

Getting the Most Out of Social Media

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Acknowledgements

First and foremost, I thank my parents and sister for their endless support and love through all my endeavors. I also thank my boyfriend for never letting me forget that I can reach the moon if I want to. I am also grateful for the opportunities and experiences the University of Florida has made possible, and the wonderful professors that have guided, supported, and shared their knowledge with me.

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Abstract

This non-thesis project set forth to create a tool – a series of EDIS publications – that would aid agriculturalists as they move forth in adopting social media in an effort to have a presence on the Internet and connect with consumers in a new way. As most individuals today receive most of their information on the Internet, it has become increasingly important and necessary for agriculturalists and the agriculture industry alike, to have a voice on the Internet and build relationships with consumers who are seeking up-to-date and accurate information. Through the use of social media, agriculturalists can achieve such goals and can once again connect directly with consumers.

In an effort to create tools that would be the most beneficial for agriculturalists who are beginning to use and who are currently using social media, research was conducted using multiple textbooks and online databases, as well as, the analyzes of social media pages of agricultural operations that are already live and visible by all Internet users. A presentation was prepared and delivered at the 2014 Florida AgExpo reporting the findings of said analysis, which concluded that agriculturalists are more willing to adopt social media into their marketing plans than previously noted, however, many agriculturalists lack fundamental understanding of what social media is, how to use it, why it is used, and how it can be beneficial for them in the short and long run.

As such, an EDIS series was created to help explain (1) *What is Social Media?* (2) *Creating a Social Media Plan*, (3) *How to Successfully Use Social Media*, and (4) *Good Practices When Using Social Media*. All documents include images and links that will hopefully help and assist agriculturalist get the most out of social media.

EDIS Publications

Getting the Most Out of Social Media | A Series

Getting the Most Out of Social Media: What is Social Media?

Jessica Fernandez

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This EDIS publication, focusing on defining social media for agriculturalist and identifying the multiple platforms agriculturalist are able to use, is the first in a four-part publication series on getting the most out of social media usage. The series includes additional publications on:

- Creating a Social Media Plan
- How to Successfully Use Social Media
- Good Practices When Using Social Media

Background

Until the mid-19th century, the primary source of most agricultural information was shared from farmer to farmer. As time passed, information began to be spread via radio, mail, or the still traditional face-to-face interaction. Although these forms of communication are still relevant, the Internet has become the primary source of information in the last portion of the 20th century and has had a significant impact on how agriculturalists receive and share information with consumers and other industry members. As such, social media platforms have paved the way for a new form of communication.

By definition, social media is a form of new media that includes primarily Internet and mobile-based tools that are used for sharing and discussing information using two-way communication (Telg & Irani, 2012). These web-based activities usually integrate technology, telecommunications, and social interaction that allow agriculturalist and consumers alike to create and exchange information in a more interactive way then previously possible.

Why social media?

The Internet has paved the way for building relationships through the exchange of information in a way that has never been experienced before. With more than 44 percent of all U.S. consumers learning about brands through social media outlets (MarketingCharts, 2012), consumers value products that are not only convenient and healthy, but products they are able to connect with the individuals who have raised, picked, and packaged the food they are purchasing and consuming (Hanna, Rohm, & Crittenden, 2011).

Social media forms the foundation for the type of interaction consumers seek to build with agriculturalist through the use of words, pictures, videos, and audio (shown in Figure 1). These forms appeal to all human senses and add value to information being shared from agriculturalist to consumers, or visa versa. In a time when transparency and authenticity is valued and desired, delivering the new standard of person-to-person interaction, which is achieved through social media, is crucial to the success of a business (Kaizen Digital Marketing, 2011).

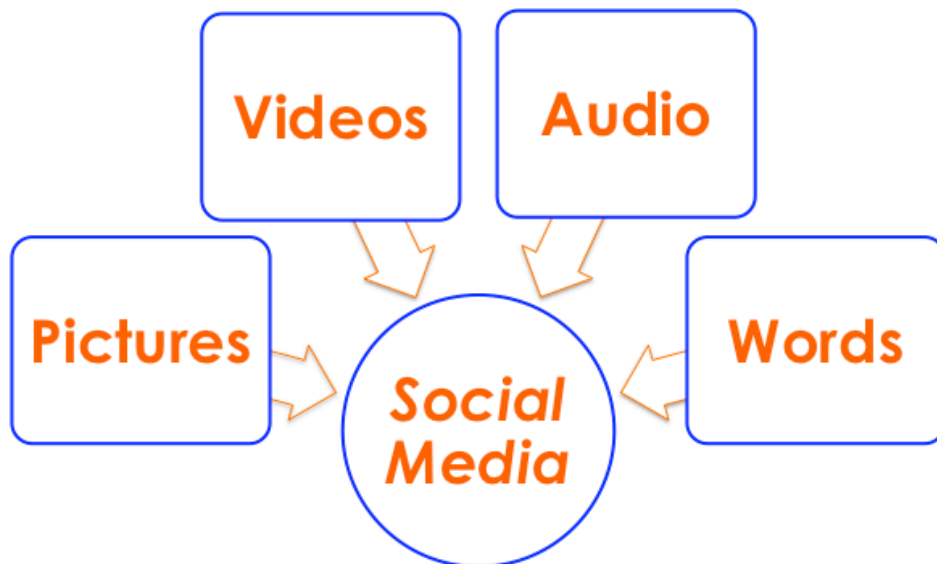


Figure 1. Social media platforms let users create and share pictures, videos, audio, and words online. This contributes to the interactive nature of such platforms.

It is not all about the consumer

Social media allows agriculturalist to not be an impersonal business that can be criticized and scrutinized, but instead be the face of products grown and harvested in the U.S. With less than 1 percent of the American population claiming production agriculture as their occupation, and only 2 percent being directly involved in agricultural full time (Baker & Irani, 2012), agriculturalists should share their story with everyone to let them know about agriculture. By adopting and understanding the value social media has in today's market, social media has given agriculturalists a voice.

Social media platforms

The easiest way to get started on social media is by choosing a platform, defined as a site that lets users interact with each other, upload files, and post messages, photos, and videos that visitors can see (Telg & Irani, 2012), and that aligns with your objectives and purpose. This means the platform you choose to promote your agricultural business or share information should reach the target audience you want to reach and allow you to share the information or content you would like to share. Whatever you chose, remember consistency is key. Start by signing up with one platform and then begin to integrate others slowly. As you begin to feel more comfortable with your abilities, understanding, and overall grasp on social media, you will see that if you choose to add other platforms to the mix, doing so can be easy, convenient, and will allow you to reach more demographics.

The following platforms are a good place to start:

1. Facebook: With more than 1 billion active users worldwide, this social media platform will allow you to share posts consisting of words, pictures, videos, links, and more. By creating a *Fan Page* for your agricultural business, you are able to keep your personal

profile private and still promote your commodities. You will be able to be active on the platform by posting updates about the activities on your farm, sharing agricultural messages and images, promoting agritourism events, and seeing what other organizations or *friends* are up to. You will also be able to see what your *followers* are commenting on your posts and sharing with you on your page. This is one of the benefits of Facebook; it helps you build a relationship with your followers, as both parties are involved in sharing information.

2. Twitter: Allowing you to *tweet* 140 character updates to connect with more than 230 million active users worldwide, this social media platform optimizes users communication skills. With concise tweets that can include quotes, links, and pictures, users of this platform can connect with other users everywhere by simply including a hashtag (#) to their tweet that allows them to connect with others tweeting about the same things.
3. Pinterest, Instagram, and Blogs: As the more recent growing social media platforms, Pinterest, Instagram, and blogs focus more on sharing do-it-yourself ideas and recipes; images and videos; and online journal style information, respectively. By including or adding these platforms to a Facebook or Twitter social media page, your businesses will be able to connect with more individuals across more demographics.
4. Others: As any innovation, there are quite a few more social media platforms that reach different groups of people. These other platforms can help you expand your professional community, like LinkedIn, or allow you to share videos of your most recent harvest and the delicious dish you prepared with it using your favorite recipe through a YouTube video.

There is no limit to how many of these platforms you can create sites for your agricultural business on, just remember: Quality over quantity – having one platform that you keep up with is more valuable than four platforms that are not active or up to date.

Summary

Social media and its many platforms that occupy the Internet are not going anywhere. In fact, companies and industries of all sizes now view social media as a mandatory element of their marketing strategy (Hanna et al., 2011). Now is the time to begin integrating and perfecting the type of social media your business feels most comfortable with.

Other sources

For a more how-to approach on how to begin using Facebook, Twitter, and other social media platforms, visit the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources' [How to Make Social Media Work for You](#).

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Getting the Most Out of Social Media: Creating a Social Media Plan

Jessica Fernandez

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This EDIS publication, focusing on how to create a social media plan, is the second in a four-part publication series on getting the most out of social media usage. The series includes additional publications on:

- What is Social Media?
- How to Successfully Use Social Media
- Good Practices When Using Social Media

Background

From 2013 to 2014, research shows that every social media platform saw significant growth (Duggan, Ellison, Lampe, Lenhart, & Madden, 2015). With 71 percent of adult Internet users (that is 58 percent of the entire United States adult population) participating on platforms like Facebook daily, social media use has increased and is said to continue to increase in coming years (Duggan et al., 2015). Therefore, it is important for agriculturalist to come up with a plan that will help them successfully adopt and maintain their social media platforms.

Social media plan

Building anything from the ground up takes time, patience, and organization, but with a little guidance, adopting social media can be a fun and exciting experience for your agricultural business. The following steps form the framework for your social media plan – your blueprint for success (Lee, 2014):

1. Choose the social media platform(s) that work for you. As can likely be expected, not all social media platforms are for everyone. Depending on the audience you want to reach

and the kind of information you want to share, every platform may not be right for your agricultural business.

Therefore, keep these factors in mind:

- **Time** – *How much time can you devote to social media?* As a rule of thumb, plan at least one hour per day per platform, at least in the beginning. Once you become better acquainted with social media, there are other tools like *Buffer*, *SocialOomph*, and *HootSuite* that can assist you in managing more than one platform from just one location.
- **Resources** – *Who will be in charge of your social media platforms and what skills do they/you have to work with?* Every platform requires different images, videos, and content to be posted and shared. Be sure to have the resources to be able to post such things. However, do not get discouraged. A picture of you or one of your workers out in the field with a short and creative description is a great place to start.
- **Audience** – *What platform(s) does your potential target audience browse and interact on? What social media platform(s) has the right demographics for your agricultural operation?*

In order to find such information, it would be beneficial to visit Pew Research Center's [“Demographics of Key Social Networking Platforms.”](#) which outlines information regarding number of Internet users using a particular platform (specifically Facebook, Twitter, Pinterest), as well as age, location, and occupations of such users.

2. Fill out all *profiles* completely. Making sure to have the most up-to-date information on all your social media platforms profiles is key to being successful and building relationships with your target audience. Profiles require text and photos, so remember to keep your profile pictures current, as well. If you have multiple platforms, remember to check and be consistent with all of them. (Your different platforms do not have to be identical, but make sure they match so your followers know it is you.)
3. Find your voice and tone. Before you start sharing, take a moment and decide what voice (mission) and tone (implementation of that mission) you want to have on your social media platform(s). Asking yourself the following questions will help you determine your voice and tone:
 - If your business were a person, what kind of personality would it have?
 - If your business were a person, what would its relationship to the target audience – most likely consumers – be like?
 - Describe in adjectives what your business’ personality is not.
 - How do you want your followers/consumers/target audience to think about your business?
4. Pick a posting strategy. You may be wondering what you should post, how many times you should post per day, or what time of the day to post. Unfortunately, there is no magic answer. What to post, the frequency of posts, and the time of day to post depend largely on your target audience; however, there are a few tips on how to start:
 - *What should I post?* Images are usually most user friendly, and if you browse around all platforms, images can be found everywhere. However, do not hesitate to include a quick description with the image you post or venture out to videos.

- *How often should I post?* This once again depends on your target audience and the feedback you receive from followers. You do not want to post so often your posts begin to be overlooked, but you want to post often enough you are not forgotten about. For the most part, it has been recommended to post five to 10 times per week on Facebook and five times per day on Twitter.
 - *When should I post?* The best recommendation that can be given for time of day to be posting would be: If you are not sitting in front of a computer or on your mobile device checking your social media accounts, let us say during the time a typical family sits down to have dinner, chances are your followers are not checking either. Try to stay away from these times, and as you begin to post, take notice of the time that your audience is responding to you.
5. Analyze, test, and repeat. The more you post and become active on your social media platform(s), the more you will be able to determine what works for you and your audience. Tools such as *Buffer*, *SocialOomph*, and *HootSuite* can help you analyze your performance and evaluate what has been successful by breaking up views, clicks, shares, likes, and comments into information you are able to understand and interpret for the future.
 6. Engage. The main purpose of social media is to allow you to connect and communicate with your consumers in a way that has not been possible before. Keeping this communication and maintaining relationships are the last steps in social media planning. You want to make sure you listen to your followers and others on social media so that you can stay relevant in this ever-changing world.

Summary

Adopting social media, or even just revamping or adding a platform to what you already have, can be intimidating and overwhelming; however, creating a social media plan before jumping in can really help you organize your ideas and help you decide what the best course of action for your business is.

Other sources

For tips on how to create an effective communication plan that can help you be successful on social media, visit the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources' [Components of a Successful Communications Plan](#).

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Getting the Most Out of Social Media: Successfully Using Social Media

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This EDIS publication, focusing on describing successful ways in which an organization can use social media, is the third in a four-part publication series on getting the most out of social media usage. The series includes additional publications on:

- What is Social Media?
- Creating a Social Media Plan
- Good Practices When Using Social Media

Background

The Internet has become the go-to place for information, a fact that has a great influence on the agricultural industry and the way that information is disseminated from the industry to consumers. As information found on the Internet is seen as reliable, it has become imperative for agriculturalists and other industry members to become present on the Internet through an easy and convenient way – social media (Cockerill, 2013).

What are you trying to achieve?

Social media's primary purpose is to exchange information with a target audience – the individuals you want your information to reach– for example, consumers. Regardless of the social media platform, information is uploaded, commented on, and shared. In sharing this information, agriculturalist should be focused in four areas (depicted in Figure 1):

1. Influencing: Is the information you are posting on your social media platform(s) encouraging your target audience to seek correct and accurate information so that they make more informed decisions when purchasing agricultural product(s)?

2. Educating: Is the information you are posting on your social media platform(s) teaching and informing the target audience about agricultural commodities, industry, and/or history?
3. Branding: Is the information you are posting about on your social media platform(s) promoting your brand or the agricultural industry as a whole in an open and honest manner that will prompt your target audience to seek out your products?
4. Presence: Are you present on social media? Are you utilizing social media as a cost effective and savvy way of marketing your agricultural business and industry to the public?

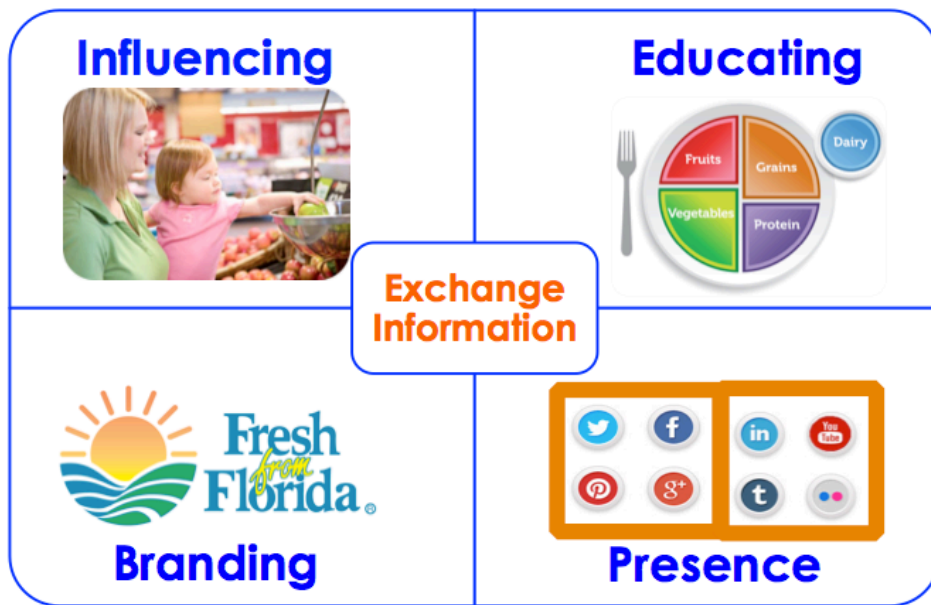


Figure 1. Social media platforms can allow agriculturalist to: *influence* young children and their parents to purchase fresh in season produce when they visit the grocery store; *educate* children about nutritional value of foods and how to keep a balanced and healthy diet; promote one’s *brand* so that it may be trusted and looked for in the grocery store; and ultimately be the *presence* of the industry on the Internet, through the exchange of information with target audiences.

How do you achieve this?

As an agriculturalist and information provider, you have the power to influence consumer behavior. You are able to prompt awareness, information acquisitions, opinions, attitudes, purchasing behavior, and communication evaluation, through the information you provide to consumers. Social media allows room for agricultural businesses to listen to, interact with, and seek feedback from customers (Cockerill, 2013). These interactions result in beneficial relations founded in understanding for agricultural businesses and consumers alike (Cockerill, 2013).

In order to be successful on social media, an agricultural business must evaluate and determine who, what, where, and how one wants to share information with consumers. Asking the following question can help:

1. Who is/are the target audience(s)?
2. Which traditional and social media platforms do the target audience(s) use?
3. What marketing content (story) does the farm want to tell?
4. How can marketing through social media promote or connect this content throughout previously used marketing techniques (if applicable)?

These questions have the potential and ability to lay out a plan that agriculturalists can use to connect with their consumers and embrace the transformation social media has had on the Internet and dissemination of information.

Are you being successful?

The goal and measure of success for agriculturalists on social media should be an observed higher level of public trust and loyalty between industry and consumers. Both parties seek this ultimate goal, which is feasible for the long run. At the moment, however, there are a few ways you can measure if you are being successful on social media, including (DeStefano, 2015):

1. Reach: How many people did you impact with the content you have shared? You are able to track this by the number of *followers* you have on Twitter, the number of *likes* your Facebook page has, and *views* and *subscribers* to your YouTube channel.
2. Engagement: How many people interacted with the content you shared? You are able to track this by the number of clicks on your social media posts; retweets, mentions, and direct messages on Twitter; shares on Facebook; and ratings on YouTube channels.
3. Conversion: How many people took action because of the content that you shared? You are able to track this by the number of online sales, attendance to events promoted through social media, or increase of in store sales.

Summary

As the public becomes more dependent on the Internet for information, it is becoming more and more important for all business, including agricultural businesses, to have a strong presence online. Interacting on social media platforms is a significant way in which this can occur.

Other sources

For more information on tools you can use to measure your success on social media, visit the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources' [Tools You Can Use](#).

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Getting the Most Out of Social Media: Good Practices When Using Social Media

Jessica Fernandez

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This EDIS publication, focusing on identifying and defining good practices of social media, is the fourth in a four-part publication series on getting the most out of social media usage. The series includes additional publications on:

- What is Social Media?
- Creating a Social Media Plan
- How to Successfully Use Social Media

Background

Social media has created an environment for individuals to interact with each other in a two-way communication pattern that has allowed for the creation and maintenance of relationships. The agricultural industry has ventured into social media seeking these relations with consumers, agriculturalists, and other industry professionals. As the Internet has transformed the traditional model of communication into a more informal and conversational model, it is vital for agriculturalists who are interacting through social media with consumers to be creative and have fun, but maintain a level of professionalism and appropriateness.

Good practices for social media

1. Keep all posts positive and contribute something of value to your community.
2. Position yourself as the expert. This is what you do for a living; showcase agriculture and your personal story.

3. Hold meaningful conversations with followers who want to learn something. A conversation is a two-way street; give consumers an opportunity to voice their opinions, concerns, and feedback.
4. Be productive, not just active. Accomplish your purpose.
5. Quality over quantity. Keep it simple, concise, and meaningful.
6. Do not overdo it. Constant self-promotion is not attractive – share more than just your product.
7. Be open and honest at all time. Consumers want to be able to trust you. This is your chance to show them that you do not only dedicate hard work to providing them with top-quality commodities and/or products, but also your commitment to excellent customer service. This is the number one thing consumers want from you, so give it to them. You have nothing to hide.
8. Take time to build relationships and trust. Social media gives you the opportunity to connect with consumers in a new way. Take advantage of the two-way communication channel that you and your consumers have access to and build a relationship by including them and responding to posts or questions they may have. This relationship will not happen overnight. Be patient. Just because you have followers does not mean they will listen. Give them a reason and time to listen.
9. Be willing to adapt. Technology is ever-changing. If something is not working, try something new.
10. Engage to enrich your presence. Engagement for engagement's sake is not efficient. Contribute something that is sincere and of value to your consumers, such as trivia about your product(s) or fun facts about your farm's history.

11. Invoke all senses. Multiple platforms and multiple ways of posting information can grab different individuals' attention. Use it to your advantage. Social media allows you to post not only words, but also pictures and videos. Use them all to engage with consumers and appeal to individuals' preferred senses.
12. Always follow up with connections. Social media allows you and consumers to connect through two-way communication. Take advantage of this and make followers feel special. A quick response to a followers post can really make a difference.
13. Mind your manners. ALWAYS. Sometimes followers are not always polite, but let them speak their mind and respond in an appropriate manner. Other followers will see this in a positive light and will most likely respect you and your business more because you were polite.
14. Listen to others on social media. With billions of individuals on social media and millions of firms now also joining, the feedback provided through the different platforms and the ideas one can gain from viewing others' sites can allow you to learn something new, too.
15. Most importantly, have fun! Social media is a marketing tool. Be creative and purposeful in your communication with your followers.

Summary

Social media attracts broad audiences from children to senior citizens. You want your social media presence to be appropriate for everyone to view, share, and learn something from. Keep these practices in mind, and you should be on your way to having a great social media presence.

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Telg, R., & Irani, T. (2012). *Agricultural communications in action: A hands-on approach (1st ed.)*. Clifton Park, NY: Delmar, CENGAGE Learning.

Florida AgExpo 2014: Presentation

Getting the Most Out of Social Media

PowerPoint Slides

Getting the Most Out of Social Media

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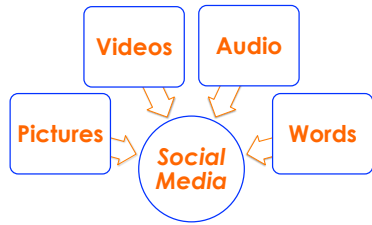
The communication of information is undergoing significant change.

The image shows the National Geographic 'EAT' magazine cover displayed on three different devices: a laptop, a tablet, and a smartphone. The laptop is in the foreground, the tablet is to its left, and the smartphone is in front of the tablet. All three devices show the same magazine cover, illustrating how digital technology has changed the way information is communicated.

What is Social Media?

"Refers to **internet based** applications that allows the **creation** and **exchange** of user generated information."

Producers are considering strategic product-marketing decisions.



Why use Social Media?

Influencing



Educating



Exchange Information



PRESENCE

Social media increasingly influences consumers' purchases.

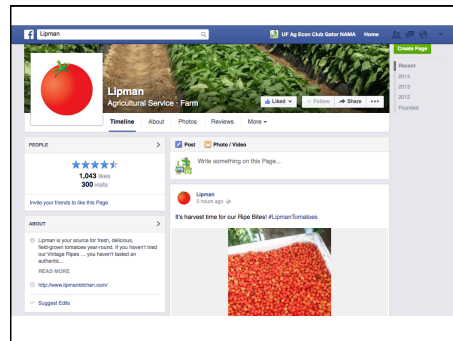
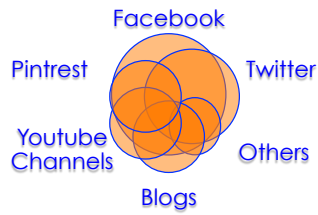
Baby Boomers

Latch-Key

Millennial

GenNext

Increase marketing effectiveness and value through social media.



Lipman shared a link via Tomato Wellness.
October 11

#Tomato soup is the perfect comfort food.

Tom's Tasty Tomato Soup with Brown Butter Croutons
Recipe | Epicurious.com
www.epicurious.com

Find the recipe for Tom's Tasty Tomato Soup with Brown Butter Croutons and other herb recipes at Epicurious.com

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Darrell I live in West Virginia so there is no Publix near me. I work in Tennessee often. I take my cooler every trip down and come back with it filled up with Noble Clementine Juice and sandwiches from the Publix deli.
Like · Reply · 1 · October 25 at 10:31am

2 Replies

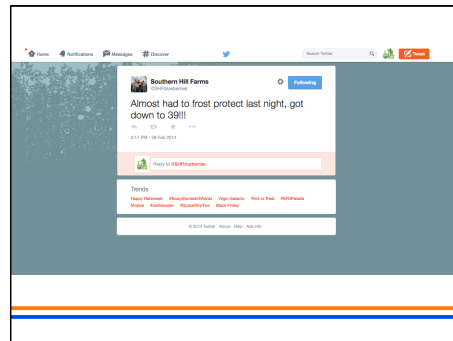
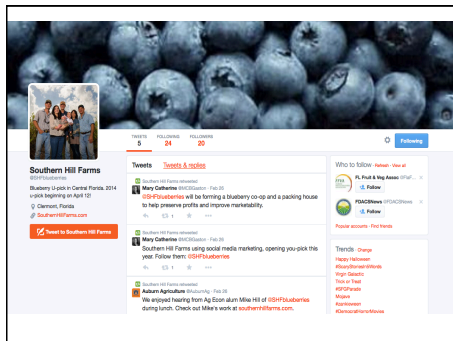
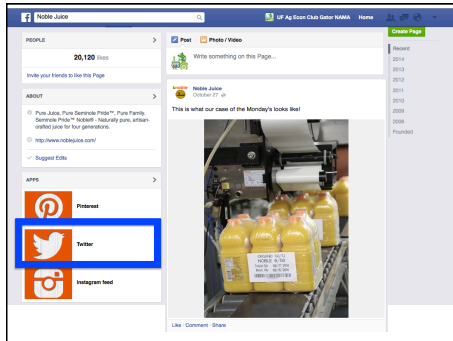
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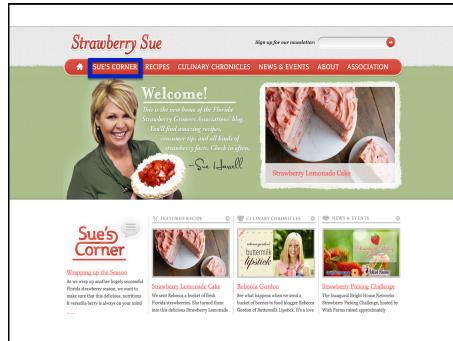
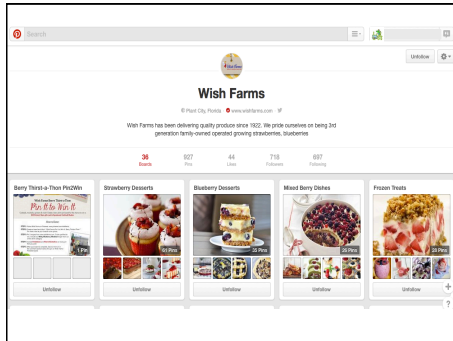
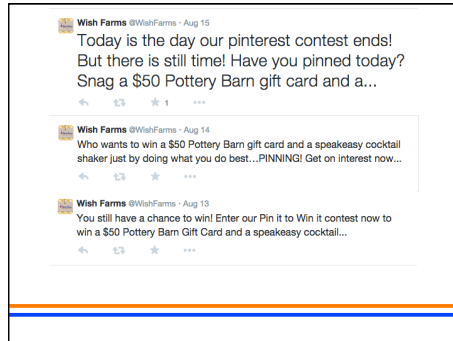
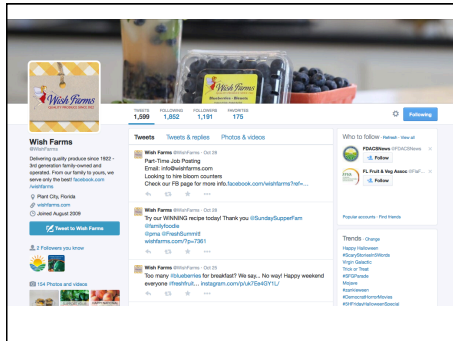
Jeri Going today. Thanks for posting.
Like · Reply · 1 · October 25 at 9:09am

Karen Thanks for featuring my picture 😊
Like · Reply · 2 hours ago

Bobby the best juices
Like · Reply · 1 · October 25 at 2:38pm

Write a comment...





Time for Strawberry Trivia

Who is ready for some amazing but true strawberry facts?

Who is ready for some amazing but true strawberry facts?

Strawberries have a long and storied history that goes back more than 2,000 years. Here are just a few of hundreds of interesting facts about the sweet, succulent berry.

Strawberries are the only fruit with seeds on the outside. Because the strawberries seeds are on the outside, it's not classified by botanists as a true berry. True berries, such as blueberries and cranberries have seeds inside. Each of the strawberry's dry, yellow "seeds" on the outside are actually considered a separate fruit.

The average strawberry has 200 seeds. Go ahead, count them!

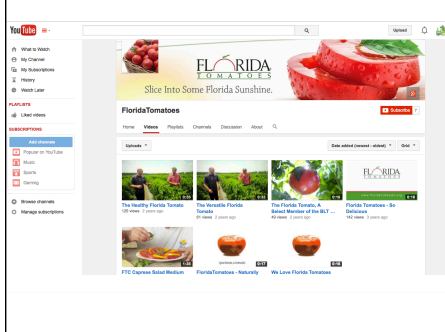
Strawberries are a member of the rose family.

One serving of about eight strawberries provides more vitamin C than an orange, or about 140% of the U.S. RDA for vitamin C.

94% of U.S. households consume strawberries.



Florida strawberries are available from around Thanksgiving through the spring.



The screenshot shows a YouTube channel page for 'Florida Tomatoes'. The channel banner features the text 'FLORIDA TOMATOES' and 'Slice Into Some Florida Sunshine.' Below the banner, there are several video thumbnails with titles such as 'The Healthy Purple Tomato', 'The Incredible Florida Tomato', 'The Public Service of the BLT', and 'Florida Tomatoes - The Best of the Best'. The channel has 1,171 subscribers and 14 videos.

**You are our network,
We are your network,
Like us!**



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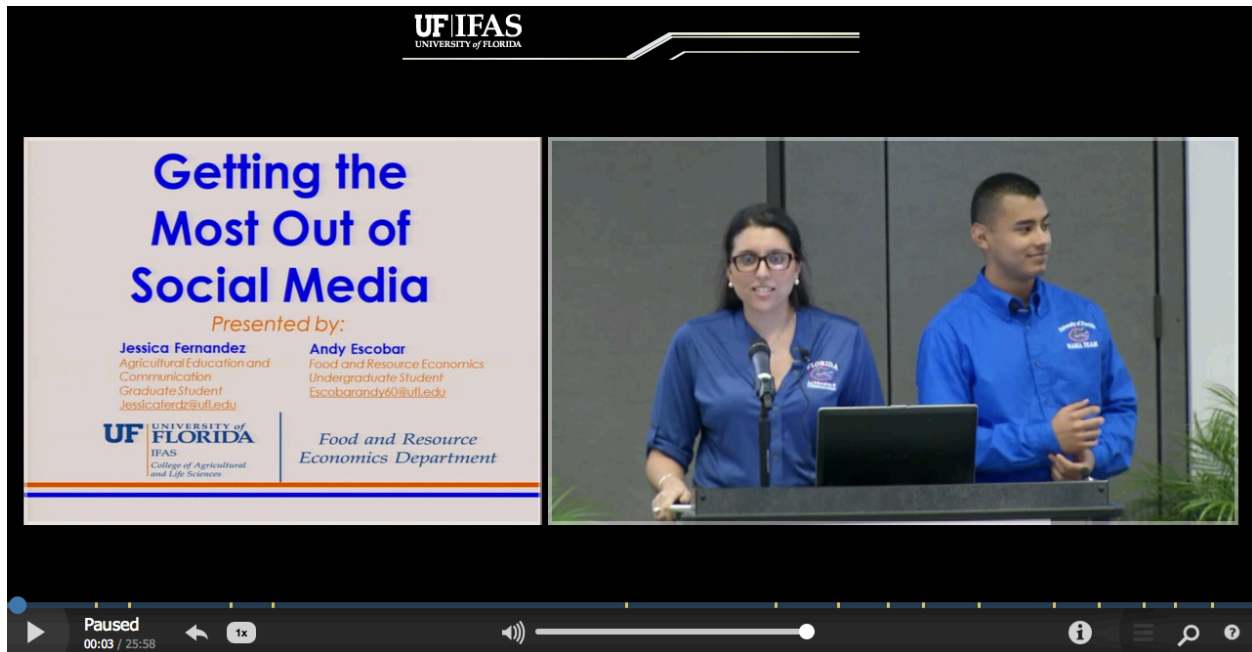
Jessica Fernandez
Agricultural Education and Communication
Graduate Student
Jessicaferdz@ufl.edu

Andy Escobar
Food and Resource Economics
Undergraduate Student
Escobarandy60@ufl.edu

UF UNIVERSITY OF FLORIDA
IFAS
College of Agricultural and Life Sciences

UF Ag Econ Club
Gator NAMA
Center for Public Issues Education
Food and Resource Economics Department

Recorded Presentation: UF|IFAS Communications



A recording of the complete presentation given on November 5, 2014 at Florida AgExpo at the UF|IFAS Gulf Coast Research and Education Center can be found on the UF|IFAS Communications – Educational Video webpage or at:

<http://mediasite.video.ufl.edu/Mediasite/Play/0469d0a01e514fbb890f31747b3b0c7a1d>.

Special thank you to Michael Munroe, UF|IFAS Communications Educational Media Coordinator, for making this video.

Florida Grower Magazine Article

Article, "Plugging Into Social Media," was featured in the February 2015 issue of *Florida Grower Magazine*. Article can also be found at: <http://www.growingproduce.com/florida-ag-expo/more-farmers-plugging-into-social-media/>.



FLORIDA AG EXPO EXTENDED COVERAGE

Plugging Into Social Media

UF Ag Econ students give tips on engaging consumers where they congregate online.

The older generation of growers might not be entirely comfortable with the use of social media, particularly when used for their business operations. Younger people have grown up immersed in the technology, so who better to educate attendees of the 2014 Florida Ag Expo about social media than students from the University of Florida's Food and Resource Economics Department?

Jessica Fernandez and Andy Escobar presented "Getting The Most Out Of Social Media" during the event held at the Gulf Coast Research and Education Center in Balm. The students made the point social media is an important tool in reaching consumers.

Be There Or Be Square

Consider that Millennials (ages 14 to 34) now have more buying power than Baby Boomers (ages 50 to 68) and that four out of five of them seek information using their mobile devices.

"That means whenever Millennials are curious about a product, they flip out their phone or open their tablet and go look for that information," Fernandez said. "And, you want to be there and able to actively participate and motivate these individuals to go for your product."

Social media is a cost-effective way to get in front of those Millennials with a whole lot of buying power. Facebook still reigns as the most used platform with 150 million Americans using the service.

Escobar pointed out companies can utilize multiple social media platforms to reach consumers and used Noble Juice as an example. The Florida-based company has more than 20,000 followers on Facebook and uses the page to link to their Pinterest, Twitter, and Instagram accounts.

"Social media is really a great way for consumers to get to know the farmer better," Escobar said. "It can show the consumer the extra effort being put into creating the product."

Get The Picture

The students said there is a shift in preference to more picture-oriented posts in social media. That means (maybe) a site like Instagram could be the next big thing because of its emphasis on pictures in posts.

"With the way the Internet is, we really have no idea what the next big social media site will be," Fernandez said. "Just remember to focus on quality and having a presence on these sites, whichever you choose is most important." 



To learn more tricks of the social media trade from Jessica and Andy, visit GrowingProduce.com/florida-ag-expo.

To A Greater Extent

DuPont Crop Protection is once again sponsoring special extended coverage of the Florida Ag Expo. Stay tuned for more features in *Florida Grower* and on GrowingProduce.com.



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PIE Center Social Media Video Recommendations

In an effort to enhance the already available videos found on the UF|IFAS PIE Center Social Media webpage (<http://www.piecenter.com/socialmedia/>) and after watching each video carefully, recommendations have to include below. These videos have been referenced to in the EDIS Publications created for this project. The PIE Center videos are seen as a true accent and tool for agriculturalist in their journey to adopt social media, and keeping them up to date is crucial for their effectiveness.

Recommendations

Facebook Video Series

- All statistical, specifically demographic information needs to be updated. Social media is an ever-changing arena and this sort of information changes constantly. It is crucial for this information to be updated because agriculturalists need to be able to identify their audience and the platforms they are using.
- Include why Facebook is important. The video covers a lot of good aspects of Facebook but the audience never learns why Facebook is important and how it can benefit them.
- Be specific in defining social media jargon. Words such as *profile*, *likes*, *friends*, and *followers* do not necessarily mean anything to agriculturalist who are just getting started with social media. Define everything clearly.
- A section or even video on defining Facebook Profile versus a Facebook Page can be very beneficial as many agriculturalists are hesitant in adopting social media because they are afraid to loose their privacy.

- The last video in the Facebook series talks about networking but does not really cover how to expand a network or what a network is. Visuals and example can help viewers understand this more fully.

Twitter Video Series

- This series is divided up very nicely - consider using this as an example for other video series.
- All statistical, specifically demographic information needs to be updated. Social media is an ever-changing arena and this sort of information changes constantly. It is crucial for this information to be updated because agriculturalists need to be able to identify their audience and the platforms they are using.
- Be specific in defining social media jargon. Words such as *retweet*, *tweet*, *hash tag*, and *followers* do not necessarily mean anything to agriculturalist who are just getting started with social media. Define everything clearly.
- Expanding on how Twitter can be used with other social media platforms can help viewers understand how integrating social media platforms can be easy and beneficial for them.

Other Video Series

Components of a Successful Communication Plan

- This video is relatively short, which is nice because it gives a good summary of what a communication plan is; however, communication plans are very important. Therefore,

this series has the potential to include more detailed videos covering the different part of a communication plan, how to come up with one, etc.

Other Tools

- Including third party applications that can make agriculturalist time on social media more efficient is always great. This series; however, can cover applications for more than just Twitter and can also expand to include applications that manage multiple platforms together.

More...

- Like with any innovation, social media is every changing and including other platforms. Videos series created to include other platforms including but not limited to Instagram, Pinterest, YouTube, and LinkedIn can be very beneficial for viewers as these platforms are used by many different demographics. These videos should include the same type of information the already made Facebook and Twitter series include and should also take into consideration the recommendations made for those series.

Defense Presentation



Getting the Most Out of Social Media



Jessica Fernandez
Committee Chair: Dr. Joy Rumble
Committee Member: Dr. Ricky Telg

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COMMUNICATION

PURPOSE

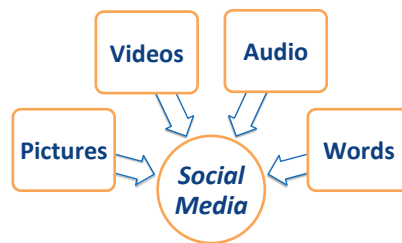
SIGNIFICANCE

Florida Ag Expo 2014

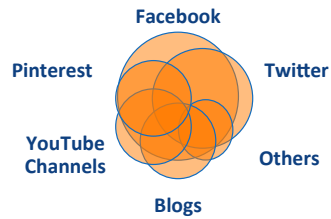
PRESENTATION

What is Social Media?

EDIS PUBLICATION



Platforms



Creating a Social Media Plan

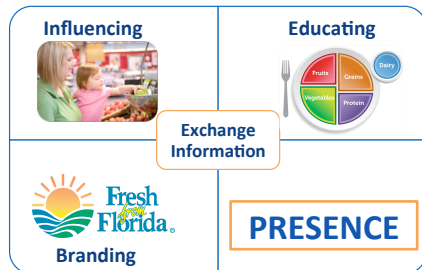
EDIS PUBLICATION

Steps

1. Chose Platforms that Work for You
2. Fill Out All Profiles Completely
3. Fine Your Voice and Tone
4. Pick a Posting Strategy
5. Analyze, Test, and Repeat
6. Stay Engaged

How to Successfully Use Social Media

EDIS PUBLICATION



Are You Being Successful?

1. Reach
2. Engagement
3. Conversion

Good Practices When Using Social Media

EDIS PUBLICATION

Recommendations

PIE CENTER VIDEOS

Twitter

- *Twitter 101*
 - Update statistics (demographics)
 - Define key terms
 - Videos are divided up nicely!
 - Expand by focusing on how to integrate with other platforms
-
-

Top 5

1. Keep all Posts Positive
 2. Hold Meaningful Conversations with Followers that Want to Learn Something
 3. Quality over Quantity
 4. Take Time to Build Relationships and Trust (*Be Honest*)
 5. Have Fun!
-
-

Facebook

- *FB Overview*
 - Update statistics (demographics)
 - Focus on why it is important
 - Page vs. Profile
 - Define key terms used
 - Expanding on how to create network
-
-

Extra Information

- *Components of a successful communication plan*
 - Expand/add social media plan
 - *Tools you can use*
 - Expand on third party tools (not just for Twitter)
 - Add other resources and platforms
-
-

EXPECTATIONS



QUESTIONS
