Social Media — What’s relevant in 2013?

Janeal Yancey  
University of Arkansas

David Hayden  
Wolf-tec Inc.
Is Social Media a Fad?
Or the biggest shift since the Industrial Revolution?

http://www.youtube.com/watch?v=WqV49GU0lwc&feature=player_embedded
Of people using the internet (~250 million)...

- 67% use Facebook
- 16% use Twitter
- 15% use Pinterset
- 13% use Instagram
• Individuals influenced by online content jumped from 28% in 2010 to 42% in 2011

• 69% of users plan to spend the same amount of time on Facebook next year

• Twitter just made a deal with American Express to allow users to directly buy products
THE MOBILE WEB RECEIVES 217 NEW USERS.

YOUTUBE USERS UPLOAD 48 HOURS OF NEW VIDEO.

EMAIL USERS SEND 204,166,667 MESSAGES.

GOOGLE RECEIVES OVER 2,000,000 SEARCH QUERIES.

WORDPRESS USERS PUBLISH 347 NEW BLOG POSTS.

Facebook users share 684,478 pieces of content.

571 NEW WEBSITES ARE CREATED.

EVERY MINUTE OF THE DAY

PERFORM 2,083 CHECK-INS.

FLICKA USERS ADD 3,125 NEW PHOTOS.

INSTAGRAM USERS SHARE 3,600 NEW PHOTOS.

TUMBLR BLOG OWNERS PUBLISH 27,778 NEW POSTS.

APPLE RECEIVES ABOUT 47,000 APP DOWNLOADS.

BRANDS & ORGANIZATIONS ON FACEBOOK RECEIVE 34,722 "LIKES."

CONSUMERS SPEND $272,070 ON WEB SHOPPING.

TWITTER USERS SEND OVER 100,000 TWEETS.
Digital Grows Again as a Source for News

Percentage of Respondents WhoGot News “Yesterday” From Each Platform

Source: Pew Research Center

PEW RESEARCH CENTER
2013 STATE OF THE NEWS MEDIA
Word of Mouth Is the Most Common Way People Get News From Friends and Family

Percentage of U.S. Adults

72%

- Word of Mouth
- Social Media Sites: 15
- Email: 7
- None of the Above: 3
- All Equally: 2
- Don't Know/Refused: 2

N=2009

Question: Many people get some of their news of the day from friends and family. When family or friends share a news story with you, what is the most common way they share it?

Note: Numbers are rounded and may not add up to 100.

PEW RESEARCH CENTER
2013 STATE OF THE NEWS MEDIA
After Getting News Tips From Friends & Family, Most Americans Seek Out Full News Stories

Percentage of U.S. Adults Who Get Most News from Friends and Family by...

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Word of Mouth</th>
<th>Social Media Sites or Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Often</td>
<td>27%</td>
<td>35%</td>
</tr>
<tr>
<td>Somewhat Often</td>
<td>37%</td>
<td>42%</td>
</tr>
<tr>
<td>Not Too Often</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>Never</td>
<td>5%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Those Who Get News via Word of Mouth N=720 and via Social Media Sites or Email N=256

Note: Numbers are rounded and may not add up to 100.

PEW RESEARCH CENTER
2013 STATE OF THE NEWS MEDIA
• Stock market lost 150 points immediately
• Lost (and regained) $136 billion
Kentucky Fried Chicken is no longer KFC
Claimed they are no longer using real chicken
Genetically Manipulated Organisms
Tubes inserted for nutrition
No beaks, no feathers, no feet
Small bone structure

A simple click to ‘Share’

Shared 238,701 times!
What we’re up against...

• 1.7 mil likes on Facebook
• 192,498 follow on Twitter
• 3,825 Pinterest followers

• 1.7 mil likes on Facebook
• 389,402 follow on Twitter
• 10,749 Pinterest followers
When we play defense...

• Pink Slime...

Let's Put a Stop to "Pink Slime" on School Lunch Trays
by SETTINA ELIAS SIEGEL on MARCH 6, 2010

Back in July, 2010 I wrote a post entitled "One Burger, Please, Extra Ammonia and Hold the E. Coli" which described the now well-publicized beef product known as "pink slime." The substance, which looks like this,* is produced by Beef Products, Inc., a beef processing plant in South Dakota. BPI injects a mixture of cooking oil and fatty beef trimmings (formerly used for pet food) with ammonia in an attempt to remove E. coli and salmonella.

There has been such a public outcry against "pink slime," (in part due to a graphic demonstration by Jamie Oliver on his Food Revolution show last summer) that fast food chains like McDonald's, Burger King and Taco Bell have agreed to stop using it in their food.
The industry responded

"Pink Slime" Myths
There is a lot of news circulating about Lean Finely Textured Beef. It is time to separate the myths from the truths.

Pink Slime, Mechanically separated, LFTB......HUH????

This entry was posted on March 29, 2012, in Ag Proud, Agriculture, Beef, Consumer Education, Food, Food Science, LFTB, Meat science, MSC, Pink Slime, sustainability and tagged Beef, Chicken, Lean finely textured beef, LFTB, Meat, Meat processing, Meat Science, Mecanically separated meat, Pink Slime. Bookmark the permalink. 5 Comments:

I'm sure most of you have seen the recent expose' ABC aired on the addition of "Pink slime" to ground beef we purchase in the grocery store. What exactly is pink slime? For the sake of this blog I'm going to refer to Pink Slime as LFTB (Lean Finely Textured Beef).

As a passionate animal and meat scientist, consumer education is very important to David. Farming America is intended to educate

Mom at the Meat Counter

I have a Ph.D. in meat science, but I am also just a Mom trying to raise a crazy little girl. I hope that can help other moms feel more knowledgeable about the meat they feed their families. Feel free to ask any question.

Friday, March 9, 2012

We are not really talking about pink slime

What a lovely way to title a blog post! Pink slime! Wednesday night, ABC news reported a story about a product that is found in many ground beef products. They reported that a 'whistle-blower' USDA employee has come out telling the world about the evils of 'Lean Finely-Textured Beef.' This former USDA microbiologist, coined the term 'pink slime.' Celebrity chef, Jamie Oliver has falsely reported about this product in the past, too. He is so off base and his approach is so theatrical, I couldn't even bear to link to his video. 

Since the ABC report, other news agencies have picked it up and informed us that Lean Finely-
Poll of fresh meat eaters

- Only 28% of respondents had heard of LFTB
- 81% had heard of pink slime
- 42% still don’t think it’s beef
- 55% still think it’s unsafe

Source: Midan Marketing
What to do?
What to use?

social media
• 1.11 billion users
• 665 million active daily users
• 50 million Facebook pages
• 751 million mobile users
• 350 million photos uploaded per day

(Craig Smith, www.expandedramblings.com)
• Most used social networking platform
• 72% of women
• 62% of men
• 86% of those aged 18-29
• 73% of those aged 30-49
• 57% of those aged 50-64
• In 7 years twitter has reached a user base of over 500 Million
• 60% of users tweet from a mobile device
• 400 million tweets sent per day
• 200 million monthly active users

(Craig Smith, www.expandedramblings.com)
David Hayden
@Davidhayden7
Proud OK State and Murray State alum. Ag-Blogger, Animal and Meat Scientist, industry involved with a passion for the Ag industry. Tweets are my own.
Stillwater Oklahoma · farmingamerica.org

6,568 TWEETS
1,171 FOLLOWING
1,353 FOLLOWERS

Tweets

David Hayden @Davidhayden7
3h
Check out @meatcountermom's latest blog "What's your carbon hoofprint" #Agchat su.pr/293sAR

AMSAS Meat Science
@MeatScience
AMSA is excited to announce the speakers in the AMSA 66th RMC Hot Topics session more at: meatscience.org/Page.aspx?id=8... #AMSARMC

Janeal Yancey
@MeatCounterMom
Following

432 TWEETS
156 FOLLOWING
222 FOLLOWERS

Meat Sense @ TAMU
@meatsense
Making sense out of meat & livestock production from the ranch to the consumer. Site coordinated by Dan Hale, professor.
Texas A&M, College Station, TX · meatsense.blogspot.com

3,399 TWEETS
921 FOLLOWING
756 FOLLOWERS
Amanda (Nolz) Radke @RadkeAmanda
Testing out the new 4 wheeler #ranchlife #brothersisiter #family #atv
instagram.com/p/aB9fv6iYDX/

Will Gilmer @gilmerdairy
Finished milking today. Gonna go pull a few soil samples now.

Joe Amaral @RuralFarming
My daily stats: 1 new follower via justunfollow.com

Cari Rincker @CariRincker
Getting some much needed #beachtime instagram.com/p/aB9cr2xP6G/

Val Wagner @wagfarms
Another great weekend with the fam! #SoBlessed #Rockin4H
#GettingReadyForCountyFair :)

NebraskaCattlemen @NeCattlemen
Follow along with NC’s Meghan Anderson @HuskerCowgirl as she travels along on @BeefUSA’s #YCC2013!!

Carrie Isaacson @carrie_isaacson
I’m at The Shops at West End (St. Louis Park, MN) 4sq.com/10HBdlL
from St. Louis Park, MN
Who to follow?

• **Friends and family**
• **People you know**

• **News media**
  – Local
  – National

• **Industry groups**
  – @MeatScience
  – @MeatAMI

• **People with similar likes & interests**
  – Ex. @MeatCounterMom,
    @DavidHayden7, @MeatSense
  – Mom groups
  – Farm groups
  – Dieticians

• **See who your friends follow**
More than 1 billion users monthly
72 hours of video are uploaded every min
In 2011 YouTube had over 1 trillion views
25% of views come from mobile devices

(Craig Smith, www.expandedramblings.com)
Peterson Farm Bros.

- YouTube sensation
- Farming and I Grow It – 8.7 mil views
- Farmer Style – 13.5 mil views
- 48 K likes on Facebook
- Life of a Farmer series
  - 19 to 40 K views each
• 48.7 mil users
• 80% are women
• 50% have children
• Only 3 years old... launched March 2010
• 69% of users have found an item they wanted to buy (compared to 40% for Facebook)
• 57% of Pinterest users interact with food related content - #1 Category of Content

(Craig Smith, www.expandedramblings.com)
Instagram

• Completely mobile
• 100 million monthly active users
• Launched Oct. 2010
• 4 bil photos posted
• 7.3 mil daily users
  – High % African American & Hispanic
• Owned by Facebook ($715 mil)

(Craig Smith, www.expandedramblings.com)
Linkedin

- 225 mil users
- Launched May, 2003
- 65% male
- 79% are college educated
- 63% from outside the US
- World’s largest professional network
- 200 countries and territories
- 61% of users use LinkedIn as their primary professional networking site

(Craig Smith, www.expandedramblings.com)
• 69.9 mil monthly users

• 25 mil monthly users

• 2.7 mil monthly users

(Craig Smith, www.expandedramblings.com)
• Over 152 million blogs on the internet
• Over 55% of internet users gather “reliable” information via blogs and micro-blogs

• Blogs are how people express their views on specific topics
Find a place to tell your story

http://momatthecounter.blogspot.com/

http://farmingamerica.org/
Advocate or Activist
Where do you fit in?

“Advocate”
• To speak or write in favor of; support or urge by argument; recommend publicly

“Activist”
• An especially active, vigorous advocate of a cause, especially a political cause.
Who is responsible

• WE ALL ARE!!!!!!

U.S. Farmers & Ranchers Alliance

• Its up to us to defend our industry, unless we want someone else to do it for us.

• HSUS and PETA are more than happy to take on that role

THE HUMANE SOCIETY OF THE UNITED STATES

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS
Consumers have questions & we have answers

• Consumers
  – Don’t trust science
  – Don’t trust “Big Ag”
  – Don’t trust technology

• Ignorance can’t be blamed on consumers

• Consumers want to do what’s right for themselves and their family
Consumers want the opportunity to make educated choices about their food. Facts and figures will only scare them.

Take time to understand the choices they make by recognizing their reasons.

– It's up to us to present an argument that consumers can learn from and leave feeling good about the information they gathered.

– Relationships are more influential than numbers.
Who do consumers trust?

• HSUS
• PETA
• Farm animal veterinarians
• Local humane societies
• USDA reps
• University experts
• National/state farm organizations
• Small livestock farmers
• Large livestock farmers
What happens next?

• When consumers lose trust in their food supply due to misinformation processors and agrarians throughout the industry will feel the backlash.
  – Increased regulation
  – Marketing mandates
  – Legislation
  – Litigation
Questions?

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