Charlie Arnot
Jana McGuire

The Center for Food Integrity
YOU – In the Hot Seat
Are You Social Media Savvy?
Are You Social Media Savvy?

- Are you engaged?
  - Facebook?
  - Twitter?
  - LinkedIn?
- Do you watch or upload videos on YouTube?
- Do you have a blog?
- What do you use social media to do?
Are You Social Media Savvy?

- Password-protected
- Great for connecting – “like” people, companies and organizations
- Platform to share pictures, videos and links
- Initiate discussion and receive feedback

Facebook helps you connect and share with the people in your life.
Are You Social Media Savvy?

- Interact with consumers and customers
- Reach early adopters and opinion leaders
- Give a “face” to your industry
- Provide a place for consumers to engage
- Share key VALUES messages that shape thinking
- Publish information about products
- Clear up myths
Are You Social Media Savvy?
Are You Social Media Savvy?

- Your life, in 140 characters or less: a “Tweet!”
- Special language (@, #, RT)
- Password-protected
- Posts are more public than Facebook
- Useful for connecting with individuals, businesses and organizations
- Mini-blogging
Are You Social Media Savvy?

• Top agriculture-related hashtags (ID topics):

#onthefam #agmobile
#agchat    #agvocate
#farm      #foodchat
#ag        #nutrition
#agnerd    #harvest10
#agblog    #plant10
#agedu     #oink
#ageduchat #moo
#agproud

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Are You Social Media Savvy?

- Top food-related hashtags:

  #foodies  #diet
  #realfood  #health
  #foodchat  #localfood
  #agchat  #farmersmarket
  #profood  #buylocal
  #locavore  #fda
  #food  #recipes
  #recipes  #foodjustice
Are You Social Media Savvy?

- What to Tweet?
  - Facts and information
  - Links and photos
  - Events and contests

Example Tweets:

- foodintegrity: 1950, 1 farmer prod food 2 feed 30 people. 2011, 1 farmer prod food 2 feed 155, use fewer nat resources, less impact on the env. #lovefood
  14 Feb

- farmerhaley: Look what I found in the barn this morning, a new fortune 500 heifer calf! #Simmental #agchat http://ow.ly/i/8iXK #beef
  18 Feb
Are You Social Media Savvy?

- Twellow.com (Twitter yellow pages)
- Listorious.com (people and lists directory)
- WhatTheTrend.com (trending hashtags)
- Hashtags.org (hashtag use over time)
Are You Social Media Savvy?

- **Do** post relevant content
- **Do** engage with others
- **Do** get to the point
- **Do** post links and pictures
- **Do** seek new users to follow
- **Do** act professionally
- **Do** be conversational

- **Don’t** over-follow
- **Don’t** over-tweet
- **Don’t** use too many hashtags
- **Don’t** forget all content is public
- **Don’t** forget to provide value
Are You Social Media Savvy?

LinkedIn
Are You Social Media Savvy?

- World’s largest online professional network
- More than 90 million members in more than 200 countries and territories
- Personal profiles, company pages, groups
- Password-protected
- Used primarily for networking
Are You Social Media Savvy?

• LinkedIn Personal profiles include:
  – Job description
  – Educational information
  – Professional organizations
  – Activities, interests

• Good way to make professional connections, network, look for job/business opportunities and establish yourself as an expert

• Check for future employees
Are You Social Media Savvy?

Hana Bieliauskas
CMA Consulting
Columbus, Ohio Area | Public Relations and Communications

Current
• Project Manager at CMA Consulting
• Co-Organizer, Pink It Up Columbus at Susan G. Komen for the Cure

Past
• Account Coordinator at Marketing Works
• Intern at Fahlgren Mortine Public Relations
• Contractor at Cechran Group Inc.

Education
• Ohio University

Connections 163 connections
Twitter hanab08
Public Profile http://www.linkedin.com/in/hanabieliauskas

Experience

Project Manager
CMA Consulting
Privately Held; Public Relations and Communications industry
June 2010 – Present (9 months)

Co-Organizer, Pink It Up Columbus
Susan G. Komen for the Cure
Non-Profit; Non-Profit Organization Management industry
Are You Social Media Savvy?

Good placement on search engines

Google search results for "hana bieliauskas" showing good placement on search engines.
Are You Social Media Savvy?

Groups
- Focused on a wide range of business topics
- LinkedIn members can join to meet others in similar fields or that share common interests

Group pages include:
- Discussion board
- Comments
- Member list
- Promotions
- Jobs
Are You Social Media Savvy?
Are You Social Media Savvy?

- Allows billions of people to find, watch and share originally-created videos
- Second most popular search engine
- Subscribe to YouTube channels and share
- Create your own channel
- Comment on videos
- Upload videos
Are You Social Media Savvy?

• Share your story and what you do
• People want to know about their food and where it comes from - show them!
• Clear up myths
• Doesn’t have to be fancy
• All you need is a digital camera or a flip cam! Like…
  – Laura Nielsen, “The Real Farm Girl,” South Dakota
  – Will Gilmer, Alabama
Are You Social Media Savvy?
Blogs

• Blog = online scrapbook
• Can be very influential – particularly mom bloggers
• You decide who sees it
• Any and every subject is blogged about
  – Family, food, snorkeling, quilting…the list goes on
• There are search engines just for blogs
  – Technorati
  – Google blog search

Are You Social Media Savvy?
• Find a focus: what interests you?
• Select blogging platform to begin
  – Blogger
  – Wordpress
• Read other blogs for inspiration
• Begin drafting posts
• Share blog with others
• Invite others to interact with your blog - and engage with them, too!
Response Strategies

• Posts on social media can instantly spark negative and positive discussion
• Think before you act; do your research and form an educated response
• Listen for values – and connect
• Be yourself
• Don’t fuel the fire
• Offer meaningful insight and resources
• Don’t try to persuade those who have already made up their minds
Are You Social Media Savvy?

Response Strategies

• Admit when you don’t know
• Set up Google alerts to search for discussions
• Develop a strategy – how much time will you invest?
  – Facebook: daily?
  – Blog: 2-3x a week?
  – Twitter: several times a day?
Are You Social Media Savvy?

Response Strategies

• Engage with and follow online news media
  – Read/watch their stories online and comment
  – Follow them on Twitter and Facebook
  – If you believe a story is unfair or incomplete – comment
  – Always use values-based messages!
How do you respond via social media?

**Goal:**
- Establish yourself as credible
- Offer constructive comments
- Add relevant, useful information
- Shape opinion
Are You Social Media Savvy?

Martha Stewart

no one has focused on the plight of farm animals and wild creatures- how are they faring in this frigid, icy winter? how can they find food?

11 Feb

foodintegrity

@MarthaStewart Great example of caring for farm animals in cold weather - http://bit.ly/fj3tm3 farm ag agvocate

11 Feb

foodintegrity

@MarthaStewart Farmers don't take a day off 4 cold weather; Many of today's farmers house animals indoors, keeping them warm & healthy farm

11 Feb

foodintegrity

Great Q! RT @MarthaStewart No one has focused on the plight of farm animals- how are they faring in this frigid, icy winter? agvocate farm

11 Feb
Are You Social Media Savvy?

Michael Barrett
I recently heard that Bob Evans gets their eggs from hens confined into tiny cages for their whole lives. There's a picture on a card I received while at the restaurant this past weekend. This is horrible! Why does Bob Evans allow this to continue?

February 3 at 11:48pm

Bob Evans
Thanks for your concern. Bob Evans Farms has always been committed to assuring the responsible care of animals that provide food products for our customers. Last year we joined the Coalition for Sustainable Egg Supply (CSES) (http://www.bobevans.com/Downloads/SustainableEggSupplyRelease.pdf) to study the impact of housing alternatives for egg-laying hens in the U.S. This research will help us make informed purchasing decisions that are ethically grounded, scientifically verified and economically viable and ultimately aligned with our consumers’ needs. You can learn more about CSES by visiting www.sustainableeggcoalition.org and you can read more about Bob Evans Farms’ commitment to animal well being at http://www.bobevans.com/ourcompany/animal_well_being.aspx. You can also reach out to our consumer relations group at 1-800-939-2338 with your concerns.

February 4 at 11:11am
It’s your turn!

Goal:
• Establish yourself as credible
• Offer constructive comments
• Add relevant, useful information
• Shape opinion
Case Study: Yellow Tail Wine

- **Who:** U.S. arm of Yellow Tail, an Australian wine company
- **What:** Created a catchy “Tails for Tails” campaign in January 2010 where the company planned to donate $100,000 to the Humane Society of the United States
- **How:** Special Yellow Tail displays bearing the HSUS name and logo in stores nationwide
U.S. Sportsmen’s Alliance wrote a letter alerting the company about the true intentions of HSUS – that the group is not about pet shelters.

USSA tweeted about it – and the ag industry caught wind.

A “Yellow Fail” Facebook page followed. Pics were posted of wine being poured down toilets.

Case Study: Yellow Tail Wine
Case Study: Yellow Tail Wine

• Yellow Tail USA then posted this tweet:

  “Lots of conversation here today; we’re listening. Check back soon, we’ll be announcing news shortly on our [tails] for Tails program.”

• Shortly thereafter:

  “We’ve decided to use our $100K gift to aid animal rescue.”

• Honored commitment to HSUS but designated funds for Animal Rescue Team
The moral of the story?

- Social media has the power to initiate real change
- The agriculture community is very active and has a strong presence on social networks
- Power in numbers: social media is even more effective when various networks are combined
- Having a social media presence is important to stay up with current events and trends
Have questions? Need help?

Contact the Center for Food Integrity’s Social Media Help Desk
(877) 402-4234 or by e-mail at helpdesk@foodintegrity.org
Presentations with Impact
Man executed after long speech

The Boston Globe 12/12/94
Simply the Art of Good Conversation

• Chatting with friends?

Speak naturally, directly and with natural movements

If you have an idea to convey?
  - Present it clearly, logically
  - No problem expressing the idea in simple words because you believe in it
Presentations with Impact

Simply the Art of Good Conversation

• **In a small group such as family?**

  When telling a story or trying to persuade, you use simple and direct language

  You look at every member of the group
Simply the Art of Good Conversation

• In a larger group – like a club or organization?
  
  Typically focus on a single topic of interest
  You look at every member of the group
  
  Thinking is directed toward a specific purpose
  
  Words are chosen more carefully than in a casual conversation
Presentations with Impact

Simply the Art of Good Conversation

• Speaking to an audience?

  Conversational, persuasive, direct

  A topic that fits the occasion

  Words chosen for the audience

You already have the skills you need!
Presentations with Impact

Anatomy of a Presentation

• **Open**
  - Engaging, builds credibility, summarizes point

• **Body**
  - Three main points

• **Close**
  - Summarizes, brings the presentation full circle, call to action, Q & A
Anatomy of a Presentation

- **Format**
  - Memorize?
  - Read?
  - Bullet points!
Presentations with Impact

Anyone can give a presentation. What does it take to give a good presentation?

• Personalize it!
  - Makes it real and authentic
  - Establishes credibility
  - Makes it easier – you know your story
  - Makes them want to listen
Presentations with Impact

Effective Strategies

• Know your audience
• Tell stories – don’t just tell them what to think or do
• Tell your own stories
• It’s engaging and develops trust and credibility
• Don’t force humor – use natural humor if you’re comfortable with it
• Keep your messages simple – don’t bombard with facts and figures
• Use descriptive language to paint stories – the audience will remember
Off to a Good Start

Audiences make value judgments about you, your organization and message in the first 30 to 60 seconds of your presentation.
Presentations with Impact

Off to a Good Start

• Grab the audience’s attention

- Question “If someone wanted to break into your home right now – as you sit here – could they?”
- Story “When she left that day, it was the last time she would ever see her father.”
- A compelling statistic “By the time I’ve finished my presentation – 16 people in the U.S. will have been killed by a drunk driver.”
Presentations with Impact

Off to a Good Start

• Grab the audience’s attention

  - Success story or testimony “She spent most of her teen years living in a car with her mom; now she heads a Fortune 500 company.”
  - Personal experience Meet Angela Baysinger
The Closer

• Summarize
• Bring the presentation full circle
• Give a call to action:
  - What do you want them to do?
  - To think?
  - How do you want them to use the information?
• Thank the audience!
• Open it up to Q & A: “I’d be happy to answer your questions.”
Presentations with Impact

Tips and Tricks

• Know the venue – technology, crowd size, room size
• Be prepared
  - Practice! 30 hours of prep for 1 hour speech
  - Time the presentation
  - Videotape yourself or practice in front of friends
• Get there early and greet audience members
• Test the technology – projector, mic, speakers
• Have water with you
• Relax and smile!
Tips and Tricks

- Maintain natural eye contact
- Don’t be a slave to the screen
- Walk and talk and gesture – but not too much
- Avoid stats and figures – use handouts if need be
- Invite audience members on a tour
"According to most studies, people's number one fear is public speaking. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy."

- Jerry Seinfeld
Presentations with Impact

Nerves?

- Rehearse!
- Arrive early so you don’t feel rushed
- Act!
- Drink water…and breathe!
- Greeting the audience puts you – and them – at ease
- Never apologize
- Gain experience!
Presentations with Impact

Practice!

- Come up with a topic for a 10-minute presentation
- Create a compelling introduction
- Outline three points for the body
- Outline a close
- What are possible “calls to action?”
- Small groups – present your intro!
ENGAGE! Role Play A

• Put your newfound knowledge to work!
• Pair up
• Select an “Actor”
• “Actor” pick up Role Play A
ENGAGE! Role Play A

• Actor: read the two topics to your partner and let him/her select topic with which they’re most comfortable.
  – Buy Local Movement
  – Animal Welfare
ENGAGE! Role Play A

• Once your partner has picked a topic:
  – Read the “Role” for that topic to yourself.
  – Read the “Scenario” to your partner.
  – Read your opening line to your partner to begin the conversation.
• There are suggested comments to help guide the actor (feel free to interject your own comments)
ENGAGE! Role Play A

• Topics for Discussion
  – You actively listen to me and showed respect.
  – You asked questions about my views to learn more about my opinions/values.
  – You are principle-driven; you made your core values clear. (What are they?)
  – We shared core values. (Which ones?)
  – You used facts to back up your values and helped me understand the issue better.
ENGAGE! Role Play B

• **Switch Roles**
  – New actor select Role Play B
  – Read the two topics to your partner and let him/her select topic with which they’re most comfortable.
    • Factory Farms
    • Antibiotic Use in Animals
Once your partner has picked a topic:

– Read the “Role” for that topic to yourself.
– Read the “Scenario” to your partner.
– Read your opening line to your partner to begin the conversation.

There are suggested comments to help guide the actor (feel free to interject your own comments)
Topics for Discussion

– You actively listen to me and showed respect.
– You asked questions about my views to learn more about my opinions/values.
– You are principle-driven; you made your core values clear. (What are they?)
– We shared core values. (Which ones?)
– You used facts to back up your values and helped me understand the issue better.
Personal Action Plan

• Be deliberate
• Write down your values messages
• Practice!
• Use strategies to incorporate values
  – Critical conversations
  – Public speaking (local civic groups, campus clubs)
  – Media
  – Online engagement
  – Video
Why Values Matter

Thank you