

Social Media Bootcamp

Kearney, Nebraska
Feb. 21, 2018



We work with groups in the ag community to advance their digital communications efforts and amplify their voices in Washington both on and offline



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SOCIAL MEDIA: THE CASE



The 2018 Farm Bill is being negotiated now



Farm policy conversation happens online, especially on Twitter. The hashtag #FarmBill is used in approximately 100 tweets/day, reaching 350,000 Twitter users | *Source: Union Metrics*



There is a need to educate the new Congress and Administration about your perspective on ag issues



Farm critics have a strong social media presence and are controlling the conversation, especially on funding cuts



Over 90% of political advocacy groups shaping the discourse and direction of national policy debates use at least one social media platform to engage their stakeholders | *Source: Forbes*



Having a limited social media presence means missed opportunities to inform the public and lawmakers about farm policy



This is your livelihood – fight for it!

FARM POLICY CRITICS HAVE SOCIAL MEDIA INFLUENCE = 5.7 MILLION TOTAL FOLLOWERS



2.7M followers



1.2M followers



714K followers



410K followers



329K followers



109K followers



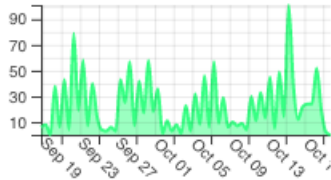
107.5K followers



63K followers

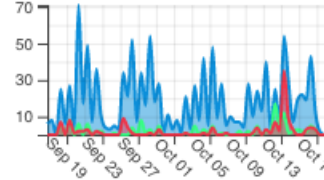
Crop insurance social media conversation over past month

VOLUME



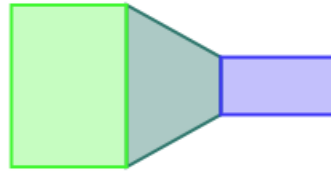
1,409 MENTIONS

SENTIMENT



9% POSITIVE 9% NEGATIVE 82% NEUTRAL

REACH & SPREAD



3,629,217 REACH 1,216,513 SPREAD



They speak often



It's often negative



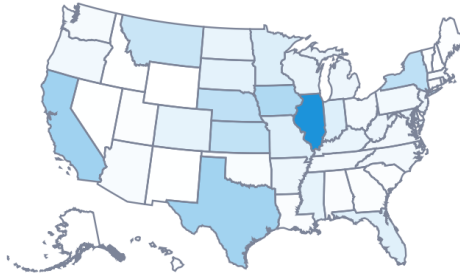
Their message has reach



FARM POLICY CRITICS HAVE SOCIAL MEDIA INFLUENCE

UNITED STATES

ILLINOIS	202
DISTRICT OF COLUMBIA	106
CALIFORNIA	85
TEXAS	82
IOWA	71



They have clout in Washington



They use Twitter to spread their message

TRENDING HASHTAGS

cropinsurance	388
farmbill	67
organic	55
donoharm	47
farmers	43



They use popular hashtags to insert their perspective



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Top states, platforms and hashtags for crop insurance social media conversation over the past month

Source: NUVI

AGRICULTURAL ALLIES YOU SHOULD BE FOLLOWING AND RETWEETING



77,431 followers



32,828 followers



23,163 followers



42,635 followers



41,829 followers



32,574 followers



14,341 followers



10,608 followers



8,604 followers



7,951 followers



6,147 followers



4,492 followers



4,439 followers



3,319 followers



1,315 followers

TOTAL FOLLOWING: 460,889

AG CONTENT SOURCES

AgWeb.com

AGWEB
POWERED BY FARM JOURNAL

Thursday, August 31, 2017

Discussions Newsletters Events Farm Journal Store

News Markets Weather Crops Business Machinery Livestock Technology

Home News

THE ULTIMATE PRE-LAUNCH CHECKLIST FOR WORDPRESS WEBSITES

Facebook Twitter Share Print Email

Is The RFS More Important Than Farm Bill?

AUGUST 31, 2017 12:37 PM

Peterson-PPS

How Harvey, Weather Could Plan Out Into Fall

Related News

FarmTek

WE CAN AFFORD TO WE SAVE YOU MONEY

Related News

How Harvey, Weather Could Plan Out Into Fall

CropInsuranceInAmerica.org

CROP INSURANCE
Your Future Growing

Crop Insurance 101 News Center About Us Sign Up

CropShare

Check back often as we publish new content each week. All content below is free to use, without attribution. If you have a suggestion for CropShare content, please let us know!

Health Insurance

Means testing measures would have unintended consequences for all taxpayers and beneficiaries

Excluding the largest, most established farmer from crop insurance would be the equivalent of not insuring them. The only one to be paid.

My plan and I'm risked over threshold to maintain that

Crop insurance allows farmers to customize their plans

Crop insurance is essential

Ag More Than Even

Home Resources

This agvocate toolbox is filled with free, easy-to-use resources to help tell ag's story

Ag-proud photos

Inspirational ag messages to share or post on your social networks

Browse ag-proud photos

Facebook cover photos

Choose from dozens of Facebook cover photo designs and give your ag pride a social life

Browse Facebook covers

Pinterest

All Pins

Pig Agriculture Chicken Coops Animals Livestock Cattle Country Life Artisan Cakes

Low vs. Goat WHICH IS BEST FOR YOUR HOMESTEAD

Getting Started With Alpaca

All Laminated Posters, Broads of Cattle, Sheep or Pigs

Hey, I found this really awesome they saying...

gaily-qaest, milk production-chaffayre...

3 Reggs

Meat 101

Instagram

lulufarmz

• NATIONAL •
Farmers Day
&
2017
OCTOBER 12

302 likes

Farm Policy Facts

FARM POLICY FACTS

2,156 Members 1,527 Posts 3,474 Likes 371 Likes 1

Farm Policy Facts

FFF is a nonprofit, nonpartisan coalition created to educate policymakers & Americans about agricultural contribution to a strong and vibrant United States.

Washington D.C.
farmpolicyfacts.org
Joined February 2013

Tweet to Farm Policy Facts

Who to follow

House Ag Committee

Senate Ag Democrats

Farm Journal @farmjournal

Trends for you

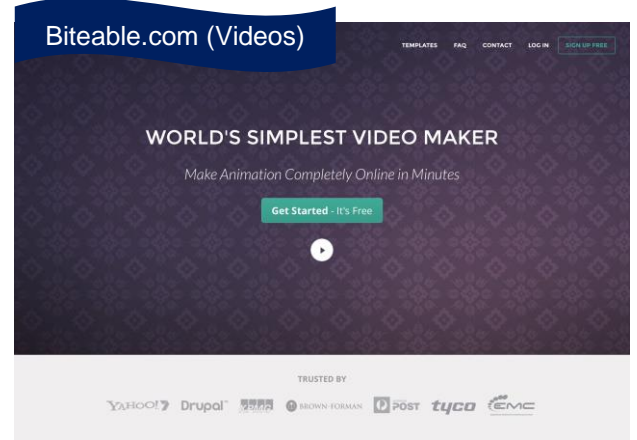
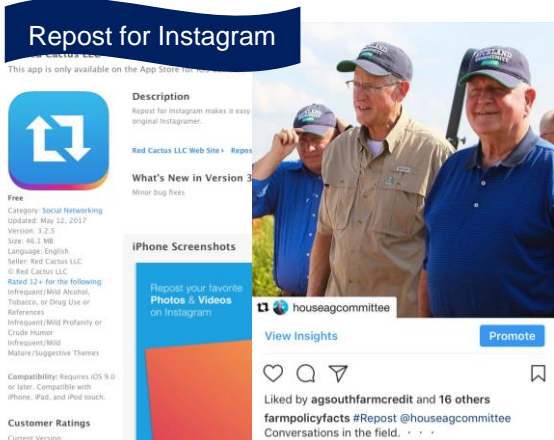
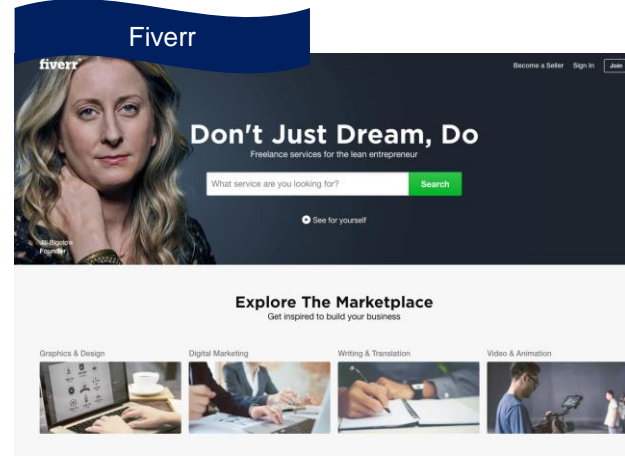
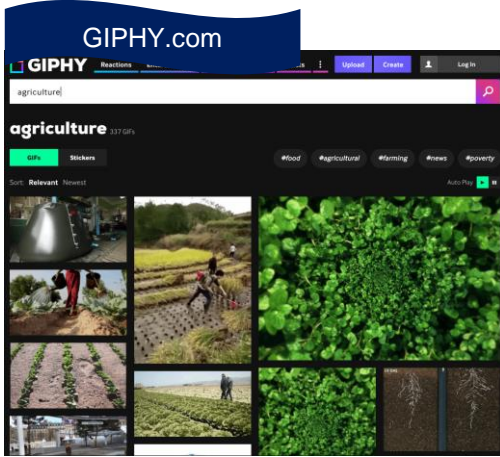
#Hudson

#FTB

#TherapyThoughts

#TulsiNaik

FREE & COST-EFFECTIVE CONTENT CREATION TOOLS



SOCIAL MEDIA PLATFORM USES

Choose platforms based on content type, goals and resources



Awareness
Community Engagement
Events
CSR
Grassroots Advocacy
Live Video



Rapid Response
Trending Topics
Policy Conversation
Company News
Thought Leadership



Community Engagement
Event
Personal Stories
Live Video



Company News
Employee Engagement
Thought Leadership
Policy Conversation
Recruiting



Awareness
Brand Videos

BEST PRACTICES: FACEBOOK

Maximum character limit is 60,000, but **shorter posts generate more engagement**

Use a link shortener such as bit.ly for long URLs

Upload photos or videos to platform natively **instead of as links**

Use high-res photos for best appearance on desktop and mobile: ideal size is 1200x360 pixels

Write posts with a particular **call to action** in mind

Avoid using hashtags on Facebook unless associated with a particular campaign

Post 1 to 2 x per week to **maintain EdgeRank score** (Facebook algorithm that determines the posts that show in newsfeed)

Highlight important posts by “pinning” to top of the page

Use @ in front of company or person’s name **to tag them**

You cannot send people direct messages from company page unless they’ve commented or liked the page

Use Facebook Live to post live videos





KEY STATS: FACEBOOK

Single photo posts receive **120% more** engagement

Photo albums receive **180% more** engagement

Posts with video have **135% greater** organic reach

Native uploads vs YouTube videos reach **2x more** people

They also receive **2x more** likes and **3x more** shares

Engagement rates are **13% higher** on Thursdays and Fridays

Question posts get **100% more** comments than those without

35% of users **like a page to participate in contests**

Organic reach on Facebook is just over 2%

Posts under 250 characters can **increase engagement by 60%**

46% of U.S. farmers use Facebook



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BEST PRACTICES: TWITTER

Tweet length: 71-100 characters without a bit.ly; 120 characters *with* a bit.ly

No more than 2 hashtags per tweet: Adding additional hashtags decrease engagement by 17%

Keep a “pinned tweet” at top of feed to showcase feature content

Stay active with at least one tweet per day – ideally building up to 2-3 tweets per day

Optimal content mix: 20% promotional (original, branded graphics, facts/stats) and **80%** conversational (engaging/interesting content like news links, quotes, updates)

Ensure tone reflects your brand personality

Images, GIFs, videos are all great content formats for Twitter and do not affect the character count

Use shortened URLs like bit.lys in tweets

Avoid using question marks (?) and exclamation points (!) – reduce click engagement

Image sizing: 1024x512 for regular tweets / 800x320 for Twitter cards





KEY STATS: TWITTER

More than **310 million active users** on Twitter – **67 million U.S. users**

People are **3 times more likely to engage** with tweets that contain videos and photos

80% of active users access Twitter through their mobile devices

208 is the average # of followers (across the 1.3 billion accounts created)

92% of companies tweet more than once a day, **42%** tweet 1-5 times a day and **19%** tweet 6-10 times a day

Tweets with images receive **18% more click-throughs**, **89% more likes**, and **150% more retweets**

77% of Twitter users feel **more positive** about a brand when their Tweet has been replied to

63% of Twitter users say it is a main source of news for them

46% of users are more inclined to follow organizations and influencers on Twitter than on Facebook

Only 9% of U.S. farmers use Twitter and 12% of those use it **to advocate for agriculture**





BEST PRACTICES: INSTAGRAM

Post a variety of visual content and stay in line with brand's identity. (**pick one photo filter** and be consistent)

Behind-the-scenes (or on the scene); Holiday-themed/seasonal/awareness days; Short demos

Post from unique locations to spur engagement – **posts w/ geo-tags** can see up to 79% MORE engagement

Quality over quantity with regard to content

Use hashtags to increase visibility – engagement is highest on posts with 11+ hashtags (80% more)

Use Instagram Stories to **post short “live” videos**

Most brands **post 1.5 times per day** on average (top brands post 4.9 times per week)

You may tag individuals and companies on this platform

Optimal post times: Monday & Thursday





KEY STATS: INSTAGRAM

500+ million active users currently on Instagram

Over 60% of users log in daily, making it the **2nd most engaged network** after Facebook

Instagram is used by nearly **49% of US brands**

Brand posts can take over 19 hours to receive 50% of its total engagement

60% of top brands on Instagram use a consistent filter for images

Mondays and Thursdays tend to drive most engagement

Engagement with brands on Instagram is **10 times higher than FB and 84 times higher than Twitter**

Posts with at least ONE hashtag **gain 12.6% more engagement**

Only 5% of U.S. farmers use Instagram





BEST PRACTICES: LINKEDIN

Maximum character limit is 600 without a link and 250 with a link

Include links and a photo (110px-180px) to increase engagement

LinkedIn will automatically shorten a URL that is longer than 26 characters, but you can also use a link shortener like bit.ly

Hashtags are not generally used, but the platform recently added hashtag searchability. Use for specific topics

Publish during business hours Mon-Fri

Industry insights and company news perform best

You cannot tag individuals from a company page

20 posts per month is ideal to reach 60% of your audience

Maximum character limit is 600 without a link and 250 with a link





KEY STATS: LINKEDIN

Posts with links can drive **2x the engagement**

Including an image can result in a **98% increase** in comments

Links to YouTube videos play directly in the LinkedIn feed and can produce a **95% share rate**

Posts published on Mondays between 2-4pm ET see maximum reach

60% of LinkedIn users are interested in industry insights, the most demanded type of content

Company news appeals to **53% of LinkedIn members**

LinkedIn comprises **64% of social referrals** to corporate homepages

Employees are **70% more likely** to engage with updates than average user

Just 20% of your audience is typically reached organically per LinkedIn update



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BEST PRACTICES: YOUTUBE

Click on **Upload** at the top of the page, set privacy settings if applicable, and select video file from your computer

Edit basic information of the video, including a clear title and description (including hashtags), and relevant tags

Add video to appropriate playlist using dropdown list to the right of the description box

Use lots of “Tags” to increase searchability (top 25% of brands used 2 times as many video tags as lower 25%)

Video titles: Should include relevant keywords to ensure higher SEO rankings in Google/YouTube searches

Video title length: 100 character limit, however 70 characters is best to avoid truncation in search results

Video description: Include same keywords targeted in title; keep first line of description brief (160 characters) and include call to action. There is a 5,000 character limit in total for the full description





Add “Cards” to videos for more interactivity, point to URL's: https://www.youtube.com/watch?v=-Sex3r_CNWU&feature=youtu.be

Keep videos to 2:00 or less, keeping your message simple and concise to avoid viewer drop-off



GUIDE TO HASHTAG USE

Hashtags don't work on all social media platforms. Use a free tool like TweetReach to identify hashtags with the most reach

Social Media Platform	Use Hashtags Y/N	Rationale
 Facebook	N	Facebook posts without a hashtag outperform those with a hashtag and do not increase reach. Only use them if content is associated with a specific campaign to help searchability
 Twitter	Y	Tweets with hashtags receive twice as much engagement than those without. Tweets with two hashtags have 21% higher engagement than those with three or more hashtags
 Instagram	Y	Interactions are highest on Instagram posts with 11+ hashtags. Use as many as you like
 LinkedIn	N	Hashtags are not generally used on LinkedIn, however the platform recently added hashtag searchability. Use only for specific topics

CASE STUDY: FARM POLICY FACTS

Farm Policy Facts has grown its Facebook presence by more than 13%, its Twitter presence by more than 35%, and started an Instagram page last year that has nearly 775 followers:



Steady stream of content, real time updates, engagement with followers and other advocates



Continues to build momentum as a source for facts, information and as a counter to the critics



Heavy use of visuals

In Fall 2016, FPF's quick response to the budget agreement that proposed cutting crop insurance demonstrated success:



FPF Facebook page traffic and engagement increased 93%



More than doubled FPF's Twitter impression and engagement rate



Doubled our web traffic and length of time on our pages



Grew subscribers through our website by six times the monthly average



Most importantly: Contributed significantly and positively to the effort that successfully reversed harmful budget cuts

TOP PERFORMING CONTENT: FARM POLICY FACTS

Farm Policy Facts
Published by Tamara Hinton [?] · September 30 at 11:59am · 🌐

"The land belongs to the future... We come and go, but the land is always here. And the people who love it and understand it are the people who own it - for a little while." #farming #farmers #thankafarmer #ruralAmerica #AmericanAg #futureofagriculture #futureoffarming #farmbill



"The land belongs to the future...
We come and go, but the land is always here. And the people who love it and understand it are the people who own it - for a little while."
- Willa Cather

- 72,027 Reach
- 2,078 Likes
- 570 Shares
- 2,146 Clicks

Farm Policy Facts
Published by Philippa Levenberg [?] · October 12 at 11:15am · 🌐

It's National Farmer's Day! Join us in thanking our hard-working farmers who play a vital role in feeding, fueling and clothing our nation. Explore this interactive map to view agriculture contributions by U.S. state: <http://bit.ly/2ybCBBf>



AMERICA'S FARMS CONTRIBUTED \$137B TO THE U.S. GDP AND WERE RESPONSIBLE FOR 2.6M JOBS IN 2015

Source: USDA

- 22,936 Impressions
- 656 Likes
- 246 Shares
- 449 Clicks

Farm Policy Facts
@FPFNews

"We're proud to represent farmers & ranchers every day in our nation's capital"
@SenPatRoberts @ConawayTX11
wp.me/p6EwGV-IF #EarthDay



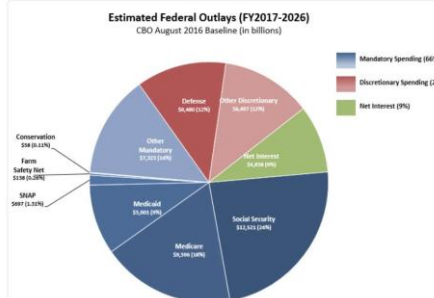
For Agriculture, Every Day is Earth Day - Farm Policy Facts

On this Earth Day, we are pleased to publish an editorial from the chairman of the House and Senate Agriculture Committees celebrating the efforts of America's fa...
farmpolicyfacts.org

- 33,847 Impressions
- 6 Retweets
- 5 Likes
- 10 Clicks

Farm Policy Facts
@FPFNews

How much does the farm safety net cost compared to other federal expenditures?
#farmbill #cropinsurance #farmpolicy #FederalSpending



Estimated Federal Outlays (FY2017-2026)
CBO August 2016 Baseline (in billions)

Category	Amount (in billions)	Percentage
Conservation	5.4	5.2%
Farm Safety Net	5.2	5.2%
SNAP	5.0	4.9%
Medicaid	10.8	10.4%
Medicare	15.1	14.6%
Social Security	28.3	27.6%
Other Mandatory	7.4	7.2%
Defense	5.0	4.8%
Other Discretionary	16.4	15.8%
Net Interest	9.0	8.8%

Legend:
■ Mandatory Spending (66%)
■ Discretionary Spending (24%)
■ Net Interest (9%)

- 3,374 Impressions
- 18 Retweets
- 17 Likes



METRICS FOR SUCCESS



Awareness metrics: *users are seeing your content*

Reach
Impressions
Website Visits



Applause metrics: *users appreciate your content*

Likes, Reactions, Favorites



Conversation metrics: *users want to engage with your content*

Mentions and Tags
Comments



Amplification metrics: *users identify with your content and want to share with their networks*

Retweets
Shares



Conversion metrics: *users want more content*

Email sign-ups
Downloads

FINAL TOOLS & TIPS

- Use a service to schedule and manage content:
 - Buffer (paid)
 - Hootsuite (paid)
 - Tweetdeck (free)
- Use Facebook Insights and Twitter analytics to inform your content and when you post
- Draft a content calendar to assist with planning and collaboration
- Have a small content promotion budget. It costs money to have your content seen, but even a small boost (\$10-\$50) can make a huge difference
- Respond to followers. It will increase following and follower loyalty over time
- Consider access, approval process, voice and tone, brand guidelines and social media policy



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EXERCISE

1. Break into groups.
2. Draft a social media post and describe a visual where applicable for Facebook, Twitter, LinkedIn and Instagram to communicate your perspective on the following ag policy news:

Farm policy critics seek to weaken crop insurance on which farmers rely

Oct. 5, 2017

Farm policy critics understand little about value of crop insurance.

Most critics of crop insurance subsidies don't understand that, even with government assistance, coverage can be a significant expense, because farmers pay part of the premiums, and without the insurance the nation's food security can be at risk.

"A farmer puts everything into a crop, without any expectation of any return for at least six months," says Bambi Sidwell, Sidwell Insurance Agency, Piedmont, Okla. "Cash flow is a constant issue." A lot of Oklahoma wheat producers are growing "at a loss," she says, and need risk protection to prevent a dual calamity.

The highly erratic weather in Oklahoma and Texas makes crop insurance a necessity, she says. "We are much more vulnerable than farmers in Illinois." She points out that farmers who have a better than average crop and lose it don't get the value of the lost yield, since coverage is based on actual production history.

Full article:

<http://www.southwestfarmpress.com/insurance/farm-policy-critics-seek-weaken-crop-insurance-which-farmers-rely>



A person is shown from the side, holding a smartphone. The background is a blurred green field with a herd of cows. The entire image has a green tint.

QUESTIONS?



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[@FarmPolicyFacts](https://twitter.com/FarmPolicyFacts)