



THE NEW NORMAL

Putting Social Media to Work for You

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Vita Plus



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During this session...

- What is social media and why do we like it?
- Concepts behind most popular social media sites
- Using social media to communicate with consumers



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Why social media?

- Today's society is global
- We're looking to maintain connections
- People make the most interesting stories
- It's a two-way conversation



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Social media = conversations

- Facebook: Neighborhood barbecue
- Twitter: Text message
- YouTube: Family vacation videos
- LinkedIn: Cover letter
- Blogs: Talk over a cup of coffee



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Business appeal of social media

- Build a lasting relationship with our customers
 - Based on trust
 - Care about customers' interests/needs
 - Value customers' opinions
- *Is this the same goal you have for promoting pork to consumers?*



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Communication's "New Normal"

2009: Consumers spent 6+ hours per month on social media sites





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 **Facebook: "The barbecue"**

- 500 million users world wide (U.S. population is 309 million)
- Used by 78% of all online households
- 126 million U.S. Facebook users
 - 40% over age 35
 - 11% over age 55
- Users average over 130 friends
- Half of all users log in daily

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 **A great tool for...**



- Sharing updates from your farm
- Posting pictures and video clips
- Sharing links

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 **Twitter: "The text message"**

- "Tweets" are 140 characters or fewer
- 50 million tweets posted daily
- 300,000 new users each day
- 19% of adults between 18 and 24 use Twitter
- 20% of adults between 25 and 34 use Twitter

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 **A great tool for...**



- Real-time coverage of events and news
- Steady stream of ideas, content, links, resources, etc.
- Instant access to what's being said about your industry

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 **YouTube: "Vacation video"**

- 20 billion videos viewed each day
- Can be easily linked/embedded into blogs and websites

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 **A great tool for...**

- Giving virtual tours of your facilities
- Explaining and showing production practices

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Blogs: "Talk over coffee"

- Personal website
- Many blog sites are free
 - Blogspot
 - Wordpress
- Easy-to-use way to have extended conversations, share videos, add links, etc.




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Putting Social Media to Work for You

The ground rules...



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Lead with values, not with science

- Consumers don't have the experience that you have, so they can't relate to your job and its responsibilities
- They **can** relate to your values
- "They don't care how much you know until they know how much you care."



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Show you care and want to engage

- Carefully consider your language
- Answer consumers' questions
- Ask what they are interested in learning
- Stop and listen...**really listen**



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No boxing matches!



- Don't return the mudslinging
- Don't try to go point-for-point on a whole suitcase of arguments
- Keep it positive...**always**
- Remember: ***Even the winner of a boxing match gets a black eye***



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Your mission

Share how you provide top-notch care for your pigs

- Lead with values, not with science
- Share you care and want to engage
- No boxing matches!







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Social media for you

- Carefully consider the information you share and how you share it
- Pay attention to your security settings
- Take it one step at a time
- ***Make sure it's fun!***



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Vita Plus in social media

- Facebook: Vita Plus
- Twitter: @VitaPlusCorp & @NDefenseofFamrs
- LinkedIn: Vita Plus Corporation
- YouTube: VitaPlusCorp
- Blog: <http://thankfarmersblog.vitaplus.com>




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Thank you!

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