Showcasing Your Ag Operation via Social Media

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What are you using? What should you be using?

- Email list (iContact, Benchmark Email, Pinpointe, GetResponse, Constant Contact)
- SMS text service (Sumotext, ez texting, Trumpia, SMS Text, Protexting)
- Blog (WordPress, Typepad, Squarespace, LiveJournal, Blogger)
- Facebook (100 Million US users, Average user spends an hour a day, Create your business hub, Timely, Analytics)
- Twitter (Sharing Links, Build Your Network & Relationships, Re-Distribute Content, Live Tweet, Branding)
- YouTube (Use YouTube to tell stories about the life of a farmer)
- Instagram (Use Instagram to show beautiful scenery and produce)
- Pinterest (Use Pinterest to promote recipes using #farmfresh ingredients)

Who is using what?

- First things first...... BRANDING

http://www.methodshop.com/2014/05/world-before-social.shtml

http://www.bitrebels.com/social/10-ways-to-explain-social-media/

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http://www.topreviewers.com/
One of the Social Media Lessons from Chef - 2. Viral
There are four types of media - paid (advertising), owned (your own created content/websites), earned (PR) and shared (social).

The first two are controlled media where you control every image and message.
The second two are uncontrolled and this presents a risk.

See the rest at http://8mmedia.blogspot.com/2014/05/ten-social-media-lessons-from-chef.html

What should you do on Social Media?
CONNECT WITH YOUR CUSTOMERS & PROSPECTS
• Tell the story of your business or your industry
• Educate people about what you do or what you know
• Advocate for a specific position or stance on a public issue
• Share stories, pictures, and other about your business
• Participate in conversations with influencers

Facebook
Facebook is by far the most popular social media service on the Internet with around 300M of Americans using it on a regular basis. Facebook is particularly great for small businesses who are looking to advertise and target local users. Especially now that they recently launched their new Local Awareness Ads feature to their advertising platform.

Facebook Stats & User Information:
• 60% of users go on Facebook daily
• Has the highest percentage of senior citizen users at almost 50%
• 40% of users use Facebook as a check-in service for local businesses
• More than 75% of women in the United States have a Facebook account

From: https://www.inboundboulder.com/blog/top-10-social-media-websites-for-small-businesses

Start Here....
Use your Insights in your planning

Integrate your channels
7. Instagram

Just like Twitter, Instagram's user base is mostly made up of young adults. 280 million of them to be exact. With that said, it's a great place to share photos and videos with your audience. Instagram is known for creating a sense of community and social media is its main focus.

Instagram benefits:
- Sharing pictures and short videos
- Restaurants, retailers, and other brands that rely on visual media
- Easy editing pictures with preset filters
- Sharing company culture and behind-the-scenes insights

Instagram Instagram Marketing:
- 80% of users are aged 18-24
- 55% of users visit Instagram daily
- 90% of users also use Facebook
- 80% of users also use Instagram

From: https://www.inboundmarketing.com/blog/top-10-social-media-websites-for-small-businesses

8. Twitter

If you’re trying to target a younger audience, Twitter is definitely the way to go. Only 20% of adults in the United States use Twitter, but the micro-blogging service’s value to almost half of Millennials isn’t in question. Since Twitter was founded in 2006, it has been beneficial for businesses tremendously by giving them a powerful outreach platform to interact with customers that they might not have been able to talk to before.

Twitter Social Media Benefits:
- Interacting with current and prospective customers
- Answering questions and customer feedback
- Releasing the latest news regarding your company
- Using targeted ads with specific users and audiences

Twitter Social Media Information:
- Nearly 40% of Twitter users are 18-29 years old
- Over 90% of users use Twitter daily
- 80% of users also use Instagram

From: https://www.inboundmarketing.com/blog/top-10-social-media-websites-for-small-businesses

https://il.foodmarketmaker.com/
Don't forget the sites you don't control

From our Friends at Mariah’s Mums and More

Let's review:

- Begin with an overall cohesive brand approach.
- Establish your "tone of voice" and match it to your "visual identity" strategy.
- Consistency & content are the king and queen of marketing.
- Rome, your farm AND your social media presence were not all built in a day.
- You don’t have to do it all.
- Open your farm gate.
- Think like your customer and keep their experience consistent online & offline.

Mariah's Mums & More

About Us

Mariah's Mums & More is one of the most diverse farmers markets in Illinois, and helps demonstrate Illinois' farming community. This diverse market is friendly, family-owned, and offers quality produce from local farmers. Mariah's Mums & More is located at Urbana Market at the Square, which offers a variety of local and fresh produce. Don't forget the sites you don't control.
Thank you for your time!

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I just ordered a chicken and an egg off the internet, to see which one comes first...

I'll keep you posted.