

GoPro: Creating an Authentic Brand Through User-Generated Content



socialbakers

Introduction

GoPro is an American camera company that has become famous for their portable action cameras. These devices were designed with the everyday user in mind to enable them to capture their exciting moments. Whether they're saying "I do" or sky-diving, users are able to record their memorable moments - from any angle. GoPro has fully embraced social media, skillfully integrating different channels into their digital marketing strategy. It's no secret that social media is powered by content created by its users, which is why GoPro's product is a natural fit. GoPro's mastery of social media reflects their understanding of how their customers use their cameras, and how that corresponds to their online communication. Through their Facebook, Instagram, and YouTube content they lead by example, inspiring their community members to create moments that are not only worth remembering - but also sharing.

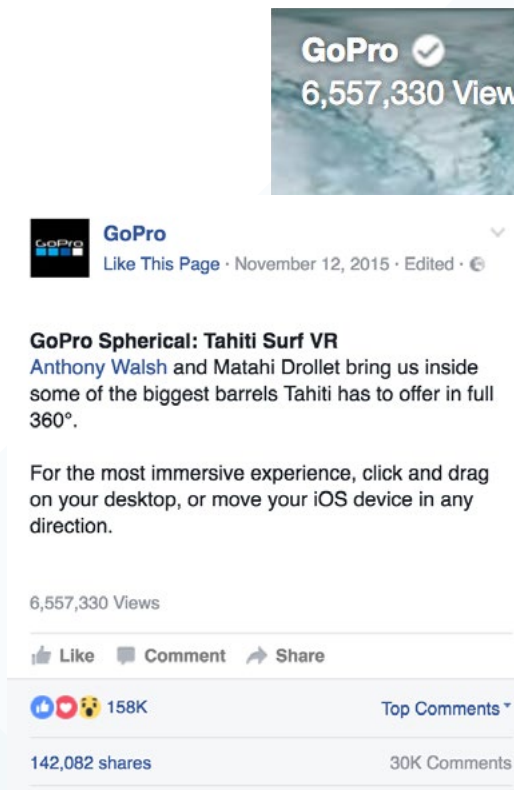
The camera company has used their social media pages to build and connect communities of content creators. In fact, the bulk of their content comes from their community, which has helped them publish quality content while simultaneously strengthening the relationships they have with their customers. To better understand GoPro's success across social media channels, we took a look at their performance from June 1, 2016 - January 1, 2017 to help all companies better understand how they can go *pro* on social media.



Evolving Alongside Social Media Innovations

GoPro's cameras are designed to capture the unfiltered first-person perspective that social media users crave. Recent platform updates have unlocked the full potential of GoPro cameras which allows users to share their exciting moments without technological boundaries. Shortly after Facebook first launched their first 360 video, GoPro eagerly jumped on board and shared breathtaking 360 videos on their Page, featuring action packed sports from dirt biking to skiing.

One of their most engaging videos used their six camera spherical rig to take their audiences inside the waves of one of the largest barrels in Tahiti with pro surfer Anthony Walsh. The video received nearly 160,000 Reactions with over 140,000 Shares. To put that into perspective that's 44,700 more Shares than [Facebook's first 360 video posted by Mark Zuckerberg](#)! GoPro was able to leverage the popularity of immersive videos, demonstrating how their cameras can be used to record any adrenaline rushing experience.



GoPro Goes Live

In January 2016, GoPro announced their collaboration with livestreaming platform app Periscope. Owners of the GoPro Hero4 would be able to connect their camera to their iPhones to start broadcasting live. GoPro gave their customers the ability to create real-time content which helped position their brand as cutting edge. Likely when customers are in the market for cameras that are social media-ready - GoPro is among one of the go-to brands.

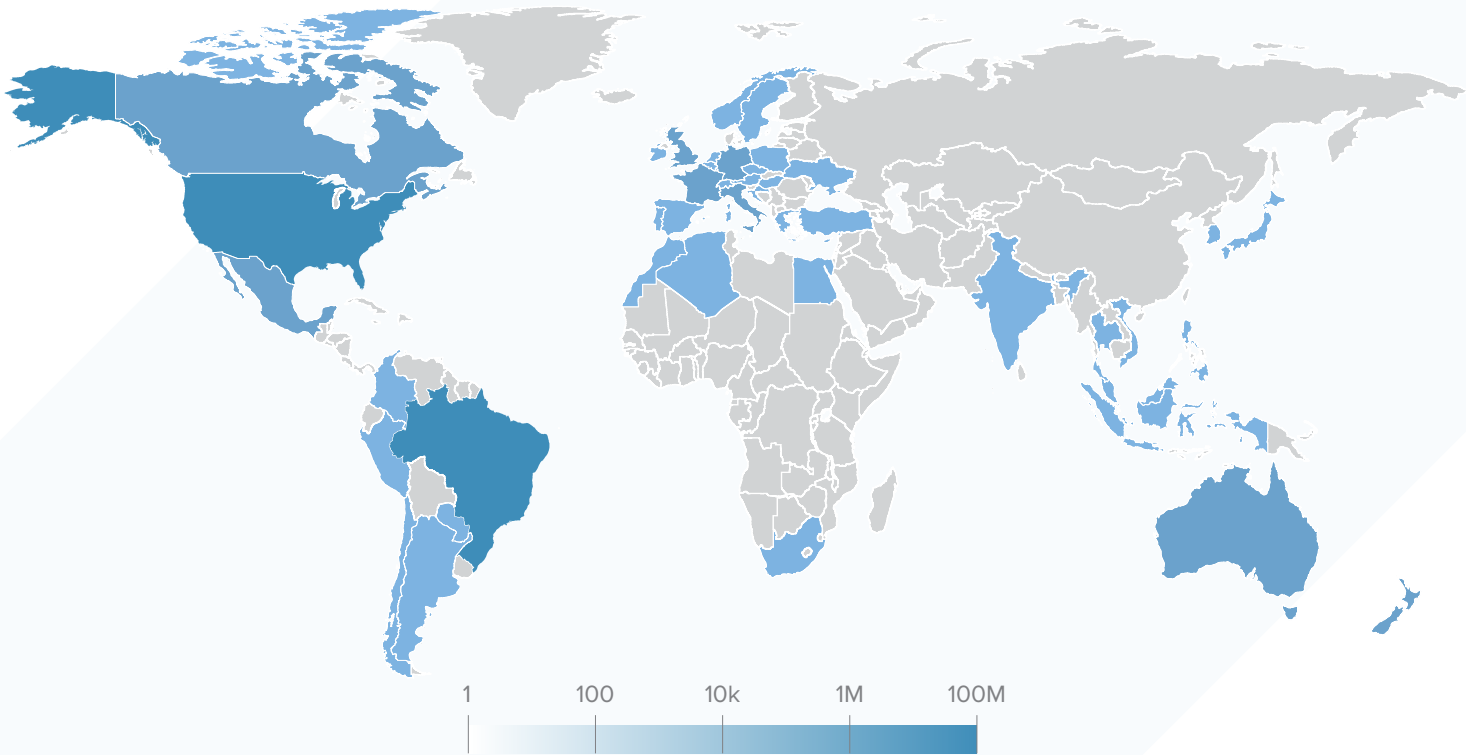
GoPro was able to integrate their product with emerging social media developments. Their cameras are unique because they allow others to experience footage from a first-person perspective. Using social media to share this content even further has become a common practice. GoPro seized the opportunity to simplify this process for their customers, and became one of the first social media forward technology companies.

Facebook Community

Using Socialbakers Analytics, we found that GoPro’s Facebook community is comprised of over 10 million members and growing at an average of 80,000 new Fans per month. And GoPro’s community is international: the American company has only 35% of their Facebook community in the United States, with the majority spread across North and South America. Since GoPro heavily relies on user generated content, it is extremely beneficial that their audience is diverse. This gives them the opportunity to find quality content from all around the globe, adding variety to their content stream.

Distribution of Fans

Jun 01, 2016 - Jan 01, 2017



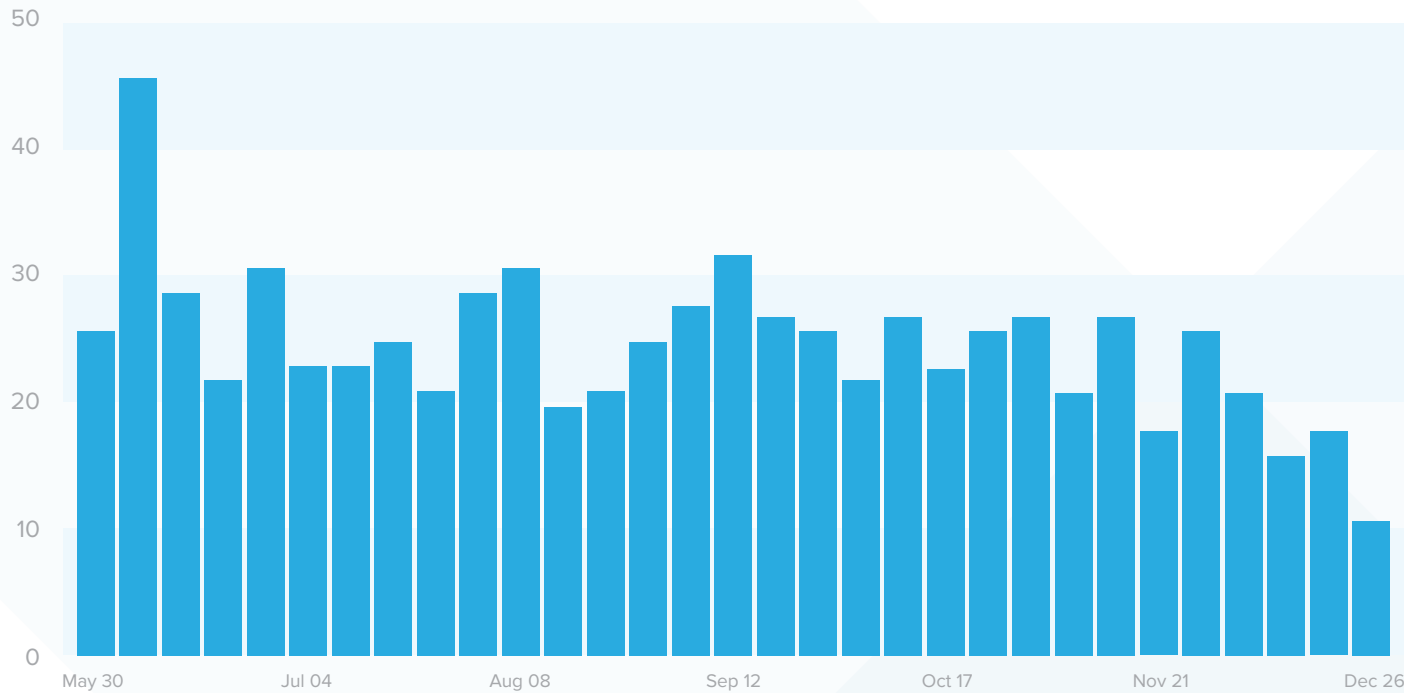
	Countries	↓ Local Fans	Percentage of Fans Base	Growth	Relative Growth
1	United States	3 437 465	35.19%	+ 26 567	+ 0.78%
2	Brazil	1 241 068	12.70%	- 2 620	- 0.21%
3	Mexico	711 897	7.29%	+ 54 381	+ 8.27%
4	France	502 050	5.14%	+ 16 310	+ 3.36%
5	Canada	398 251	4.08%	+ 1 319	+ 0.33%

Content Strategy on Facebook

GoPro has a consistent posting strategy, with an average of nearly 25 posts per week. A whopping 62% of their content consists of videos, while links make up less than 4%. Since they frequently post user-generated content, they are able to increase the frequency of their publishing and save resources. GoPro's core product revolves around creating compelling visuals, so it's a no-brainer they use social media to share in-action photos and videos. They understand that their audience finds value in receiving content that shows the different types of experiences that anyone can capture, rather than purely demonstrating how to use the product.

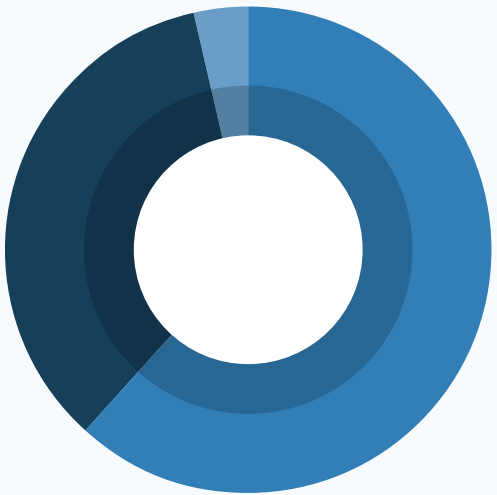
Distribution of Page Post Types

Jun 01, 2016 - Jan 01, 2017



Distribution of Page Post Types

Jun 01, 2016 - Jan 01, 2017



	Count	Share
Videos	471	61.73%
Photos	265	34.73%
Links	27	3.54%

Sum of Page Posts

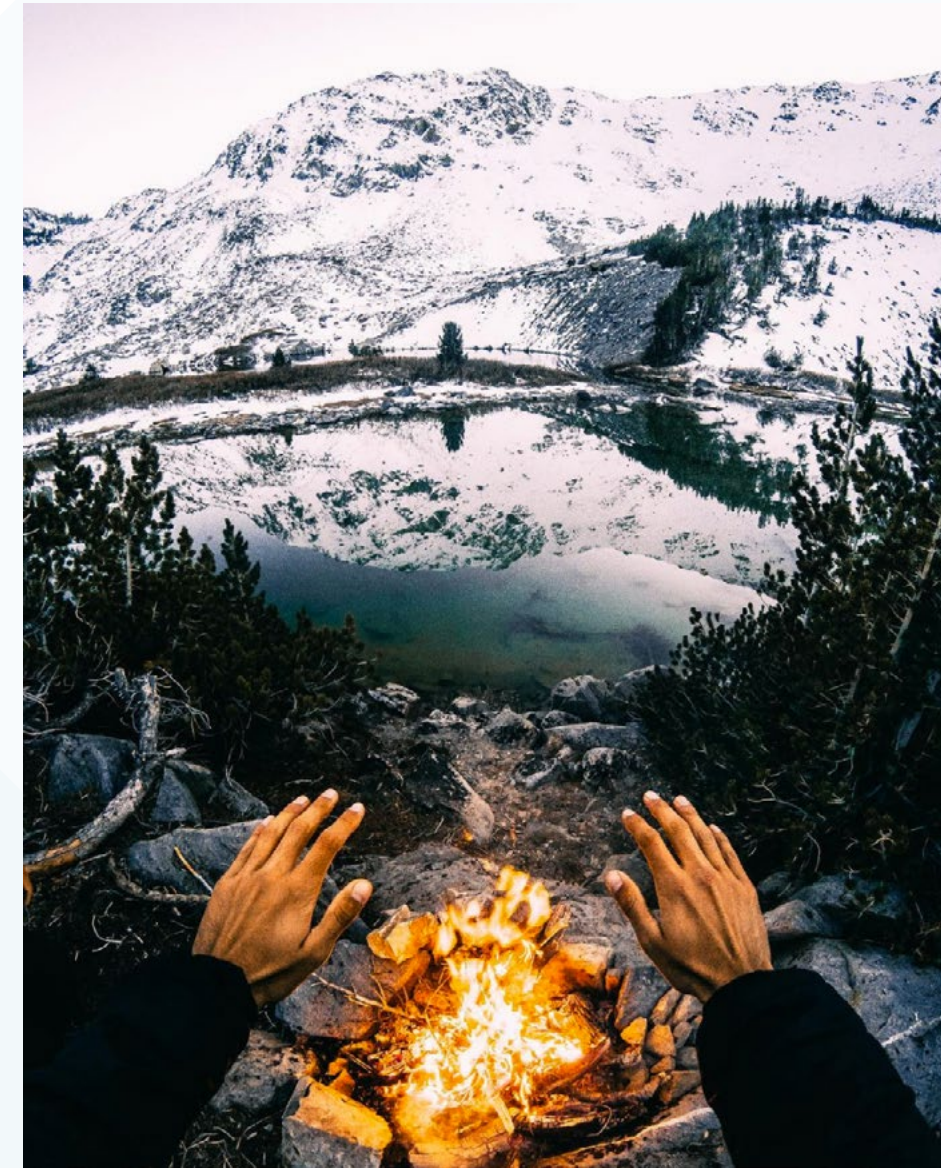
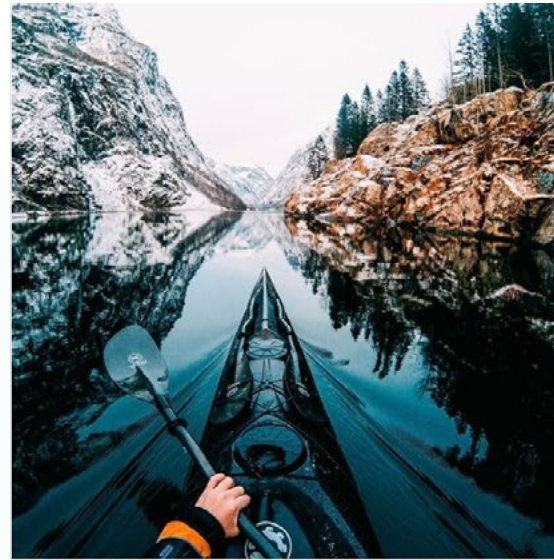
768

Average Past Posts per Week

24,77

User-Generated Content on Instagram

GoPro's Instagram page is a hub of user-generated content. The camera company has publicly recognized how valuable their community's content is to their success and has built a year-round GoPro Awards campaign designed to motivate their community to get creative and share their GoPro exclusive moments. As a result, photos and videos are contributed from their community every day.



355,556 likes 6w

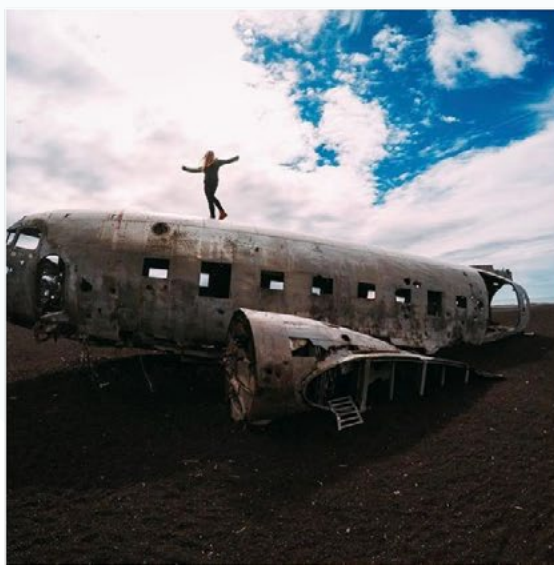
gopro #Bestof2016 - #1
@mikemaholias
Introducing the #2016Champ,
@mikemaholias! Mike isn't just a dope
content creator (seriously, his profile is
👉) he's a huge part of the #GoProFamily.
We were so stoked when the IG family
showed him all the love he deserves.
Keep it up Mike and we can't wait to see
what's in store for you in #2017. Have a
great NYE everyone, we ❤️ our #GoPro
family!

view all 743 comments

shaikhfarhan236 Looks like skyrim 🎮
adittyaaa Anyone knows what kind of
application gopro use to edit photo?
Please tell me lol!
melito.dexbo @gopro linda toma (:
thenorthernward Is it time to cook yet?
remtanael Beautiful!

♡ Add a comment...

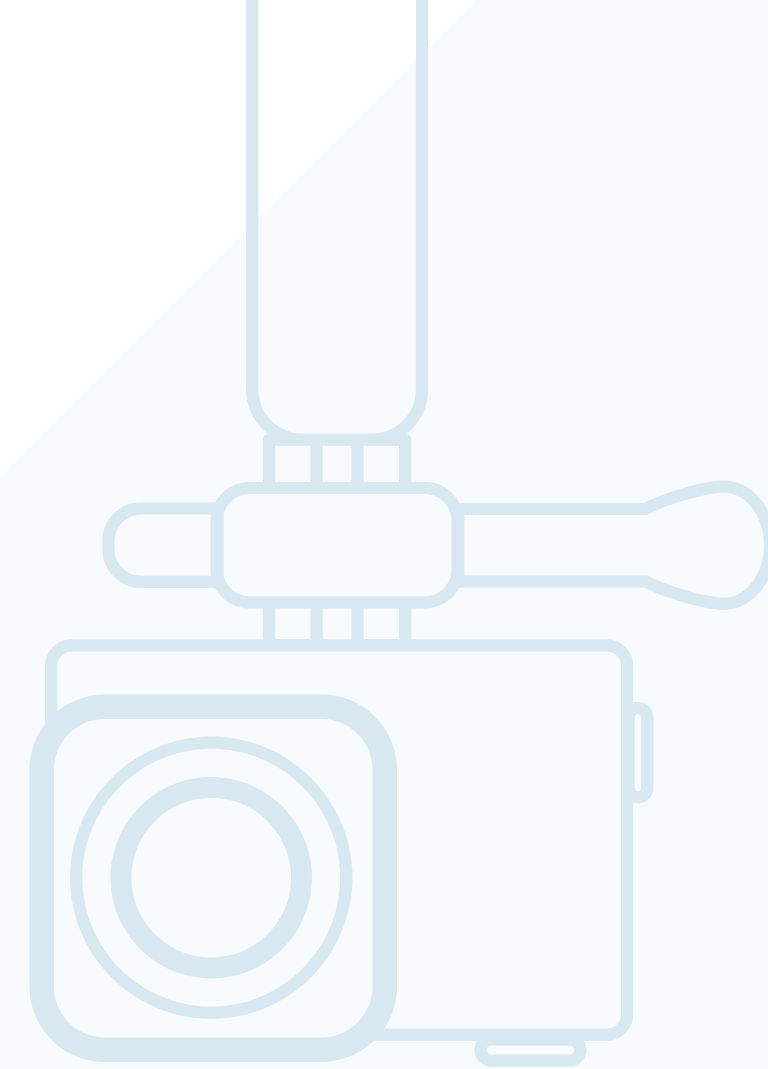
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To participate, members submit their photos and videos to GoPro's webpage. There are several different categories which range from "Unusual Transport" to "Emerging Talent." Designing different categories is a great way to ensure that the theme of their content is consistent, giving their members a feel for the type of content they expect. If a member's content is chosen, they are awarded different levels of prizes depending on the type of content. User-generated content is so integral to their strategy that they allot \$5 million to the campaign every year¹!

Though GoPro takes ownership of the prize-winning content, they always give credit to their contributors. The relationship that GoPro has with its community is mutually beneficial. In addition to the financial award, winners are also given exposure - sharing their work with millions of GoPro fans. In turn, GoPro is able to constantly provide high quality content from all corners of the globe - without stepping foot out of the office.

Tip: If you are planning to incorporate user-generated content into your strategy, make sure that the content themes are consistent with your brand identity. Though your photos may be taken by your company, or a handful of community members, all of your images should look homogeneous.



USE THE IMAGE OF GOPRO'S INSTAGRAM PHOTO GRID AS INSPIRATION. CAN YOU SPOT THE DIFFERENCE BETWEEN PHOTOS TAKEN BY COMMUNITY MEMBERS AND THOSE TAKEN BY PROFESSIONAL PHOTOGRAPHERS?

¹ [GoPro Launches Awards Program With 5 Million in Annual Payouts](#)

Incorporating Influencers on Instagram

To showcase the professional-grade functions of their cameras, GoPro also builds content around their “featured photographers.” These images from professional photographers in the field are not only powerful but also accompanied by rich description text from the photographer’s point of view, usually about how the photo was taken and often highlighting some of the camera’s top features for capturing professional images.

Giving their community such insider, professional tips can help expand their camera know-how and inspire them to take images of their own. GoPro aims for a balance of posting eye-catching content along with content that offers value to their audience. Followers stay tuned for the brand’s awe-inspiring images and exclusive tips that can help strengthen their skillset.

Using a third party to show the potential of the products makes the content appear authentic, which resonates with audiences. The photographers and their subjects are always credited, adding another layer of credibility. Tagging the photographers and subjects gives their community members the opportunity to explore related Instagram profiles while helping grow the photographer’s personal community along the way.



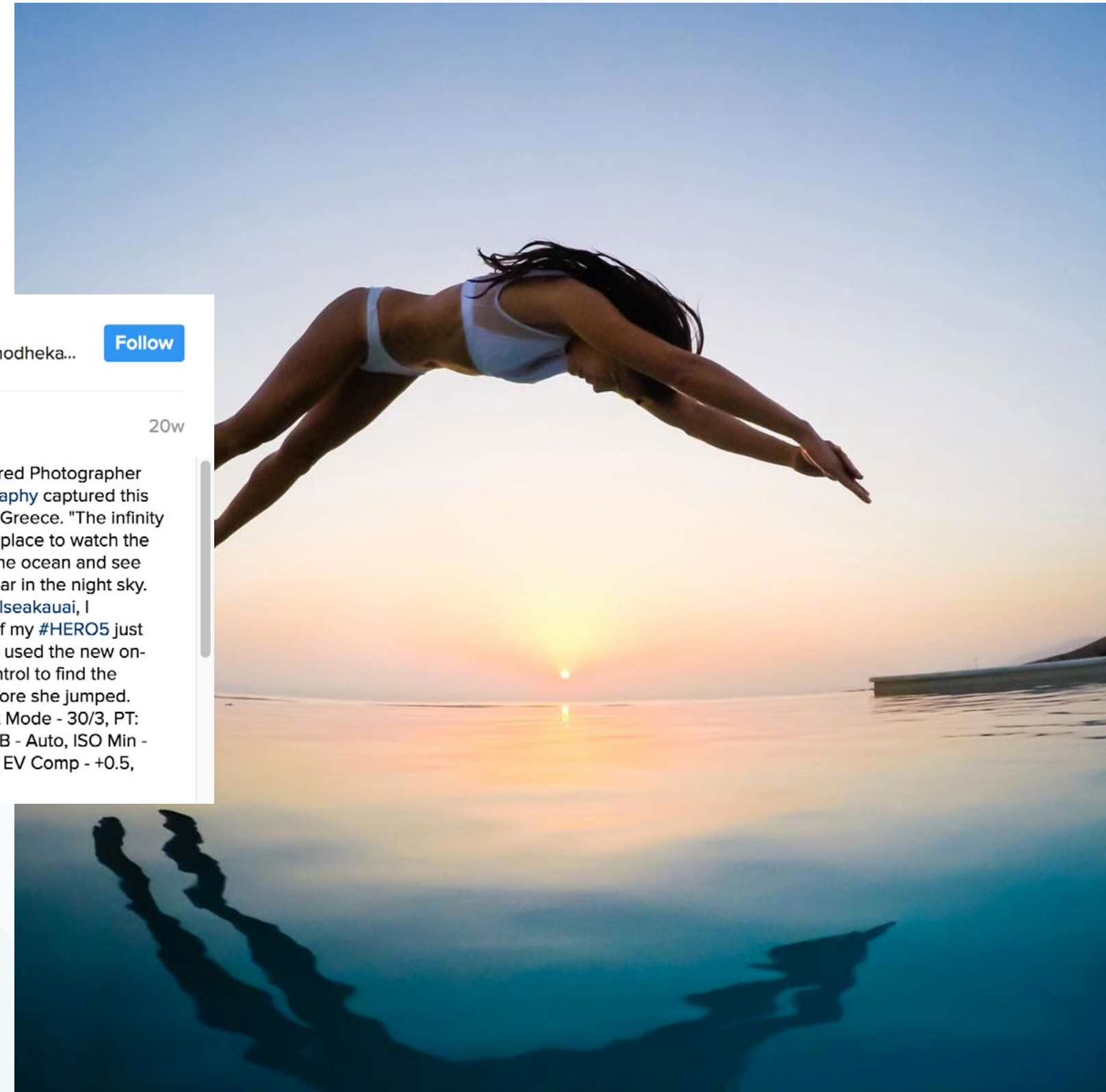
gopro
Kárpáthos, Dhodheka...

Follow

357,529 likes

20w

gopro #GoPro Featured Photographer @travisburkephotography captured this shot at @arpathea in Greece. "The infinity pool was the perfect place to watch the sun disappear over the ocean and see the stars slowly appear in the night sky. For this shot of @chelseakauai, I positioned the lens of my #HERO5 just above the water, and used the new on-screen Exposure Control to find the perfect exposure before she jumped. About the shot: Burst Mode - 30/3, PT: On, Color - GoPro, WB - Auto, ISO Min - 800, ISO Max - 1600, EV Comp - +0.5, Sharpness - Low

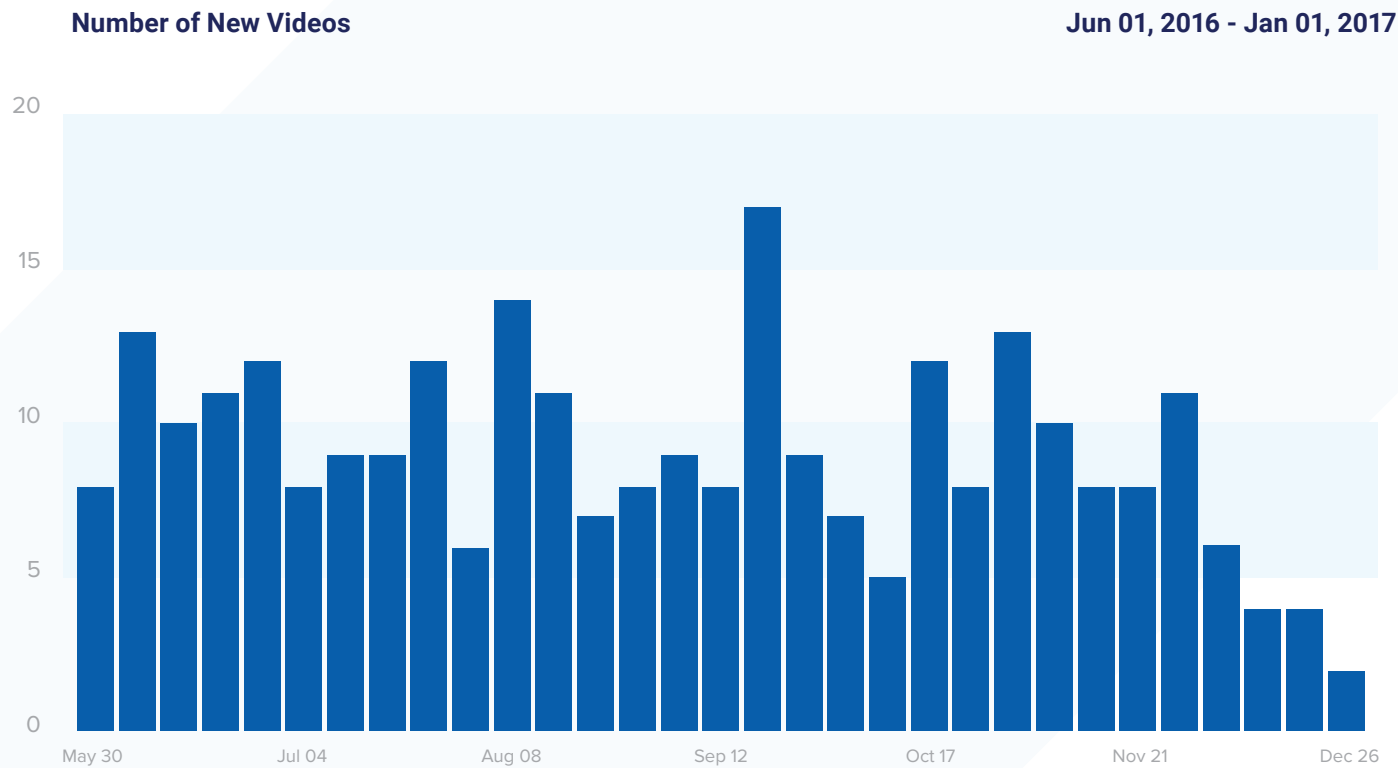


Building the Brand Through YouTube Videos

GoPro’s YouTube channel has a surplus of content for any topic for their over 4.5 million Subscribers (growing by an average 70,000 each month). The profile organizes their videos along specific and relevant themes, making browsing through their channel easy.

GoPro has put their alluring, high-action content at the center of their website, which helps demonstrate the capabilities of their cameras in an impactful way. Consolidating their website and YouTube page helps their customers find related content that can speed up the decision-making process in the buyer’s journey.

Videos typically receive higher engagement rates on social media, though they are extremely heavy on resources. Since videos are integral to GoPro’s product and branding as a whole, they need to create and publish videos regularly. They have a healthy frequency, posting an average of 9 videos per week to their YouTube channel. Once again, their user-generated content approach enables them to polish and post high quality videos from different first person perspectives, which can be used across their website and social media channels.



Sum of New Videos

279

Average New Videos per Week

9,00

Launching in Style

September 2016 was a big month for GoPro. The brand announced that they were simplifying the storytelling process by introducing their new line of cameras, cloud-based software, and accompanying drone called Karma. To commemorate their new cameras and drone, GoPro created a series of YouTube videos to promote their launch. Their video titled “GoPro HERO5+Karma” was among one of their top performing, with more than 80,000 interactions and 10,000 views.

The video took viewers on adventure, incorporating compilations of GoPro shots taken in the air and on the ground. GoPro took advantage of the YouTube description text, using more than 2,000 characters. Directly underneath, audiences could read more about how the clip was filmed, accompanied by in-depth information about specific camera features and pricing. GoPro doesn’t miss a beat and makes sure to include all relevant links in this section from their social media pages, to their website.

Tip: You never know when your audiences are ready to buy, so make the buying journey hassle free. Always provide relevant information and links to other materials so they can easily learn more.



Conclusion

Staying up-to-date with technological trends has been an essential part of GoPro's strategy. They understand that their product is closely linked to social media - in that they both enable their users to share their experiences from a first person perspective. As a result, GoPro's content on social media is extremely authentic, and inspires others to record their own journeys. Every company can learn from GoPro's success on social media, simply by leveraging the passion of their audiences and embracing emerging technological developments.

GoPro are masterfully using social media to showcase their products and engage their communities. They have built their social media strategy around their contributors' content, which has added to the brand's adventurous identity and generated high rates of engagement on social. Their community members are extremely active, and are rewarded for their participation which likely increases turnout and strengthens the relationship they have with the brand. Getting their content featured on their social media pages is the biggest compliment, allowing GoPro users to capture and share their experiences with a larger network.



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