  
**Making Social Media Work  
for Agriculture, for your Career and Brand**  
September 16, 2015  
Michele Walfred  
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Twitter: @mwalfred Instagram: mdw302

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**Using Social Media**

- Social Media Platforms
  - You are a brand!
  - Establishing a professional presence
- Due Diligence. What does it mean?
  - Responsible social media use
  - Fact checking
- Social Media and Agriculture
  - What's out there
  - What's needed

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-  I AM EATING A #DONUT
-  I LIKE DONUTS
-  THIS IS WHERE I EAT DONUTS
-  HERE IS A VINTAGE PHOTO OF MY DONUT
-  WATCH ME EAT A DONUT
-  MY SKILLS INCLUDE DONUT EATING
-  HERE'S A DONUT RECIPE
-  NOW LISTENING TO "DONUTS"
-  LET'S HANGOUT AND TALK ABOUT DONUTS
-  I ATE A DONUT AND DISAPPEARED

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[#Socialnomics 2014 by Eric Qualman](#)

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WHAT IS YOUR BRAND?

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### Sobering statistics

- Colleges and Universities
  - 27% use Google +
  - 26% use Facebook
  - 35% found information that negatively impacted prospective students' applications
- Employers
  - 70 % of recruiters denied candidates due to online information
  - 84% of recruiters think online reputations will factor in hiring practices

ALL OF THESE PERCENTAGES ARE INCREASING!!!

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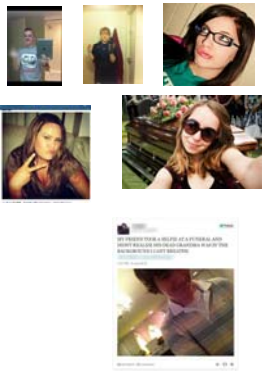
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"The 21st-century human is learning that every action leaves an indelible digital trail. In the years ahead, many of us will be challenged by what we are making public in various social forums today.

The fact that **one in five applicants disqualify themselves** from an interview because of content in the social media sphere is a warning to job seekers and a true indicator of the digital reality we now live in." – Eurocom Worldwide (PR firm)



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### Advice

- Anything connected to your real name keep moderate & professional
- Email: [crzygur134@gmail.com](mailto:crzygur134@gmail.com) vs [mwafred@gmail.com](mailto:mwafred@gmail.com)
- Social media accounts. Twitter, SnapChat, Instagram – more than one. Have a fun, crazy one to talk about concerts, boyfriends, parties, social life. **Create a serious one that is branded to your real name.**
- Create a blog. Write about serious topics. Your 4-H community service. What you learned from a project or activity. Content that shows your life in an every day context that is positive & thoughtful.
- Watch the number of Facebook friends. Do you really know them?
  - Use lists to reduce post visibility
  - Downplay the drama – relationship problems, feeling blue, gossip, complaining about job.

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Posting on Facebook pages

NEVER PRIVATE!

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### 6 Hiring Managers Spill Their Secrets

What one job candidate did that really wowed the interviewer

By Jill Jacinto | AOL Jobs | October 1, 2014

56 207 8 3.4k 39

Share Tweet Share +1 Like +Plus Print E-mail

*(This article appeared previously on AOLJobs.com.)*

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

**Erik Bowitz, Senior Resume Expert at Resumé Genius**

"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

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### 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

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Introducing the Next Big Thing...

# Wave

an iOS8 exclusive



**What is Wave?**  
Wave is our latest and greatest addition to iOS8. Wave allows your device to be charged wirelessly through microwave frequencies. Wave can be used to quickly charge your device's battery using any standard household microwave.

**How to use Wave**  
Wave will become automatically activated when you update to iOS8. You can now Wave-charge your device by placing it within a household microwave for a minute and a half. See below for details.

**How Wave Works**  
iOS8 contains new drivers that interface with your device's radio baseband allowing it to synchronize with microwave frequencies and use them to recharge your battery.

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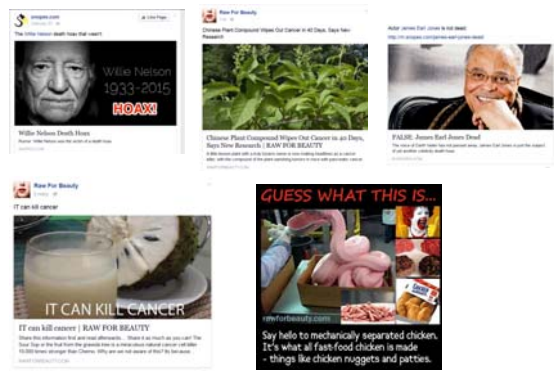
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**AG LITERACY**  
**YOU CAN BE AN AGVOCATE**

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**The Faces of Delaware Agriculture**

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

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**The Credibility Gap**

**You say ...**

- Our methods are proven safe.
- Most farms are family-run.
- We care about our land and animals.
- We have the safest food supply in the world thanks to the ag industry.
- We need a secure domestic food supply.
- We keep food affordable.
- We NEED to produce more to FEED the world.

**They hear ...**

*Your methods tamper with nature.*

*At what expense to quality?*

*But beholden to big processors and the bottom line.*

*You will take profitable short cuts when and if you can.*

*You WANT to produce more to SELL to the world.*

*You want subsidies and lax regulations.*

*Pesticides, antibiotics and hormones might not be safe in the long-run.*

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### FarmERS vs. FarmING

- Affection for the people does NOT translate to the industry
- Our audience's truth: "American agriculture?" =



mass production  
animal cruelty  
struggling farmers  
too many subsidies  
chemicals  
pesticides  
big business  
organic farming  
factory farming  
crop/waste  
feed

\* Size of word corresponds to how many times the topic was mentioned across all 8 audience sessions

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Who they think we are

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FARMED  
DANGEROUS  
BUSINESS

Chipotle's Original streaming comedy series depicting agriculture as industrial

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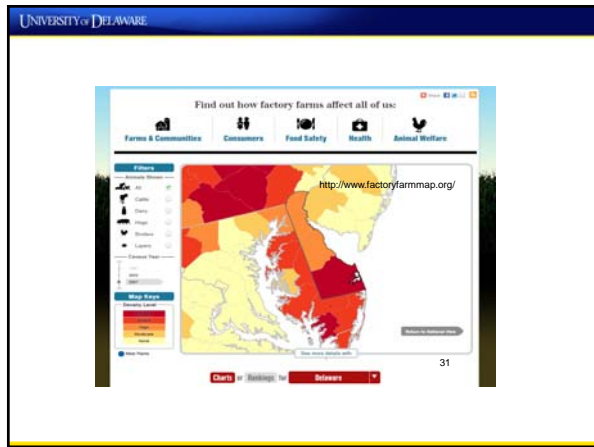
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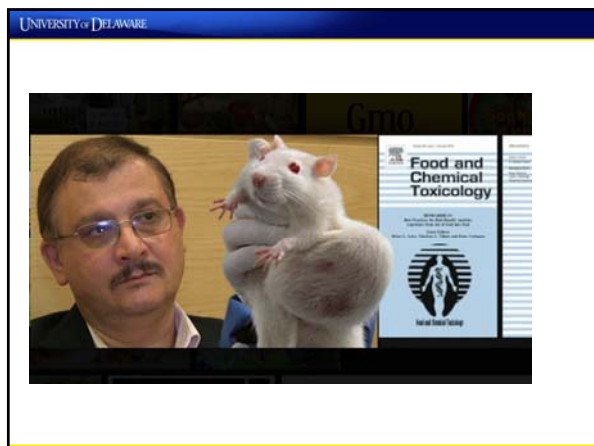
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Search

### Glyphosate



Source: How to buy clothes will be safer by 2017 due to use of glyphosate on food crops.

UNPROVEN

Example (Citation on a web, October 2014)

“I have the same article being posted on Facebook and about a week with people all across Facebook that are the result of the article.”

Since MS Journal paper I by J Salasini was written in 2011, the results of Perrier’s findings indicate an increase in glyphosate use in the US. Glyphosate is used on 90% of the corn and soybean crops in the US. It is also used on 90% of the cotton and 80% of the rice crops in the US. It is also used on 90% of the wheat and 80% of the sorghum crops in the US.

Thank you to all who have read and commented.

Original: On 23 December 2014, the website Alliance for Natural Health published an article titled “Study of 44 Children With the Autism by 2013,” Vienna Senior Research Scientist at MIT. It described a new investigation made “at a conference” in early December by Stephanie Seneff, PhD (whose web biography described her as a “Senior Research Scientist at the MIT Computer Science and Artificial Intelligence Laboratory,” not an individual specializing in epidemiology.) The precise location, date, and general topic of the December 2014 conference in question was not disclosed in the article, but a reference was made to the general subject of genetically modified organisms (GMOs).

The headline’s reference to learning autism diagnosis spikes was continued in the article. First, the “Evidence points to glyphosate toxicity from the creation of Roundup Ready herbicide.” After describing Seneff’s background in computer science, the article continued:

At a conference last Thursday, in a special panel discussion about GMOs, she took the audience by surprise when she declared, “At today’s rate, by 2025, one in two children will be autistic.” She noted that the sole effects of autism closely mirror those of glyphosate toxicity, and presented data showing a remarkably consistent correlation between the use of Roundup on crops (and the creation of Roundup-ready GMO crop seeds) with rising rates of autism. Children with autism have biomarkers indicative of excessive glyphosate, including zinc and iron deficiency, low serum sulfate, melatonin, and mitochondrial disorder.

The article conflated a number of unrelated claims and beliefs about autism and its

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Forbes

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

By Christopher Ross



Last week a scientific paper appeared that reported that eating genetically modified (GM) corn increases cancer in rats. Specifically, the scientists fed Roundup Ready® corn, or made it rats for two years, and reported that both Roundup and maize developed cancer and died at higher rates than controls.

Another major problem is that there’s no dosage effect. In other words, if Seralini is right and GM food is bad for you, then more of it should be worse. But the study’s results actually contradict this hypothesis: rats fed the highest levels of GM corn lived longer than rats fed the lowest level. A third problem, as Discovery News and other sources reported, is that the rats used in this study are a special laboratory strain that is highly prone to cancer. Perhaps most damning, though, is the fact that rats fed Roundup directly had the longest survival times. As Seralini’s own Figure 1 shows, the longest-living rats in the entire study, out of all the conditions, were those that drank Roundup in their water. These rats outlived the control rats. Yum! Maybe Perrier should start selling Roundup-enhanced spring water? Seralini and colleagues struggle to explain the internal contradictions in their study. They write,

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### 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

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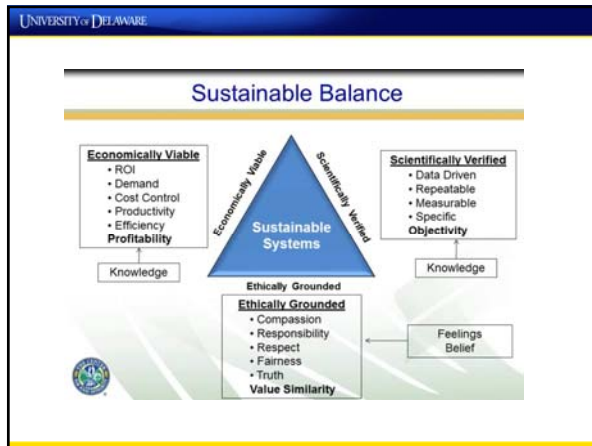
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**Website Presentation**

- Huffington Post
  - Progressive P.O.V.
- October 2014
- Factual article
  - No hormones
  - Breed selection
  - Selective breeding
  - 162 comments

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**Selective Breeding**

**Apple head standard**

**Modern oriental standard**

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The Huffington Post

kinda horrifying, huh?

1957 1978 2005

Chickens Really Don't Look Like They Used To

Chickens have changed. Today's modern chickens are several times larger than birds of yesteryear and - and a new study by researchers in Canada offers...

14,442 people like this

Facebook Presentation

- SM editor sets a tone
- Changes headlines
- 14,442 + "likes"
- 6, 830 shares
- Thousands of comments
- Including me

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Mark McMillan

I can watch for them using them, being that I've seen it in person. Not to mention Tim Breda with sun? who owns a large chicken company. I bet believe they do, steroids too and antibiotics in every meal.

Michaela Dorney Walsh it is illegal to use hormones or steroids, it is not used here on the Delaware poultry industry

Michaela Dorney Walsh Intensive and selective breeding are different. I raised quality flocks.

Michaela Dorney Walsh I don't pass on propaganda some farmers use hormones, some don't, and just taking the word. Birds are not given hormones or antibiotics in their feed. Period.

Sharon Dorney Trust, but the math thing is false too. My BEST FRIEND, my best friend, the scientist who is known needs to work at a chicken facility where they build the chickens. And she said they were all raised on the same diet. That's all.

Wangwei King for Michaela Dorney Walsh it's not in the feed! They inject it!

Valerio Moglie-Saremi She actually thinks people will believe her? They do use hormones and antibiotics. The evidence is out there and it's certainly not a secret at this point.

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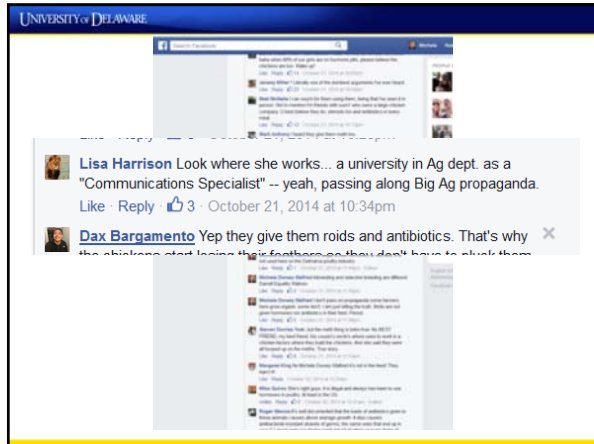
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### Chat it up!



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### Twitter Chats

- ▶ **#GardenChat**  
Mondays, 9 p.m., EST
- ▶ **#AgChat**  
Tuesdays, 8-10 p.m., EST
- ▶ **#FoodChat**  
Third Tuesdays, 8-10 p.m., EST



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### 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



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### Instagram

- Photo driven
- Younger audience
- Hashtags!
- Simple to use
- Comments
- Allows re-posts to Tumblr, Twitter, Facebook, Flickr



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### 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



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### 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>

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### Twitter

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



<https://about.twitter.com/company>

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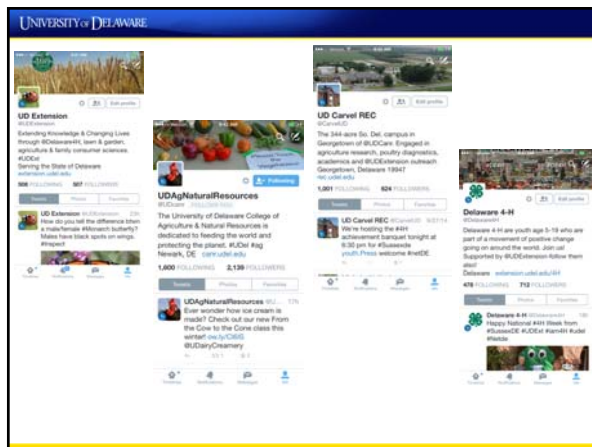
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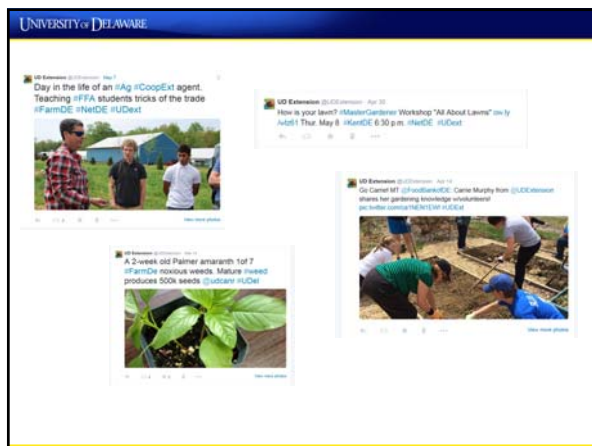
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### LinkedIn

- 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



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### Google+

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



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### YouTube

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



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### Pinterest

- 70 million users
- 80% of users are women
- 2.5 billion monthly pageviews
- 80% of pins are repinned
- 14.2 minutes per visit on average
- 98 minutes spent on site monthly
- Available in 20 languages



<http://expandedramblings.com/index.php/resource-how-many-people-use-the-top-social-media/> 57

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### Vine

- 40 million users
- Awaiting the release of more stats



<http://expandedramblings.com/index.php/resource-how-many-people-use-the-top-social-media/>

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### 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



<http://expandedramblings.com/index.php/snapchat-statistics/2/#.VBn120voq5s>

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### Foursquare/Swarm



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

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### Tumblr

- 216.3 million users
- 69 million users monthly
- 125.7 million blogs
- 56.1 billion posts



<http://expandedramblings.com/index.php/resource-how-many-people-use-the-top-social-media/>

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### Flickr

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



<http://expandedramblings.com/index.php/resource-how-many-people-use-the-top-social-media/>

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### MySpace

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



<http://expandedramblings.com/index.php/resource-how-many-people-use-the-top-social-media/>

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### TERMS AND DEFINITIONS

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### Sort and Search

• #GardenChat	• #FarmMD
• #AgChat	• #NetMD
• #FoodChat	• #Garden
• #FarmDE	• #FoodSafety
• #NetDE	• #RuralMade
• #FarmMD	
• #NetMD	

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**social media**  
*noun*  
The interactions among people through creating and sharing content in virtual communities.

Examples: Facebook, Twitter

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**hashtag**  
*noun*  
A string of letters or numbers preceded by a pound sign that, when combined is commonly used to create "search terms" within social networking sites.

Example: #SMstrategy14

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**tag**  
*noun*  
Label for organizing content, often times used on blogs.

Examples: music, art therapy

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**paid media**  
*noun*  
When a brand pays to leverage a social media platform.

Example: Facebook ads, paid search

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**owned media**  
*noun*  
A company's branded platform, which it manages.

Example: website, blog, Twitter account

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**earned media**  
*noun*  
Customer-generated content.

Example: Unprovoked praise on a user's Twitter account mentioning the company.

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**shared media**  
*noun*  
Brand content that propogates from one social network user to another.

Examples: Facebook, Twitter, YouTube

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**SEO**  
*noun*  
Acronym for "search engine optimization," which is the process of integrating keywords, tags and terms into your website to boost its search engine ranking.

Example: CNN uses: CNN, CNN news, CNN.com, CNN TV, news, news online, breaking news, U.S. news, world news, weather, business, CNN money, sports, politics, law, technology, entertainment, education, travel, health, special reports, autos, developing story, news video

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**algorithm**  
*noun*  
A set of rules that define placement of content on social networking sites.

Example: Facebook's Story Bumping, Edge Rank (previously used by Facebook)

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**avatar**  
*noun*  
Thumbnail size image that appears next to a username on social networking sites.

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**klout**  
*noun*  
A measure of social influence based on integrated social networking sites.

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**viral**  
*noun*  
Content that is quickly shared online across social networking sites.  
  
Example: YouTube videos

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**reach**  
*noun*  
The number of online users who saw your content.

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### Time Online

If all U.S. Internet time were condensed into one hour, how much time would be spent in the most heavily used sectors?

Sector	Percentage
Social Networks/Blogs	25%
Games	15%
Email	10%
Portals	10%
Instant Messaging	10%
Search/Video/Movies	10%
Software Info	10%
Multi-category Entertainment	10%
Classifieds/Auctions	10%
Other	20%

Source: Nielsen//NetRatings, June 2010.  
\*Other includes all other categories not listed in the chart.  
\*\*Percentages may not add up to 100% due to rounding.  
\*\*\*Data is based on U.S. internet usage only.  
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### Time Flies

Platform	Time Spent
facebook	405 minutes per visitor
tumblr.	89
Pinterest	89
Linked in	17
twitter	21
Google+	3
medical	8

Image courtesy <http://www.medabistro.com>

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**WHO IS USING SOCIAL MEDIA?**

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**Pew Internet Report**

74 % of adults online use social networking sites

**Who uses social networking sites**  
% of internet users within each group who use social networking sites

All internet users	74%
Men	72
Women	76
18-29	89 <sup>12</sup>
30-49	82 <sup>12</sup>
50-64	66 <sup>12</sup>
65+	49
High school grad or less	72
Some college	78
College+	73
Less than \$30,000/yr	79
\$30,000-\$49,999	73
\$50,000-\$74,999	70
\$75,000+	78

Pew Research Center's Internet Project, January-December 2010. Source: <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>

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### Social Networking on Mobile Phones

% of cell phone owners who use a social networking site on their phone

Category	Percentage
<b>All cell phone owners (n=1,954)</b>	<b>40%</b>
<b>Gender</b>	
a Men (n=895)	39
b Women (n=1,059)	41
<b>Age</b>	
a 18-29 (n=340)	67 <sup>***</sup>
b 30-49 (n=562)	50 <sup>**</sup>
c 50-64 (n=587)	18 <sup>†</sup>
d 65+ (n=423)	5
<b>Race/ethnicity</b>	
a White, Non-Hispanic (n=1,404)	36
b Black, Non-Hispanic (n=234)	48*
c Hispanic (n=180)	49*
<b>Annual household income</b>	
a Less than \$30,000/yr (n=447)	38
b \$30,000-\$49,999 (n=310)	40
c \$50,000-\$74,999 (n=272)	48*
d \$75,000+ (n=538)	45*
<b>Education level</b>	
a No high school diploma (n=156)	33
b High school grad (n=542)	37
c Some College (n=490)	42*
d College + (n=752)	43 <sup>††</sup>

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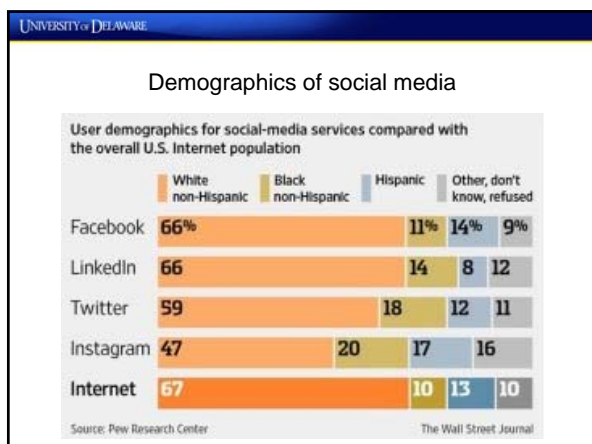
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### Resources

- Center for Food Integrity**
  - <http://www.foodintegrity.org/>
  - @foodintegrity
- U.S. Farmers & Ranchers Alliance**
  - <http://www.foodieslogues.com/>
  - @USFRA Twitter



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