



Farm Journal MEDIA
YOUR CUSTOMER'S CHOICE
Then ■ Now ■ Tomorrow

Social Media 101
Executive Women in Agriculture



Farm Journal MEDIA

- ✓ Intro
- ✓ Blogging
- ✓ Facebook
- ✓ Twitter
- ✓ Extras
(Google+, Tumblr, Quora, Pinterest)
- ✓ Q&A

WAR PRODUCTION CO-ORDINATING COMMITTEE



Libby Hall, @libbyjuju

- ✓ AdFarm digital strategist
 - All aspects of social media
 - Know a California Farmer #KACF



@AnnaGiannini

- ✓ Advocacy & Social Media Editor at FJM
 - Coordinate SM for all FJM Brands
 - Advocacy beat in Farm Journal magazine.
 - Digital Strategy for Farm Journal Foundation
 - Farm Journal Legacy Project
- ✓ Ranch Girl from California
- ✓ Coffee lover, food enthusiast.
- ✓ Fun Fact: I'm obsessed with sunflowers.





Top 11 Do's & Don'ts

✓ Do's

- Diligence & Consistency
- Post Factual Information
- Listen more than you talk (or Tweet)
- Answer Questions Honestly
- Encourage Transparency



Top 11 Do's & Don'ts

✓ Don'ts

- Whine/ Complain/ Rant
- Create a profile for your dog
- Overshare
- Misuse Hashtags
- Replace Face-to-Face
- Be AFRAID to start





Blog Like You

✓ Get Started

- Wordpress, Blogger, TypePad
- Come up with a fun name for your blog.

The Ranch Wife Chronicles



Ranch Life, My Life, and Everything In Between



Humbly Homemade

Tasty Food and Country Anecdotes from My Humble Farm Kitchen



Blog Like You

✓ Create A Plan

- Topic/ Topics
- How often are you going to blog
- How will you measure your success
- Will you include photos, video, both?

Couture Cowgirl Communications





Blog Like You

- ✓ Set Boundaries
 - Include your kids?
 - How much time are you willing to spend?
 - What areas of your life are off limits?



Blog Like You

- ✓ Ready, Set, GO!
 - Don't forget spell check

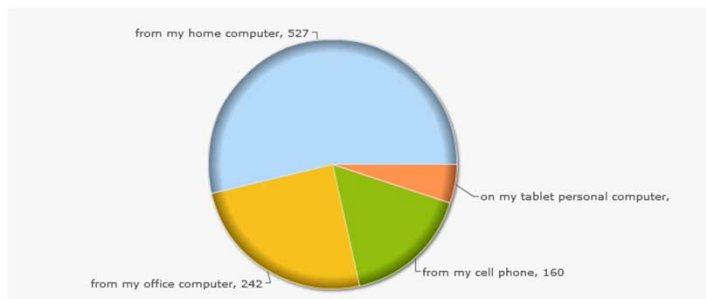




Facebook

✓ Farmers On Facebook?

- 52% currently on Facebook 0-1 hours per week
- 73.2% do on a home computer



Stats via AGWEB.com Survey



Facebook

✓ Why Should You Join?

- Landowner relationships
- Community PR
- Employee buy in
- Communicating with food consumers





Facebook

✓ Some Great Examples



Facebook

✓ Set Up

