Communicating Appropriately and Professionally Using Social Media: Resource Packet

This packet includes all documents you will be using to answer questions and learn vital concepts in the "Communicating Appropriately and Professionally using Social Media" module. Feel free to print this packet now, so that you can make notes as you go, or print each document as it becomes available during your progress through the course. The title of the page the document will appear on is noted in the top left corner of each document in this handout.

IfYou
COMMUNICATE
You
EDUCATE
Developing voices across agricultural industries.
A USDA NIFA funded project

Worksheet: Communicating Appropriately and Professionally Using Social Media

This worksheet allows you to engage in thought and reflection as you progress through the material. You are encouraged to print the worksheet and record your answers as you move through the content. You may also save the file and type your answers.

Worksheet 1: Consumer Values
What are five things 21st-century agricultural consumers value?

1.

2.

3.

4.

5.

Worksheet 2: Finding Content for Social Media
What are five credible sources you could use to identify evidence-based content for dissemination on social media platforms?

1.

2.

3.

4.

5.

Worksheet 3: Content Types

What are the differences between content creation and content curation?

What are examples of created content?

What are examples of curated content?

Worksheet 4: Writing Facebook and Twitter Content

Facebook post:

Twitter tweet:

Worksheet 5: Developing a Social Media Campaign

Campaign goals:

   1.

   2.

   3.

What type of content will you create and curate? Be as descriptive as possible.

Provide 3 examples for each platform you plan to use, listing the platform first.
    1.

    2.

    3.

Worksheet 6: Identifying Successful Social Media Campaigns
What is a successful social media campaign in your industry?

Facebook post:

Tweet:

Instagram post:

Worksheet 7: Talking Points

Record your current industry issues and talking points below:

1. Issue:

    a. Point 1:

    b. Point 2:

    c. Point 3:

2. Issue:

    a. Point 1:

    b. Point 2:

    c. Point 3:

3. Issue:

    a. Point 1:

    b. Point 2:

    c. Point 3:

Social Media Marketing & Management Dashboard - Hootsu

A Beginner's
Guide to Content
Curation

BLOG / SOCIAL

By: Kristina Cisnero

SHARE			

From Songza to reddit, content curation is a huge part of the social web as we know it. We're all on the same mission to find the absolute best material to enjoy and to share with our followers. This is especially true for businesses, whose customers and broader online audience follow them based on an expectation of quality content in return.
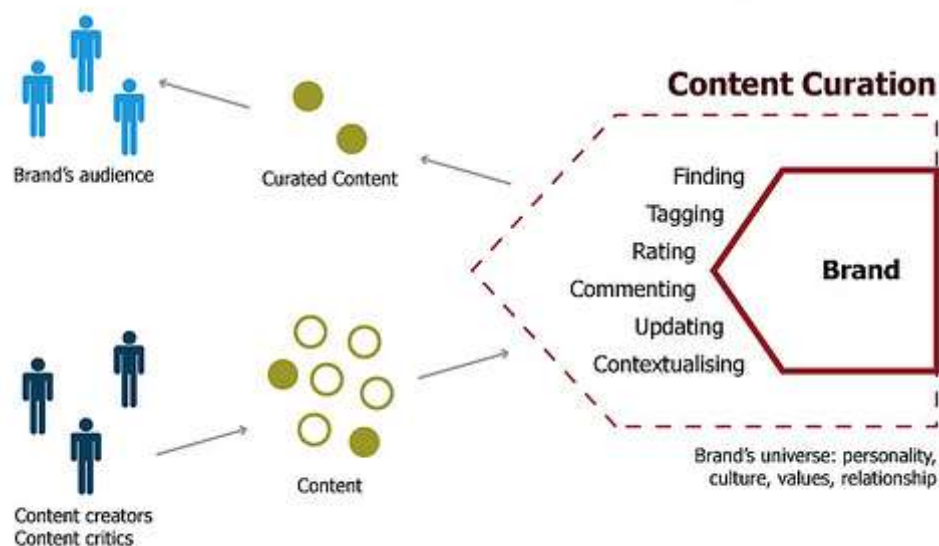
What is content curation?

In simple terms, the process of content curation is the act of sorting through large amounts of content on the web and presenting the best posts in a meaningful and organized way. The process can include sifting, sorting, arranging, and placing found content into specific themes, and then publishing that information.

In other words, content curation is very different from content marketing. Content curation doesn't include creating new content; it's the act of discovering, compiling, and sharing existing content with your online followers. Content curation is becoming an important tactic for any marketing department to maintain a successful online presence. Not only that, but content curation allows you to provide extra value to your brand's audience and customers, which is key to building those lasting relationships with loyal fans.

Image by Raphaëlle RIDARCH via flickr

When do you use content curation?

Content curation can fit into your marketing efforts in many different ways, all of which should align back to your marketing strategy. Depending on your strategy, the following three content curation methods could prove beneficial to your business.
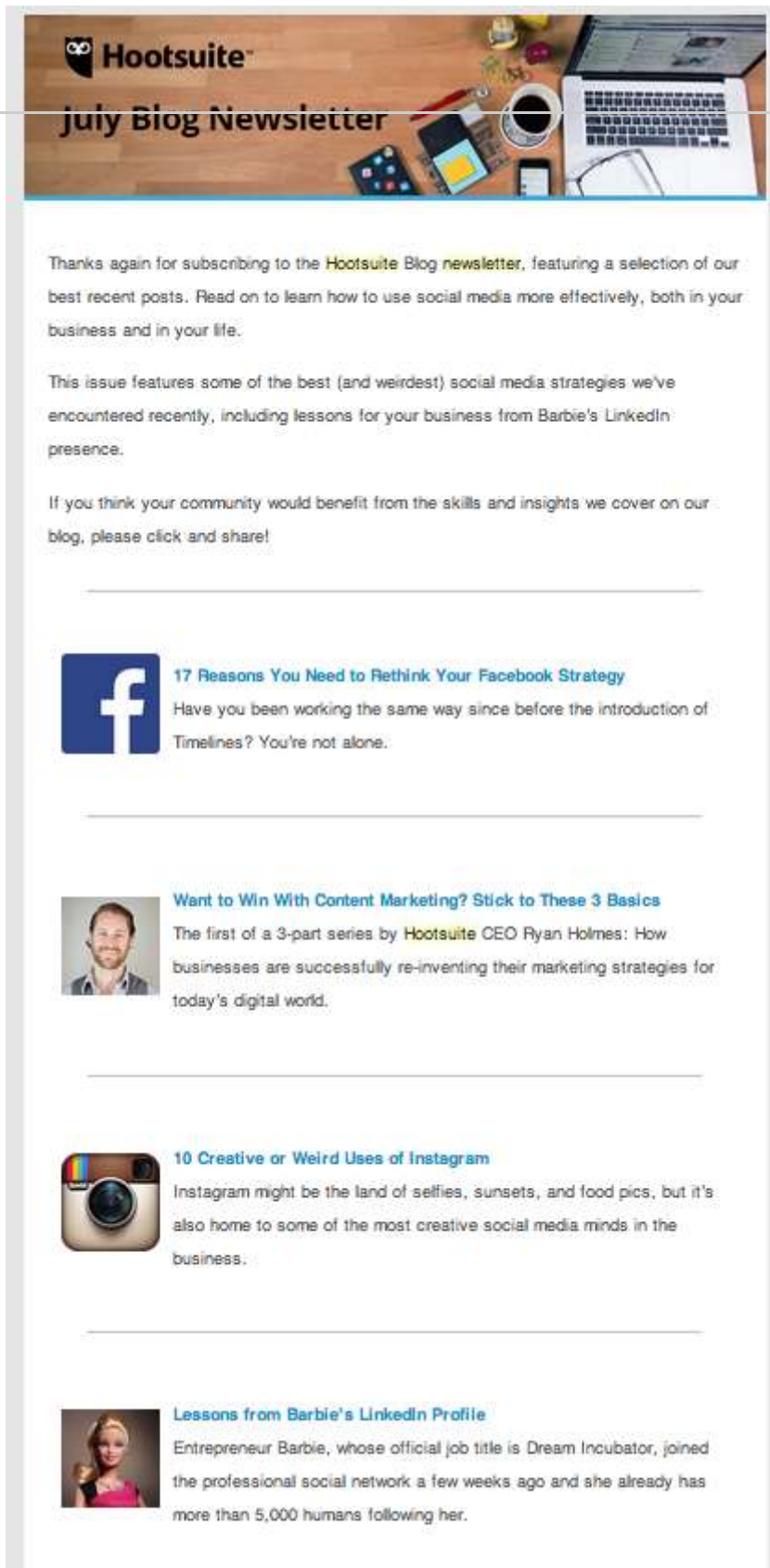
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Weekly curated blog posts

Weekly blog posts collect helpful resources found from around the web, categorize them and publish them as resources for their readers. Some call them a one-stop shop for content, because they remove the need for your readers to do any extensive searching or browsing themselves.

Every week on the Hootsuite blog we release a post called "This Week in Social" in which we share the biggest news in social media and technology from the previous seven days. This curated list of content is put together by our blog team, who sort through content all week to pick out the best and most important stories. While our weekly blog post focuses on social media, this is a tactic that could be adopted by almost any business or industry.

Weekly editorial email newsletters

With email being the second most popular digital marketing channel, weekly editorial newsletters are a big opportunity for content curators, especially those with a base of blog subscribers. Much like the weekly blog post, these editorial newsletters are an opportunity to save your followers the time it takes to search and scour the web for great content. Pick out the gems, organize them in a sensible way and send them along to your email list. These curated lists can accompany emails promoting your own content as well. At Hootsuite, for example, we send our blog subscribers an email of the best content from our blog each week.

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Thanks again for subscribing to the Hootsuite Blog newsletter, featuring a selection of our best recent posts. Read on to learn how to use social media more effectively, both in your business and in your life.

This issue features some of the best (and weirdest) social media strategies we've encountered recently, including lessons for your business from Barbie's LinkedIn presence.

If you think your community would benefit from the skills and insights we cover on our blog, please click and share!

17 Reasons You Need to Rethink Your Facebook Strategy
Have you been working the same way since before the introduction of Timelines? You're not alone.

Want to Win With Content Marketing? Stick to These 3 Basics
The first of a 3-part series by Hootsuite CEO Ryan Holmes: How businesses are successfully re-inventing their marketing strategies for today's digital world.

10 Creative or Weird Uses of Instagram
Instagram might be the land of selfies, sunsets, and food pics, but it's also home to some of the most creative social media minds in the business.

Lessons from Barbie's LinkedIn Profile
Entrepreneur Barbie, whose official job title is Dream Incubator, joined the professional social network a few weeks ago and she already has more than 5,000 humans following her.

Share curated content on your social networks

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Social media is one of the channels where content curation is key to staying relevant to your followers and growing your following. Follow the Social Media Rule of Thirds, put your pride aside and share other people's content.

What is Social Media's Rule of Thirds?

- ⅓ of your social content promotes your business, converts readers, and generates profit.
- ⅓ of your social content should surface and share ideas and stories from thought leaders in your industry or like-minded businesses.
- ⅓ of your social content should be based on personal interactions and build your personal brand.

Why is it important to share outsider content by other businesses or thought leaders? It shows your audience that you know the industry well, that you're collegial and are aware of competition. It shows that you're collaborative and confident enough in your own brand to share another's content. It also doubles your exposure by potentially connecting you to another brand's audience or online community.

Content curation is made easy with Hootsuite Pro.

Start your 30-day trial today!

Free Trial

Take the next step to content curation efficiency, check out our 4-Step Guide To Efficient Content Curation.

August 13, 2014

Filed under: Social

About the Author

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PewResearchCenter

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Social Media Update 2016

Facebook usage and engagement is on the rise, while adoption of other platforms holds steady

BY *Shannon Greenwood, Andrew Perrin and Maeve Duggan*

About Pew Research Center

Pew Research Center is a nonpartisan fact tank that informs the public about the issues, attitudes and trends shaping America and the world. It does not take policy positions. The Center conducts public opinion polling, demographic research, content analysis and other data-driven social science research. It studies U.S. politics and policy; journalism and media; internet, science and technology; religion and public life; Hispanic trends; global attitudes and trends; and U.S. social and demographic trends. All of the center's reports are available at www.pewresearch.org. Pew Research Center is a subsidiary of The Pew Charitable Trusts, its primary funder.

Social Media Update 2016

Facebook usage and engagement is on the rise, while adoption of other platforms holds steady

Over the past decade, Pew Research Center has documented the wide variety of ways in which Americans use social media to seek out information and interact with others. A majority of Americans now say they get news via social media, and half of the public has turned to these sites to learn about the 2016 presidential election. Americans are using social media in the context of work (whether to take a mental break on the job or to seek out employment), while also engaging in an ongoing effort to navigate the complex privacy issues that these sites bring to the forefront.

In addition to measuring the broad impact and meaning of social media, since 2012 the Center has also tracked the specific sites and platforms that users turn to in the course of living their social lives online.

Facebook remains the most popular social media platform

% of online adults who use …
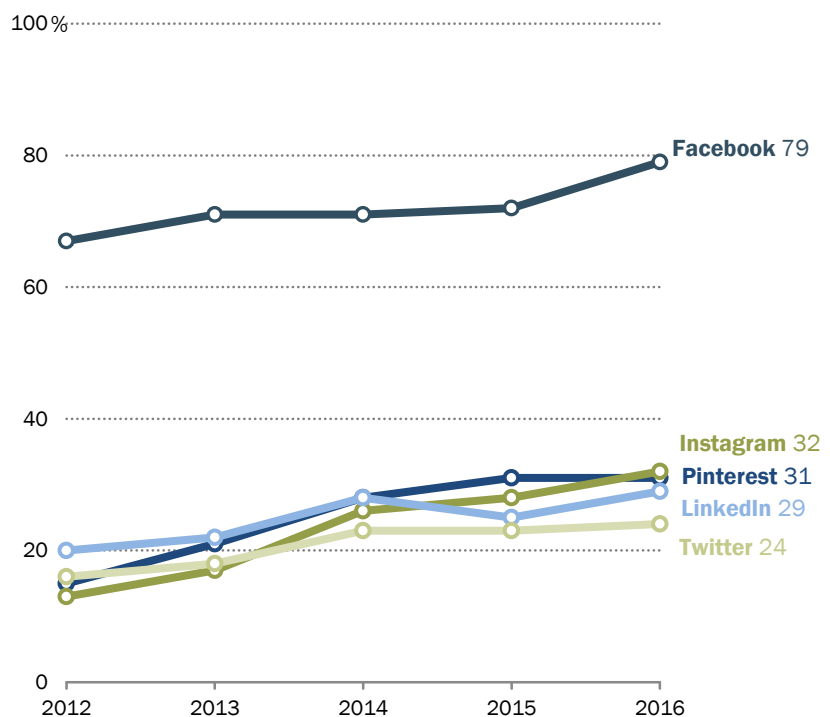
Note: 86% of Americans are currently internet users
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

In that context, a national survey of 1,520 adults conducted March 7-April 4, 2016, finds that Facebook continues to be America's most popular social networking platform by a substantial

margin: Nearly eight-in-ten *online* Americans[1] (79%) now use Facebook, more than double the share that uses Twitter (24%), Pinterest (31%), Instagram (32%) or LinkedIn (29%). On a total population basis (accounting for Americans who do not use the internet at all), that means that 68% of all U.S. adults are Facebook users, while 28% use Instagram, 26% use Pinterest, 25% use LinkedIn and 21% use Twitter.

Thanks in part to the growing number of older adults who are joining the site, Facebook use appears to be on the rise: The share of online adults who report using Facebook has increased by 7 percentage points compared with a Pew Research Center survey conducted at a similar point in 2015. In addition, the share of Facebook users who check in daily has increased slightly in the past year: 76% of Americans who use Facebook now report that they visit the site on a daily basis, up from 70% in 2015.

What follows is a deeper examination of the current state of the social media landscape in America.

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[1] Note: 86% of Americans currently use the internet

Usage and demographics of social media platforms

79% of internet users (68% of all U.S. adults) use Facebook

Roughly eight-in-ten online Americans (79%) now use Facebook, a 7-percentage-point increase from a survey conducted at a similar point in 2015.

Young adults continue to report using Facebook at high rates, but older adults are joining in increasing numbers. Some 62% of online adults ages 65 and older now use Facebook, a 14-point increase from the 48% who reported doing so in 2015. In addition, women continue to use Facebook at somewhat higher rates than men: 83% of female internet users and 75% of male internet users are Facebook adopters.

79% of online adults (68% of all Americans) use Facebook

% of online adults who use Facebook

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than $30K/year	84
$30K-$49,999	80
$50K-$74,999	75
$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

32% of internet users (28% of all U.S. adults) use Instagram

Around one-third of online adults (32%) report using Instagram – roughly the same share as in 2015, when 27% of online adults did so.

To a greater extent than the other social platforms measured in this survey, Instagram use is especially high among younger adults. Roughly six-in-ten online adults ages 18-29 (59%) use Instagram, nearly double the share among 30- to 49-year-olds (33%) and more than seven times the share among those 65 and older (8%). And as was the case in previous Pew Research Center surveys of social media use, female internet users are more likely to use Instagram than men (38% vs. 26%).

32% of online adults (28% of all Americans) use Instagram

% of online adults who use Instagram

All online adults	32%
Men	26
Women	38
18-29	59
30-49	33
50-64	18
65+	8
High school or less	27
Some college	37
College+	33
Less than $30K/year	38
$30K-$49,999	32
$50K-$74,999	32
$75,000+	31
Urban	39
Suburban	28
Rural	31

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

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24% of internet users (21% of all U.S. adults) use Twitter

Roughly one-quarter of online adults (24%) use Twitter, a proportion that is statistically unchanged from a survey conducted in 2015 (23%).

Younger Americans are more likely than older Americans to be on Twitter. Some 36% of online adults ages 18-29 are on the social network, more than triple the share among online adults ages 65 and older (just 10% of whom are Twitter users).

Twitter is also somewhat more popular among the highly educated: 29% of internet users with college degrees use Twitter, compared with 20% of those with high school degrees or less.

24% of online adults (21% of all Americans) use Twitter

% of online adults who use Twitter

All online adults	24%
Men	24
Women	25
18-29	36
30-49	23
50-64	21
65+	10
High school degree or less	20
Some college	25
College+	29
Less than $30K/year	23
$30K-$49,999	18
$50K-$74,999	28
$75,000+	30
Urban	26
Suburban	24
Rural	24

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

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29% of internet users (25% of all U.S. adults) use LinkedIn

The share of online adults who use LinkedIn has remained steady over the past year: 29% report using the site, similar to the 25% who said this in 2015.

LinkedIn has long been especially popular with college graduates and high income earners, and this trend continues to hold true. Half (50%) of online adults with college degrees are on LinkedIn, compared with 27% of those who have attended but not graduated from college and just 12% of those with high school degrees or less.

Similarly, 45% of online adults with an annual household income of $75,000 or more use LinkedIn, compared with just 21% of those living in households with an annual income of less than $30,000. And 35% of online adults who are employed use LinkedIn, compared with 17% of those who are not employed for pay.

29% of online adults (25% of all Americans) use LinkedIn

% of online adults who use LinkedIn

All online adults	29%
Men	31
Women	27
18-29	34
30-49	33
50-64	24
65+	20
High school degree or less	12
Some college	27
College+	50
Less than $30K/year	21
$30K-$49,999	13
$50K-$74,999	32
$75,000+	45
Urban	34
Suburban	30
Rural	18
Employed	35
Not employed*	17

Note: Race/ethnicity breaks not shown due to sample size.
*Not employed includes those who are retired, not employed for pay, disabled or students.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

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31% of internet users (26% of all U.S. adults) use Pinterest

Roughly three-in-ten online Americans (31%) use Pinterest, identical to the 31% who used the platform in 2015.

Continuing a long-standing trend, women use Pinterest at much higher rates than men. Nearly half of online women use the virtual pinboard (45%), more than double the share of online men (17%) who do so.

31% of online adults (26% of all Americans) use Pinterest

% of online adults who use Pinterest

All online adults	31%
Men	17
Women	45
18-29	36
30-49	34
50-64	28
65+	16
High school or less	24
Some college	34
College+	34
Less than $30K/year	30
$30K-$49,999	32
$50K-$74,999	31
$75,000+	35
Urban	30
Suburban	34
Rural	25

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

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Frequency of use on social media sites

Facebook remains the most popular social media platform, with its users visiting the site more regularly than users of other social media sites. Roughly three-quarters (76%) of Facebook users report that they visit the site daily (55% visit several times a day, and 22% visit about once per day). This represents a modest but statistically significant increase from the 70% of Facebook users who indicated that they visited the site daily in 2015.

Other than this slight uptick among Facebook users, daily engagement for each of the other major social media platforms is generally similar to Pew Research Center findings from 2015.

Instagram and Twitter occupy the middle tier of social media sites in terms of the share of users who log in daily. Roughly half (51%) of Instagram users access the platform on a daily basis, with 35% saying they do so several times a day. And 42% of Twitter users indicate that they are daily visitors, with 23% saying they visit more than once a day.

A slightly larger share of Americans use Pinterest and LinkedIn than use Twitter, but users of these sites are less likely than Twitter users to check in every day: 25% of Pinterest users and 18% of LinkedIn users are daily visitors.

Three-quarters of Facebook users and half of Instagram users use each site daily

Among the users of each social networking site, % who use these sites ...
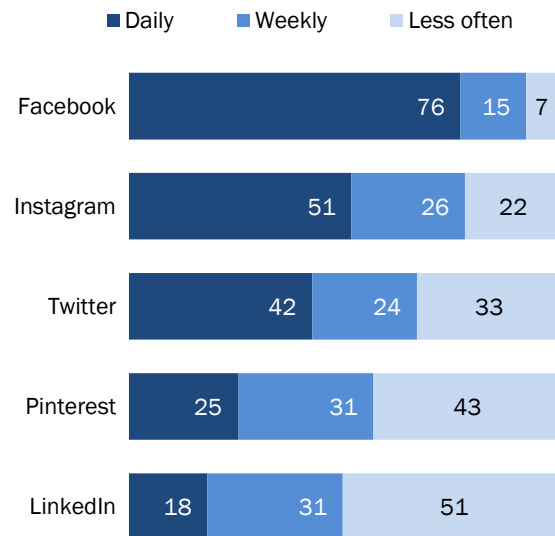
Note: Do not know/refused responses not shown.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

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Using multiple sites: The social media matrix

Social media users continue to use a relatively diverse array of platforms. More than half of online adults (56%) use more than one of the five social media platforms measured in this survey, a share that is statistically unchanged from the 52% who did so in 2014.

As the most-used social media site, Facebook continues to be the starting platform for most social media users. Among those who only use one social media platform, 88% indicate that Facebook is the one site that they use. Moreover, the vast majority of those who use

Substantial 'reciprocity' across major social media platforms

% of users of each social media site who use another social media site

	Use Twitter	Use Instagram	Use Pinterest	Use LinkedIn	Use Facebook
% of Twitter users who …	--	65%	48%	54%	93%
% of Instagram users who …	49	--	54	48	95
% of Pinterest users who …	38	57	--	41	92
% of LinkedIn users who …	45	53	43	--	89
% of Facebook users who …	29	39	36	33	--

Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

other social media sites also use Facebook. For instance, 93% of Twitter users also use Facebook – as do 95% of Instagram users and 92% of Pinterest users.

Outside of Facebook, other sites' users show high levels of reciprocity. For instance, 65% of those with a Twitter account also use Instagram, while 49% of Instagram users also have Twitter. Similarly, 54% of those who use Instagram also use Pinterest and 57% of Pinterest users are also on Instagram.

Messaging apps

Social media sites are not the only venue where people can connect with others online. Today smartphone owners (at the time of this survey, 72% of American adults) can choose from a variety of messaging apps that fill many of the same functions. Some of these apps look and function like a traditional chat or messaging service, while others offer unique features – such as the ability to post anonymously, or to have one's posts expire or delete themselves after they are viewed.

This survey asked about three different types of messaging apps that people might have on their smartphones and found that:

Messaging apps are especially popular with younger smartphone owners

Among smartphone owners, % who use …

	Messaging apps	Auto-delete apps	Anonymous apps
Total	29%	24%	5%
Men	31	24	4
Women	27	23	7
18-29	42	56	10
30-49	29	13	6
50+	19	9	<1
High school or less	28	24	5
Some college	25	27	8
College+	33	21	4
Less than $50K/year	28	27	5
$50,000+	29	22	6

Note: Findings based on the 72% of American adults who own a smartphone.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

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- 29% of smartphone owners use general-purpose messaging apps such as WhatsApp or Kik. Due to a change in how this question was asked, this figure is not directly comparable to a previous measure collected in 2015.[2]
- 24% use messaging apps that automatically delete sent messages, such as Snapchat or Wickr. This represents a 7-point increase from a survey conducted in 2015 (at that point 17% of smartphone owners used these apps).
- 5% use apps that allow people to anonymously chat or post comments, such as YikYak or Whisper. This is the first time Pew Research Center has asked about these types of apps.

In general, messaging apps are especially popular among younger smartphone owners. Some 56% of smartphone owners ages 18 to 29 use auto-delete apps, more than four times the share among those 30-49 (13%) and six times the share among those 50 or older (9%). Similarly, 42% of smartphone owners ages 18 to 29 use more general messaging apps like WhatsApp or Kik, compared with 19% of smartphone owners ages 50 or older.

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[2] The previous version of this question included iMessage (the default messaging service on iPhones) in the list of examples; iMessage was excluded from the version of this question fielded in 2016.

Methodology

The analysis in this report is based on a Pew Research Center survey conducted March 7-April 4, 2016, among a national sample of 1,520 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia. Of these respondents, 381 were interviewed on a landline telephone, and 1,139 were interviewed on a cellphone, including 636 who had no landline telephone. The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cellphone random-digit-dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who was at home. Interviews in the cellphone sample were conducted with the person who answered the phone, if that person was 18 years of age or older. For detailed information about our survey methodology, visit: http://www.pewresearch.org/methodology/u-s-survey-research/

The combined landline and cellphone samples are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity, and region to parameters from the Census Bureau's 2013 American Community Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status (landline only, cellphone only or both landline and cellphone), based on extrapolations from the 2014 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cellphones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. The margins of error reported and statistical tests of significance are adjusted to account for the survey's design effect, a measure of how much efficiency is lost from the weighting procedures.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus ...
All adults 18+ (Form A)	786	4.0 percentage points
Internet users	696	4.2 percentage points
Facebook users	530	4.8 percentage points
Twitter users	166	8.7 percentage points
Instagram users	192	8.1 percentage points
Pinterest users	200	7.9 percentage points
LinkedIn users	222	7.5 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls. Pew Research Center undertakes all polling activity, including calls to mobile telephone numbers, in compliance with the Telephone Consumer Protection Act and other applicable laws.

Pew Research Center is a nonprofit, tax-exempt 501(c)(3) organization and a subsidiary of The Pew Charitable Trusts, its primary funder.

Topline Questionnaire

**PEW RESEARCH CENTER
2016 LIBRARIES SURVEY
FINAL TOPLINE
MARCH 7-APRIL 4, 2016
N=1,520**

EMINUSE Do you use the internet or email, at least occasionally?

INTMOB Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

	USES INTERNET	DOES NOT USE INTERNET
Current	86	14
November 2015	87	13
July 2015	87	13
April 2015	85	15
September 2013	86	14
August 2013	80	20
May 2013	85	15
December 2012	81	19
November 2012	85	15
September 2012	81	19
August 2012	85	15
April 2012	82	18
February 2012	80	20

WEB1-A Please tell me if you ever use the internet or a mobile app to do any of the following things. Do you ever use the internet or a mobile app to…[INSERT ITEM; RANDOMIZE]?[3]

Based on Form A internet users [N=696]

	TOTAL HAVE EVER DONE THIS	---------- DID YESTERDAY	HAVE NOT DONE THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
Use Twitter					
Current	24	n/a	75	0	*
April 2015	24	n/a	76	0	0
September 2014[i]	23	n/a	77	*	0
September 2013	20	n/a	80	*	*
August 2013	18	n/a	82	*	0
May 2013	18	n/a	82	*	*
December 2012	16	n/a	84	*	*
August 2012	16	n/a	84	*	0
August 2-5, 2012[ii]	16	n/a	84	0	0
February 2012	15	8	85	*	0
August 2011	12	5	88	*	0
May 2011	13	4	87	*	0
January 2011	10	n/a	90	*	*
December 2010	12	n/a	88	*	0
November 2010	8	2	92	0	*
Use Instagram					
Current	32	n/a	67	*	*
April 2015	29	n/a	71	*	0
September 2014	26	n/a	74	0	0
August 2013	17	n/a	82	*	0
December 2012	13	n/a	87	*	0
August 2-5, 2012	12	n/a	88	1	0
Use Pinterest					
Current	31	n/a	69	*	0
April 2015	30	n/a	69	1	*
September 2014	28	n/a	72	*	0
August 2013	21	n/a	77	2	*
December 2012	15	n/a	83	2	0
August 2-5, 2012	12	n/a	87	1	*

WEB1-A continued…

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[3]   April 2015 items were each asked of a half sample of internet users, including those who use a social networking site or app (SNSINT). From January 2005 through 2013, question wording was: "Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to…[ITEM]?" Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever…[ITEM]?" Unless otherwise noted, trends are based on all internet users for that survey.

WEB1-A continued...

	TOTAL HAVE EVER DONE THIS	---------- DID YESTERDAY	HAVE NOT DONE THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
Use Facebook[4]					
Current	79	n/a	21	0	0
April 2015	72	n/a	28	0	0
September 2014	71	n/a	28	0	*
August 2013	71	n/a	29	0	0
December 13-16, 2012[iii]	67	n/a	33	0	*
August 2-5, 2012	66	n/a	34	*	0
Use LinkedIn					
Current	29	n/a	70	1	0
April 2015	24	n/a	75	1	0
September 2014	28	n/a	72	*	0
August 2013	22	n/a	77	1	*
August 2-5, 2012	20	n/a	79	1	*

Based on Form B internet users [N=646]

	TOTAL HAVE EVER DONE THIS	---------- DID YESTERDAY	HAVE NOT DONE THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
Use messaging apps like WhatsApp or Kik[5]					
Current	26	n/a	74	*	*
April 2015	31	n/a	69	*	*
Use an app that automatically deletes the messages you send like Snapchat or Wickr					
Current	21	n/a	78	1	0
April 2015	16	n/a	83	1	*
Use anonymous social media apps like YikYak, Whisper, After School or Rumr					
Current	6	n/a	94	0	*

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[4]   December 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

[5]   April 2015 item wording was "Use messaging apps like WhatsApp or Kik or iMessage"

SNS2 Thinking about the social media sites or mobile apps you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]? [READ AS NECESSARY: Several times a day, about once a day, a few times a week, every few weeks or less often?][6]

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	A FEW TIMES A WEEK	EVERY FEW WEEKS	LESS OFTEN	(VOL.) DON'T KNOW	(VOL.) REFUSED
Item A: Based on Twitter users							
a. Twitter							
Current [N=166]	23	19	24	16	17	1	*
April 2015 [N=193]	25	14	23	16	22	1	*
Sept 2014 [N=323]	22	14	24	15	25	*	0
Sept 2013 [N=223]	29	17	21	12	20	1	0
Item B: Based on Instagram users							
b. Instagram							
Current [N=192]	35	16	26	10	12	0	0
April 2015 [N=219]	35	24	18	10	12	*	*
Sept 2014 [N=317]	32	17	24	10	16	1	0
Sept 2013 [N=196]	35	22	21	6	15	1	0
Item C: Based on Pinterest users							
c. Pinterest							
Current [N=200]	11	13	31	28	16	1	*
April 2015 [N=234]	16	12	27	17	26	*	1
Sept 2014 [N=398]	9	8	29	25	26	1	1
Sept 2013 [N=272]	11	13	30	21	24	1	1
Item D: Based on LinkedIn users							
d. LinkedIn							
Current [N=222]	8	10	31	26	26	*	0
April 2015 [N=212]	9	13	30	25	22	1	1
Sept 2014 [N=463]	7	6	25	31	30	1	*
Sept 2013 [N=341]	5	8	34	27	25	*	*

---

[6]   April 2015 items were each asked of a half sample of respondents who use that specific type of social media. September 2013 trend categories were several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks or less often. Results shown here for "a few times a week" combine "3-5 days a week" and "1-2 days a week".

Item E: Based on Facebook users

e.   Facebook

Current [N=530]	55	22	15	3	4	1	*
April 2015 [N=600]	42	27	22	4	5	0	0
Sept 2014 [N=1,074]	45	25	17	6	6	*	*
Sept 2013 [N=960]	40	24	23	6	8	*	0

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[i] September 2014 trends based on two omnibus surveys, conducted September 11-14, 2014 and September 18-21, 2014 [N=2,003, including 1,001 cell phone interviews]. Omnibus surveys not conducted as tracking surveys.

[ii] August 2-5, 2012 trends based on an omnibus survey conducted August 2-5, 2012 [N=1,005, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey.

[iii] December 13-16, 2012 trends based on an omnibus survey conducted December 13-16, 2012 [N=1,006, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey.

Successful Social Media Campaign Examples

These six social media campaigns are all successful for different reasons. Read on to learn more!

Oreo

Oreo has been noted as a social media-savvy company over the past several years by posting timely and engaging social media items that correspond to current events (for an example, see their "You can still dunk in the dark" tweet posted during a power outage at the 2013 Super Bowl).

They post regularly and consistently using simple, high-quality graphics and images (see the Daily Twist campaign for examples). Oreo also interacts with other brands, such as Kit Kat and Xbox, to take advantage of trending topics, and provides an outlet for Instagram followers to interact via the #PlayWithOreo hashtag.

Buzzfeed's Tasty

Tasty, created by Buzzfeed focuses on using video content to reach a high number of users on Facebook, as Facebook has focused more and more on becoming a video-heavy platform and user interaction (likes, shares, and comments) for non-video Facebook posts has dropped.

The shorter (usually under 1 minute) videos are simple recipe tutorials for all types of foods with upbeat music. Tasty currently has 504,000 Twitter, 12.8 million Instagram, and 88.6 million Facebook followers, but their Instagram and Twitter mainly serve to direct users to Facebook. Tasty is a good example of successfully focusing on a single media platform.

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Peterson Farm Brothers
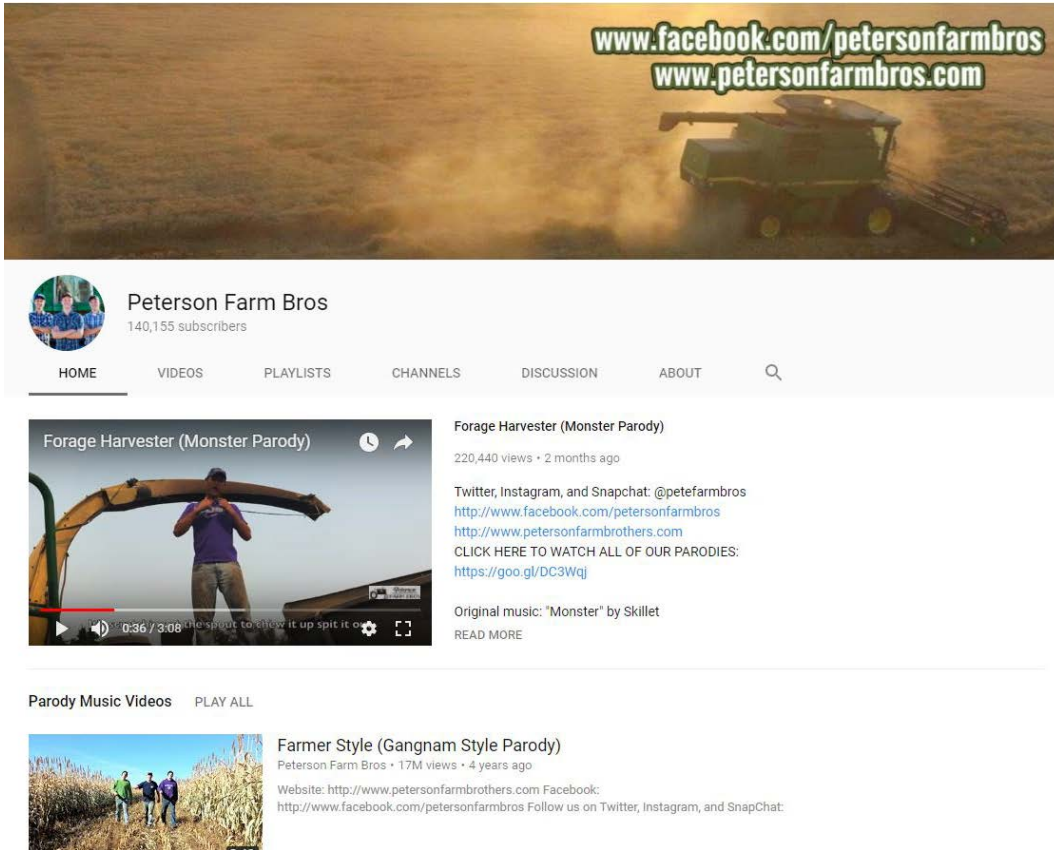
[This group of siblings](#) created a parody music video to highlight their family's beef cattle operation in 2012 and has grown in fame greatly since then, with nearly 400,000 followers on Facebook and 135,000 YouTube subscribers.

In addition to creating the parodies of current pop hits to reflect agricultural lifestyles, they have uploaded informational and documentary-type videos to show the public how their family's beef cattle operation runs daily. The Peterson Brothers' social media campaign is a good example of using humor and pop culture to share a message about animal agriculture with people from non-agricultural backgrounds.

Butterball Turkey

Butterball is a great example of bringing ways to reach customers into the social media age. The Butterball Talk Line has provided advice on cooking turkeys to customers since the 1980s and has moved from a call center to texting to social media and a turkey search engine. Part of Butterball's success comes from adding value to the customer through providing advice and increasing customer interactions. Butterball generates interest in their brand by sharing turkey recipes and utilizing brightly colored, simple photos. Butterball is also an example of holiday-specific marketing.

Bayer Crop Science's #Agvocate Campaign

The [Bayer Crop Science Twitter page](#) has nearly 52,900 followers and has created the #agvocate hashtag to highlight crop science in a positive light.

The #agvocate social media campaign has grown beyond Bayer Crop Science and is now used by bloggers and other social media users on a wide range of platforms, creating an expansive online community of agricultural industry support and discussion.

AgChat Foundation

[AgChat](#)'s goal is to equip farmers and ranchers with tools to engage with the public on social media. Their main outlet is Twitter, where AgChat hosts weekly #AgChats that are moderated by agricultural professionals and are based on recent topics. Like the #agvocate hashtag, #agchat is used by multiple groups and individuals.

Replying on Social Media: 11 Key Elements

Use these 11 key elements when replying to social media users.

1. **Be professional** and don't engage in arguments or heated debates on your site. If a conversation is "going south," invite the commenter to continue privately via email or phone. This shows others you are taking care of issues without airing all details publicly (University of Kent, 2017, para. 2).

2. **Be honest** and indicate if you are affiliated with a company or if commenting as part of your job. Even the appearance of dishonesty or non-disclosure may cast you in a negative light for sensitive discussions (University of Kent, 2017, para. 3).

3. **Avoid using abbreviations or jargon** others may not understand (University of Kent, 2017, para. 5).

4. **Be responsive**. "A short amount of accurate information delivered at the time of need can sometimes be more valuable than a full report delivered well after the issue has passed" (University of Kent, 2017, para. 7). Regularly monitor your account(s).

5. **Think before you post**. If you would be uncomfortable seeing your response on your company's or school's homepage, don't post it (University of Kent, 2017, para. 9).

6. **Don't post until you've verified information.** Incorrect information can have a more negative impact than delayed, correct information (University of Kent, 2017, para. 10).

7. **Don't just use sources from your company or school**. Using the best information available from different sources increases the value of your posts and/or responses (University of Kent, 2017, para. 11).

8. **Be prepared for positive, negative, and neutral comments**. If a comment has errors, fix the facts. If you/the company has done something wrong, apologize and fix the situation if possible. If a comment is a rant, joke, or bashing your company, monitor the comments, but don't rush to reply. If you choose to respond, "Don't get emotional, [and] remember they are a real person" (Pennsylvania State University, 2017). If a negative comment referring to your company or group gains additional support, let your supervisor or PR department know so they can be prepared to respond.

9. **Don't rush to delete negative or sensitive posts.** "It's okay to admit you made a mistake or to keep that conversation online so people can see it has been handled and hasn't been ignored" (Pennsylvania State University, 2017, Should I React? section, para. 1).

10. **Separate** your professional and personal social media presences (University of Kent, 2017, para. 14).

11. **Be human**. "Communicate in a friendly, but professional tone and show empathy" (Pennsylvania State University, 2017, Be Human section, para. 1).

Communicating Appropriately and Professionally Using Social Media: Assignments

Defending Agricultural Issues on Social Media Platforms

Read the following scenarios describing situations involving the dissemination of scientific information on social media. Using the information above, take a stance on two of the following issues and prepare a response as to why the issue is or is not factual. Submit your answers as directed by your course instructor.

1. **GMOs:** One of your Facebook friends has posted the following statement: "Thank goodness I'm eating organic! No GMOs for me. Please read this article that explains how GMOs are responsible for the rising cancer and autism rates in the U.S. They are an unnecessary way for them to profit from us consumers that haven't seen the light yet. Stay aware!" **How would you reply to this person?**

2. **Pink Slime:** You see the following post on social media: "I'm SO frustrated that ABC has been punished for reporting about the dangers of pink slime. This has all been a huge cover-up by that Beef Products company to feed us dangerous junk. Folks, this won't be the last we hear about pink slime being unhealthy." **How do you respond?**

3. **Government Subsidies for Agriculture:** This Tweet shows up on your Twitter feed: "Govt. #subsidies for #agriculture are unnecessary. We should let it #fail like every other industry that can't work." **You decide to respond. How do you respond?**

4. **Water Regulations and Protection:** A Facebook friend shares an article reporting an increase in water cleanliness and pollution standards in the U.S., with the caption "This is a victory over the pollution that factory farms have been carelessly putting out into our water systems!! They keep

trying to blame pollution on regular town residents and companies, but we all know that the farmers are the ones causing the issue?" **How do you respond?**

5. **Commercial Poultry Genetics:** On a blog written by commercial poultry farmers, someone leaves the following comment: "Why must we deform chickens just to fill our stomachs? It creates unhealthy birds that can't be healthy to consume. Really thinking of decreasing my meat intake since I've found out how unhealthy chickens commercially produced for meat are." **How could you reply to the comment?**

6. **Antibiotics:** You see the following tweet in your feed: "So irresponsible of #factoryfarms to endanger human lives with #antibiotics. They'll keep using more until we make them stop." **How do you respond?**

Analyzing Agricultural Issue Arguments on Social Media

You will read the following arguments individuals have posted on social media. As an agricultural advocate, your job is to use the information you have learned in this module to provide a written response to at least three of the arguments shown in the next two pages.

Written Response 1: _____ (Subject Area and Social Media Site)

Written Response 2: _____ (Subject Area and Social Media Site)

Written Response 3: _____ (Subject Area and Social Media Site)

Brand Case Study (Optional)

Your goal is to identify a popular agricultural brand you want to research and discuss. It must be a well-known brand.

As you identify a brand to use for this assignment, think about the following:
- ☐ How is the brand used?
- ☐ When is the brand used?
- ☐ Where is the brand used (e.g., social media channels, communications materials, etc.)?
- ☐ Why is the brand used?
- ☐ What is the brand used for?
- ☐ Who does the brand represent?
- ☐ What key messages does the brand use?
- ☐ What is the brand consistency?

Using the information you learned, develop a 10-minute presentation about the brand you chose. Develop your presentation in a way to answer the above the questions for the audience. Also, provide the brand's background information. Your presentation should provide your peers with information on how different industry brands are presented through various communication mediums. Please provide visuals. Your visual does not have to be a PowerPoint. Be creative! Infographic? Prezi? Social media pages?

Submit your presentation as directed by your course instructor.

Compassion ✔
@ciwf

Follow

#FactoryFarming is cruel & damages our planet, while pasture based systems allow animals to roam & work with nature.

The truth behind beef farming
As the chlorinated chicken scandal that has hit the headlines over the past week shows, the reality of farming today is far from the free-range, green-pasture idyll m...
independent.co.uk

12:40 PM - 10 Aug 2017

39 Retweets 41 Likes

💬 2   🔁 39   ♡ 41   ✉

Tweet your reply

Sean Crummy @CrummySean · Aug 10
Replying to @ciwf
You are incredibly poorly informed. I question your sources,no scientific fact, you have an absence of understanding of what you have wrote
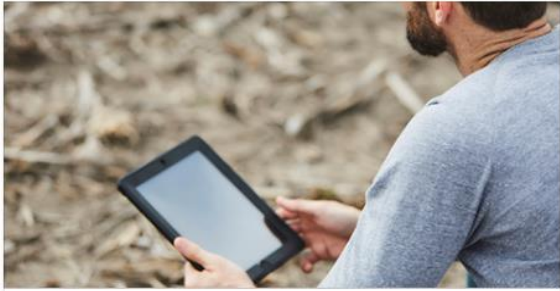
💬 1   🔁   ♡   ✉

Animal Pen-Pals @animalpenpals · Aug 10
Go on...

top quality

Monsanto Company
August 8 at 10:49am · 🌐

Plant protection is made easier with the use of precise digital tools, advanced analytics, and imaging devices. Learn more:

modernag.org
MODERNAG.ORG

👍 Like   💬 Comment   ➦ Share

👍❤😠 87   Top Comments ▾

Martin Fauvin STOOOOOOP DICAMBA !!!!! Thank You ! 😊
Like · Reply · August 9 at 3:12pm

    Chris Myers Dare I ask why?
    Like · Reply · 👍😮 2 · August 9 at 3:45pm

    Martin Fauvin Sure !
    Like · Reply · August 10 at 4:16am

    Martin Fauvin Dicamba has been in existence for 50 years. However, farmers rarely use it because of its toxicity. Monsanto has created dicama-resistant crops and has promoted a lot to farmers. Sales of the pesticide immediately skyrocketed.

    And now all cultures that do not come from the Monsanto laboratories are dying. Dicamba is thus one of the most toxic herbicides known.

    The state of Arkansas in the United States has just banned the pesticide in the hope of protecting farmers from the damage it causes.
    Like · Reply · August 10 at 4:17am

    Chris Myers Martin Fauvin, the ban has nothing to do with toxicity.

    It has to do with the fact that due to dicamba's volatility, it can be blown by the wind onto crops that do not have dicamba resistance and cause damage.

    https://www.cnbc.com/.../reuters-america-update-3-two...

    Monsanto currently has a brand of dicamba under review that lowers the volatility.

    The EFSA reviews the peer reviewed studies of dicamba, and has found it safe to use.

Deirdre Coval @akdazed · Mar 16
Replying to @JessTroe
@CAPAction Billionaire #welfare #Ranchers cost #taxpayers billions so the can graze #cattle for free on public lands

💬   🔁   ♡   ✉

Wayne Anderson I don't think you should be critical of something unless you suggest an alternative. What is your suggestion for an alternative to herbicides?
Like · Reply · 🙂😮😡 170 · November 20, 2016 at 1:46pm

︿ Hide 46 Replies

Food Babe ✓ The best way to avoid glyphosate is by choosing certified organic foods because it is prohibited on organic crops. Although contamination is a real threat, the levels on organic foods are minimal compared to what's been found on conventional foods. It's been shown that people who eat organic foods have less glyphosate and other synthetic pesticides in their system. ~ Assistant to Food Babe http://foodbabe.com/2016/11/15/mons anto/

> Monsanto Is Scrambling ...
> FOODBABE.COM

Like · Reply · 🙂❤ 489 · November 20, 2016 at 2:39pm

Wayne Anderson I would be curious to learn your plan to produce enough organic food to replace the amount of crops being produced using herbicides.
Like · Reply · 👍 111 · November 20, 2016 at 2:53pm

JoAnn Gillespie >
Like · Reply · 👍 1 · November 20, 2016 at 3:10pm

Stella Flores Well Wayne Anderson you go on enjoying your food with a side of round up. Those of us will continue to buy Organic, NON-GMO and/or grow our own. A l work, a little more money
Like · Reply · 🙂❤ 289 · 20, 2016 at 3:32pm · Ed

Sharlene Block Grow yo not really hard our garde enough to feed our famil more. We have 4 raised Why depend on someon your food? I don't use pe natural pest deterrents s merigolds and other plan They taste 200 times bet
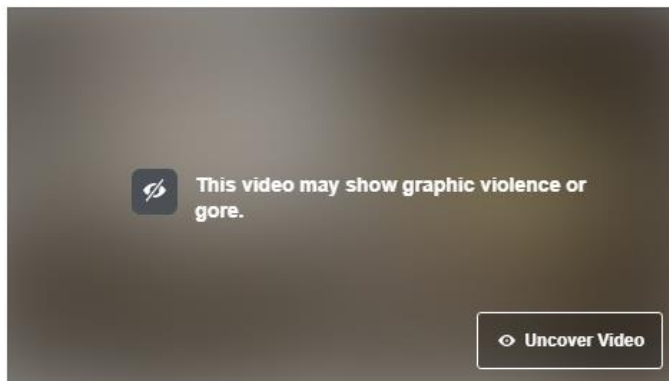
Mercy For Animals ✓
May 25, 2016 · 🌐

BREAKING NOW!! New MFA undercover video reveals horrific animal cruelty at Tyson Foods.

🚫 This video may show graphic violence or gore.

👁 Uncover Video

👍 Like Page

12K Reactions 3.3K Comments 28K Shares

👍 Like   💬 Comment   ➤ Share

👍😡😢 12K   Top Comments ▾

28,835 shares   3.3K Comments

Stephanie Rose King Most of the workers are illegal immigrants. Once they get investigated, the government ships them back and a new group of immigrants start. Welcome to America.
Like · Reply · 👍 1 · May 25, 2016 at 11:35pm

Sandy Michaels Stephanie Rose King : Not true, you are more likely to find illegal immigrants in smaller companies, such as farmers who pay less than minimum wage to pick their veggies.

Perhaps not all vegans see people that eat meat as monsters, but I just read a post from one of you that compares us to the holocaust and does indeed call us monsters. If you want to have a meat free diet than that is fine, but don't demonize those who do not.

By the way, what do you think happens in the wild? Very few animals are strictly vegetarians, so how do you think they eat?

One more thing, peta claims to love all animals, but that doesn't stop them from killing most of the animals in their "shelters", nor does it stop them from collecting huge amounts of money for their upkeep, perhaps you should do more research on them.
Like · Reply · 👍 1 · May 26, 2016 at 12:19am

[–] **eperb12** 231 points 1 month ago
Did you know that In the United States All chicken must be antibiotic free?
And to clarify, because that is such a dumb confusing headline, Chicken must be free to antibiotic residues before the meat enters the supply line, as determined by the FDA's strict drug-withdrawal periods. Also, RIP FDA, Trump hatchet'd you.
So at least someone's trying to be better. or at least sell headlines to beatout chick fil a.
permalink embed save report give gold reply

[–] **potato_balerina** 89 points 1 month ago
There's a massive difference between chickens that are "antibiotic residue" free, and not using antibiotics at all.
permalink embed save parent report give gold reply

[–] **brokenheartwriter** 46 points 1 month ago
Yes but in chickens the total growout period is 6-10 weeks, so they would only be able to have antibiotics during their first week of life in order to meet withdrawal requirements, or never at all for some. Also, 'medically important' i.e used in humans antibiotics are not used in livestock unless it is the most effective treatment, and definitely not as a feed additive.
permalink embed save parent report give gold reply

[–] [deleted] -14 points 1 month ago
No you are 100% wrong about that.
"Also, 'medically important' i.e used in humans antibiotics are not used in livestock unless it is the most effective treatment, and definitely not as a feed additive."
Just google it if you don't believe me. Now while you say "We" I am guessing you mean US. China is using the United States Antibiotic of Last Resort for Animals. Colistin.
permalink save parent report reply

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Communicating Appropriately and Professionally Using Social Media: References

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