin Pass Promotion (5/20/22)	5,210	1	16	2	2,017	Click Here
BOATING Facebook Native Video Chesp. Kayak Promotion (5/22/22)	2,920	0	3	0	528	Click Here
BOATING Facebook Native Video Destin Pass Promotion (5/26/22)	4,791	2	11	0	1,736	Click Here
BOATING Facebook Native Video Bass Boat/ECOSL Promotion (5/30/22)	9,177	7	36	10	3,311	Click Here
BOATING Facebook Native Video Ride Dry and Drive Dry Promotion (6/5/22)	5,937	1	21	0	1,579	Click Here
BOATING Facebook Native Video Chesp. Kayak Promotion (6/8/22)	3,113	0	10	0	572	Click Here

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BOATING Facebook Native Video Incredible Boating Rescue Caught on Camera Promotion (6/11/22)	7,900	1	25	6	3,286	Click Here
BOATING Facebook Native Video CCO Ride Dry (6/15/22)	5,791	1	26	9	1,546	Click Here
BOATING Facebook Native Video CCO Ride Dry (6/26/22)	4,911	0	35	10	1,493	Click Here
BOATING Facebook Native Video Chesp. Kayak Promotion (6/29/22)	2,049	0	8	0	384	Click Here
BOATING Facebook Native Video Incredible Boating Rescue Caught on Camera Promotion (7/5/22)	7,368	0	24	5	3,247	Click Here
BOATING Facebook Native Video Teen Rescue (8/1/22)	4,254	1	18	0	1,351	Click Here
BOATING Facebook Native Video Hero Kids Epic Boating Smackdown (8/4/22)	17,143	32	135	15	8,728	Click Here
BOATING Facebook Native Video High Speed Turn Gone Terribly Wrong (8/12/22)	843,098	643	3,470	556	467,358	Click Here
BOATING Facebook Native Video Hero Kids Epic Boating Smackdown (8/20/22)	10,079	4	49	12	4,849	Click Here
BOATING Facebook Native Video Pulled Under (8/25/22)	4,113	0	22	1	1,966	Click Here
BOATING Facebook Native Video Incredible Boating Rescue Caught on Camera Promotion (8/29/22)	4,661	1	29	7	2,125	Click Here
BOATING Facebook Advertising Best Way to Improve Your Boating Confidence Promotion (5/5/22-5/31/22)	80,077	45,871	9	140	26	N/A*
BOATING Facebook Advertising Best Way to Improve Your Boating Confidence Promotion (6/6/22-6/30/22)	75,139	46,401	23	170	34	N/A*

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BOATING Facebook Advertising Best Way to Improve Your Boating Confidence Promotion (7/1/22-7/31/22)	75,228	39,712	13	119	5	N/A*
BOATING Facebook Advertising Best Way to Improve Your Boating Confidence Promotion (8/24/22-8/31/22)	20,981	12,663	4	54	4	N/A*
BOATING Facebook Post Best Way to Improve Boating Confidence Article Promotion (5/11/22)	5,147	1	7	6	26	N/A*
BOATING Facebook Post Best Way to Improve Boating Confidence Article Promotion (5/11/22)	3,819	0	5	8	26	N/A*
BOATING Facebook Post Best Way to Improve Boating Confidence Article Promotion (6/28/22)	4,481	0	7	8	26	N/A*
BOATING Facebook Post Best Way to Improve Boating Confidence Article Promotion (8/16/22)	5,687	0	11	8	25	N/A*
SALT WATER SPORTSMAN Facebook Native Video Pulled Under Promotion (6/7/22-6/21/22)	75,841	14	210	15	43,164	Click Here
SALT WATER SPORTSMAN Facebook Native Video Destin Pass Promotion (7/12/22-7/31/22)	76,314	0	122	8	41,829	Click Here
SALT WATER SPORTSMAN Facebook Native Video Destin Pass Promotion (5/19/22)	5,945	3	26	3	2,334	Click Here
SALT WATER SPORTSMAN Facebook Native Video Chesapeake Kayak Promotion (5/28/22)	3,262	0	8	1	586	Click Here
SALT WATER SPORTSMAN Facebook Native Video Incredible Boating Rescue Caught on Camera (6/8/22)	6,149	1	22	5	2,650	Click Here

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SALT WATER SPORTSMAN Facebook Native Video Michelle Bombchelle Ride Dry Promotion (6/10/22)	8,790	1	14	0	2,719	Click Here
SALT WATER SPORTSMAN Facebook Native Video Chesapeake Kayak (6/13/22)	2,613	0	9	0	490	Click Here
SALT WATER SPORTSMAN Facebook Native Video Incredible Boating Rescue Caught on Camera (6/16/22)	6,164	2	22	2	2,629	Click Here
SALT WATER SPORTSMAN Facebook Native Video Chesapeake Kayak (6/24/22)	2,855	1	16	2	506	Click Here
SALT WATER SPORTSMAN Facebook Native Video Bass Boat (6/26/22)	831	3	18	0	1,638	Click Here
SALT WATER SPORTSMAN Facebook Native Video Pulled Under (6/29/22)	3,974	0	20	1	1,437	Click Here
SALT WATER SPORTSMAN Facebook Native Video Pulled Under (6/29/22)	3,974	0	20	1	1,437	Click Here
SALT WATER SPORTSMAN Facebook Native Video Incredible Boating Rescue Caught on Camera (8/3/22)	4,004	2	20	1	1,742	Click Here
SALT WATER SPORTSMAN Facebook Native Video Teen Boaters (8/11/22)	3,025	1	20	1	847	Click Here
SALT WATER SPORTSMAN Facebook Native Video Destin Pass (8/12/22)	8,943	0	87	2	1,766	Click Here
SALT WATER SPORTSMAN Facebook Native Video Incredible Boating Rescue Caught on	3,968	1	17	3	1,623	Click Here

Maximizing Social Media for Boating Safety

Camera (8/13/22)						
SALT WATER SPORTSMAN Facebook Native Video Bass Boat (8/16/22)	9,985	8	63	39	4,768	Click Here
SALT WATER SPORTSMAN Facebook Native Video Boynton Beach Inlet (8/26/22)	4,523	3	21	2	1,675	Click Here
SALT WATER SPORTSMAN Facebook Native Video Pulled Under (8/21/22)	2,055	0	12	0	788	Click Here
SALT WATER SPORTSMAN Facebook Native Video Incredible Boating Rescue Caught on Camera (8/24/22)	1,762	0	10	1	708	Click Here
SALT WATER SPORTSMAN Facebook Native Video Boynton Beach Inlet (8/29/22)	14,230	12	353	0	7,157	Click Here
SALT WATER SPORTSMAN Facebook Advertising Best Way to Improve Your Boating Confidence Promotion (5/20/22-5/31/22)	80,429	54,208	17	118	12	N/A*
SALT WATER SPORTSMAN Facebook Advertising Best Way to Improve Your Boating Confidence Promotion (6/12/22-6/30/22)	75,115	55,984	21	115	28	N/A*
SALT WATER SPORTSMAN Facebook Advertising Best Way to Improve Your Boating Confidence Promotion (7/1/22-7/31/22)	75,165	48,304	13	116	14	N/A*
SALT WATER SPORTSMAN Facebook Advertising Best Way to Improve Your Boating Confidence Promotion (8/24/22-8/31/22)	10,162	6,252	1	9	1	N/A*
SALT WATER SPORTSMAN Instagram Native Video	3,620	0	50	9	0	Click Here

Maximizing Social Media for Boating Safety

Destin Pass Promotion (6/15/22)						
SALT WATER SPORTSMAN Instagram Native Video Destin Pass Promotion (6/23/22)	3,484	1	58	12	0	Click Here
SALT WATER SPORTSMAN Instagram Native Video Michelle Bombchelle Ride Dry (6/27/22)	2,761	1	65	0	0	Click Here
SALT WATER SPORTSMAN Instagram Native Video Chesapeake Kayak (5/24/22)	1,930	0	35	1	0	Click Here
SALT WATER SPORTSMAN Instagram Native Video Destin Pass (6/27/22)	5,029	0	61	10	2	Click Here
SALT WATER SPORTSMAN Instagram Native Video Chesapeake Kayak (5/20/22-5/31/22)	96,831	4	153	14	0	Click Here
BOATING Instagram Native Video Incredible Boating Rescue Caught on Camera (6/14/22-6/28/22)	70,366	3	124	10	0	Click Here
SPORT FISHING Facebook Native Video Destin Pass Promotion (5/6/22-5/27/22)	105,257	13	178	35	52,035	Click Here
SPORT FISHING Facebook Native Video Bass Boat Promotion (6/6/22-6/27/22)	136,873	137	137	68	62,227	Click Here
SPORT FISHING Facebook Native Video Bass Boat Promotion (7/8/22-7/25/22)	110,227	43	321	108	63,289	Click Here
SPORT FISHING Facebook Native Video Destin Pass Promotion (5/10/22)	5,973	0	18	4	2,123	Click Here

Maximizing Social Media for Boating Safety

SPORT FISHING Facebook Native Video Whistle in the Wind Promotion (5/19/22)	4,137	0	23	3	802	Click Here
SPORT FISHING Facebook Native Video What Could Have Happened Promotion (5/21/22)	6,707	0	23	3	2,621	Click Here
SPORT FISHING Facebook Native Video Bass Boat Promo (5/28/22)	6,954	1	25	8	1,909	Click Here
SPORT FISHING Facebook Native Video Incredible Boating Rescue Caught on Camera Promotion (6/9/22)	7,544	1	21	6	2,866	Click Here
SPORT FISHING Facebook Native Video Chesapeake Kayak Promotion (6/14/22)	3,801	0	4	1	565	Click Here
SPORT FISHING Facebook Native Video Michelle Bombchelle Ride Dry Promotion (6/12/22)	5,891	0	25	0	1,419	Click Here
SPORT FISHING Facebook Native Video Chesapeake Kayak Promotion (6/19/22)	3,211	0	3	0	616	Click Here
SPORT FISHING Facebook Native Video Incredible Boating Rescue Caught on Camera Promotion (6/22/22)	6,082	3	15	6	2,486	Click Here
SPORT FISHING Facebook Native Video Bass Boat Promo (6/27/22)	5,265	1	12	1	1,482	Click Here
SPORT FISHING Facebook Native Video Pulled Under Promo (6/30/22)	5,019	2	21	1	1,639	Click Here

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BOATING Facebook Native Video CCO Ride Dry (6/26/22)						
SPORT FISHING Facebook Native Video Incredible Boating Rescue Caught on Camera (8/4/22)	5,863	1	24	3	2,277	Click Here
SPORT FISHING Facebook Native Video Incredible Boating Rescue Caught on Camera (8/14/22)	8,273	7	29	10	2,870	Click Here
SPORT FISHING Facebook Native Video Teen Boaters (8/12/22)	4,177	1	16	1	1,037	Click Here
SPORT FISHING Facebook Native Video Bass Boat (8/17/22)	7,337	1	22	6	2,954	Click Here
SPORT FISHING Facebook Native Video Boynton Beach Inlet (8/20/22)	13,461	11	73	11	5,815	Click Here
SPORT FISHING Facebook Native Video Incredible Boating Rescue Caught on Camera (8/24/22)	5,634	2	20	5	2,096	Click Here
SPORT FISHING Facebook Native Video Pulled Under Promo (8/27/22)	3,798	0	19	1	1,352	Click Here
SPORT FISHING Facebook Advertising Best Way to Improve Your Boating Confidence Promotion (5/5/22-5/31/22)	80,092	51,663	18	104	30	N/A*
SPORT FISHING Facebook Advertising Best Way to Improve Your Boating Confidence Promotion (6/12/22-6/30/22)	75,329	55,759	28	96	23	N/A*
SPORT FISHING Facebook Advertising	75,164	46,440	7	102	18	N/A*

Maximizing Social Media for Boating Safety

Best Way to Improve Your Boating Confidence Promotion (7/1/22-7/26/22)						
SPORT FISHING Facebook Advertising Best Way to Improve Your Boating Confidence Promotion (8/24/22-8/31/22)	10,109	6,486	2	27	1	N/A*
SPORT FISHING Instagram Native Video Chesapeake Kayak Promotion (5/11/22)	4,384	0	62	1	2	Click Here
BOATING Instagram Native Video Bass Boat (5/22/22)	64,127	27	726	1,625	146	Click Here
SPORT FISHING Instagram Native Video Chesapeake Kayak Promotion (5/29/22)	4,607	0	53	0	0	Click Here
SPORT FISHING Instagram Native Video Destin Pass Promotion (6/17/22)	9,087	0	127	20	4	Click Here
SPORT FISHING Instagram Native Video Destin Pass Promotion (6/25/22)	11,055	0	141	3	2	Click Here
SPORT FISHING Instagram Native Video Michelle Bombchelle Ride Drive (6/29/22)	8,476	5	203	13	2	Click Here
SPORT FISHING Instagram Native Video Teen Boaters (8/22/22)	12,497	2	193	1	3	Click Here
SPORT FISHING Instagram Native Video Boynton Beach (8/30/22)	135,487	11	1,153	427	127	Click Here
SPORT FISHING Instagram Native Video Chesapeake Kayak (5/10/22-5/31/22)	120,770	6	245	25	0	Click Here

Maximizing Social Media for Boating Safety

SPORT FISHING Instagram Native Video Incredible Boating Rescue Caught on Camera (6/9/22-6/30/22)	89,725	3	234	19	0	Click Here
SPORT FISHING Instagram Native Video Bass Boat (7/9/22-7/30/22)	75,357	9	206	152	0	Click Here

**Links to posts promoted with Facebook advertising are not available because they appear only in the user's feed*

Weblinks to Social Media Posts – Paddling Safety (representative sample)

Date	Post Link
Oct 26, 2021	https://www.instagram.com/p/CVgYrPcht3f/
Oct 27, 2021	https://www.instagram.com/p/CVi3kavBP4v/
December 25, 2021	https://www.facebook.com/KayakAngler/posts/
April 7, 2022	https://www.instagram.com/p/CcDonjPF3wo/
May 4, 2022	https://www.instagram.com/p/CdIqa20sA_m/
May 6, 2022	https://www.facebook.com/1785200198470467/posts/3209108596079613/
May 9, 2022	https://www.facebook.com/paddlingmagazine/posts/
May 26, 2022	https://www.instagram.com/p/CeCHaPjsorF/
May 26, 2022	https://www.facebook.com/paddlingmagazine/photos/
May 30, 2022	https://www.facebook.com/1785200198470467/posts/3228079864182486/
June 11, 2022	https://www.instagram.com/p/CeqglvIMZrU/
June 24, 2022	https://www.facebook.com/paddlingmagazine/posts/
June 24, 2022	https://www.instagram.com/p/CfL-9nIMLsH/

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June 24, 2022	https://www.facebook.com/paddlingmagazine/posts/
June 24, 2022	https://twitter.com/paddlingmag/status/1540345260265578496
June 26, 2022	https://www.instagram.com/p/CfL-9nIMLsH/
June 28, 2022	https://twitter.com/paddlingmag/status/1541870307278995461
June 28, 2022	https://www.facebook.com/1785200198470467/posts/3250819525241853/
June 28, 2022	https://twitter.com/paddlingmag/status/1541870307278995461
August 14, 2022	https://www.facebook.com/1785200198470467/posts/3286672921656513/
August 14, 2022	https://twitter.com/paddlingmag/status/1558888688184082435
August 14, 2022	https://www.instagram.com/p/ChP79f0sZj7/
August 17, 2022	https://www.facebook.com/KayakAngler/posts/
August 17, 2022	https://www.instagram.com/p/ChXsEcPM2ZB/
August 17, 2022	https://twitter.com/KayakAnglerMag/status/1560002280950218753
August 18, 2022	https://www.facebook.com/paddlingmagazine/posts/
August 18, 2022	https://www.facebook.com/1785200198470467/posts/3289491168041355/
August 18, 2022	https://www.instagram.com/p/ChZ7TZIsRc0/
August 18, 2022	https://twitter.com/paddlingmag/status/1560281880053825537
Aug 19, 2022	https://www.facebook.com/235301556520/posts/10161856522346521/
Aug 19, 2022	https://www.instagram.com/p/ChcvQHvMJL6/