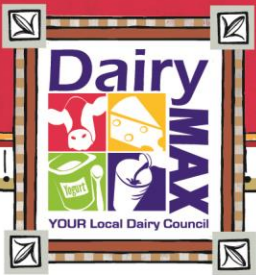


A Guide to Social Media

The Power of a
Digital Presence





What is social media and why is it important?

According to Merriam-Webster, social media (*noun*) refers to the forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Social media plays a crucial role in communication and connection among people. It is a way to build relationships, discuss important issues, campaign a cause, find answers to questions, market products or services, and connect with diverse audiences of people you may never meet in real life. Developing an online presence and interacting on social media – regardless of the social media tool you choose to use – allows you to develop an online community and gives you a platform to share your story. You are unique and social media is one way to make your story heard.

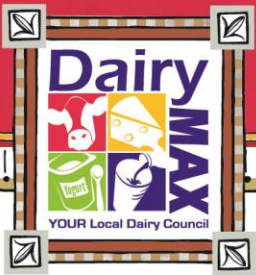
More than 40% of consumers agree that information found via social media affects the way they handle their health care. Social media helps us connect with consumers and patients, dispel myths and share science-based information.

Examples of Successful Online Health Professional Influencers:

- [Mary Ellen Phipps – Milk and Honey Nutrition](#)
- [Lauren Twigge – Nutrition at its Roots](#)
- [Amy Goodson](#)
- [Adrien Paczosa](#)
- [Taylor Sutton](#)
- [Sheri Glazier – Dirt Road Dietitian](#)
- [Liz Smith – The Vintage Fork](#)
- [Angela Nunnery](#)
- [April Sins](#)

Other Resources:

- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/>
- <https://www.eatrightpro.org/-/media/eatrightpro-files/practice/position-and-practice-papers/practice-papers/socialmediapracticepaper.pdf?la=en&hash=99AF11FFBEEAFD916EFDDE5C5B92F61A260BF4F7>
- <https://www.eatrightpro.org/media/multimedia-news-center/social-media-toolkits>



Social Media Platforms: A Deep Dive

Sometimes more isn't always better – the same mantra holds true on social media. There is no need to be active on every social network. Choose to focus on one social media platform at first and grow from there. Consider your personal social media objectives and answer the questions below – they will help you decide which platform best meets your need.

- Which audience do you want to talk to? I.e., who is your target “customer?”
- What can you “provide” on social media? Is it science-based, credible health or nutrition information? Or transparency in food production? Appetizing food photos and recipes? Firsthand experience of life on a farm?
- What do you want to achieve? Personal or company brand awareness, customer service, information sharing, advocating a cause, growing traffic to your website, building a community of like-minded individuals?
- Which channel(s) align with your “voice” or values?

Facebook

www.facebook.com

Active users: 2.8 billion monthly active users

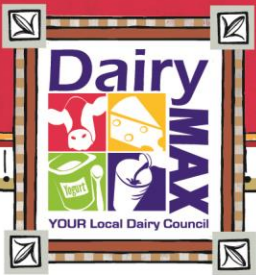
Facebook is great for connecting with people. As the most popular social platform, 1.84 billion users are active every day, with nearly 70% of Americans on Facebook. Users ages 25–34 years are the largest demographic on this social platform. You can post updates, share pictures, and see what friends, celebrities, organizations, and groups are up to. Your Facebook community often consists of many people you know in real life.

YouTube

www.youtube.com

Active users: 2+ billion

YouTube is the world's second-most visited website, right after Google. YouTube is often referred to as the TV of the future, reaching more 18-49 year-olds than any cable network in the U.S. In fact, 74% of adults in the U.S. use YouTube and it is reported that people watch more than a billion hours of video on YouTube every day. YouTube is great for sharing how-to videos or other high-quality long-form video content.



Instagram

www.instagram.com

Active users: 1 billion

Instagram users skew younger and female, with 71% of U.S. adults between the ages of 18-29 using Instagram and over 52% of Instagram's audience identified as female. Over 500 million people use Instagram Stories daily. Instagram is all about sharing pictures and videos. Food is the number one topic on Instagram. Hashtags can be used on the platform to tag photos or videos with relevant keywords.

Twitter

www.twitter.com

Active users: 350 million

Twitter is a popular option that allows you to share newsworthy information through a "tweet" consisting of 140 characters or less. 22% of U.S. adults use Twitter with nearly 500 million tweets shared per day. 80% of Twitter users are affluent millennials. You can share links to news articles or your own pictures or inspirational quotes. You can also send direct messages to other users to share your thoughts or retweet their posts to increase their reach. Twitter allows you to connect with like-minded individuals - many of whom you've never met in real life. You can use hashtags to find discussions among other users about topics you're interested in.

LinkedIn

www.linkedin.com

Active users: 740 million

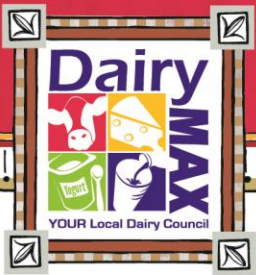
40% of those 700+ million users access the platform daily. LinkedIn is more popular with men who comprise 57% of its user base. LinkedIn is geared toward the professional community. It allows you to network with work colleagues and is a powerful tool for brands and job seekers. You can post your resume, connect with other professionals, and keep up to date with industry news. You can also follow groups focused on topics relevant to your industry/profession.

TikTok

<https://www.tiktok.com/en>

Active users: 100 million monthly active users

TikTok is the #1 platform for teens and young adults with 42% of its users between the ages of 18-24. And it's quickly gaining with older audiences. Recent data shows users between the ages of 25-44 have become the app's fastest-growing demographic - meaning along with Gen Z, Millennials, and even Gen X users are getting in on the TikTok fun. Authenticity is the new currency and TikTok is prime for showcasing users' interests and talents.



Creating Compelling Content

To gain a following, you need to be creating quality content on a consistent basis. It doesn't need to be highly polished, but it does need to be highly emotional and factual – content that is personal to you and is presented in the ways that today's audiences want (videos, images and text).

What to post:

- Success stories – everyone loves a good happy ending. Share a story of triumph you've had with a patient or client, an anniversary or milestone you've celebrated or just some good news.
- Photos – on social media, a picture really is worth a thousand words. Let's face it, people love photos of food, farm animals and landscapes!
- Key messages or facts – consider what do you want your followers to learn or take away from your post.
- Behind-the-scenes videos and tutorials and/or live Q&As. Videos allow people to step into your shoes and hear your story.
- Other people's content – don't be afraid to share other's content. If it speaks to your message, values, and brand voice: share. Sharing increases the likelihood of others sharing your content too! Just make sure you credit and tag the original account.

Pique Their Interest:

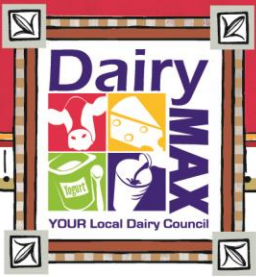
- Define an “interest area” that is unique and meaningful to you that would interest other social platform users.
- Tell YOUR story – be you, use your experiences, share your passions

Entertain:

- Give people a reason to follow you
- Create videos and content that make people want to share it with their friends
- Focus on awe, surprise, humor

Include a Call to Action:

- Provide next steps – where can they go to learn more, sign up for your newsletter, etc.?
- Invite comments – ask questions like what's your favorite dairy recipe?



Include relevant #Hashtags

- Hashtags increase discoverability and potential for exposure. Keep in mind that on all the platforms, users can search for content by hashtag – so you're more likely to have users you don't know, find you and your content if you're using relevant hashtags.
- Hashtags also allow the social platforms to better surface your content to the right audience.

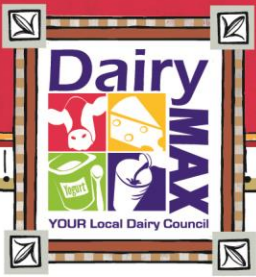
Create your own brand

- As you become more comfortable creating content, consider the fonts and colors you use to make your content your own. You can also add your handle or logo to photos and graphics. Another thing to consider as you identify your brand is the tone you use in your posts.

Develop Simple Social Media Graphics

Social media graphics include a photo or background color and text. Social media graphics can include memes. Here are some tools and tricks for making graphics:

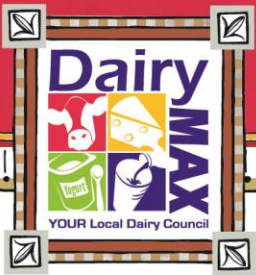
- Size. Depending on what social media platform you are posting to, there may be an ideal size for your graphic. As a general rule, 800 x 800 pixels works for both Facebook and Instagram, however the recommended sizes are as follows:
 - Twitter: 1024 x 512 pixels. This is the one platform where size can make a difference.
 - Facebook: 940 x 788 pixels
 - Instagram: 1080 x 1080 pixels
- Text placement. When choosing a photo to use for your graphic, keep in mind where you envision your text being. Use the rule of thirds when selecting photos.
- Can you read it? This goes along with text placement. Make sure when the final graphic is finished your followers will be able to clearly read the message you've placed on the photo.
- Proofread! Typos and grammar errors can impact your credibility. This can also affect how many of your followers share your content – they may be hesitant to share something with typos even though they approve of the overall message. Be sure to proofread everything before you hit the publish button!
- There are several tools you can use to create your graphics, some more advanced and costly than others, but there are free tools that can get the job done:
 - <https://www.canva.com>
 - <http://www.fotor.com/>
 - <https://spark.adobe.com/>



Tips for Shooting Photos and Videos On Your Phone

With your phone and a simple video-editing app, you can create high-quality photo and video content for your social media platforms. Here are a few things to keep in mind...

- When filming, make sure you film for the platform you're posting to:
 - TikTok, Instagram Stories, IG TV - vertical video
 - Facebook, Instagram post - square video
 - YouTube, Twitter - horizontal video
- Lighting is important
 - Use natural light - outdoors or near a window
- Depth in the background
 - Don't shoot yourself up against a wall or shadowed background. Try and get some depth behind you to make the shot interesting.
- For photos: shoot horizontally and use the rule of thirds
- For video: shoot horizontally and frame yourself to the left or right
 - If you shoot vertically it's very difficult to edit in the movie app. Don't center yourself in the middle of the video, it makes it harder to add text.
- If using an iPhone, make sure you film in 4K mode if possible, to get a high-resolution video
- Keep it short - no more than 3-4 minutes; ideally 30 seconds to 1 minute
- The best videos are entertaining, relevant and useful. Make it interesting. Consider close-ups, wide shots, and text to make the video your own.
- There are several types of videos you can create, but one may work better than another depending on your goal for the video. Here are some examples of videos you can create:
 - Parody. An imitation intended for comic effect.
 - Live video. A video broadcasted live to your social media channel. This could be of you doing a recipe demo, feeding calves, or a Q&A session with your followers.
 - Interview. Asking a farmer or industry professional questions on camera.
 - Vlog. A video blog that includes supporting text and images usually housed on YouTube
 - Animation. Using video clips and/or photos to create an animated video.



- Editing Apps:
 - Photo
 - Snapseed
 - Prisma
 - Video
 - iMovie (iOS only)
 - InShot
 - Video Show
 - Video Shop

How often and when should you post?

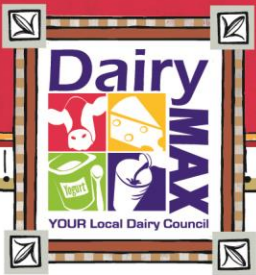
Most social media experts agree that 2 posts per week, or as many as 1 post per day (these are posts to a feed – i.e. Facebook wall, Instagram wall, LinkedIn, etc.) and up to 2 stories (Instagram or Facebook) per day is ideal for building a following and engaging your followers. You can post as often as you want on Twitter. In general, social media reach will be highest if you post during the weekday afternoons or on Saturdays. For communicating, early morning hours and 6-8 pm at night are best. For engagement, lunch, late afternoon, and early evenings seem to be when consumers are most engaged.

The key is remaining consistent. Creating a monthly schedule of when and what to post can help you stay organized and anticipate special days that are important to your industry (ex. World Milk Day, etc.).

A	B	C	D	E	F	G	H
SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)	LINK	NOTES (e.g., specific images, etc.)
WEEK 1: MONDAY	06/01/2020						
FACEBOOK		7:00 AM	NEW BLOG POST	Silent Video	Are you optimizing your social video for viewing without sound? You should be	https://blog.hootsuite.com/silent-video/	
			CURATED CONTENT				
			EVERGREEN BLOG POST				
			LIVE VIDEO				
			PROMOTION				
INSTAGRAM			STORY				
			ORIGINAL IMAGE				
			CURATED CONTENT				
TWITTER			NEW BLOG POST				
			EVERGREEN BLOG POST				
			CHAT				
			EVERGREEN BLOG POST				
			VIDEO				
LINKEDIN			NEW BLOG POST				
			EVERGREEN BLOG POST				
			EVERGREEN BLOG POST				
			CURATED CONTENT				
			VIDEO				

Other Resources:

<https://blog.hootsuite.com/social-media-templates/>



Handling Difficult Questions and Activists Online

What to do when...

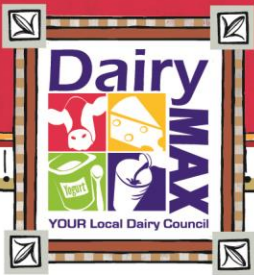
You are asked a difficult question:

Whether you are a farmer, dietitian or overall advocate of animal agriculture sharing your story online, chances are you will be confronted with difficult questions. When faced with a difficult question, it is important to go through the following steps before responding:

- Investigate – Look into the person’s profile to determine if they are a curious consumer or an animal rights activist. We will never change the mind of activists, so it is best to block/delete them from trolling your profile further instead of answering their questions.
- Ask clarifying questions – Below are some example questions to help you learn more about where the person is coming from
 - Where did you get that information?
 - I’ve never heard that before, can you tell me more?
- Find common ground – We can all find something in common, regardless of our background. Things like wanting a better future for the next generation or using technology are things most of us can relate to.
- Use analogies
- If you don’t know, then say you don’t know
- Respond with empathy

Someone you follow posts something inaccurate (specific to your area of expertise):

Reach out to them: If you are friends on Facebook, it is likely that you know the person who posted the inaccurate information. However, you probably want to avoid conflict. So, don’t start off by telling them that they are wrong. Approach them with another option. Listen to why they believe the information that they posted, and tell them that while you value their opinion, you can send more information about the subject if they would like. Provide links to factual information.

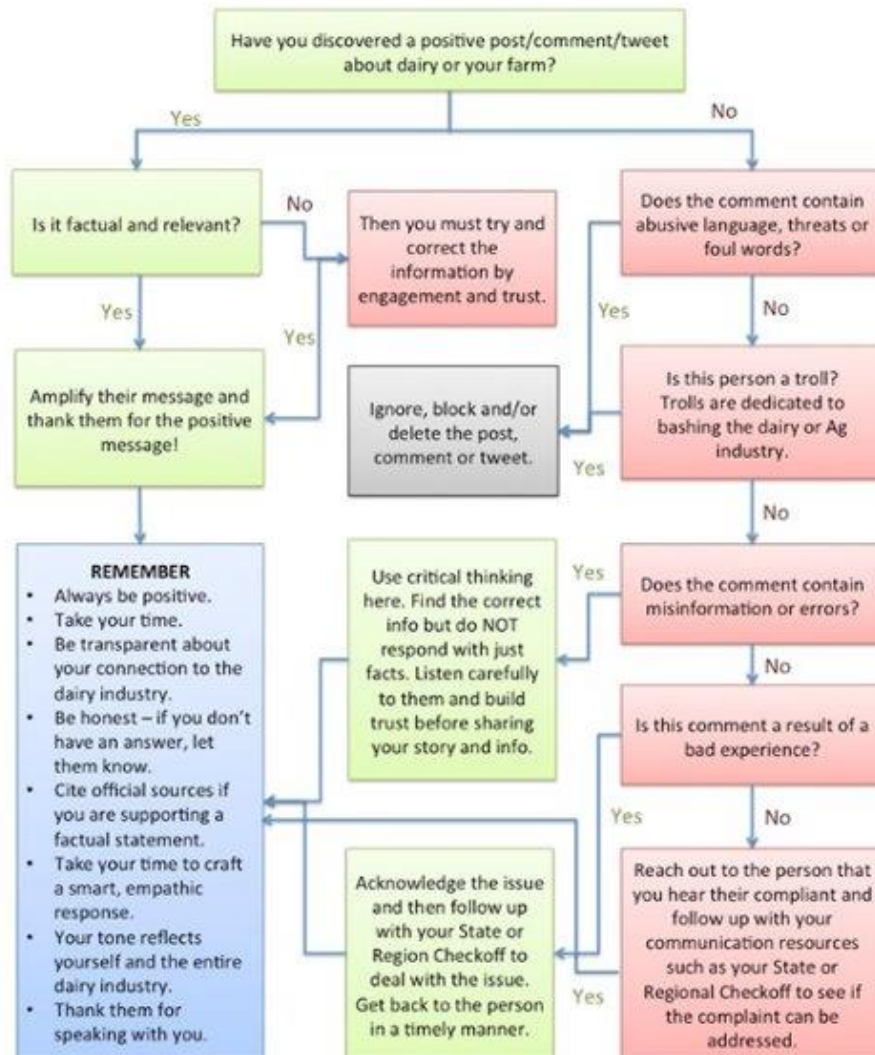


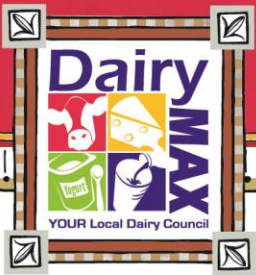
You receive a negative comment. When to respond, block and delete...

While it is advisable to accept and respond to comments that ask legitimate questions – even if they are challenging – there is no value in allowing comments that are:

- Offensive or insulting
- Contain racism, bigotry, or hate speech
- Reveal personally identifiable information like phone numbers or addresses
- Attack or bully anyone

Follow the chart below to determine if or how to respond to a negative comment:

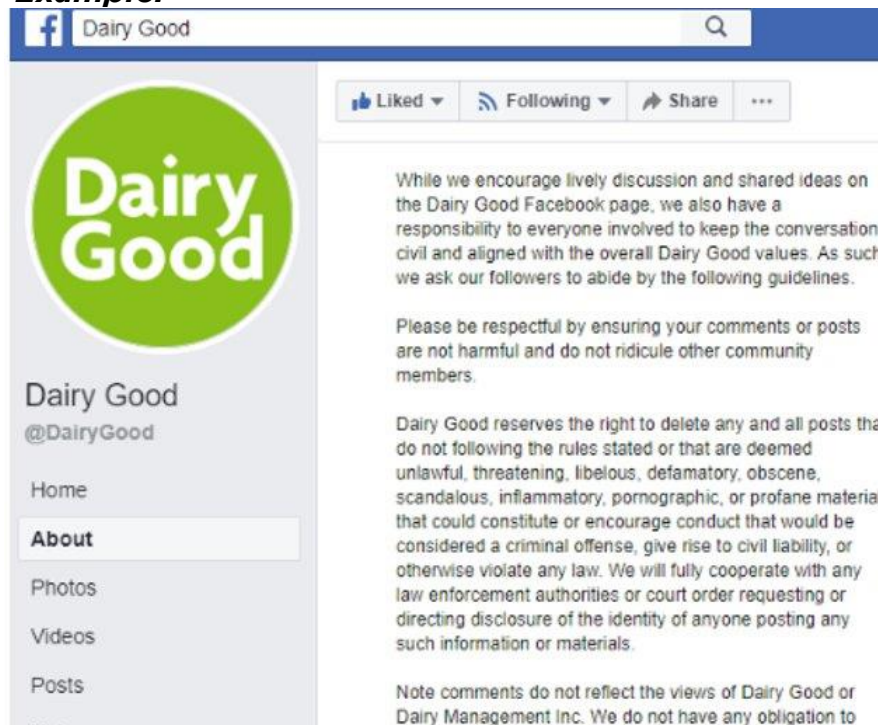




Take proactive steps:

- **Have a comment policy.** If you have a blog or social media platform that allows comments, make sure you have a published policy for what types of comments are encouraged and which will be deleted (threats, harassment, inappropriate language). If you start to receive unacceptable comments, don't hesitate to delete, block or ban and move on. Your online space is yours and you should feel empowered to keep it positive.

Example:



If you are attacked:

- **Don't feed the trolls.** Resist the urge to comment back and correct misinformation or false claims being posted by activists. Extremists are not our customers! They are not looking for information or facts – they are looking for a fight. Dairy Management Inc.'s Don Schindler has a great flowchart on deciding if and when to respond to comments: <http://donschindler.com/2013/12/20/how-to-deal-with-negative-comments-with-a-social-media-response-flowchart/>
- **Block and delete.** Deleting hateful comments and blocking posters is okay! It is your social media site – be empowered to actively manage it.



- **Go under the radar.** Consider deactivating your page for a while until things settle down. You can also disable certain functions such as reviews on Facebook or comments on Instagram. Some social media platforms (including Facebook and Instagram) allow you to turn off the ability for others to tag your page in posts or photos.
- **Use the “report” function.** Report people/pages who are harassing you to the social media platform they are using. Some activist pages have gotten taken down because of this.

Social Media Tips and Tricks OR Dos and Don'ts

DO:

- Do help others first. Highlight them, encourage them, and in return, they will be there for you.
- Do schedule some time for social media. 20 minutes a day if you can and remember to schedule it – things that make it onto your calendar, get done. For communicating, early morning hours and 6-8 pm at night are best. For engagement, lunch, late afternoon, and early evenings seem to be when consumers are most engaged.
- Do use the social media platform that your audience is most engaged.
- Find common ground
- Expand your reach outside of the choir – meaning those not involved in agriculture. It is great to be involved in online ag groups, but consumer groups and conversations are where we will build trust with those on the fence about dairy.

Don't

- Don't try and do all the networks at once. Pick one and dig deeper.
- Don't rant or be a Debbie Downer. Negative posts garner initial attention but fade quickly. They do brand you as negative or a troll, though.
- Don't share the negative
- Don't overshare. Understand that social is your best self. You can mix pleasure and work but there's a balance to maintain.
- Don't joke about things consumers would get the wrong impression about.
- Don't sync your accounts. If you have more than one social media account, post unique content on each.