Social Media Extension Outreach Online

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Communication Specialist
University of Delaware
June 2014
Overview and issues

- Advocate for Ag Literacy or “Agvocacy”
  - Who’s telling the stories on social media?
  - Are stakeholder/Extension voices there?
    - What do they know, think they know?
- “All Reasonable Effort”
  - Understanding the changing demographic
- Promoting and marketing
- Understanding the tools/platforms
- Setting up a plan that works
  - Measuring success
  - Who is going to do it?
“The Past is like a foreign country...they do things differently there!”

~Lowell Catlett, New Mexico State University, Agriculture, Consumer & Environmental Sciences
WELCOME FACTORY WORKERS!!!!!
Find out how factory farms affect all of us:

[Map of factory farms with various filters and map keys]

http://www.factoryfarmmap.org/

6
Chicken factory farms on the Delmarva Peninsula have been using arsenic in their chicken feed as a growth promoter for the last 60 years. Arsenic is a known carcinogen and is more commonly used in rat poison. A nationwide study found detectable traces of arsenic in the chicken we eat everyday: 100 percent in the tested chicken in fast food restaurants and 74 percent of the chicken we buy in grocery stores. Public health problems linked to chronic exposure to this toxin include lung and kidney cancer, diabetes, cardiovascular disease, and neurological disorders in children. In addition, these factory farms produce waste equivalent to a city of 4 million people (Maryland’s population is only 6 million) and the waste, along with the arsenic, is running off into the Chesapeake Bay, threatening our water, fisheries, and oysters. It’s time to put an end to this harmful practice.
“I HOPE THAT ALL OUR CUSTOMERS SEE THIS FILM. THE MORE THEY KNOW ABOUT WHERE THEIR FOOD COMES FROM, THE MORE THEY WILL APPRECIATE WHAT WE DO.”

Steve Ells, Founder & Co-CEO, Chipotle Mexican Grill

IN THEATERS NOW

FOOD, INC.

YOU’LL NEVER LOOK AT DINNER THE SAME WAY AGAIN

FORKS OVER KNIVES
Who are you?

- Greenhouse/garden center
- Farmers Market
- Creamery
- Poultry farmer
- U-pick
- Orchard
- Grow for processing/grain
- Events
- Value Added/Retail
- Agvocate
WANTED YOUR VOICES & YOUR IMAGES!! REWARD
WHO ARE THESE PEOPLE?

AND HOW DO WE TALK TO THEM?
MODERN LITERATURE
Excerpt from “Skinny Bitch”

Of the ten billion animals slaughtered each year in America for human consumption, the vast majority of them come from factory farms. Factory farms that raise cattle, pigs, chickens, egg-laying hens, veal calves, or dairy cows have an enormous amount of animals in a very small space. There are no vast meadows or lush, green pastures. The animals are confined inside buildings, where they are literally packed in on top of each other. Egg-laying hens are crammed into cages so mall, they are unable to open their wings, and their mangled feet actually grow around the wire mesh floors. This overcrowded, stressful environment causes chickens to peck at each other and factory farm workers, so the ends of their beaks are seared off their faces using a hot knife. They all live in the filth of their own urine, feces, and vomit with infected, festering sores and wounds. To keep the animals alive in these unsanitary conditions, farmers must give them regular doses of antibiotics. Half of all antibiotics made in the U.S. each year are administered to farm animals, causing antibiotic resistance in the humans who eat them.
Millennials/Early Adopters/Activists

- Activists/Animal Rights/Vegan
  - Engaged
  - Passionate
  - Organized
  - Infiltrating
  - Networked
  - Dominate social media
  - Dominate main stream media
    - Oprah / Cargill
    - Michael Pollan

- Use photos
- Videos
- Not current material
- Hormones/pesticides/antibiotics
- Guilt
- Scare tactics
- Production Agriculture is evil
Two organizations to pay attention to

Center for Food Integrity

- http://www.foodintegrity.org/
- @foodintegrity

U.S. Farmers & Ranchers Alliance

- http://www.fooddialogues.com/
- @USFRA Twitter
FarmERS vs. FarmING

- Affection for the people does NOT translate to the industry
- Our audience’s truth: “American agriculture” = mass production
too many subsidies
too many chemicals
pesticides
big business

* Size of word corresponds to how many times the topic was mentioned across all 3 influencer sessions
The Credibility Gap

You say ...

- Our methods are proven safe.
- We keep food affordable.
- Most farms are family-run.
- We care about our land and animals.
- We need a secure domestic food supply.

They hear ...

- Your methods tamper with nature.
- At what expense to quality?
- But beholden to big processors and the bottom line.
- You will take profitable short cuts when and if you can.
- You WANT to produce more to SELL to the world.
- You want subsidies and lax regulations.
- Pesticides, antibiotics and hormones might not be safe in the long-run.
The Path Forward

1. Acknowledge concerns
2. Commit to continuous improvement
3. Change the language
4. Begin a dialogue
### Language Landmines

- Much of the language we use today to describe methods revolves around process, innovation and technology

<table>
<thead>
<tr>
<th>words to lose</th>
<th>words to use +</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pesticides</td>
<td>Preventing bugs and other pests from eating crops</td>
</tr>
<tr>
<td>Fertilizer and Nitrogen</td>
<td>Nurturing crops with nutrients at exactly the right time, at the right rate, and in the right amounts to make them thrive</td>
</tr>
<tr>
<td>GMOs</td>
<td>Seeds that grow stronger, more resilient and better tasting crops</td>
</tr>
<tr>
<td>Antibiotics</td>
<td>Keeping animals healthy</td>
</tr>
<tr>
<td>Hormones</td>
<td>MAINTAINING growth</td>
</tr>
</tbody>
</table>
Significant Social Shifts

MODERN (Before 1968)

• Authority is granted by office
• Broad social consensus driven by WASP males
• Communication is formal, indirect (mass communication)

POST-MODERN (After 1968)

• Authority is granted by relationship
• No single social consensus, great diversity, many voices
• Communication is informal, direct (masses of communicators)
What Drives Consumer Trust?

Shared values are 3-5X more important in building trust than demonstrating competence

Trust research was published in December, 2009 – Journal of Rural Sociology
Earning and Maintaining Social License (Sapp/CMA)

Confidence → Trust

Value Similarity

Competence

Influential Others

Trust → Social License

Social License → Freedom to Operate

Trust research was published in December, 2009 – Journal of Rural Sociology
All of the Most Concerning Life Issues are Beyond the Consumer’s Direct Control

Women were more concerned about most issues than men

- Unemployment in U.S. (66%)
- Keeping Healthy Food Affordable (69%)
- Rising Energy Costs (70%)
- Rising Cost of Food (72%)
- U.S. Economy (72%)
- Rising Health Care Costs (75%)

Additional Food System Concerns*

- Imported Food Safety (63%)
- Food Safety (63%)
- Enough to Feed U.S. (56%)
- Humane Treatment of Farm Animals (51%)
- Environmental Sustainability in Farming (49%)
- Access to Accurate Info to Make Healthy Food Choices (48%)

Early Adopters

Earlier adopters were more concerned about all issues than later adopters.

Lowest concern was for having enough food to feed people outside the U.S. (29%)

*Top Box ratings (8-10)
Kevin Fleming After doing this once, I can tell you chicken catcher is a tough job...
May 12 at 8:25am · Like · 6

Theresa A Johnson indeed it is a very hard job... terrible on the lungs, too. I
appreciate the unsung folks who do jobs that most of us never stop to consider.
However, I don't agree with the way we raise chicken for harvest. Balance in all
things, though... eh?? 😊 Neat photo!
May 12 at 4:08am · Edited · Like · 1

Kris Etze I hate it when the trucks roll through Millisboro. It's the most inhumane
treatment. Can't be part of it. In my business, I cook it for clients, but won't eat it.
May 12 at 4:08am · Edited · Like · 1

Kris Etze Dan is right. Back to the photo, perfect lighting, Kevin.
May 12 at 4:30pm · Like · 1

Diane Mead I agree Kris Etze... what can we do about protesting inhumane
treatment in the poultry industry??
May 12 at 5:17pm · Like

Kris Etze Diane Mead, it's an uphill battle. The US simply cannot sustain the
growing consumption of factory farmed animals without environmental damage. We
already are feeling the health effects. Personally, I have switched to plant strong
eating.
May 12 at 5:31pm · Edited · Like · 1

Sharon Hatch Turner Yes! On the grill w/broccoli 😊
May 12 at 8:10pm · Like

Christine Lynn This is so unnatural and so sad. I do wish we could produce
meat in a more humane way. Please, people.
May 12 at 9:18pm · Like · 1

Christine Lynn Perfect lighting on a sea of misery and sickness
May 12 at 9:18pm · Like · 2

Kris Etze Kevin, your photo started a conversation!

Michele Dorsey Walfred Free range chicken and back yard flocks are exposed
to predators and also are at a much greater risk for contracting Avian Influenza from
the wildlife birds that fly overhead, the majority of which have and transmit the bird
flu virus in their droppings.
May 24 at 6:55am · Like

Kevin Fleming
May 12

Chicken Tonight...?

We produce more chickens in Sussex than any other county in the United
States raising more than 200 million a year. Here's a chicken catcher (yes,
that is a real job description) herding a flock.
Makes me want Chipotle even more...though I am convinced they put crack in their chicken or something. I'm way to addicted to their tacos!

SHIRLEY: I saw this on TV for the first time last time. I think it played in the middle of the Grammys (which, except for Adele, was terrible. Last year's show was so good.)

PATTI: That was an awesome commercial!

ANGELA: Here in Ohio Chipotle supported hsus. I won't eat there. Large farms are most likely family owned.

SHIRLEY: The land may be owned by the "family". But the equipment, the feed, the animals and the schedules and animal husbandry are furnished by the corporation. The "family" ends up being high end sharecroppers, at the mercy of fuel and feed cost increases, and all the other hazards of agriculture. I've been through industrial chicken and hog facilities. I'm glad someone has noticed and acted accordingly.

SUE: Well, I guess I will jump into this discussion. I am torn about my feelings concerning this commercial. I am a poultry farmer. The "corporation" does not furnish the equipment or my schedule. I AM NOT a sharecropper. If am a correct, we all are at the mercy of rising fuel and feed cost. We work together with our integrator to grow the healthiest chicken we possibly can. Our chickens and those of all the growers I know, are treated well. We constantly check them, watch the air quality, water quality and feed quality they receive. We worry about them and their health. Please check out www.realfarmersrealfood.com. Here is a great quote from that site” It is in the farmer’s own best interest to see the animals in his charge treated humanely, guaranteeing him a healthy, high-quality animal, a greater return on his investment and a wholesome food product. No advertising campaign or salesman can convince a farmer to use a system or product that would harm an animal."

SHIRLEY: Sue, I am pleased with your comments. Do you decide what feed you give your chickens or does it come from the company? Do you decide what day they will deliver and pick up the chickens from your houses? I congratulate you if you have been able to pay off your investment in the houses and equipment before they are worn out and fully depreciated.
Enter the conversation

What to do

- Blog
- Post photos!
- Facebook
- Twitter
- YouTube comments
- Respond to comments
- Tell your story!

What to say

- I understand your concern. I/we are concerned too.
- I’m glad you raised this issue
- Acknowledge “bad actors
  - Set yourself apart
- Show concern for animals
- We produce wholesome food. We donate to food banks
- We look for varieties to reduce herbicides & fungicides
- Family not factory
Mark Lynas

- Google: Mark Lynas - Oxford - 2013
- http://www.marklynas.org/2013/01/lecture-to-oxford-farming-conference-3-january-2013/
http://www.oprah.com/oprahshow/Inside-a-Slaughterhouse-Video

Nicole Johnson-Hoffman
3:00 into video
“Social Media” is a mainstream media tool

- How do we use it?
- What priority do we give it?
- Is it really necessary?
- How are others using social media?
- Can we afford to ignore the changing demographics?
SMART PHONE USE

• 63% of all Americans use phones to go online
• 81% Send or receive text messages
• 60% Access the Internet
• 52% Access email
• 50% Download apps
• 49% Get directions, recommendations, or other information
• 42% of Americans use a tablet
Our approach

- Study “Best Practices” of other Extension offices
  - Assess
- Meet with kglobal -
  - Association of American Land Grant Universities
  - Cooperative Extension
Hashtags

To #Hashtag or Not to Hashtag... That is the question?

http://youtu.be/57dzaMaouXA
Sort and Search

- #GardenChat
- #AgChat
- #FoodChat
- #FarmDE
- #NetDE
- #FarmMD
- #NetMD
- #FarmMD
- #NetMD
- #Garden
- #FoodSafety
- #RuralMade
Engagement

Pushing

- Your news
- What is coming to market
- What is on sale
- Links to articles you want people to read
- Upcoming event

Pulling

- Asking audience to comment
- Ask a question or poll
- Fill in the blank
- Comment on their photos
  - Does your site allow submitted photos
- Page to page comments
- RTs – Thanks for follows
<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master Gardener Lawn &amp; Garden</td>
<td>4-H</td>
<td>AG Wordless Wednesday</td>
<td>Throwback</td>
<td>FCS Food Friday</td>
<td>Animal Science Wildcard</td>
<td>Week Ahead Inspiration</td>
</tr>
<tr>
<td>Pruning Tips</td>
<td>Photo from recent event</td>
<td>Weed ID</td>
<td>Vintage Photographs</td>
<td>Food Safety</td>
<td>Interesting statistic</td>
<td>Photos</td>
</tr>
<tr>
<td>Garden Calendar Spraying Schedule</td>
<td>Focus on a volunteer</td>
<td>What is this insect?</td>
<td>YouTube</td>
<td>ServSafe Tip</td>
<td>Did you Know...</td>
<td>Upcoming workshops</td>
</tr>
<tr>
<td>Guess the plant</td>
<td>Spotlight on project</td>
<td>Farm Safety</td>
<td>Research</td>
<td>Money Saving Tips</td>
<td>Ask an Expert recap</td>
<td>Quotes</td>
</tr>
<tr>
<td>Photos of Community Service</td>
<td>Photos of Community Service</td>
<td>Farm Equipment</td>
<td>Any program: Announce Weekend</td>
<td>Recipe</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plant disease lookout</td>
<td>4-H youth STEM</td>
<td>Photo of an insect</td>
<td>Mention a partner</td>
<td>Family-Childcare</td>
<td>Repeat anything from the week</td>
<td></td>
</tr>
<tr>
<td>Time to prune, pinch, spray, etc.</td>
<td>Scenes from Camp</td>
<td>Delaware Vegetables</td>
<td>Wildlife/Ecology</td>
<td>Nutrition idea/fact</td>
<td>Positive poultry</td>
<td>Where are they now?</td>
</tr>
<tr>
<td>Photo of an insect</td>
<td>Alumni Follow Up</td>
<td>Ag Innovations</td>
<td></td>
<td>Quick Tip</td>
<td>Horse/Equine</td>
<td>UDCANR follow up</td>
</tr>
<tr>
<td>Garden Smart - Introduce a tool</td>
<td>Any Agronomic topic</td>
<td>Meet an Agent</td>
<td>Any program: Announce Weekend Event</td>
<td>Partner shout out</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meet a Native Plant</td>
<td>Grad Student</td>
<td>Meet an Agent</td>
<td></td>
<td></td>
<td>ANY PROGRAM</td>
<td>ANY PROGRAM</td>
</tr>
<tr>
<td>Quick tip</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Impact Stories via Communications</td>
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<td>Impact Stories via Communications</td>
<td>Impact Stories via Communications</td>
</tr>
</tbody>
</table>
Tools and Platforms
You have to decide

- Centralize or specialize platforms?
  - Pros & cons
  - 4-H & Extension - own brands
  - Programs have own account or go under one?
Tools and platforms

Priority
- Twitter
- Flickr
- YouTube
- Professional content blogs
- Facebook
- LinkedIn
- Instagram

Maybe
- Pinterest
- Instagram
- Stakeholder blogs
Twitter

- Microblogging
- Mobile friendly
- Reporters
- Legislators
- Younger demographic
- Targeted conversations
Chat it up!

#FoodChat
@foodchat
Monthly convo for people interested in food, those who produce it, people who need it & the nutrition involved. Join 3rd Tues., 8-10 pm ET. Where does our food come from? - @foodchat
Twitter Chats

- **#GardenChat**
  Mondays, 9 p.m., EST

- **#AgChat**
  Tuesdays, 8-10 p.m., EST

- **#FoodChat**
  Third Tuesdays, 8-10 p.m., EST
Day in the life of an #Ag #CoopExt agent. Teaching #FFA students tricks of the trade #FarmDE #NetDE #UDext

How is your lawn? #MasterGardener Workshop "All About Lawns" ow.ly /wz61 Thu. May 8 #KentDE 6:30 p.m. #NetDE #UDext

Go Carrie! MT @FoodBankofDE: Carrie Murphy from @UDExtension shares her gardening knowledge w/volunteers! pic.twitter.com/ca1NEN1EwI #UDExt

A 2-week old Palmer amaranth 1of 7 #FarmDE noxious weeds. Mature #weed produces 500k seeds @udcarr #UDel
Flickr

- Free with 1T of storage
- $25 year for no ad pro
- Name images with keywords
- Links to websites in descriptions
- Link directly to Twitter

- HUGE SEO driver!
- Do your images show up on Google search?
Flickr accounts

- Way to organize & back up photos
- Huge driver for website
- Can make albums or individual pictures private, semi-private or public
- Thousands see our content every day
- Do not upload camera file names
  DSC_101

- Delaware4h
- Sussexcounty4h
- Carvelud
- UDcanr
- UDExtension
Stats for: Your account
Stats are shown in GMT, where it’s currently 3:58PM on 19th May 2014 (Mon)

Daily aggregate views on your account

View counts

<table>
<thead>
<tr>
<th>Type</th>
<th>So far today</th>
<th>Yesterday</th>
<th>All time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos and Videos</td>
<td>331</td>
<td>164</td>
<td>133,674</td>
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<tr>
<td>Photostream</td>
<td>3</td>
<td>8</td>
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<tr>
<td>Albums</td>
<td>14</td>
<td>0</td>
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<td>Collections</td>
<td>0</td>
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</tr>
<tr>
<td>Galleries</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Total: 348 181 138,991
This Master Gardener Workshop set on Fairy Gardens
This Master Gardener Workshop set on Fairy Gardens

Individual images for this one set = 5,766 views
Flickr success

- Rename everything at upload to keywords
- Tag photo
- Use “description” area to post links to our website on key images
- Great photos >>> creative commons
  - Give them something to share!
LinkedIn (B2B – Peer to Peer)
Instagram

- Photo driven
- Youth audience
- Hashtags!
- Simple to use
- Comments
- Allows re-posts to Tumbler, Twitter, Facebook, Flickr
Encourage Engagement!

Ask for opinions!

Respond on comments!
FACEBOOK PAGES
- Happy smiling people
- Recipes
- Guessing games
- What do you think?
- Fill in the blank
- Caption this
Under used feature. Use your page to comment on other pages as your page, i.e., news story.
Facebook engagement is weighted

- #1. Your content is “shared.”
- #2. People comment on the content.
- #3. Thumbs up & “Like” the post.

Smiling but moving on is not helpful at all—
  - If the person doesn’t engage, they may not see your posts again, even if they like your page!

Stakeholder and staff to “engage” with your posts. Just don’t ask them to do it on Facebook.

Why Throwback Thursday is so popular
Which apple photo is better?
Facebook ideas

Ask questions

A touch of humor
Facebook’s new algorithms

Do

► Vary your post types
► Vary times
► Comment on other stories as your page. Thank supporters! Congratulate people!
► Tag other pages, businesses & elected officials
► Have multiple administrators/content editors
► Use hashtags!

Don’t

► Ask people to “like”
► Ask people to “share”
► Post the same url
► Ignore your page
► Don’t link Facebook to Twitter
C.O.P.E. with BLOGS

Google’s e-blogger

- Free
- Easy to use
- Many themes
- Can use as a webpage
- Google Analytics
- Social media sharing
- Can replace websites if no online commerce is desired - Esty

WordPress

- Free
- Premium domains available!
- Many themes
- WordPress Analytics
- Social media sharing/republishing
- Can replace websites – eCommerce available
**Farmer Dan’s Daughter**

**Connecting Agronomists, Family, Food, Health, & Ethics**

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**2014 Legislative Update**

Two days ago, the 2014 General Assembly convened in Harrisburg. Let’s take a look at the usual “State of the State” address now given by Governor Corbett to agree with the Governor’s “State of the State” message. The speech is a formal affair.

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**Sorry, the above is out of the question!**

In true sentiment, both the 2014 State of the State address will be repeated here. True sentiments are expressed here.

In true sentiment, we have repeated the 2014 speech here. True sentiments are expressed here.

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**Are you Farmer’s Market Ready?**

A busy time of spring and summer is coming to Pennsylvania, and with it always comes the busy time. Corbett’s Farmer’s Market is usually near the State of the State address. The 2014 speech is here.

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**New York State Ad**

**Saying thanks to the people of the United States, lip reading on 9/11 never really made any sense to me.**

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**Twitter**

RT @FarmerDan Teil: #4thofJuly #family #food...
Time Management

- Start with one or two platforms
- Don’t try to do them all
- Schedule in advance – Facebook you can do this inside your page
- Hootsuite is a platform that allows you to keep all of your social media in one place and schedule them
- Family members – mature teen – or family member
- Hire a social media manager
- Elevate a special volunteer!
- Determine who your audience is – what are you trying to achieve – pick the best platform for that audience
Sticking your head in the sand...

only makes it easier for everyone else to kick you in the rear!
Old & New Arguments

Old/Cons

- “I prefer sending out postcards.”
- “I don’t have the time to Tweet!”
- “My constituents don’t use Facebook or Twitter”
- “Too many inquiries!”

New/Pro

- SM fulfills USDA/Civil Rights “All Reasonable Efforts”
- Communication staff will do it for you!
- “But funders and future constituents do!”
- Website? Fact Sheets? Blogs? These get attention too!
Suggestions - TRANSPARENCY

Live webcams can counter disturbing images

Participating families to tell their stories – i.e., blog
Websites to Google

- Common Ground  www.findourcommonground.com
- U.S. Farmers & Ranchers Alliance  http://usfraonline.org/
- Farmers Feed Us  http://www.farmersfeedus.org/
In Summary

- For Ag Literacy - motivate stakeholders
- Step outside the bubble
- Extension - single or multiple voices
- Decide on two platforms and study trends/best experts
- Delegate the labor - tap into volunteers
- Schedule posts
  - Built in on Facebook
- Use tools
  - Hootsuite free, pro, enterprise
  - Google Analytics
- Don’t take yourself too seriously on social media
Have Fun

- [http://www.youtube.com/watch?v=D0foMKAxCww](http://www.youtube.com/watch?v=D0foMKAxCww)

- Utah Extension
IF YOU DO
WHAT YOU’VE
ALWAYS DONE
YOU’LL GET
WHAT YOU’VE
ALWAYS GOTTEN

ANTHONY ROBBINS
“You are what you share”

~ C.W. Leadbeater, We Think: The Power of Mass Creativity
Questions?

walfred@udel.edu

@mwalfred Twitter