Utilizing Social Media as Part of Your Communications Strategy

Mark Looker, Ag Communications Consultant
Modesto, CA Nov. 28, 2018
Presentation Goals

- Provide Background Information on the Current Social Media Landscape
- Provide Basic Communication Tips
- Provide Examples of Effective Use of Social Media
- Help You Decide if Social Media Advocacy Fits Into Your Communication Plans
- Offer Tips for Developing Strategy for Facebook, Twitter and Instagram
Looker Communications

**Background**
- Established in 1991 in Modesto, CA
- Focus on monitoring ag regulatory and legislative issues
- Help ag groups communicate with growers on issues affecting their industry.
My Background

- 1976 Cal Poly Journalism Grad with News Editorial Concentration
- 1977-78 Santa Ynez Valley News reporter
- 1978-82 Hilmar Times (Merced County) editor
- 1982-89 Campaign Coordinator Rep. Tony Coelho (Modesto/Merced/Fresno)
My Background

- **1991**-Launched Looker Communications Consulting providing communication services to ag clients
- Almond Board of California
- California Poultry Federation

- **1995-97** Adjunct journalism instructor Modesto Junior College Helped create MJC Mass Communication Program
- Western United Dairymen
Cal Poly Service

- 2000-2018 Board member Industry Advisory Council for Brock Center for Ag Communications
- 2009-2017 Member and Chair of Ag Education and Communication Advisory Council
- 2011-2018 Member and Chair of Journalism Dept. Advisory Board
Hurricane Katrina Volunteer with Gov’s Comms Team
Monitoring TV News
Then: Tools of the Trade
Now: Tools of The Trade
Now: News Sources

- Instagram
- YouTube
- Broadcast Yourself
- Twitter
- Facebook
Audience Survey

- Who uses Facebook?
- Who uses Twitter
- Who uses Instagram
- Who uses You Tube?
- Who uses SnapChat?
- Who reads newspaper daily?
- Who reads national news magazine?
- Who watches TV for news?
Majority of U.S. Adults Get News on Social Media

A majority of U.S. adults – 62% – get news on social media, and 18% do so often, according to a new survey by Pew Research Center, conducted in association with the John S. and James L. Knight Foundation. In 2012, based on a slightly different question, 49% of U.S. adults reported seeing news on social media.
Internet Users: 3.2 billion worldwide
U.S. Internet Users:
272 Million
This statistic gives information on the number of monthly active Instagram users as of June 2018. As of that month, the mainly mobile photo sharing network had reached 1 billion monthly active users, up from 800 million in September 2017. The app is one of the most popular social networks worldwide.

Instagram is a mobile social network that allows users to edit and share photos as well as videos. In 2015, there were approximately more than 77.6 million active Instagram users in the United States. This figure is projected to surpass 111 million in 2019.
U.S. Instagram Users: 150 Million

This statistic gives information on the number of monthly active Instagram users as of June 2018. As of that month, the mainly mobile photo sharing network had reached 1 billion monthly active users, up from 800 million in September 2017. The app is one of the most popular social networks worldwide.

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Instagram Demographics

- 68% of Instagram users are females.
- 80% of Instagram users come from outside the U.S.
- 77.8 million Instagram users are from the U.S.
- Instagram is used by 31% of American women and 24% of men.
- Six in ten online adults have Instagram accounts.
- 32% of all Internet users are on Instagram.
- 59% of internet users between the ages of 18 and 29 use Instagram and 33% of internet users between the ages of 30 and 49 use Instagram.
- 38% of female internet users use Instagram and 28% of male internet users use Instagram.
- 72% of Teens use Instagram.

Instagram Financials

- An estimated 71% of US businesses are on Instagram in 2018.
- Instagram now has more than 1 million monthly advertisers and 8 million business profiles.
- Having said that, they did start sponsored ads for big brands like Nike, General Electric, and Walt Disney and they certainly make a portion of their ad revenue from Instagram.
- Instagram’s mobile ad revenue is expected to hit $7 billion in 2018.
- 78% of influencers prefer Instagram for brand collaboration.
- User-generated content has a 4.5% higher conversion rate.
Facebook U.S. Users: 214 Million; 58 Million between 25-34 years

This statistic shows the number of Facebook users in the U.S. as of January 2018, sorted by age group. During the survey period it was found that 58.3 million U.S. Facebook users were between 25 and 34 years old. This distribution also closely mirrors the overall number of social network users in the United States, as 35.3 million U.S. social media users were aged 25 to 34 years. The total Facebook audience in the United States amounted to 214 million users. With more than 1.8 billion monthly active users, Facebook is the most popular social network worldwide. In 2014, U.S. users spent an average of 39 minutes on the site every day and the social network has become...
Communications 101: What You Need to Know

• Three Basic Elements to Communications:
  • Topic or Issue
  • Audience - who are you speaking to?
  • Media - what media are you using to deliver your message?
    • Print-newspaper or magazine
    • TV
    • Radio
    • Social Media
Paradox of the Smart Phone

• June 29, 2007: Apple introduces the iPhone.
• Today, 92% of teenagers have a smartphone.
  --90% text
  --Average 30+/day
• The paradox: It made communications easier and, at the same time, has isolated us.
Good Old Days: Main News
Source: Coffee Shop
Coffee Shop Topic #1: The Media Stinks!
You.

Yes, you.
You control the Information Age.
Welcome to your world.
Yesterday’s Reporters
Today’s News Reporter
Little Known Fact: Reporters are Human!
Newspapers Are Still Alive But Deliver Content in Many Ways. Can You say “Convergence?”
Newsrooms Use Multiple Platforms Including Social Media

• Newspapers generate a lot of content but the conversation about news is happening on social media.

• Cal Poly Media is a fully converged multimedia journalism platform featuring news, arts, sports and opinion. Staff members publish original content across multiple media using journalistic writing, video, audio and graphics, print, broadcast, multimedia and public relations.
The Changed Media Landscape

- Protecting your reputation has never been more challenging.
- Trust in institutions of all kinds is at an all time low.
- The old media establishment has crumbled.
- A new wave of online activism is enabled by social media, and driven by a shifting set of influencers.
- Company executives are public figures now.
- Opinion and analysis have replaced news.
- Individual opinions rocket around social media and in an instant, public judgments are rendered.
Why Social Media is Important

- Traditional advertising speaks to mass audiences
- Public relations can speak to a more targeted audience but has limitations
- Social media can allow you to speak directly to very targeted audiences.
- Example: Facebook allows you to be very specific in which users you direct your message. Select from age, ethnicity, geographic location, income level, political affiliation.
Does Social Media Make an Impact?

• Trust in traditional media is declining while trust in social media is increasing.
• Especially true among Millennials who now are a larger consumer group than Baby Boomers.
• Family owned business are trusted almost twice as often as “big businesses.”
• Most trusted figures are Academic/Industry experts, Company Experts. “People like me.”
What Farmers Have Going for Them

- All the polling shows that people like farmers
- Farmers are involved in their communities
- They care about the future for their families and for others
- They are hard workers
- They love what they do and it shows
- They are good communicators when given proper motivation and training
Your Story is Most Powerful When Shared by You

- You have direct knowledge of the subject/issue
- You put a “face” on the subject
- No matter the audience, they want to see a person and connect with that person
You Are Telling A Story

• What is your story?
• How are you telling it?
• Who is telling it for you?
Social Media Models in the Ag Sector

- Almond Board of California
- Western United Dairymen
- Dairy Marketing Institute
- National Beef Cattlemen’s Association Masters of Beef Program
Social Media Platform: Dynamic Signal

- Mobile hub for hosting social media interaction
- Platform for Dairy Marketing Institute and Almond Board
- Post relevant stories of interest and alert social media advocates so they can share the stories in their social media networks.
Model: Almond Board of California

- USDA Marketing Order
- Nearly 7,000 growers
- Over 100 handlers
- One of the most successful U.S. crops in growing supply and increasing demand with favorable grower returns over past decade
- Communications Challenge: Reassure consumers and other stakeholders that sustainability is a value shared by almond growers.
Success = Scrutiny

With drought declared, media started to point a finger of blame and some stories painted the California almond industry as corporate agri-business, reaping record profits through unsustainable use of land, water, and other natural resources.
Almond Ambassadors

• Almond Board provides training, tools, presentations, key messages, and coaching for all program participants

• Almond Ambassador programs
  • Good Neighbor Media Spokesperson
    • Traditional media engagement via broadcast, print, radio interviews based on spokesperson location + area of expertise
  • Digital Truth Team
    • Response to online misinformation through social media channels and commenting on online articles
  • Speakers Bureau
    • Pairs industry members with civic organizations to better connect local communities with facts and context about California Almonds
Almond Board Dynamic Signal Platform

Almond Board “Digital Truth Team” employs Dynamic Signal Platform for Social Media Hub
Social Media Example: 23 Kernels of Sustainability

- Almond Board staffer and almond grower Danielle Veenstra featured

BLOG

Blog » Sustainability » Article

What is #AlmondSustainability?

Posted July 5th, 2017

Did you know one serving of almonds is 23 kernels? To celebrate our community’s responsible farming practices, we’re sharing 23 bite-size pieces of information about growing almonds sustainably.¹

Follow along here, and through hashtags sustainability on social media, as we highlight topics across the Almond Board of California’s (ABC) sustainability ecosystem!

Kernel 23: Unconventional Alliances for Sustainable Solutions

Growing Carbon Credits in Almond Orchards
One Serving of Sustainability

**Digital Content Campaign**

Ran digital campaign sharing 23 “kernels” of sharable, easily digestible almond sustainability content. The content was amplified through social and adaptable for future regional use.

**GOALS:**

- Increase awareness of responsible almond farming practices
- Broaden message to one of overall sustainability: efficient water use, promoting bee health, reducing waste, and carbon footprint
- Improve awareness of economic benefits of almonds and the community
- Increase @almondboard followers who are interested in sustainability content
Tactical Overview

NPR + Talk Radio
• Scripts connect a serving of almonds with responsible farming practices and continuous improvement
• Direct listeners to AlmondSustainability.org

Digital Ads
• Using “Grow What You Know” creative
• Directing to One Serving of Sustainability blog

Social Media content
• Featuring videos, graphics, photos on 23 consumer relevant sustainability topics
• Directing to One Serving of Sustainability blog

7.8M+ paid impressions
1M+ engagements
8,000+ website views
FARMING FOR THE FUTURE

The California Almond community is driven by family farmers and processors. According to the most recent USDA Agricultural Census, there are around 6,800 California Almond farms. Over 90% of these are family farms, many owned and operated by third- and fourth-generation farmers who live on the land and plan to pass it down to their children and grandchildren. Furthermore, there are 101 almond processors, and many of them are also family-owned and -operated.

The almond community recognizes the need to manage resources for current and future generations carefully and offer continued work for its employees while protecting its families, neighbors, local communities and the environment.

Respect for the Land

Near 75% of California Almond farms are 100 acres or less, but small or large, California’s almond farmers take a long-term view of success based on respect for the land and local communities. And regardless of size, all almond farmers recognize that growth must be matched by an unprecedented commitment to environmental responsibility, especially as they depend on natural resources for their livelihoods and the livelihoods of their families and surrounding communities.
Almond Farmer Mike Curry: ‘Being creative with water is a way of life.’

Posted May 10th, 2016

This op-ed was written by Mike Curry and originally appeared in the Modesto Bee. Mike is a board member of the Almond Alliance, alumni of the Almond Leadership Program and an almond huller and sheller with Johnson Farms, a fourth-generation owned and operated almond farm in Danair.

“It comes down to two choices: go nuts, if you will, worrying over water or do something creative to improve water efficiency,” writes almond farmer Mike Curry in a recent Modesto Bee op-ed.

California Almond farmers have chosen the creativity path. And as a result, the almond community has made great improvements in using water efficiently.

Curry writes that, “water sustainability has been a priority since 1973 and scientifically based practices have proven to work for trees and for water supply.”

These practices, including irrigating directly to the roots through microirrigation technology, eliminating runoff, and reducing evaporation, have helped California Almond farmers reduce the amount of water it takes to grow one pound of almonds by 33 percent over the last 20 years.

In addition to making water efficiency improvements, the California Almond community is getting creative when it comes to using everything the orchard grows. Beyond the kernel we eat, almond hulls and shells are used for livestock feed and bedding, and almond trees are recycled at the end of their productive lives to create alternative energy or improve soil quality. Furthermore, with support from the Almond Board of California, researchers are investigating new uses of the hull, shell, and woody biomass.

“Innovative scientists are finding even more applications for these coproducts, including using hull sugars in the fermentation of beer, cider and tea, as well as for feed for honey bees,” writes Curry.
Almond Social Media Star: Almond Girl Jenny

Almond Girl Jenny
Sharing stories through social media

\[\text{Image of Almond Girl Jenny with her family.}\]

She is the epitome of an almond ambassador. She understands what it means to advocate. There is no topic that is too big or too small.

— Carissa Dueras, manager of industry communications at the Almond Board of California
“Almond Girl” blog three-part series on the bloom

- Kern County grower and Almond Ambassador Jenny Holtermann
• The first time California almond grower Joe Del Bosque used Twitter, he invited President Obama to his farm. To his surprise, Obama responded and Joe hosted Obama and Gov. Jerry Brown.
Working in dairy, your voice goes a long way in telling dairy's good story. The Amp Center helps you easily share those stories to social media. Each day, the DMI Newsroom sorts through all the dairy-related news and shares the stories, profiles and recipes that represent the very best of dairy. Read the articles for your own knowledge, then share them right to your Facebook, Twitter, and LinkedIn accounts with just a click or tap.
DMI Also Uses Dynamic Signal for its Social Media Hub.

Your time-saving tool to tell dairy's good story in social
Undeniably Dairy's fall campaign focuses on connections

DMI's Beth Engelmann shares how the fall campaign of Undeniably Dairy is built around making connections, especially those between consumers and farmers.

Read more

U.N.'s International Day of Rural Women celebrates Checkoff chair

Can type 2 diabetes be prevented by cheese?
Model: Western United Dairymen

- CA Dairy Trade Association
- Represents over half of California dairies
- Active in state and federal legislation and regulatory issues
- Communications Goal: Make WUD the “Go-To” center for information on critical issues
- Target audiences: WUD members and federal and state legislators and regulators.
Welcome
Western United Dairymen is a voluntary membership organization representing more than 60% of the milk produced in California. Membership benefits include resources in labor law, environmental regulations and pricing issues. Members decide the direction of state and federal legislative efforts affecting the dairy industry.

Western United Dairymen Contact Information
1315 K Street, Modesto, CA 95354
Contact us by e-mail
Call us at (209) 527-6453
Fax us at (209) 527-0630
For a list of staff members, click here
Western United Dairymen
Farming/Agriculture · Modesto, California

Western United Dairymen
Positive story about the great role that FFA plays in building the future of agriculture.

Farming’s future thrives in Modesto area schools - Agriculture - Modbee.com
www.modbee.com

Competing builds confidence, friendships and trophy collections. Nobody knows that more than Modesto area FFA students who are expected to compete in ag and vocational contests at the FFA state finals in San Luis Obispo over the weekend.

Monday at 9:55am · Like · Comment

Ellen McIsaac Durrer and Sonoma County Fairgrounds like this.

Western United Dairymen
This is a great story about how farmers use social media to connect with each other and share their stories with consumers. It mentions NMPF member dairy farmer Will Gilmer, a social media pioneer in the dairy industry.

Why Farmers Are Embracing Social Media: the #AgChat Story – Business – GOOD
www.good.is

Farmers are fighting rural isolation—and cow conundrums—with social media to make better food, and food policy.

Monday at 9:53am · Like · Comment
Mark Looker
@mlooker Modesto, CA
Ag Communications Consultant
http://www.lockercomm.com

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Meetings on Don Pedro relicensing Wednesday in Turlock, Modesto http://tinyurl.com/686q9dm #1g #farm #dairy #water
6 May

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Don Pedro’s future water use topic of May 11 Modesto, Turlock meetings http://tinyurl.com/3ulyr9v #ag #farm #dairy #water
6 May

modbee The Modesto Bee t3 by mlooker
Almond growers to see record harvest http://bit.ly/jziXYW
6 May

ChrisClaytonDTN Chris Clayton t3 by mlooker
Uh, oh... RT @DonEWG: Senators Coburn, Feinstein, Introduce Bill to Eliminate #Ethanol Subsidy and Tariff http://1.usa.gov/j3mEs9 #corn
3 May

CDFAnews CalIf Food and Ag t3 by mlooker
Monday, May 9, 2011

State/Federal News and Politics

Obama’s border visit renews focus on immigration policy -- President Obama will stand on the U.S.-Mexico border Tuesday and try to take credit for something that eluded predecessors in both parties: successfully cracking down on illegal immigration. It is a record that Republicans roundly dispute. And it has drawn ire from many in Obama’s Latino base, who say the president has stepped up enforcement measures such as deportations while failing to deliver on his pledge to create a path to citizenship for millions of illegal immigrants. But in using a speech in El Paso to highlight his enforcement record, Obama will signal that he intends to try turning the immigration debate into a political winner among conservative swing voters who back tougher immigration policies. <more> May 9, 2011 Washington Post

- Bill would allow dairy farms to hire foreign workers -- Vermont’s congressional delegation is sponsoring companion bills to expand a visa program to allow struggling dairy farmers more access to foreign workers. U.S. Reps. Peter Welch, D-Vt., and William Owens, D-N.Y., introduced legislation last week to provide dairy farmers the opportunity to utilize the H-2A workforce program, which currently gives other agricultural sectors the ability to hire foreign workers. The H-2A Improvement Act of 2011 gives foreign dairy workers, along with sheep and goat herders, access to the visa program when domestic employment is unavailable. Welch said the measure will remove an obstacle for dairy farms seeking an adequate supply of labor. <more> May 10, 2011 Brattleboro Reformer, VT

- Meat Industry: Pass Food Safety Costs to Taxpayers -- All the lobbyists billing their respective and mostly meat industry clients made the point one
CA Dairy Leaders introduced on the floor of State Senate June 17, 2010
From: WUDVideo | Jul 26, 2010 | 290 views
CA Dairy Leaders introduced on the floor of State Senate June 17, 2010

View comments, related videos, and more
Weekly Update

Commodity Markets: CME - California Plants

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<th>NFDM</th>
<th>40f Blocks</th>
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Estimated* Producer CWT. Prices

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* Actual announced prices are in BOLD, estimates are in Italic

What's up and what's not - your weekly market update

By Annie Ackmoody, MS, Director of Economic Analysis

It was a good two weeks for the California nonfat milk price as it tacked on a few extra cents to reach $1.9565/b. This is the sixth consecutive week the price has been over $1.50/b. The upward trend was also observed in the entire West as the steady increase continued this week: the mostly range reported by Dairy Market News (DMN) moved up 1.3 cents to $1.5050/b. Cheerful numbers were also present on the other side of the globe as the May’s Global Dairy Trade (gDT) skim milk powder prices increased for the third consecutive auction. The average price reached $1.77/lb, with the bulk of the gains occurring in the nearby contract (July was up 12% to $1.95/lb). DMN unfortunately did not share the enthusiasm present at the auction this week and warned that prices on the gDT were perhaps inflated based on current market fundamentals: reported prices for the Oceania region were down 3%, to $1.65/lb. Back to the domestic story, inventories remain light as USDA reported March stocks down 12% from last year. Conversely, March production levels experienced year-over-year gains (12.7%). According to Foreign Agricultural Service data, a lot of that production was moved through export markets: March exports were up 48% over last year.

Cheese's price story offered more of the same as seen in recent weeks: up and down in a fairly narrow range. While last week buyers demonstrated strong block cheese interest by bidding the price higher (+5.5 cents), the wind turned this week and their interest seemed to evaporate as the price got pushed lower (-5.5 cents). I was starting to wonder if they had lost all their money on the wrong horse last weekend, but fortunately an unfilled bid to buy lifted the price 0.25 cents today, ending the week on a positive note. While that uptick is not phenomenal, some progress was also made behind the scene. Despite increased cheese production in March, cheese stocks went down compared to February. A lot of that improvement was due to exports, which reached a record high level in March, according to FAS data released this week (see chart). March shipments of 49.1 million pounds were 67% higher than March last year and represented 5.4% of the U.S. cheese production. The low end of the reported price in Oceania is unchanged at $1.95/lb, where it has been since the beginning of the year. As cheese production ends with the milk production season in that region, DMN reports minimal volumes of cheese are uncommitted. (Continued on page 2)
Barbara Martin: From dairy producer to Dairy Goddess
Barbara Martin: Multi-platform approach

- Barbara Martin, dairy farmer, Hanford, CA
- Graduate of Western United Dairymen’s leadership program
- In 2008 she started blogging
- Today she blogs with video, uses Facebook and Twitter.
- Built her brand into successful retail outlet.
Dairy Goddess Story: From social media to building a brand

"My very first memories are of being around cows. They make milk and that milk was transported off to some other facility where they processed it. That was all I knew and grew up with. I always thought, had in the back of my mind that I could make something with my milk! Life moves forward and time goes so quickly.

As my kids grew and became independent, I started to really think again about making something, making a bit of a 'mark' so to speak. Reinventing my career side was really where I wanted to head.

I LOVE, LOVE, LOVE cheese, so why not make that? I love my own cows and they make wonderful milk.

In September of 2010 I took a class at Cal Poly San Luis Obispo titled Dairy Science and Technology Basics for the Farmstead from Convenor.

It was three days covering all aspects of cheese and making. They stated that one of the most challenging parts of cheese..."
A Dairy Goddess's Blog
3rd Generation Dairy Farmer wanting to share where your dairy products come from!

About

HELP DAIRY GODDESS SOAR

gofundme
Dairyman/Almond Grower: Dino Giacomazzi

Dairy's Social Media Activist

JANUARY 19, 2010 07:52 AM

California producer uses Facebook, Twitter and his own Web site.

From his dairy in Hanford, Calif., Dino Giacomazzi wields a personal sphere of influence that extends to thousands of people around the world.

Through social media like Facebook, Twitter, LinkedIn and his own Web site, Giacomazzi communicates regularly with friends, family and business colleagues. But this fourth-generation dairy producer does more than trade baby pictures and make restaurant recommendations.
Multi Platform Approach to Advocating
Best Marketing Slogan

• Saving the World One Cowpie At A Time!
THE MASTERS OF BEEF ADVOCACY

The American beef industry is proud to produce wholesome, nutritious beef for consumers across the world. Consumers love juicy flavorful steaks and burgers, however many have questions about how beef is produced, from pasture to plate. Tough questions like “is beef raised on factory farms?” and “are cattle pumped full of antibiotics?” are commonly flashed across television and newspaper headlines and social media sites and leave a lasting impression on viewers.

The average consumer is two generations removed from agriculture and has very little firsthand experience with food production. And they are hungry for information. It’s up to us, the beef community, to engage them in conversations and answer their questions about how beef is raised, from pasture to plate. By completing the new and improved checkoff-funded MBA 2.0 courses, beef community members can sharpen their conversation skills and equip themselves with the information and confidence they need to answer tough questions about beef production.

The new modules will address environmental sustainability, beef nutrition, animal welfare and beef safety while taking users through the beef lifecycle, from pasture to plate. The courses also offer historical context on the evolution of the U.S. beef industry from the time the first cattle were brought to North America to today.

MBA 2.0 will also be available on DVD form to allow agriculture educators, state beef representatives and other youth leaders to incorporate the modules into their curriculum.

EARN YOUR MBA

The checkoff-funded MBA program is a self-directed online training program designed to equip beef producers and industry allies with the information they need to be everyday advocates for the beef industry. MBA students will be required to complete five courses in beef advocacy, including:

- The Beef Community
- Raising Cattle on Grass
- Life in the Feedyard
- From Cattle to Beef
- Beef: It’s What’s For Dinner
Masters of Beef Advocacy

• Launched in March 2009 to create nationwide network of informed beef advocates
• More than 11,000 beef community members in 49 states have completed the program to date
• Launched MBA 2.0 in January 2015
• Created MBA Mobile Conversation Guide app in 2016
MBA 2.0 Lessons

• The Beef Community - How to talk to consumers about how beef is raised, from pasture to plate, focusing on the people involved throughout the beef lifecycle

• Raising Cattle on Grass - Focuses on the many benefits of raising cattle on our countries vast grass pasture resources

• Life in the Feedyard - A discussion of the role of feedyards, including animal care, nutrition and sustainability

• From Cattle to Beef - An in-depth look at the slaughter process and the humane handling and safety measures in place at beef processing facilities

• Beef. It’s What’s for Dinner - A primer on choosing and cooking the right cuts of beef and the role of beef in a healthful diet
DEBBIE LYONS-BLYTHE
Rancher: Blythe Angus, White City, Kansas

"If we, as farmers, don't get involved in the conversation, how will people know what we do to raise their food?"

Launched Life on a Kansas Cattle Ranch

2010

Journey of a Beef Advocate

2011

Shared her story with registered dietitians from HyVee supermarkets

2012

Featured in Women in Business documentary series on Girlscouts.org

2013

Appeared on Anderson Live answering consumer questions about hormones and antibiotics

Gave Beef Community presentation to Academy of Nutrition and Dietetics School Nutrition Services practice group

U.S. Farmers & Ranchers Alliance

School Nutrition Services
a dietetic practice group of the Academy of Nutrition and Dietetics

eat right.
How Farmers Are Becoming More Sustainable

A dietitian talks to five types of farmers about environmentally-friendly changes in their methods.

Cattle

"I live in the Kansas Flint Hills, one of the last remaining natural tallgrass prairies in the world. To protect the prairie, we work hard to maintain the water and water quality in our ponds. The water comes from rainfall on the surrounding hills and is filtered through the grass as it runs into the ponds, providing access to clean, fresh water for cattle and wildlife alike. According to recent studies, up to 75 percent of wildlife in the U.S. lives on farms and ranches. We manage for the entire ecosystem and diversity is the goal – both in wildlife and grasses. That makes for a healthier grassland and healthier cattle."

– Debbie Lyons-Blythe, Blythe Ranch, Kansas
ANNE BURKHOLDER
Owner: Will Feed, Inc., Cozad, Nebraska

“It’s really important for everyone to understand where their food comes from... then we build a respect and a trust between the farmer and the consumer that will help us in the long run.”

Graduated from Masters of Beef Advocacy Program

Launched Feedyard Foodie blog

Profiled in BusinessWeek article on family farms

Shared her story with food influencers at Live Well 2013

Journey of a Beef Advocate

2009

Received first national Beef Quality Assurance Award

2010

2011

Certified Angus Beef Feedlot Partner of the Year

2012

2013

Contributed to BlogHer dialogue on sustainability

Environmental Sustainability Needs All Smarts On Deck

My involvement in social media has taught me many things, but likely the most important lesson is what a huge role perception plays in "virtually" interacting with others. I’ve gained a tremendous amount of personal growth by being exposed to the wide range of ideas and thoughts of other bloggers...
Antibiotic Use in Food Animals: The Perspective of a Cattle Farmer and a Mom...

December 11, 2012 7:45 am by feedyardfoodie.com in Food

I am a take charge person. I am a person of action. I am a planner. It is very difficult for me to let things go and not be in the driver’s seat. There is nothing that shakes my world up more than one of my children having a serious illness. I can handle it when I am sick, but it shakes my foundation when it is one of my kids.
MBA Top of the Class

Suzanne Strassburger (aka Suzy Sirloin), featured in *New York Times*, *New York Daily News* and more

Joan Ruskamp, spoke at *NY Times Food for the Future* and challenged Mark Bittman’s assumptions about “Big Ag”

Anne Burkholder (aka Feedyard Foodie), featured in *New York Times*, testified before the *House Ag Committee*, and took on *Subway* antibiotic free policy

Debbie Lyons-Blythe, blogger at *Kids, Cows and Grass*, *Farm Mom of the Year*, featured on *PBS, US News Health*, etc.

Chef Mike Erickson, culinary arts instructor, produced *documentary on beef*

Amanda Rankin, *Rankin Ranch*, featured on *Travel Channel*
Strategy Tips
Facebook Strategy Tips

• Facebook offers opportunity to put a “face” on your group or business.
• Facebook offers the opportunity to post more in-depth information as well as photos.
• Photos can create a favorable image for your cause or group.
• Share posts from like-minded groups or causes and build relationships.
Twitter Strategy Tips

• Get your own Twitter account. Twitter is great for lurking and monitoring what others are saying about your group or your issues.
• Do a survey of Twitter and find out who you know who is on it and how they are using it.
• Establish your company or association as the “Go To” source for news about your industry
Instagram Strategy for Almond Alliance of CA

- Post photos to connect with millennials and state legislators and regulators
  - Follow accounts of all FFA chapters in CA
- Post photos of Alliance's legislative tours
Connect with State FFA Chapters
Analytics Are Important

• Know what posts are popular. Use the analytic tool that comes with the app.
• Track weekly or monthly your posts and see what topics resonates vs. what your communications goals are.
• Adjust your posts based on what your followers are telling you they like.
• Boost your posts with paid ads.
Twitter Analytics

Your Tweets earned 20.6K impressions over this 28 day period

<table>
<thead>
<tr>
<th>Date</th>
<th>Tweets</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 7</td>
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<td>Oct 14</td>
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<td>Oct 28</td>
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</table>

- **Almond Alliance @almondalliance** · Oct 9
  - Congress plans to finalize farm bill by end of the year
    - bit.ly/2A19h3x
    - #FarmBill
    - pic.twitter.com/yjwF3rug8r
  - View Tweet activity

- **Almond Alliance @almondalliance** · Oct 23
  - On #NationalNutDay we celebrate the California almond industry which supports over 100,000 jobs across the state and adds about $11 billion to the state’s economy.
    - pic.twitter.com/7QcyotBkt1
  - View Tweet activity

- **Almond Alliance @almondalliance** · Oct 16
  - Mike Wade of @farmwater: State water board’s proposed cutbacks will affect all Californians
    - bit.ly/2AcPGnF
  - View Tweet activity

- **Almond Alliance @almondalliance** · Oct 19
  - Trump moves to slash environmental rules on Delta, pushing California water to farms
    - bit.ly/2AfEQm
    - pic.twitter.com/suYg5U0gj
  - View Tweet activity

- **Engagements**
  - Showing 28 days with daily frequency
  - Engagement rate 1.5%
  - 0.5% engagement rate
  - On average, you earned 6 link clicks per day

- **Links clicks**
  - 169
  - 1 link click

- **Retweets**
  - 23
  - 8 Retweets
# Facebook Analytics

## Your 5 Most Recent Posts

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
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<tbody>
<tr>
<td>10/29/2018 12:02 PM</td>
<td>Almond Alliance President, Elaine Trevino and Government</td>
<td>📌</td>
<td>☰</td>
<td>19</td>
<td>6</td>
<td>[Boost Post]</td>
</tr>
<tr>
<td>10/26/2018 10:19 AM</td>
<td>The Almond Alliance held its annual Modesto PAC fundraiser</td>
<td>📌</td>
<td>☰</td>
<td>95</td>
<td>21</td>
<td>[Boost Post]</td>
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<td>10/26/2018 8:18 AM</td>
<td>Don't miss the post-harvest almond industry panel</td>
<td>📌</td>
<td>☰</td>
<td>12</td>
<td>16</td>
<td>[Boost Post]</td>
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<tr>
<td>10/24/2018 2:02 PM</td>
<td>This Halloween, don't let orchard mummies give you the</td>
<td>📌</td>
<td>☰</td>
<td>29</td>
<td>9</td>
<td>[Boost Post]</td>
</tr>
<tr>
<td>10/23/2018 8:39 AM</td>
<td>Join the Almond Alliance in supporting Prop. 3 on the Nov. 6,</td>
<td>📌</td>
<td>☰</td>
<td>70</td>
<td>0</td>
<td>[Boost Post]</td>
</tr>
</tbody>
</table>
How Do We Start on Social Media?

- Why do you want to have a social media presence? Is it a reactive or proactive reason?
- What messages do you want to get across?
- What is your target audience and what is the best social media channel to use?
- Who is going to oversee your social media program? You need someone dedicated to this task.
My Formula For Effective Use of Social Media

• First: Know What Your Message is! Sounds Simple But It Is Not.
• Second: Write a Blog Post—That Post is Your Anchor for All Your Social Media
• Third: Decide Your Most Effective Social Media Channel—Facebook? Twitter? Instagram?
• Fourth: Post on Social Media with Link Back to Blog. Track the Clicks!
• Fifth: Use Analytics and Adjust Your Message and Your Choice of Platforms
Content Tips

• Have a Content Curator to Oversee Content
• Generate Original Content on Your Blog
• Have a Content Distribution Team Like the Almond Digital Truth Team Or the Dairy Marketing Institute’s Dairy Hub
• Content With a “Face” on it is Critical to Breaking Through With Your Message
Take Home Tips

• Have an overall communication strategy. Understand how social media fits into that strategy.
• Designate someone (staff, consultant) as lead communications person.
• Discuss and update your communications plan on a regular basis.
• Know Your Audience.
• Know Your Message.
Communications 101: What You Need to Know

- Three Basic Elements to Communications:
  - Topic or Issue
  - Audience - who are you speaking to?
  - Media - what media are you using to deliver your message?
    - Print - newspaper or magazine
    - TV
    - Radio
    - Social Media
QUESTIONS?
Thank You

Contact Me:
marklooker@yahoo.com
Twitter: @mlooker