Making Social Media Work for Agriculture, for your Career and Brand

Week 1: Social Media Overview
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Social Media Explained

Twitter  I am eating a #donut
Facebook I like donuts
Foursquare This is where I eat donuts
Instagram Here's a vintage photo of my donut
YouTube Watch me eating a donut
LinkedIn My skills include donut eating
Pinterest Here's a donut recipe
Last.fm Now listening to "donuts"

Let's hangout and I will teach you how to eat a donut!
#Socialnomics 2014 by Eric Qualman

WHAT IS YOUR BRAND?
6 Hiring Managers Spill Their Secrets

What one job candidate did that really wowed the interviewer

By Jill Jacinto | AOL Jobs | October 1, 2014

We asked six people who hire people what wins them over. Lots to learn here.

Erik Bowitz, Senior Resume Expert at ResumeGenius

“We ask most applicants if they’ve checked out our core business site, and about 60 percent reply they have. However, our most recent hire really wowed us by not only claiming to have reviewed our homepage but also our [70+] resource pages and entire blog. We quizzed him on some old posts and sure enough, he recalled what they were about and who wrote...

Danielle Kunkle, VP, BoomerBenefits

“We recently hired a woman who won us over with her understanding of the importance of social media and web presence. Prior to her interview, she read through our website and sent comments to me about my blog, showing us that she was researching us before she got here. During the interview, she had pointed questions that demonstrated how much she had educated herself about the nature of our agency. After the interview, she began following our Facebook page, and more importantly, she commented on our posts and also shared them several times with her own friends, which, if you know anything about Facebook, helps them stay visible longer to other people. We were impressed, and she got the job.”

Grace Lanuza, Founder and CEO of Grace Lanuza Consulting

“One applicant came prepared with very detailed research about the company, not just the clients but also the culture, which was very important in that particular role we were hiring for. Another applicant saw on Twitter that I was attending a career fair after we had a preliminary phone interview and he made a point to come to our booth and meet me personally. This really put a personal touch in an otherwise remote interview process. One applicant quoted a blog post that I had published and it was relevant to the interview.”
In life, not just in social media, do your “due diligence”

- Think before you send
- Consider before you share
- Avoid drama
- Don’t be gullible
- Don’t overreact to the obvious “OMG” moments
- Ask what voices are missing in the discussion or topic
- Don’t complain to get ahead. Compliment to get ahead
- Give credit to others. You will always be seen as gracious and fair
The Credibility Gap

You say ...  They hear ...

Our methods are proven safe.  Your methods tamper with nature.
Your farms are family run.  At what expense to quality?
We keep food affordable.  But beholden to big processors and the bottom line.
You need a secure domestic food supply.  You will take profitable short cuts when and if you can.
We care about our land and animals.  You want subsidies and lax regulations.
We have the safest food supply in the world thanks to the ag industry.  You want to produce more to sell to the world.
We need to produce more to feed the world.  Pesticides, antibiotics and hormones might not be safe in the long-run.
Who are you?

- Greenhouse/garden center
- Farmers Market
- Creamery
- Poultry farmer
- U-pick
- Orchard
- Grow for processing/grain
- Events
- Value Added/Retail
- Agvocate

Who they think we are
Chipotle’s Original streaming comedy series depicting agriculture as industrial
Monsanto has released its first direct-to-consumer product, a GM sweet corn containing Bt toxin, designed to protect the plant by rupturing the stomach of any insect that feeds on it. Monsanto claims the toxin will break down before the corn makes it to your dinner table, but rats fed the GM corn showed organ failure and the toxin has been detected in the bodies of pregnant women.
1913: CORN IS 100% FARMER OWNED

2013: CORN IS 95% CORPORATION OWNED.
90% GMO. & APPARENTLY YOU NEED TO WEAR HAZMAT SUIT TO TOUCH IT.

Does genetically modified corn cause cancer? A flawed study fails to convince.

Last week, a scientific paper appeared that reported that eating genetically modified (GMM) corn causes cancer in rats. Specifically, the scientists fed Roundup Ready corn, or maize, to rats for two years, and reported that both females and males developed cancer and died at higher rates than controls.

This is very surprising. If GM corn causes cancer, why aren’t Americans “dropping like flies” as one scientist asked? We’ve been eating Monsanto’s Roundup Ready corn.

Reference: (Insert reference here)
They are not the enemy…

- Vegans
- Raw food advocacy
- Plant-based diets
- Vegetarians
- Organic farmers and customers

They can, do, and should co-exist with Traditional agriculture

Instagram

- Photo driven
- Youth audience
- Hashtags!
- Simple to use
- Comments
- Allows re-posts to Tumbler, Twitter, Facebook, Flickr
Resources

Center for Food Integrity
- http://www.foodintegrity.org/

U.S. Farmers & Ranchers Alliance
- http://www.fooddialogues.com/
- @USFRA Twitter

Facebook
- 1.32 billion monthly users
  - 107 billion users access on a mobile device
- 829 million daily users
  - 399 million users only access on a mobile devices
- 40 minutes per day on Facebook (average user)
- Businesses are paying 122% more per ad unit than a year ago
  - $2.66 billion spent in Q214

Twitter

- Approx. 1 billion users
  - 35.5 million users in China (most in any country)
- 271 million monthly users
- 500 million tweets sent daily
- 78% of active users are on mobile
- 77% of accounts are outside the US
- Supports 35+ different languages

https://about.twitter.com/company

Twitter

- Government Agencies
- Non-Profits
- News Media
  - Reporters
- Elected officials
- Hashtag dominant
- #NetDE #FarmDE #AgChat #Foodie
- #UDel #BlueHen

https://about.twitter.com/company
Google+

- 750 million users
- 300 million monthly users
- 3.3 minutes per month


YouTube

- 1 billion users
- 4 billion views per day
- 6 billion hours viewed per month
- 100 hours of video uploaded per minute

LinkedIn

- 300 million active users
- 3 billion total users
  - 2 new users per second
- 3 million business pages
- 1.5 million groups
- 17 minutes per visit on average
- Reached 200+ countries
- Available in 20 languages


Instagram

- 200 million active monthly users
- 75 million daily users
  - Up from 7.3 million a year ago
- 34% of teens and millennials (14-24 years old) use Instagram
- 98% of US users are on app
- 60 million photos posted daily
  - Up from 40 million a year ago
- 20 billion photos shared

Vine

- 40 million users
- Awaiting the release of more stats

SnapChat

- 100 million monthly active users
- 400 million Snapchats a day
- 71% of users are under 25
- 32% of US teens (13-17) use Snapchat on a mobile device
Foursquare

- 45 million users
- 3.5 billion check-ins
- 30 million tips
- 1.3 million business pages
- Launches Swarm in May 2014


MySpace

- 36 million users
- 75.9 million users at its peak
- 14.2 million artists

Flickr

- 87 million users
- 3.5 million photos uploaded daily
- 8 billion photos

Tumblr

- 216.3 million users
- 69 million users monthly
- 125.7 million blogs
- 56.1 billion posts
WHO IS USING SOCIAL MEDIA?

Pew Internet Report

74% of adults online use social networking sites

http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/
Facebook Still Rules

Social media sites, 2012-2013
% of online adults who use the following social media websites, by year

<table>
<thead>
<tr>
<th>Platform</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>67</td>
<td>71</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>Pinterest</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>Twitter</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Instagram</td>
<td>13</td>
<td>17</td>
</tr>
</tbody>
</table>

Pew Research Center's Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07 – September 16, 2013. N=1,445 internet users ages 19+. Interviews were conducted in English and Spanish on and offline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

PEW RESEARCH CENTER

http://www.pewinternet.org/2013/12/30/social-media-update-2013/

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Social Networking on Mobile Phones
% of cell phone owners who use a social networking site on their phone

<table>
<thead>
<tr>
<th>Subgroup</th>
<th>All cell phone owners (n=1,554)</th>
<th>40%</th>
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</thead>
<tbody>
<tr>
<td>All cell phone owners</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male (n=869)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female (n=685)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td></td>
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</tr>
<tr>
<td>18-29 (n=340)</td>
<td></td>
<td></td>
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<tr>
<td>30-49 (n=562)</td>
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<td></td>
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<tr>
<td>50-64 (n=587)</td>
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<tr>
<td>65+ (n=425)</td>
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<tr>
<td>Race/ethnicity</td>
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<td></td>
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<tr>
<td>White, Non-Hispanic (n=1,404)</td>
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<td></td>
</tr>
<tr>
<td>Black, Non-Hispanic (n=224)</td>
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<td></td>
</tr>
<tr>
<td>Hispanic (n=120)</td>
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<td></td>
</tr>
<tr>
<td>Annual household income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than $30,000/yr (n=447)</td>
<td></td>
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</tr>
<tr>
<td>$30,000-$49,999 (n=316)</td>
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<tr>
<td>$50,000-$74,999 (n=272)</td>
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<td>$75,000+ (n=538)</td>
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<tr>
<td>Education level</td>
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<tr>
<td>No high school diploma (n=156)</td>
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<tr>
<td>High school grad (n=547)</td>
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<tr>
<td>Some college (n=450)</td>
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<tr>
<td>College (n=732)</td>
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