



DOES YOUR FUTURE DEPEND ON SOCIAL MEDIA?

Brenda Murphy

Social Media – Just How Important Is It?

- ◆ Facebook – 2.20 billion users
 - Average use: 35 minutes per day
- ◆ Twitter – 330 million users
 - Average use: 1 minute per day
- ◆ Instagram – 200 million users
 - 15 minutes per day
- ◆ All social media combined (including YouTube, Snapchat and LinkedIn) boasts 2.8 billion people, including 7 in 10 Americans.

What's Happening in Wisconsin?

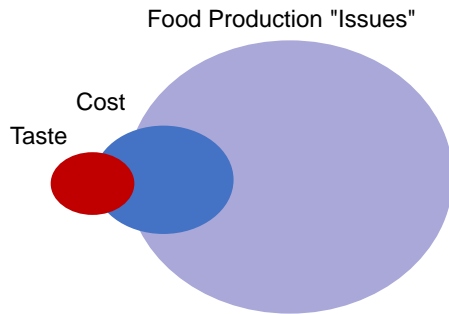
- ◆ Wisconsin Cheese
 - Facebook: 155,000
 - Twitter: 20,000
 - Instagram: 17,000
- ◆ America's Dairyland
 - Facebook: 55,000
 - Twitter: 2,000
 - Instagram: 9,000
- ◆ Dairy Farmers of Wisconsin
 - Facebook: 4,000
- ◆ YouTube Video Views
 - Wisconsin Cheese: 245,000
 - America's Dairyland: 1.2 million
- ◆ Dairy Business Association
 - Facebook: 6,417
 - Twitter: 2,564
 - Instagram: 1,000
- ◆ Professional Dairy Producers of WI
 - Facebook: 3,510
 - Twitter: 1,297
 - Instagram: 253
- ◆ Dairy Carrie
 - Facebook: 53,659
 - Twitter: 12,100
- ◆ Modern Day Farm Chick
 - Facebook: 30,826

Who's talking about agriculture?

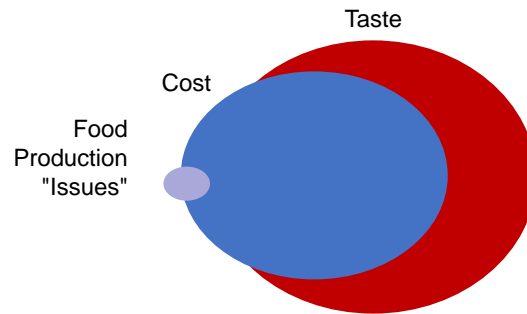
- ◆ Farmers are about 2% of the world's population
 - Few farmers, and even fewer dairy farmers use social media
- ◆ Yet, consumers trust farmers when it comes to food.
 - 46% of consumers trust the farmer as a source of information about food and food issues.
 - Doctors are trusted about food 61% of the time
 - Family 56% of the time
 - Food companies and brands – 23%

Judging the Disconnect between Food and Agriculture

◆ Farmer Perspective



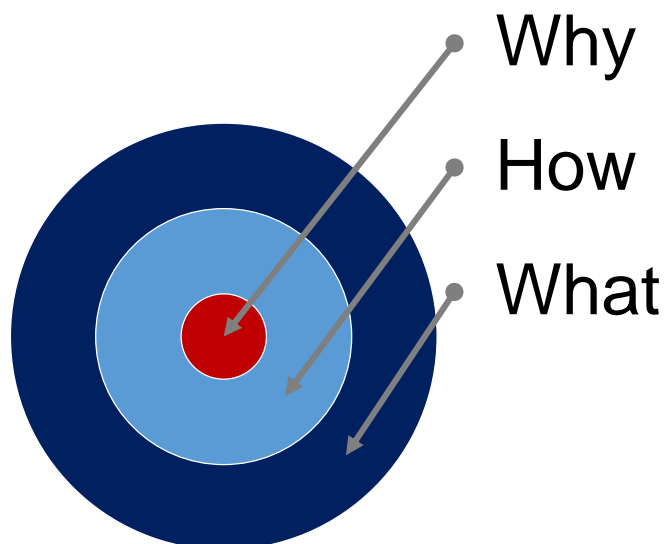
◆ Reality



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Claim Your Space

- ◆ Be a part of the conversation
- ◆ Tell your story – people don't believe what you do until you tell them WHY you do it



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Tell Your Story

- ◆ Tell Your Why
 - Develop a foundation to give meaning to what you are doing
 - Create your brand
 - Keep your posts positive and build your community
 - Focus on your values.
 - Cow care and comfort
 - Care of the land
 - Giving back to the community

Creating Your Social License

- ◆ How to say it
 - Pictures and videos perform best
 - Photos can tell a great story.
 - Trends indicate that video will constitute 80% of all consumer Internet traffic by 2020.
 - Video generates 1,200% more social media shares than do images and text combined!

**DO RIGHT
DO YOUR BEST
SHOW YOU CARE**



Show you Care

◆ What do you see?



- ◆ Clean Calf
- ◆ Guernsey
- ◆ That's a really nice Guernsey!
- ◆ Too big for the panel and area she's in

Show you Care

- ◆ What does a consumer see?



- ◆ Cage
- ◆ Small, tight area
- ◆ Calf so big she can't turn around
- ◆ No feed or water

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Show you Care

- ◆ What does a consumer see?



- ◆ Clean
- ◆ Care – person with the calf
- ◆ Baby calf not with cow
 - Explain

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Show you Care

- ◆ What do you see?



- ◆ Beautiful lighting
- ◆ Clean cows
- ◆ It's artful

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Show you Care

- ◆ What do consumers see?



- ◆ Cows standing in water
- ◆ Cows polluting the water
- ◆ Mud/dirt
- ◆ Weeds

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Show you Care

- ◆ A better option



- ◆ Beautiful
- ◆ "Above the mantle" worthy

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Show you Care

- ◆ Is this a great photo?



- ◆ Cows behind bars / in jail
- ◆ Impersonal
- ◆ Closed building
- ◆ Crowded

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DO

Do help others first. Highlight them, encourage them and in return they will be there for you.

<https://flic.kr/p/nD2nj>



DON'T

Try and do all networks at once. Pick one and dig deeper.

<https://flic.kr/p/5yiuD>

DON'T

Rant or be a
Debbie Downer.
Negative posts
garner initial
attention but it
fades quickly.



<http://www.flickr.com>

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DON'T

Engage if you
don't want to.

You Should Not Attend Every
Argument You Are Invited To

What did we learn today?

- ◆ People want to know you're doing the right thing.
- ◆ Be mindful of your images and your tone. Keep the consumer's perspective in mind. Stay positive.
- ◆ Your career does depend on how you communicate – and how it makes others feel. Begin building your social bank account.

Resources

- ◆ Dairy Management Inc. – www.dairygood.org
- ◆ US Farmers and Ranchers Alliance – www.fooddialogues.com
- ◆ Common Ground – www.findourcommonground.com
- ◆ Animal Ag Alliance – www.animalagalliance.org
- ◆ Center for Food Integrity – www.foodintegrity.org
- ◆ Ag Chat Foundation – www.agchat.org
- ◆ Innovation Center for US Dairy – www.usdairy.com

QUESTIONS?

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