

Social Media 101

Kylie Hendress

2015 AgrAbility National
Training Workshop



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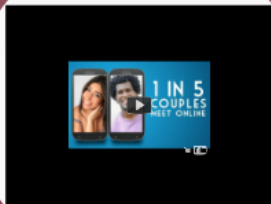


Why should you care about social media?



79% of internet users report using at least one of these sites: Facebook, LinkedIn, Pinterest, Instagram, and Twitter

52% of people use 2 or more



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Farmers aren't getting/exchanging information like they used to.



Social Media Sites are the New Coffee Shop Meetings

Women in Agriculture Facebook Page
I am looking for opinions. I have about 50 acres of hay fields. My husband and I have always put up our own hay. Well my husband is terminally ill so I am going to have to look at options to get some income off the property. There are hay people around here that I could lease the property to but a friend of ours said there are crops that pay better than hay. Would appreciate any input.

This post received 40 comments/suggestions

AgrAbility Example:

Women In Agriculture • Colby, WI

Does anyone know about disability for farmers? My dad has arthritis, basically all his joints are inflamed. There's no cure, no treatment. He's in pain every day and can barely walk. So I was just wondering what his options are because it's down to trying to get disability or selling the farm.

This post got over 30 comments/suggestions.
Several of which suggested she contact AgrAbility in her state.

Social media has the ability to connect us with farmers from all over the world and get information in real time that we wouldn't be able to get otherwise.



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#Socialnomics 2014

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AgrAbility Example:

Women In Agriculture • Colby, WI

Does anyone know about disability for farmers? My dad has bursitis, basically all his joints are inflamed. There's no cure, no treatment. He's in pain every day and can barely walk. So I was just wondering what his options are because it's down to trying to get disability or selling the farm.

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Which sites are best for AgrAbility? How do you use them?

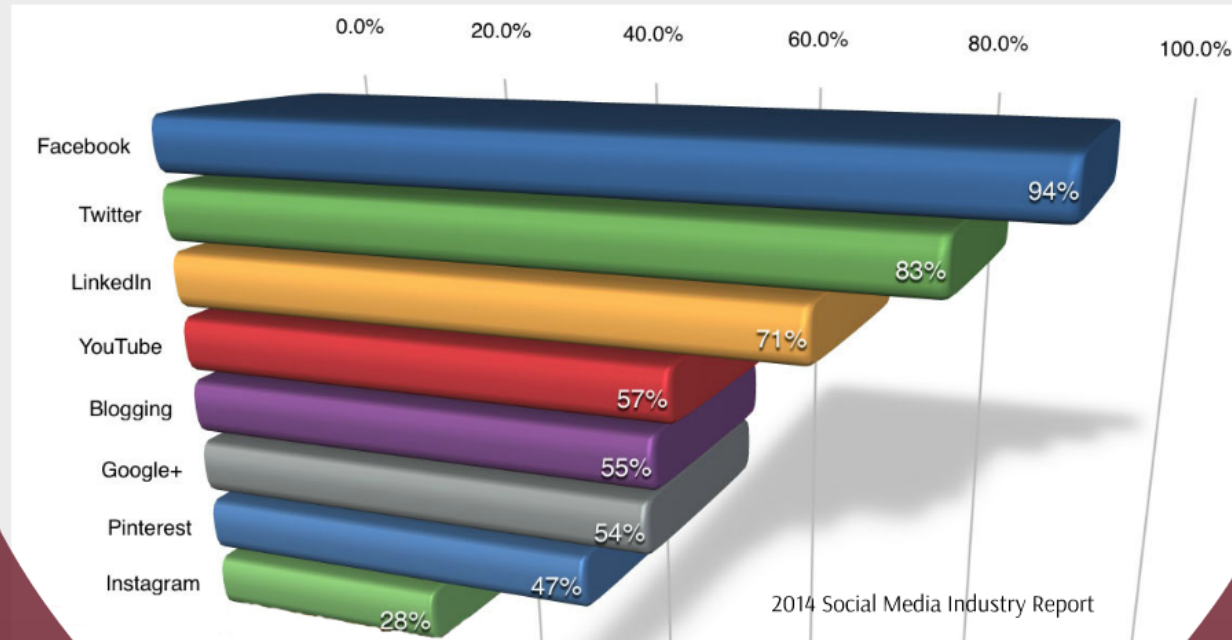


Today We'll Focus on the Top 3 Platforms

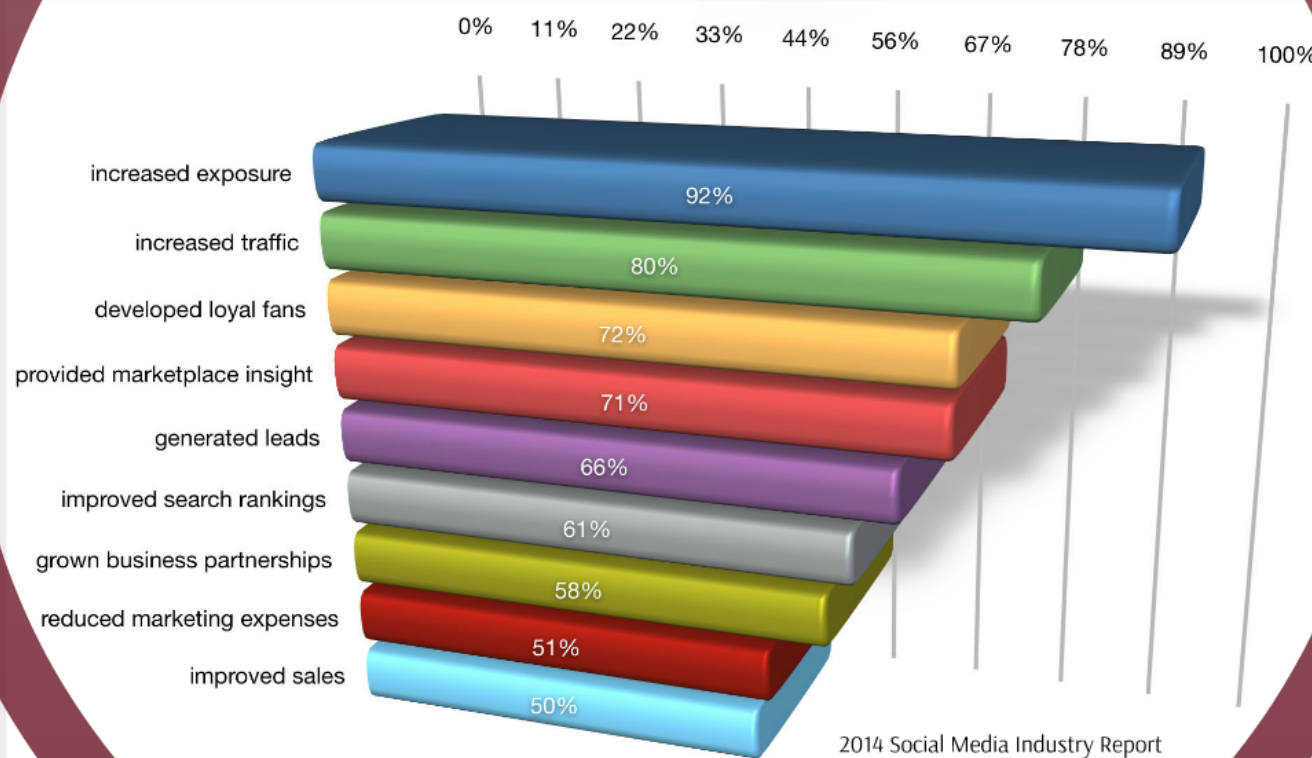
- Facebook
- Twitter
- LinkedIn



Top 8 Social Media Platforms



Benefits of Social Media Marketing



Today We'll Focus on the Top 3 Platforms



Facebook



Twitter



LinkedIn



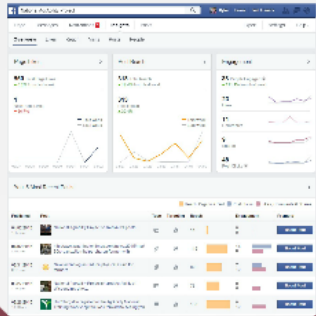
Think of social media like this:

- Facebook is like attending a dinner party
- Twitter is like interacting at a bar
- LinkedIn is like networking at a trade show

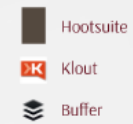


Basic How-To's for Each Site

Facebook Insights



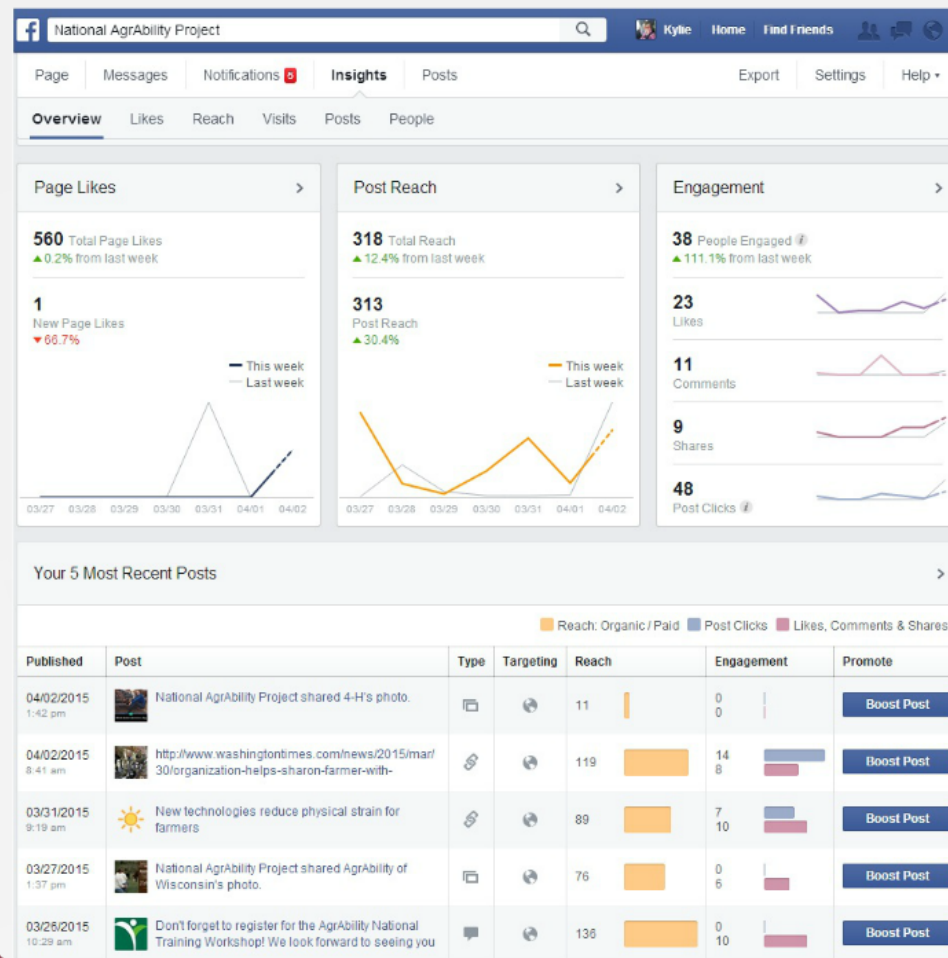
Social Media Managers



Management Tools

Questions?

Facebook Insights



Social Media Managers



Hootsuite



Klout



Buffer



Questions?

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