

Social Media & Marketing for Farmers

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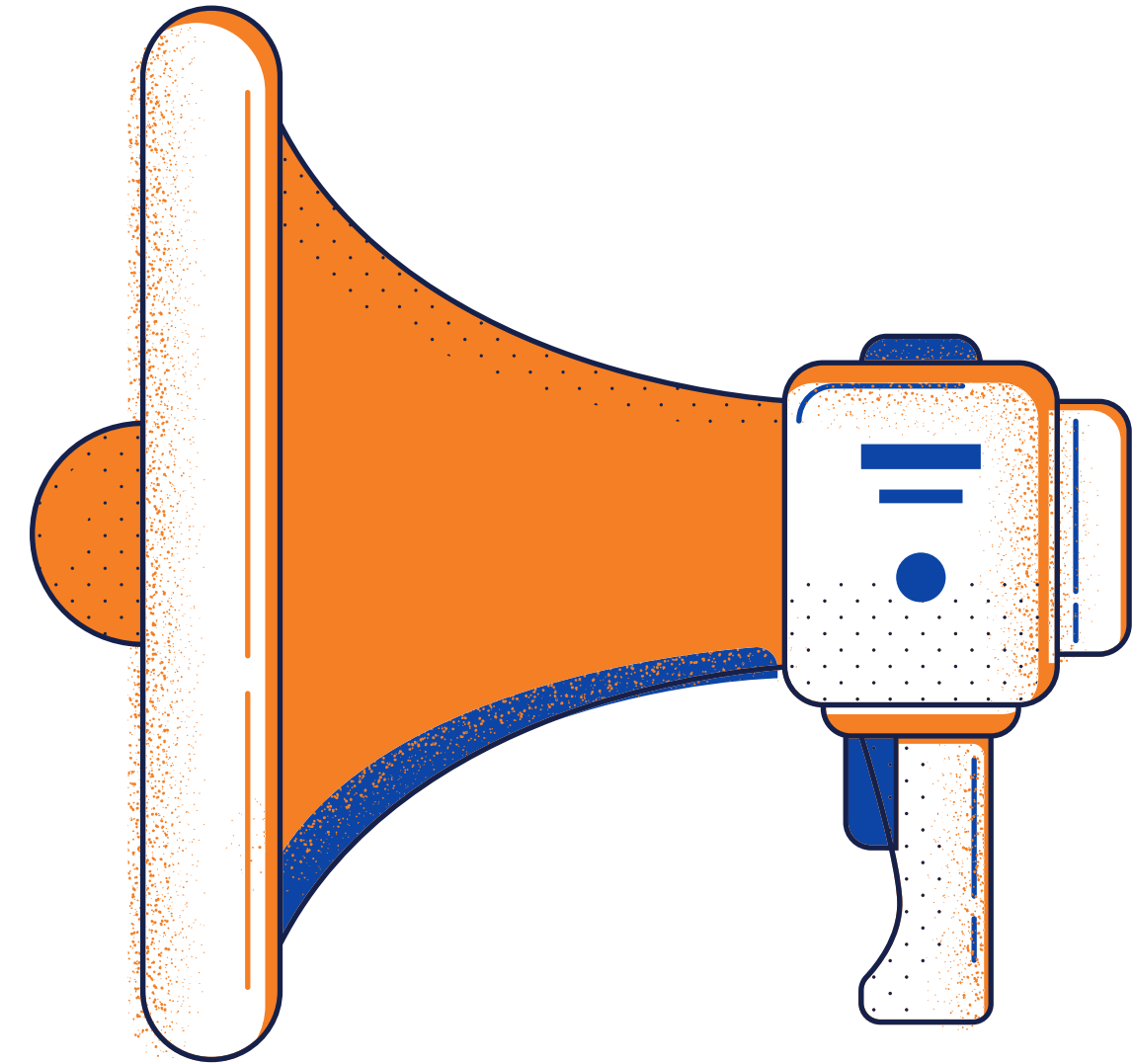


Overview

- **SOCIAL STRATEGY**
- **KEY PLATFORMS**
- **TIPS FOR POSTING & PLANNING**
- **ALGORITHM**
- **MEASURE FOR SUCCESS**
- **Q&A**



What do you hope
to *gain* from
social media?



JAN
2021

SOCIAL MEDIA USE AROUND THE WORLD

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

⚠ SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



we
are
social

4.20
BILLION

SOCIAL MEDIA USERS AS
A PERCENTAGE OF THE
GLOBAL POPULATION



KEPIOS

53.6%

ANNUAL CHANGE IN
THE NUMBER OF GLOBAL
SOCIAL MEDIA USERS



KEPIOS

+13.2%
+490 MILLION

TOTAL NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



KEPIOS

4.15
BILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



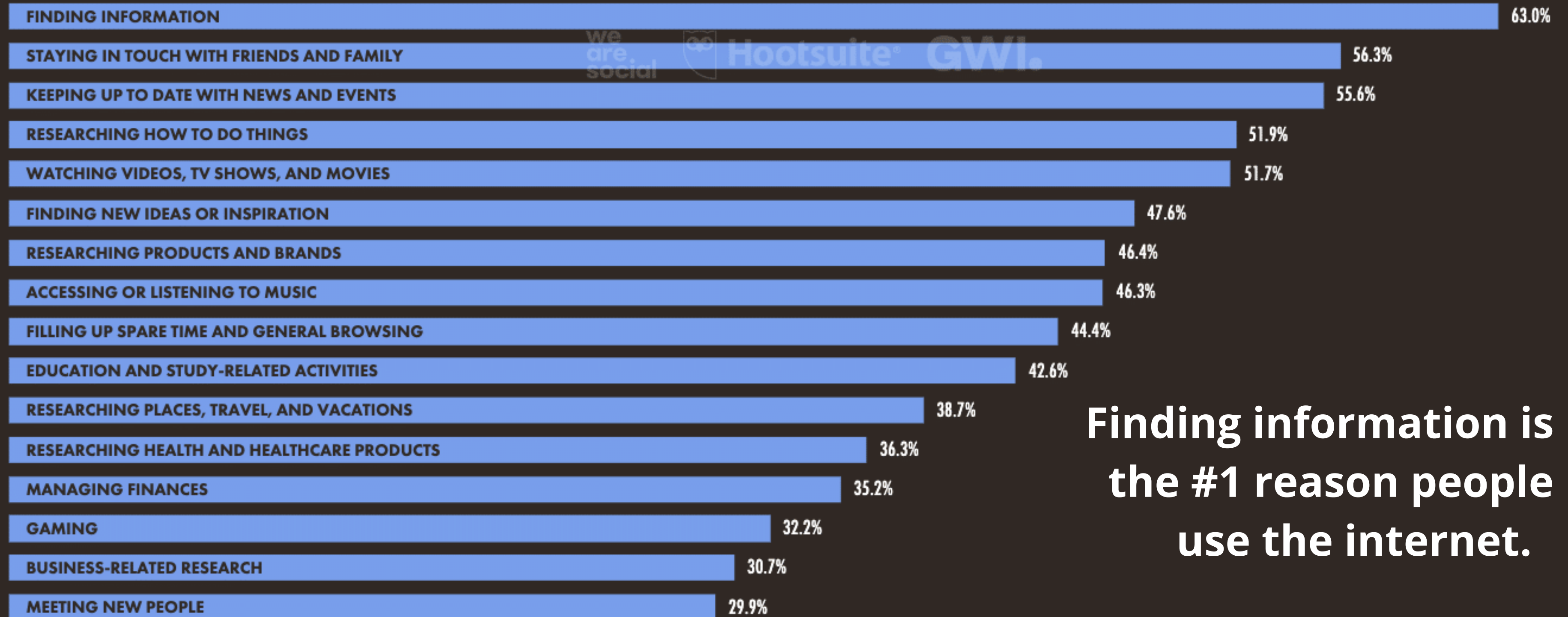
98.8%

SOURCES: KEPIOS (JAN 2021), BASED ON EXTRAPOLATIONS OF DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; MEDIASCOPE.
***ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY EXCEED INTERNET USER NUMBERS IN SOME COUNTRIES. **◆ COMPARABILITY ADVISORY:** BASE CHANGES AND HISTORICAL REVISIONS. DATA MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN
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REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY GLOBAL INTERNET USERS AGED 16 TO 64 USE THE INTERNET



Finding information is
the #1 reason people
use the internet.

Creating An Effective Social Media Strategy

S.M.A.R.T. GOALS

“We will use Facebook and Instagram to connect with our local community and convert those followers into customers at our farmer's market this spring.”

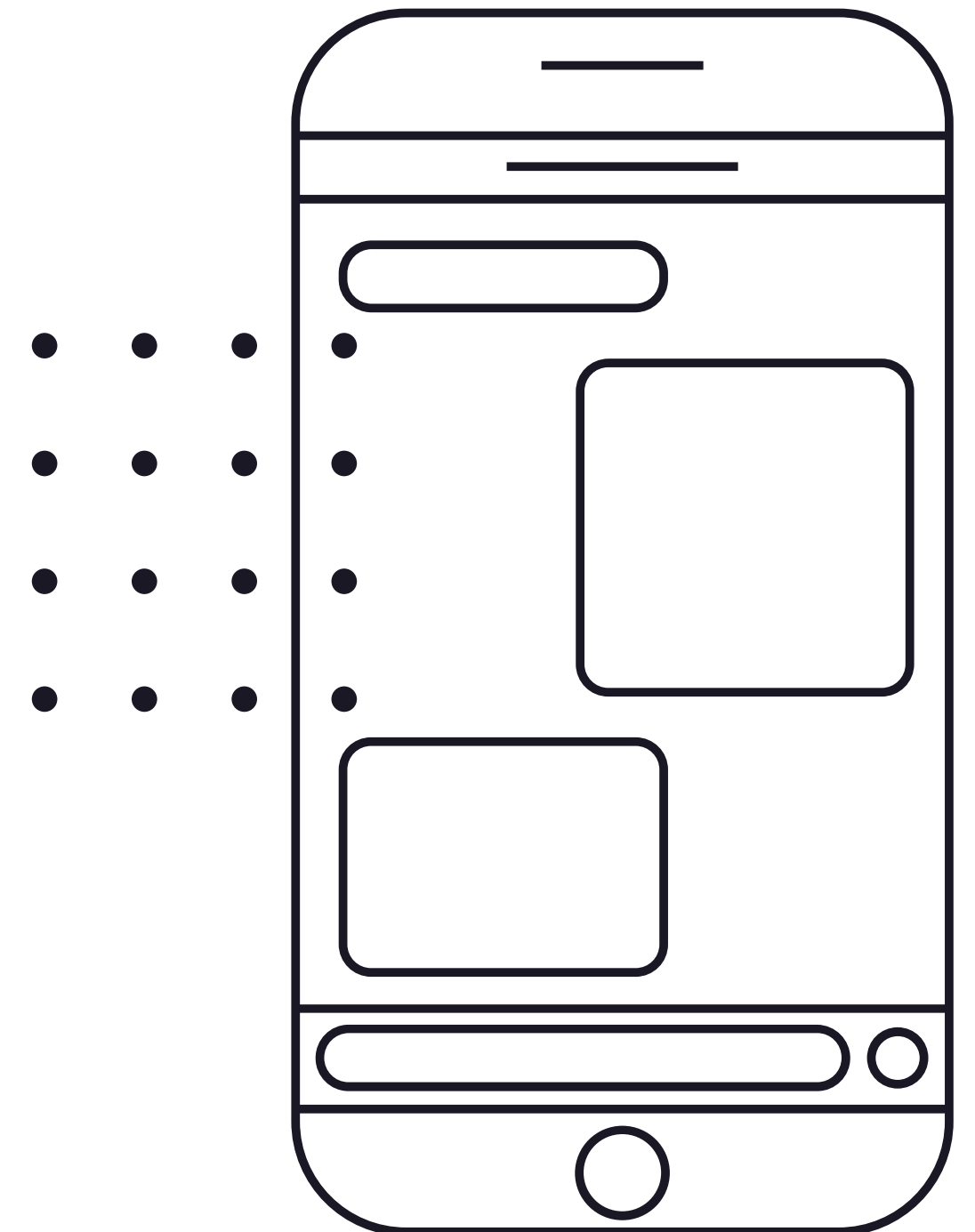
CREATE A TARGET AUDIENCE - & FOCUS ON THEM!

Demographics, Average Income, Interest, & etc.

HOW ARE YOU TELLING YOUR STORY?

Voice & tone (humorous, serious, warm)

Content - visuals (photos & videos), written



Creating An Effective Social Media Strategy

POSTING SCHEDULE

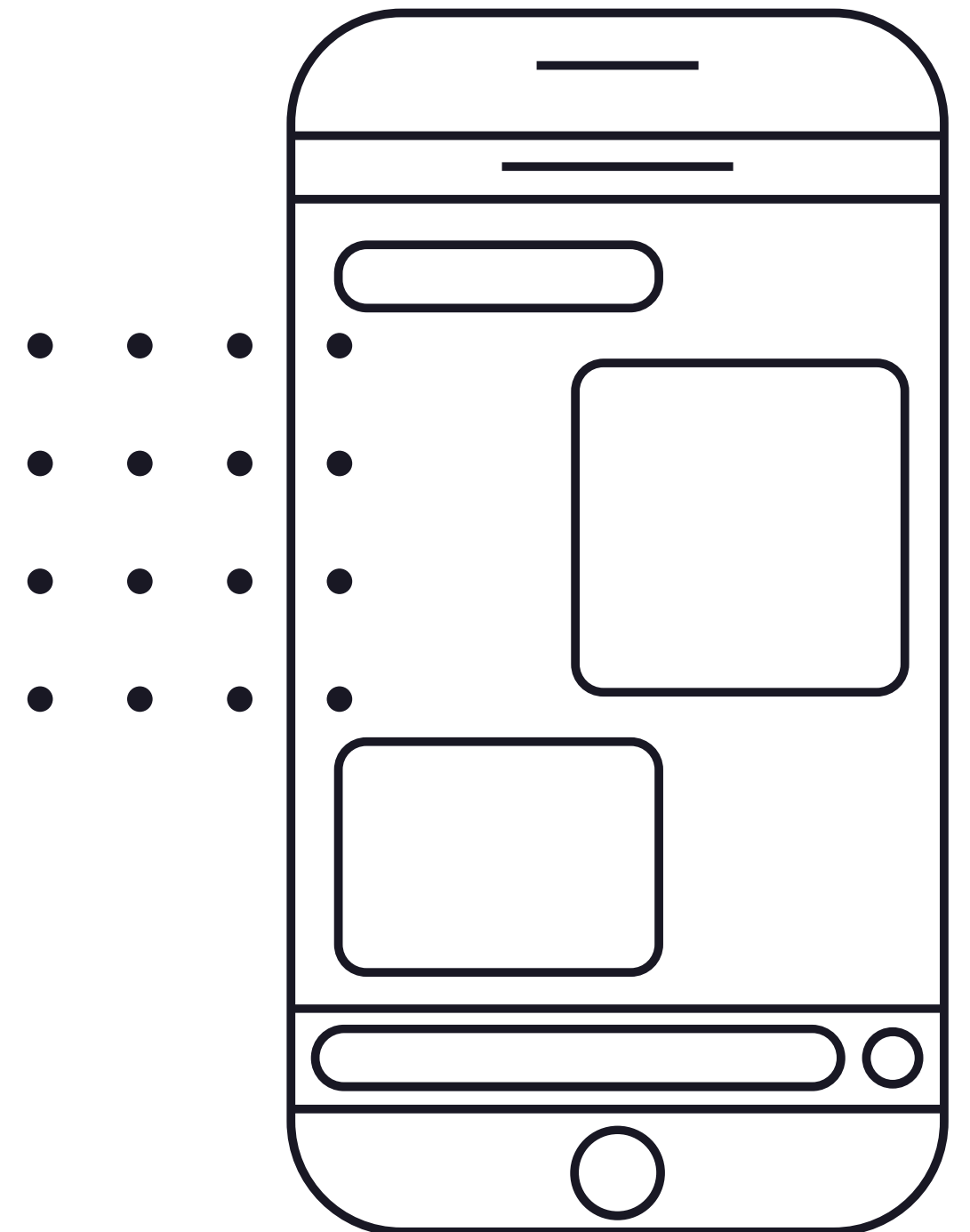
How often are you capable of posting without being inconsistent?

SOCIAL ADMINS

Who will have access to post on your accounts? How much help will you have?

COMPETITIVE ANALYSIS

Find other farms in your community on social media and analyze what they are successful with and where you see room for improvement. Put on a consumer lens and use this information to formulate how you plan to post.



Creating An Effective Social Media Strategy

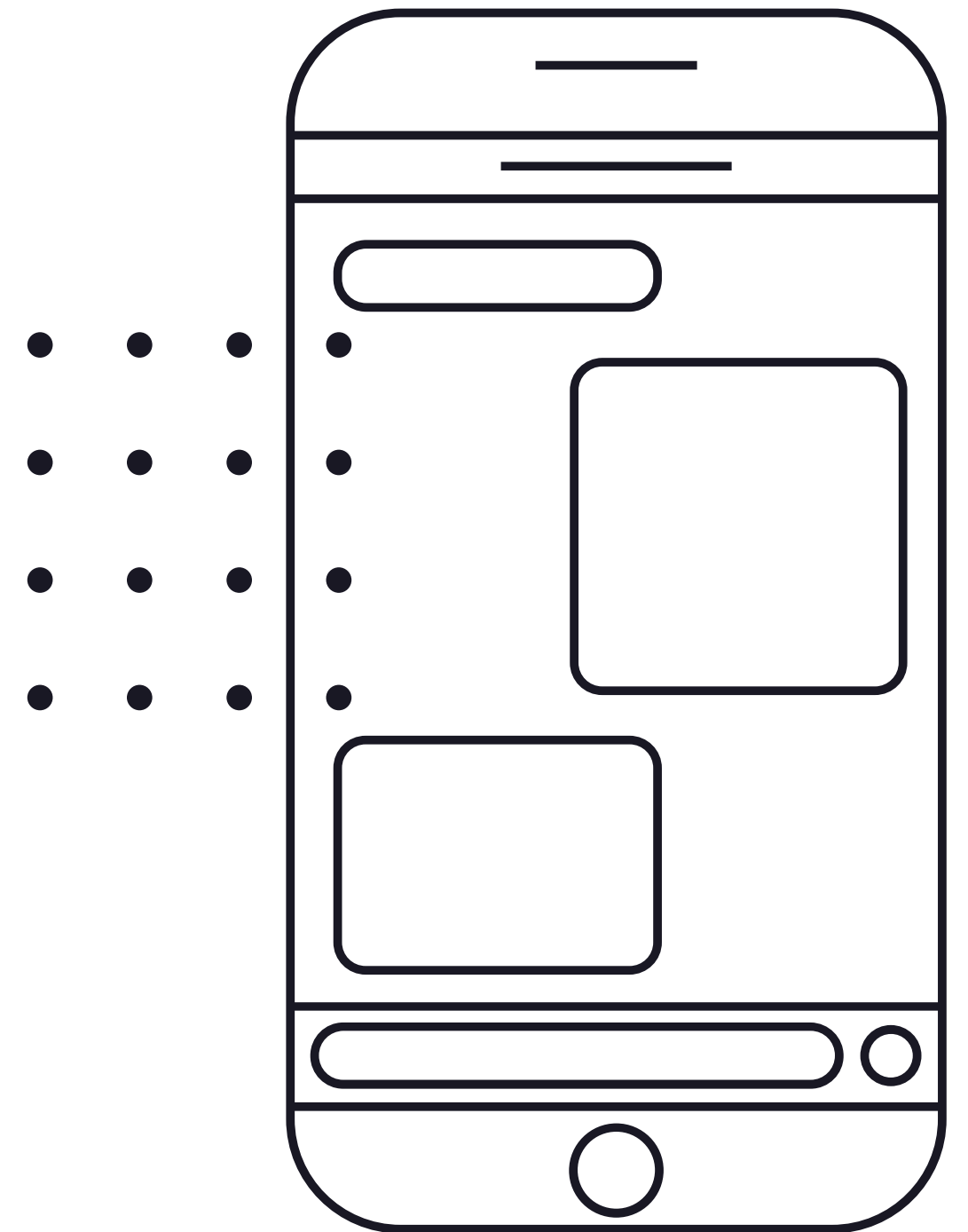
FIND OUT WHERE YOUR AUDIENCE IS

Social Platforms

Social Activity Times

Hashtags and Location Tags

Community Pages & Groups





FACEBOOK

- 2.7 billion active users
- Average U.S. adult spends a minimum of 34 minutes a day on
- 6/10 adults use FB
- As of Jan. 2021, men are the most active
- Most popular in rural areas



INSTAGRAM

- 1 billion active users
- Average U.S. adult spends a minimum of 30 minutes a day on
- 81% of users use IG to research businesses
- 50% fulfill a call-to-action after clicking website links

YOUTUBE

- 2 billion active users
- 74% of U.S. adults use the platform
- 41% of users watch from mobile devices
- Titles with the word "beginner" were views 50x more in 2020



TWITTER

- 187 million active users
- 59% of U.S. adults use the platform for news
- 25 - 34 yrs old is the largest demographic



What Is The Best Times To Post?



It's best to post first thing in the morning because this is when people are catching up on their newsfeeds. Lunchtime is always great because it's when people tend to have the biggest gaps in their schedules. Just after working hours are effective, too, because people are checking out what they missed over the day.

– Brayden Cohen, Social Media Strategist, Hootsuite



FACEBOOK
9:15 AM and
3:15 PM EST on
weekdays



INSTAGRAM
11 AM - 3 PM or
7-8 PM EST

YOUTUBE
2 PM - 4 PM EST,
weekdays,
9 -11 AM EST,
weekends



TWITTER
9 AM - 12 PM
EST, weekdays



What Is A Successful Post?

Tell Your Brand Story

AESTHETICALLY PLEASING VISUALS

Showcase your farm the way you see it through your eyes. Let the images tell your story. Fresh dew on a tomato. A kid being birthed. Children and grandchildren playing in the field. Family and friend harvesting.

A REALLY "GOOD" CAPTION

Draw in your audience with a dynamic caption. It could be as simple as talking about your farm fresh eggs, but make it personable. People want to feel like they know you or could relate to you.

USE HASHTAGS & GEOLOCATION

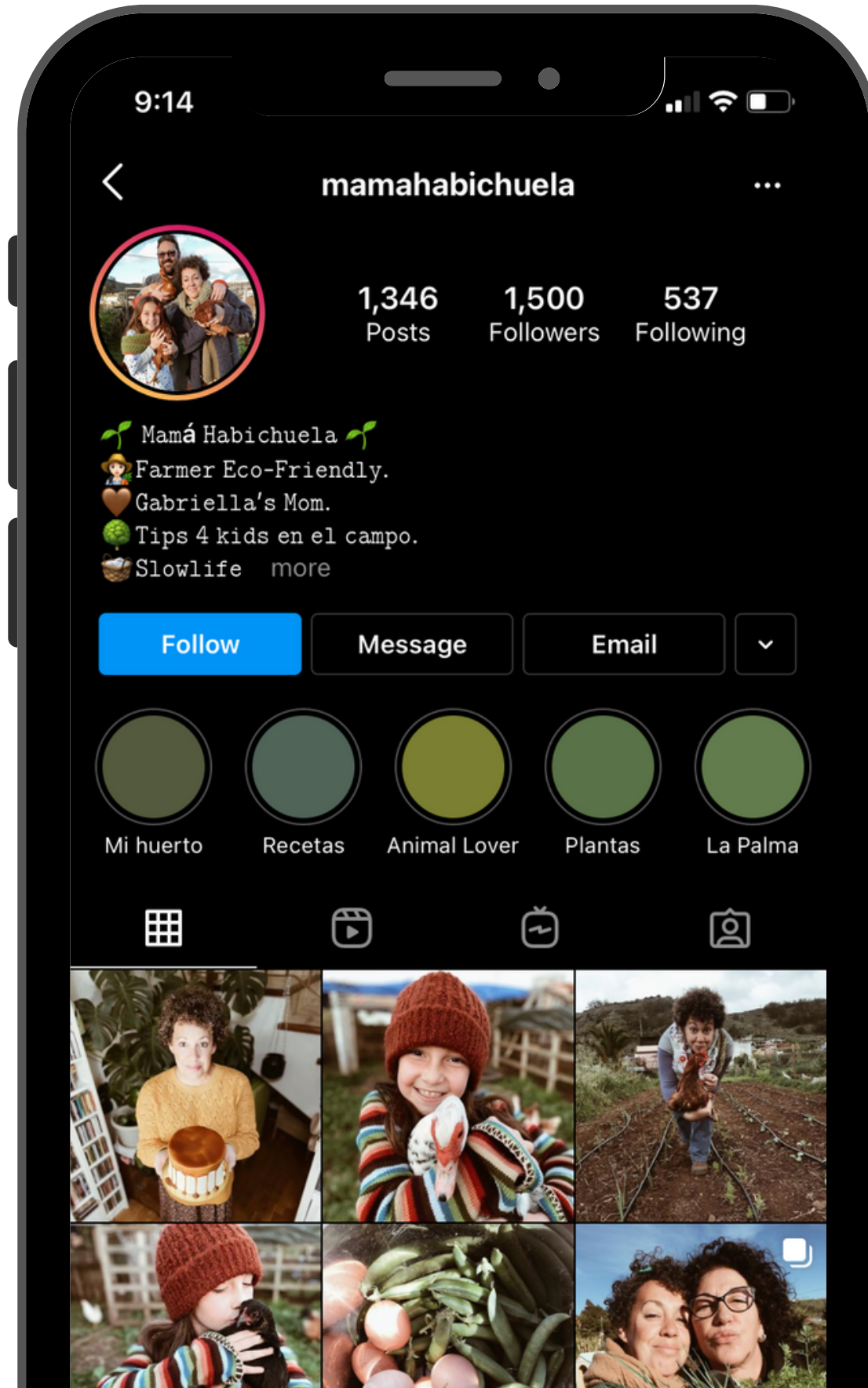
Use the hashtags you've collected during your strategy development. This will help your target audience find and engage with your post.

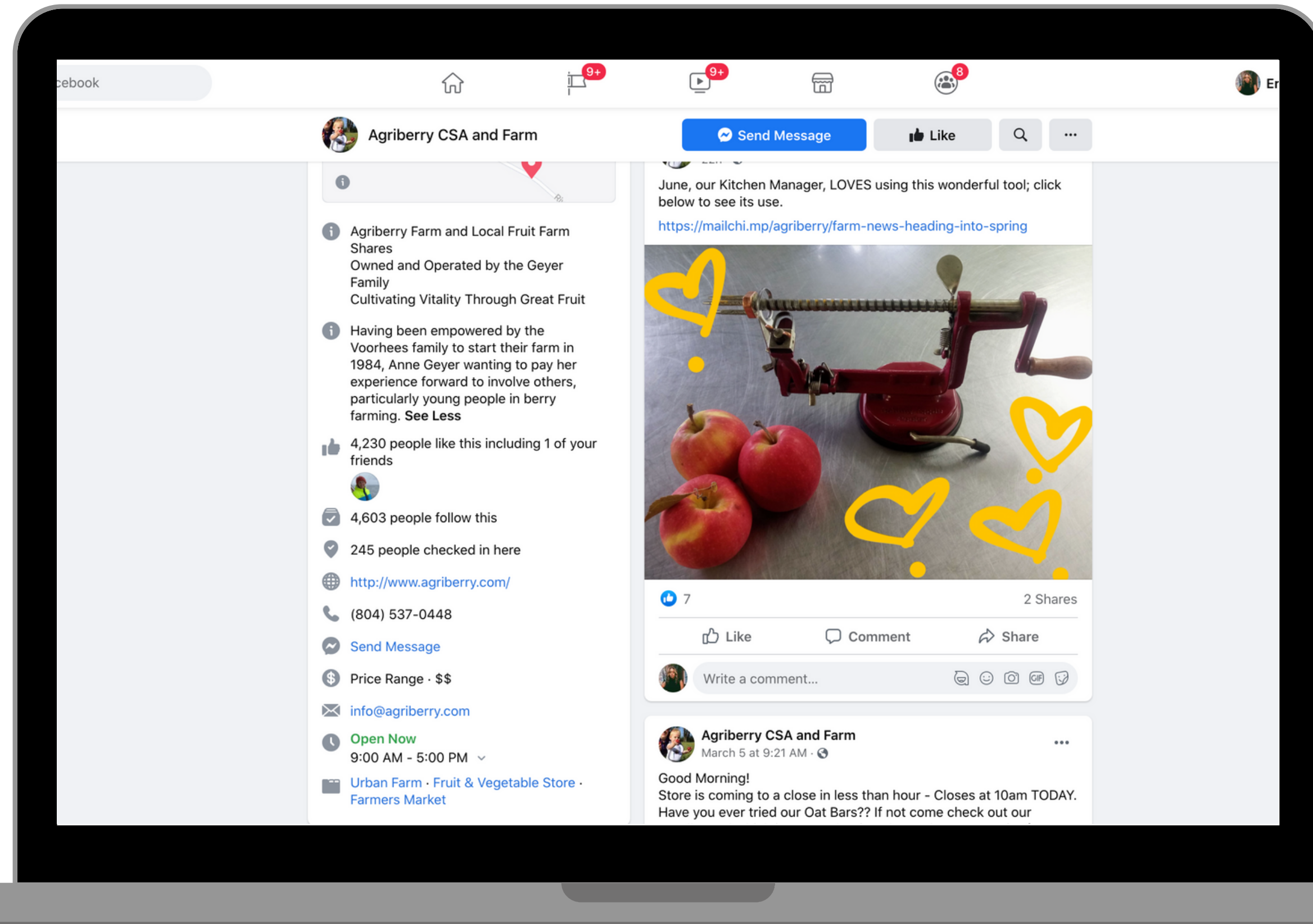
ENGAGE WITH YOUR FOLLOWERS

Always be sure to like and reply to comments and like your follower's posts. This builds your "social" relationships on social media and it's an easy way to convert followers into customers.

Content & Post Ideas

- **POST DAILY/WEEKLY PICTURES OF WHAT'S GOING ON AT YOUR FARM.**
- **POST VIDEOS OF YOUR FARM'S OPERATIONS.**
- **POST AS MANY ORIGINAL POSTS AND REPOSTS TO YOUR STORY AS YOU WOULD LIKE.**
- **POST WRITTEN UPDATES ABOUT YOUR FARM.**
- **SHARE EDUCATIONAL ARTICLES OR AGRICULTURAL MESSAGES.**
- **SHARE FARM FACTS.**
- **ADVERTISE YOUR AGRITOURISM EVENTS OR EVENTS IN YOUR AREA.**
- **INFORM YOUR FOLLOWERS ABOUT ANYTHING ELSE YOU WANT THEM TO KNOW ABOUT YOUR FARM.**





Algorithms

The automated calculations that decides which social media posts make it to the top of a news feed and which do not.

Facebook prioritizes:

- content from friends and family members over businesses
- number and length of comments
- number of reactions and variety of reactions

Instagram prioritizes:

- posts with the highest number of likes
- very recent posts (created within minutes of a user logging on)
- posts from profiles that the user normally engages with
- posts from hashtags that the user follows

Twitter prioritizes:

- recent content (last 24 hours) with the highest amount of engagement from users you follow
- content posted recently (within minutes)
- content with retweets and comments over likes

Algorithms

The automated calculations that decides which social media posts make it to the top of a news feed and which do not.

YouTube prioritizes:

- Whether people click on a video (a.k.a. impressions vs. views: thumbnail, and title are important, here)
- How much time people spend watching a video (watch time, or retention)
- How many likes, dislikes, comments or shares a video gets (a.k.a. engagement)
- How quickly a video's popularity snowballs, or doesn't (this is called view velocity, rate of growth)
- How new a video is (new videos may get extra attention in order to give them a chance to snowball)
- How often a channel uploads new videos
- How much time people spend on the platform after watching a video (session time)

Capturing Analytics

- Watch each social media page's analytics
- Download/record analytics at regular intervals so you can measure success
- Facebook has the most detailed analytics
- Can be downloaded into Excel Instagram analytics can only be found on mobile devices
- Twitter allows you to download data in Excel files and also displays highlights

Business objective	Social media goal	Metric(s)
Grow the brand	Awareness <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	Engagement <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
Improve customer retention	Consumer <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, average response time (for social customer service/support) etc.

Save Time On Social Media By Scheduling

- **Take one day a month to plan all of your social media content for the next month**
 - **Create content around things that are happening (holidays, events, etc.)**
 - **Repurpose and recycle content**
 - **Use an actual calendar or spreadsheet**
- **Delegate & automate using social media schedulers (Hootsuite, Later, and in-app post schedulers) and assign content capturing to social admins, if applicable**
- **Spend no more than 15-minutes a day engaging and sharing**

Sources

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Questions?

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