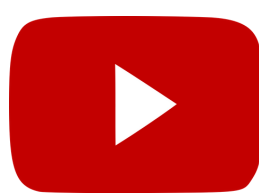




 **MEET YOUR  
FARMER**



# SOCIAL MEDIA FACTSHEET

PREPARED BY: MEET YOUR FARMER NS

ADAPTED FROM: FARM & FOOD CARE ONTARIO







## USING SOCIAL MEDIA ON YOUR FARM

Building trust in food and farming means communicating openly and honestly about Nova Scotia agriculture and creating positive dialogue about the industry. You can share the facts, stories and people that make our industry special. Social media is a great way to do this – it can foster conversation, help us gather and share valuable feedback, and provide all of us a forum to increase awareness and dialogue about Nova Scotia agriculture. Your approach to social media should be proactive and positive and you should ask the same of those who like and follow you.

This guide is intended to be a resource for those looking to start using social media or to give a few tips to those who are already active social media users. It touches on the following social media applications:

**Facebook-** [www.facebook.com](http://www.facebook.com)

Facebook is a social networking website where users can post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form video.

**Twitter-** [www.twitter.com](http://www.twitter.com)

Twitter is an SMS-based communications platform. Posts are limited to 280 characters. You can blast short bits of information, have conversations, and share photos.

**Instagram-** [www.instagram.com](http://www.instagram.com)

Instagram is a free photo and video sharing app. People can upload photos or videos to the service and share them with their followers or with a select group of friends. They can also view, comment and like other posts.

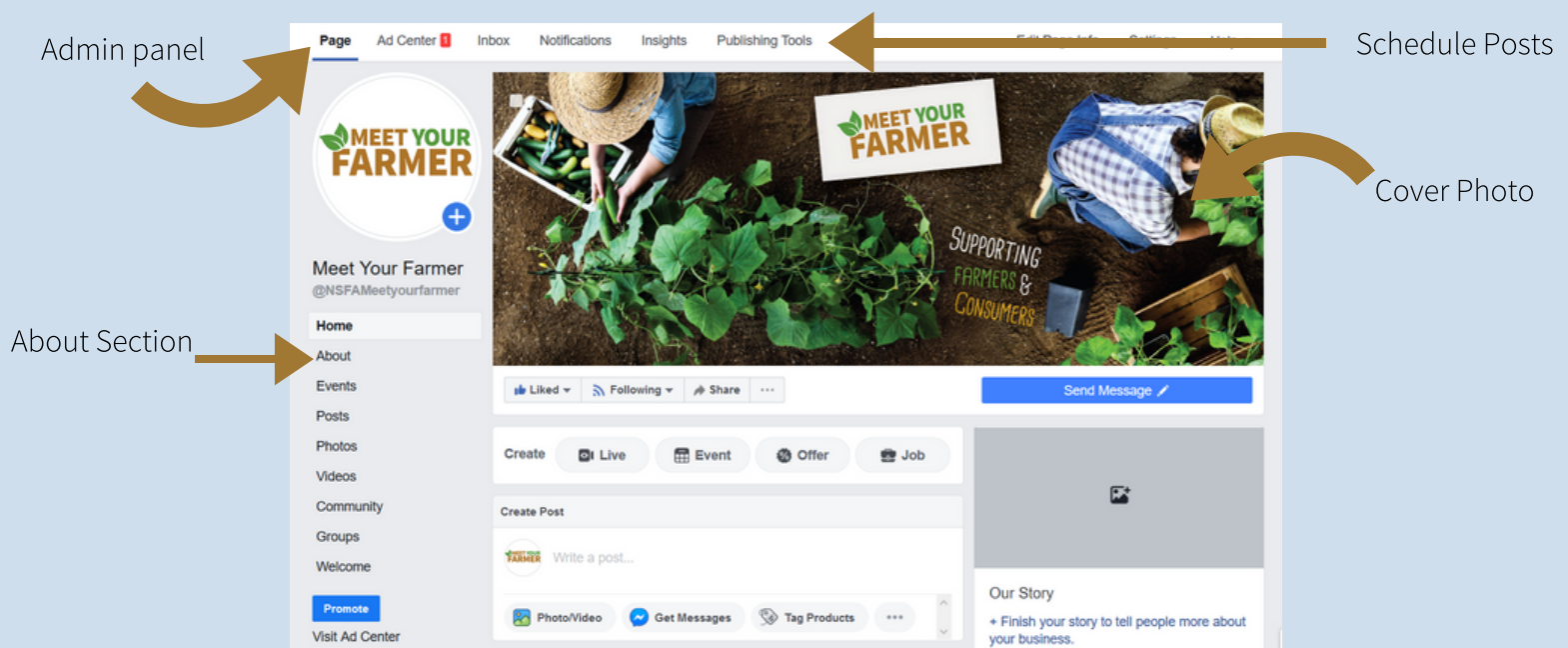
**YouTube-** [www.youtube.com](http://www.youtube.com)

YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.

# TIPS FOR FACEBOOK PAGES

## Your timeline:

- A Facebook business page gives businesses a professional presence on Facebook that allows them to connect with customers on a personal level as well as reach new ones.
- Using a "Cover Photo" on a Facebook timeline is a great branding opportunity. Be aware that Facebook has rules about what can and can't be part of a cover photo. These rules include no contact information, calls to action, sales, prices or references to Facebook features such as encouraging others to "like" or "share".
- At the top of your timeline view is an "Admin Panel" that only you can view. It shows any private messages, interactions from others and insights, plus it gives the more traditional administrator options. It also has an Ad Centre for paying to run advertisements or push a post you've created to reach a larger audience.
- Beside the "About" section on your page is a row of boxes, with the first being photos. Photos will stay in this first position and the photo shown is the most recent one posted. All other application boxes can be re-ordered. If you have more apps than what will fit in the first row, the rest are hidden.
- Your page's timeline can show key stories from when your company or organization was founded until present. This enables you to mark milestones your group has had to date by adding pictures, links and articles.
- For important posts you really want to people to see, "pin" your post by clicking the ... icon displayed at the top-right side of the post to edit and then pin it. A pinned post will stay at the top of your page.
- If you want to create a series of posts at one time, you can schedule posts. Click on "Publishing Tools" in the admin panel. Click create post. Make your post and from the drop down menu at the bottom, click "Schedule" to select the date and time you want the post to appear in your news feed.




# TIPS FOR FACEBOOK PAGES

## Other Facebook Notes:

- With Facebook pages, others can privately message you, but a page cannot initiate contact by sending a message first.
- It is possible, in extreme circumstances, to block a user from posting on your page.
- The more interaction (comments, likes, shares) your page has, the more it will appear in the news feeds of your followers.
- Create a posting schedule to keep you inspired and posting fresh, varied content.
- Pre-scheduled or even pre-written posts can be handy and reduce stress. Use programs such as HootSuite to help schedule posts across multiple social sites.
- Respond promptly to questions or comments from followers. A stagnant page or questions or comments left unanswered can lose credibility for you and your business.
- Photos make your posts stand out. Using simple photo editing software, you can add a watermark with a website or a short phrase to make sure your messaging stays with the photo if it gets shared. There are easy to use sites like canva.com to help create easy catching posts very quickly.
- Facebook offers online learning for business pages. Learn more at: <https://www.facebook.com/business>.

## Facebook Terms of Service

Be aware of Facebook's Terms of Service. Violating them can lead to your page being shut down – it happens swiftly and with no/minimal warning. You'll be back to square one to re-establish your page, followers and content. It's advised to review these terms before making major changes to your page – such as running a contest or making changes to your cover photo. As an example, it's currently against Facebook's Terms of Service to offer that you will donate a dollar to charity for every "like" your page gets.



“Facebook is a discovery model platform. Its primary goal is to make the audience happy. So you'll only get ROI if you create quality content for your audience.” - Kelly Hendrickson, Facebook Lead at HubSpot



# TIPS FOR TWITTER

## Getting Started Tips:

- There are six parts to a Twitter profile – a Twitter handle, a username, profile picture, bio, header image and pinned tweet. All these elements should work cohesively to create an accurate representation of your business. Your Twitter handle is your @name and is your identifier on Twitter. It can have up to 15 characters and should help people find your business easily. For your bio, you have 160 characters to describe your business. Include information such as your location, business hours and a link to your website. Your pinned tweet is the first tweet people see when they visit your profile. You can change your pinned tweet whenever you want.
- Customize your profile with a "Header Image" and "Profile picture" (like Facebook). Your profile photo should visually represent your business and brand. Your profile photo is displayed on your profile and in every tweet you post. The header image behind your profile picture can be used to highlight promotions, events or news about your business.
- You can view tweets, tweets and replies, posts with media or likes received on posts at the top of the tweet profile.
- Use "#hashtags" to increase the number of people finding your account.
- Include links and images as part of your tweets to draw attention.
- While tweets are limited to 280 characters, aim for 150-180 so your followers can retweet and add their own comments to the conversation.
- Interact with others – don't make every tweet about you. Use the rule of thirds: one third original content, one third shares or re-tweets, one third conversations and interactions.
- Respond to questions and direct messages promptly. It's also nice to acknowledge mentions and positive comments.
- To be effective, you don't have to spend all day on Twitter. Take a 15-30 minute window, scan through any tweets or direct messages you've received, reply as needed, and then send or schedule a few tweets or retweets.



## TIPS FOR TWITTER

### Other Twitter Notes:


- Use tools such as HootSuite and TweetDeck to schedule tweets that can be sent automatically at times when you can't.
- Holding an event? Identify a hashtag (a twitter identifier) that you want people to use several weeks in advance and start including it in your tweets. Promote the hashtag at your event with help from signs at the registration table, announcements throughout the event and on your PowerPoint slides.
- Organize people into "Lists" and follow lists made by others to help you follow posts on topics or groups that interest you. Lists can dramatically cut the time you spend sorting through tweets for others to interact with and material to share. Twitter does not have a way to prevent certain groups of people from seeing certain posts. Any time you want to track accounts without liking or following them, and want it to stay secret, use the private list functions on Twitter.

### Step-by-step guide to creating or subscribing to a Twitter list

1. Log in to Twitter and go to your profile page. Click on "lists" on the left-hand side. From there, you can see the lists you are subscribed to, the public ones you have been added to, or create a list.
2. When you click "create list", a new screen lets you set the name, privacy settings and a description.
3. Add people to the list (either search in the list, or from a profile) and you're done.
4. To change the settings later on (name, privacy or description), go to your list in the "lists you subscribe to" section and click "edit".

### Twitter Terms of Service

Be aware of Twitter's Terms of Service. Violating them can lead to content being taken down – It's advised to review the terms of service before making major changes to your page. The most current version of the Terms, which will always be at [twitter.com/tos](https://twitter.com/tos).



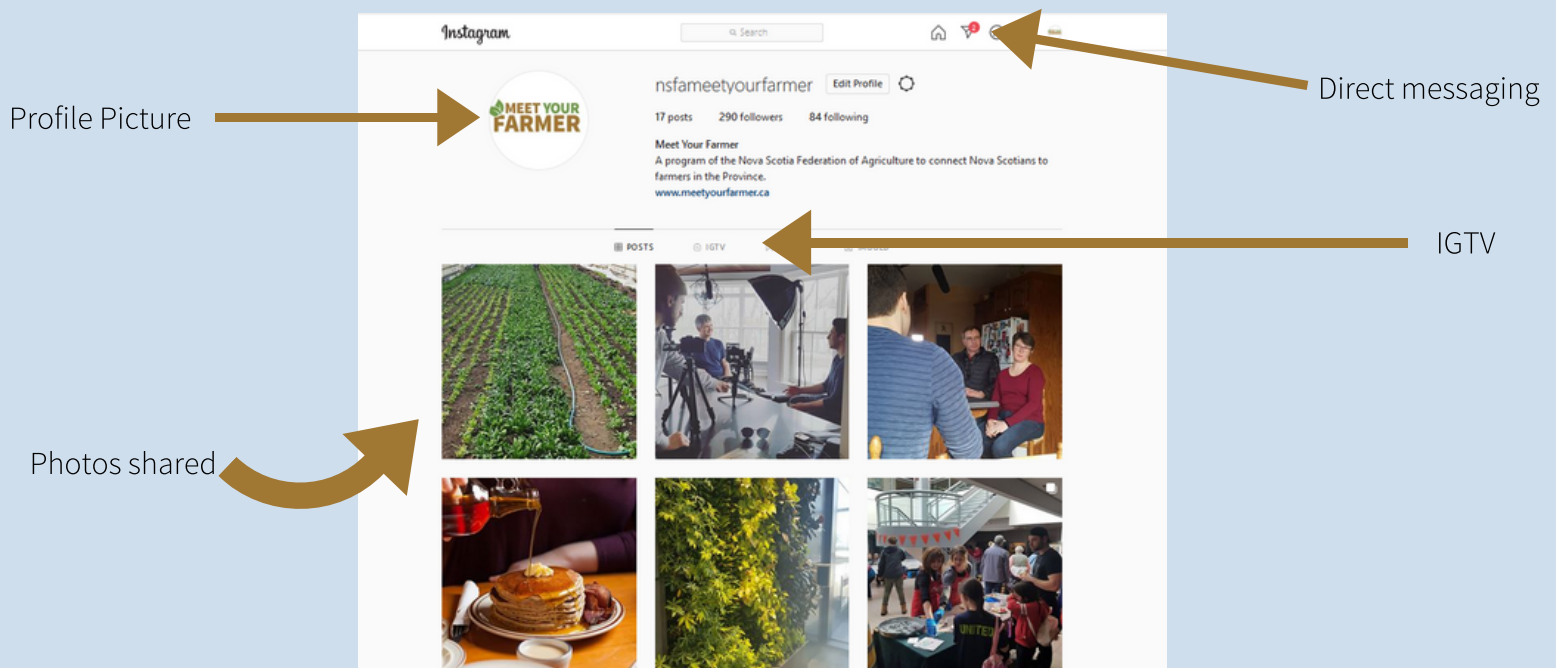
Did you know that Twitter is listed as a news app in the apple app store — not as a social media app? If you use Twitter, this probably isn't so surprising. Twitter is a place where you can connect beyond just your friends and family, to a global network to know what's happening, right now. A stranger across the globe can be your real-time eye-witness to tomorrow's headline. So- Break your news here. This might be something major, like a product launch, or smaller, like a picture of your new office plant. Use Twitter to share what's new in your company's world so your followers feel like they're right there with you.



# TIPS FOR INSTAGRAM

## Getting Started Tips:

- People come to Instagram to be inspired and discover things they care about, and that includes content from brands and businesses.
- You can create personal and business accounts. Convert to a Business Account within your app account settings. Add information about your company like business hours, location and phone number.
- Your Instagram bio is only 150 characters long, but it needs to do a lot of heavy lifting. It tells first-time visitors who you are, what your brand is all about, and why they should care. Instagram bio hashtags are clickable. Try emoji's: These little symbols can help you convey a lot of information in just one character. Use spacing and line breaks: Line breaks make your bio easier to read online.
- For most businesses, the best profile picture is some version of your logo. Use the same picture you use on other social profiles to help people instantly identify your brand. Your profile photo displays as 110 x 110 pixels, but it's stored at 320 x 320 pixels. That means it's a good idea to upload a photo at least 320 pixels square.
- Make sure your profile is complete. Use all the components of your Instagram business account to their full advantage. Name and username: These are the only parts of your Instagram profile that are included in Instagram search, so use them wisely. Include your real brand name as well as any variations (like a common abbreviation). Using the same username (or handle) on all social networks makes it easier for fans to find you. Website: This is the only spot on Instagram where you can post an organic clickable link, so be sure to include one! Link to your website, your latest blog post, a current campaign, or a special Instagram landing page.
- Instastories is a way to post quick updates or a series of events. Post moments from your everyday life in your Stories. These are fun, casual, and only last 24 hours.
- Direct messaging is also available to communicate with followers and customers.



# TIPS FOR INSTAGRAM

## Other Instagram Notes:

- Instagram offers you the ability to set up a shopping feature. You need to have a business account and have a connected Facebook Page. You can set this in the settings on your business account. Instagram offers a Business tips page on their website. It shows tutorials on creating strategies, Instastories, setting up shopping and more. Visit: <https://business.instagram.com/tips/> to check it out.
- Instagram offers lots of fonts, colours, graphics, and tags. Creating a consistent look and feel to your brand is important for followers to quickly identify your business when scrolling through their feed or checking out stories.
- Instagram is best used on a mobile device like a smartphone or tablet. You can use from a desktop or laptop computer but creating a post or Instastory with photo edits is so quick and easy that uploading photos from another device is an unnecessary use of time.

Instastory example



## Instagram Terms of Service

Get in the know about Instagram's Terms of Service. Highlights include: Instagram has all the rights of the original owner of the content – aside from the fact that it is not an exclusive licence. It is important that photographers are aware of this because if they sell an image under an exclusive licence, posting the image on their Instagram would breach that licence. Instagram can sub-licence your content too. The most current version of the Terms is available by clicking "terms" or visiting:

<https://help.instagram.com/581066165581870>

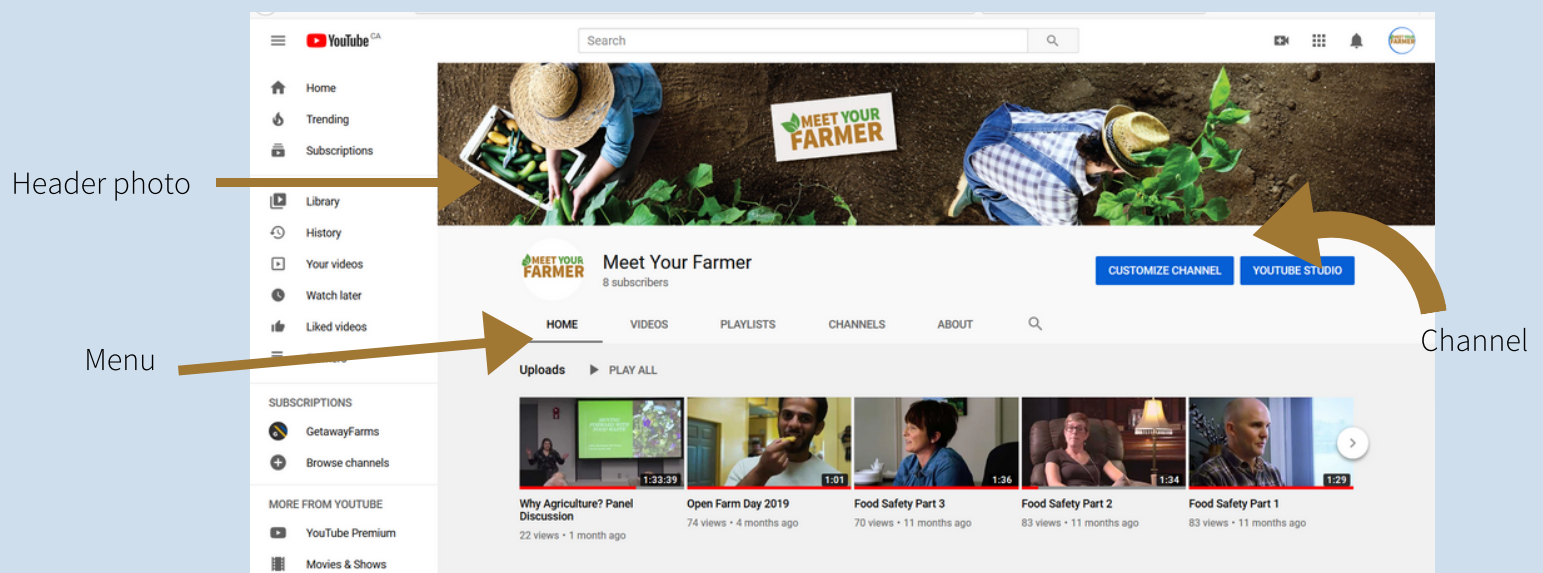
IGTV is a long-form video channel accessible from Instagram and as a standalone app. It gives brands the opportunity to make videos longer than typical Instagram Stories and posts. Verified users can post IGTV videos up to an hour long and regular users can upload 10 minute long videos. You can post one-minute previews of your IGTV videos on your feed to improve discoverability. That's perfect for getting your audience's attention without them having to download the app. Instagram more recently introduced the IGTV series feature. This allows creators to make a regular series of videos to be released on a consistent basis.



## TIPS FOR YOUTUBE

### Getting Started Tips:

- YouTube is free to use, and you can produce videos inexpensively or even free, if needed. Producing videos does not need to be a huge production. More often than not, a quality smartphone and good lighting will get the job done.
- To set up an account you need a Google account first. Create a separate Google account just for your business. That way, people can manage your business YouTube account (or any other Google products) without them accessing your personal emails.
- The best place to start for video optimization is by creating a channel trailer. Such videos are meant to introduce first-time viewers to your channel and ultimately outlines the type of content they should expect. These videos are typically less than a minute long and serve as a supplement to your channel's "About" page.
- Encourage YouTube viewers to subscribe to your channel. Subscribing is the best way for your audience to know whenever you've uploaded a video, created a new playlist and more. It also gives you an estimated figure as to who will eventually view your video.
- Share videos on other social media platforms. Link back to your videos whenever possible on your website and other social media networks. However, don't stop at direct video links. Link back to your channel so your audience can see what it looks like and have the chance to subscribe.
- Use relevant keywords in a video's title, tags and description. Experiment with different titles and descriptions. It helps audiences find content that interests them.
- Engage with similar content uploaded by other users. Like and comment on videos uploaded by other users.
- Curate playlists. If any of your videos follow a consistent theme, organize them together. Perhaps you have a Friday series, meaning you upload a video every Friday morning. You should compile all those videos into one spot through a special playlist. These playlists will also appear on your channel's page, right below your uploaded videos.



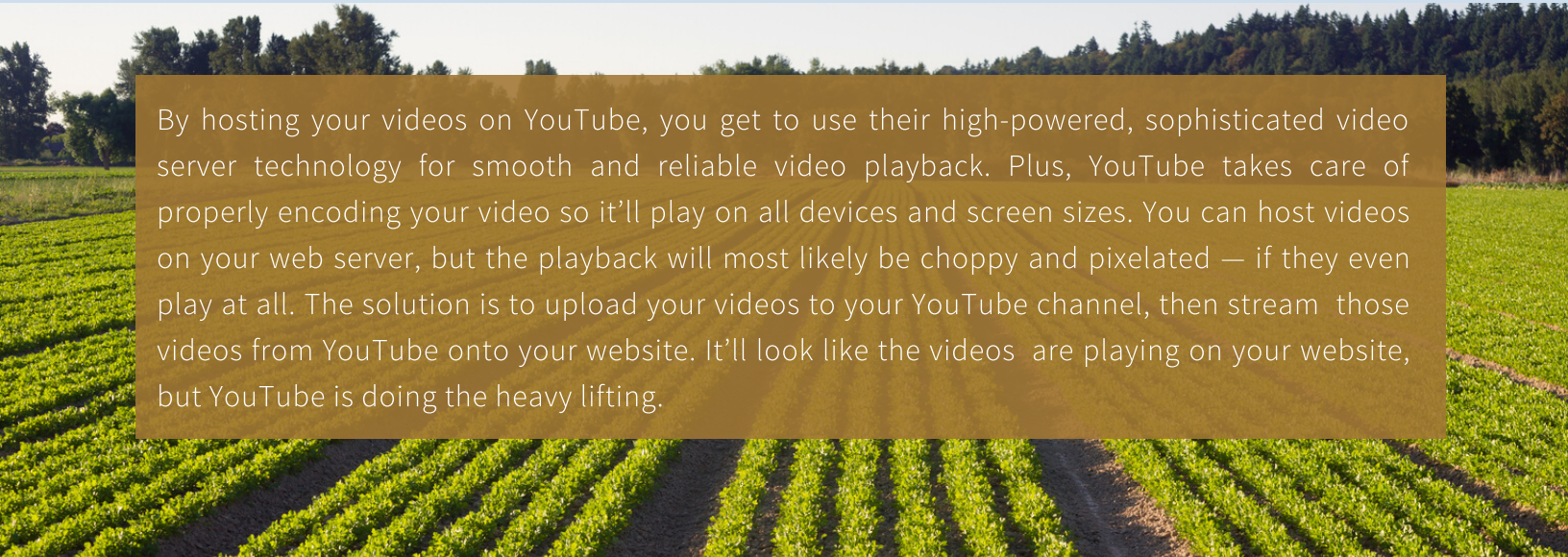
# TIPS FOR YOUTUBE

## Other YouTube Notes:

- Upload content regularly. Subscribers and viewers will be counting on you to create, edit and upload new content. This also applies to any other website where users can follow and engage with your content. It's best to add content whenever possible but try to be consistent. Use YouTube stories.
- By consistently utilizing YouTube for your business, you increase your chances of showing up in Google search results and improving your own rankings.
- YouTube receives more than 30 million visitors a day, who watch nearly five billion videos. More than half of the views come from mobile devices, and these users watch an average of 40 minutes. YouTube has local versions in more than 88 countries and 76 languages.
- End screens are interactive graphics that link to another video, playlist, channel, or web page, or prompt someone to subscribe to your channel. As the feature name suggests, you can add end screens only in the last 20 seconds of your video, so you have to plan where the end screens will appear. One option is to frame the subject of your video in such a way that you have room for end screens. Talking over the end screen will continue to engage the viewer.
- YouTube recently created YouTube stories, which are similar to Snapchat or Instagram stories. A story is a collection of short videos that can remain visible for a day or until they're deleted. Google is now testing AI to swap backgrounds in stories, running a beta version of it with some content creators.

## YouTube Terms of Service

Get in the know about YouTube's Terms of Service. Google LLC is the service provider. Highlights include: YouTube can terminate their Agreement with bad actors. They provide notice when they take action and what you can do to appeal. Terms is available by clicking "terms" or visiting: <https://www.youtube.com/t/terms>



By hosting your videos on YouTube, you get to use their high-powered, sophisticated video server technology for smooth and reliable video playback. Plus, YouTube takes care of properly encoding your video so it'll play on all devices and screen sizes. You can host videos on your web server, but the playback will most likely be choppy and pixelated — if they even play at all. The solution is to upload your videos to your YouTube channel, then stream those videos from YouTube onto your website. It'll look like the videos are playing on your website, but YouTube is doing the heavy lifting.



## TIPS FOR LINKEDIN

### Getting Started Tips:

- LinkedIn is a professional networking site, designed to help people make business connections, share their experiences and resumes, and find jobs.
- LinkedIn allows you to find members by geography, industry and other attributes. It also allows you to reach out to members through advertisements and sponsored posts.
- Like other social media platforms, it's based on principles like creating "connections", posting updates, sharing and liking content, and instant messaging other users.
- You can put a professional spin on your profile. It essentially becomes a resume, complete with work experience, accomplishments, recommendations, and referrals from colleagues.
- Businesses can create a LinkedIn company page which features their company's products or services. This will increase exposure for your company because there is one more location on the web where potential suppliers, employees, and distributors can find out about your product or service.
- To create a business page you need to have a personal account first. From the top menu click on "Work" and scroll down to "Create a Company Page". From there you can select "Small", "Medium to Large", "Showcase Page" or "Educational Institutions" to start. For farm business under 200 employees, choose "Small". Fill in your company information and try to use the same name as for all your social media accounts, especially the "handle" you use for Instagram, Facebook, or Twitter.
- LinkedIn offers "Farming", "Food & Beverages", "Food Production", and "Dairy" as Industry options. There is no Agriculture option so be specific to what you do.
- On your company's page your company can post job opportunities. LinkedIn members who are seeking employment can search for jobs and your company will have a better opportunity to fill vacant positions with highly qualified employees.

The screenshot shows the LinkedIn 'Create a Company Page' form. Annotations with arrows point to specific fields:

- Messaging:** Points to the 'Messaging' icon in the top navigation bar.
- Industry selection:** Points to the 'Industry' dropdown menu in the 'Company details' section.
- Name (handle name):** Points to the 'Company name' field in the 'Page preview' section.
- Logo or profile photo:** Points to the 'Logo' upload field in the 'Profile details' section.

The form includes the following sections:

- Page identity:** Name, LinkedIn public URL, Website.
- Company details:** Industry, Company size, Company type.
- Profile details:** Logo, Tagline.

# TIPS FOR LINKEDIN

## Other LinkedIn Notes:

- Guess what? LinkedIn users can follow a hashtag to get content on that topic in their feed even if they don't follow specific influencers for that topic.
- Engagement is the key to results. Your goal should be to post content that people actually engage with. Comments being the best followed by likes and shares. The LinkedIn algorithm favors comments and rewards comments by showing your posts to more people. Video content is dominating followed by text only posts, then text posts and images. The least favored content is any article with a link off the site. LinkedIn wants to keep you on their site as long as possible as do other social platforms, so avoid linking away.
- You have 1,300 characters available to you on a personal LinkedIn post. It turns out, at least in this case, longer is better. In fact, some people have reported their long-form updates receive 10 times more visibility than a short post or link to an article.


## How do you Create a Great Company Profile?

1. Make sure you complete 100% of your profile. Don't leave any gaps!
2. It almost goes without saying, but - no typos or grammar mistakes!
3. Look at the profiles of your competitors. What can you do to make your business stand out next to them?
4. Have you recently received any industry awards or distinctions? List them!
5. Do you have any well-known clients? Mention them in your profile, if they've given you permission to do so.
6. Always include a link to your company website. People need a way to find out more about your company!

Make sure you make use of the banner space provided. Think of the banner as your online store front.

## LinkedIn Terms of Service

LinkedIn is owned by Microsoft. The Services are not for use by anyone under the age of 16. The user agreement is available by clicking "terms" or visiting: <https://www.linkedin.com/legal/user-agreement#obligations>



“The greatest irony is that people with Rolodexes are no longer LinkedIn. And if that pun doesn't make sense, don't ask anyone in your Rolodex to explain it.” — Ryan Lilly,  
#Networking is people looking for people looking for people

“Active participation on LinkedIn is the best way to say, 'Look at me!' without saying 'Look at me!'” — Bobby Darnell



## 7 SECRETS TO SUCCESSFUL SOCIAL MEDIA FARMING

Originally posted: <https://www.convinceandconvert.com/social-media-strategy/7-secrets-to-successful-social-media-farming/> By- Jay Baer

1. **Pick Your Crops-** Farmers don't just cultivate whatever grows naturally on their land. What's right for your organization? Facebook? LinkedIn? Twitter? A corporate blog? YouTube? You have to make a clear-headed decision about where you're going to deploy your social media resources, and that decision is best made with a heavy dose of strategic thinking, and a "tools last, not first" mentality.
2. **Plant Seeds-** Those crops don't just spring up magically, you know. Unlike traditional marketing and advertising, one of the huge advantages of social media is that the content you create pays dividends over time. Every blog post, photo, video, Webinar and other content seed made by your organization and/or your fans will continue to generate page views and awareness into the future. Over time, the seeds of social media continue to grow, while the one-shot-deal of traditional marketing is forgotten.
3. **Give it Time-** The growing cycle is measured in months, not days. Those expecting instant social media success will be disappointed in nearly every instance. First, you have to listen to your community to determine norms, best practices, and current attitudes. Then, you have to pick your crops and plant your seeds. And only then do you begin to see incremental results. The good news is that social media results are typically compounding. What you did well yesterday makes today more successful.
4. **It Takes a Village-** At harvest, the community comes together to help the farmer during his time of acute need. The Golden Rule of Social Media = Be Helpful. Help your customers. Help your fans. Help your competitors. Help everyone that asks, and even those that don't ask.
5. **Go to Market-** The farmer's life is ruled by the market, and planting decisions are usually governed by how the farmer believes he can sell the successful crop. The same should be true in social media. At some level social media engagement needs to save companies money, make them money, or both.
6. **Rotate Your Crops-** Farmers don't grow the same crops on the same parcel of land every season. The land can't support it, so crops are rotated around the farm. Smart social media practitioners are beginning to recognize the same phenomenon. The crops you're growing today may not even exist tomorrow. How many corporate Twitter accounts were there WAAAAAY back in 2007? Pre-2006 you had to be in college to be on Facebook. Further, if your social media efforts are TOO concentrated in one area, you can end up preaching to the choir, reducing your overall impact. I advocate companies participating in ~ 3 social media outposts in earnest, but emphasizing a different one every quarter. The varying levels of effort will keep it fresh for fans and your internal team.
7. **Don't Count on Control-** Is there a more frustrating business than farming? You do everything right and WHAM – freak hailstorm wipes out your whole crop. Social media has many of the same risks. It's unlikely that you'll get burned in a Domino's-style imbroglio, fueled by social media. But you might. Consequently, you'd be well-served to put together a social media crisis communication plan that dictates who would respond in your organization (and how) if a crisis ever occurs. Don't forget that social media isn't 9-5, so figure out your protocol for nights and weekends, too.