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.

Social Media Sites can be used for Business.

Social Media Sites are the New Coffee Shop Meetings

AgrAbility Example:

Supports in Agriculture • Cayce, SC

Two people are talking about the benefits of using social media for agriculture. They mention:

- Farmers aren't getting/exchanging information like they used to.
- Social media has the ability to connect users with people from all over the world and get information in real time that would not otherwise be available.
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
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 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.

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.
Which sites are best for AgrAbility?
How do you use them?
Top 8 Social Media Platforms

- Facebook: 94%
- Twitter: 83%
- LinkedIn: 71%
- YouTube: 57%
- Blogging: 55%
- Google+: 54%
- Pinterest: 47%
- Instagram: 28%

2014 Social Media Industry Report
Benefits of Social Media Marketing

- Increased exposure: 92%
- Increased traffic: 80%
- Developed loyal fans: 72%
- Provided marketplace insight: 71%
- Generated leads: 66%
- Improved search rankings: 61%
- Grown business partnerships: 58%
- Reduced marketing expenses: 51%
- Improved sales: 50%

2014 Social Media Industry Report
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
Social Media Managers

- Hootsuite
- Klout
- Buffer
Questions?
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