

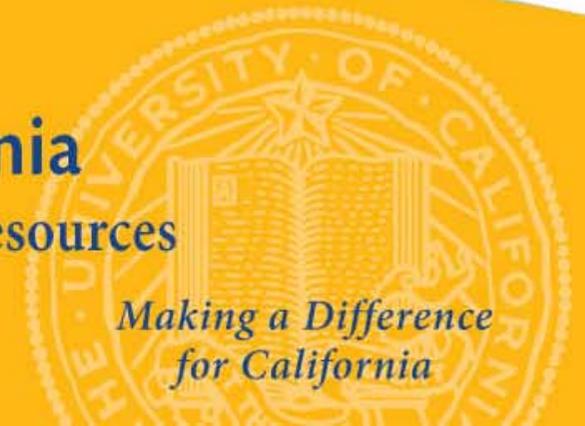


facebook for farmers

Presentation by Brenda Dawson
UC Small Farm Program
writer, editor, communicator

University of California
Agriculture and Natural Resources

*Making a Difference
for California*



It all starts with
Communication

Communication basics

1. Who is your audience?

Communication basics

1. Who is your audience?

2. What are your goals?

**These are questions a communicator should ask.
Constantly.**

**But you're a farmer,
not a "communicator."**

**So why
social media?**

“ By giving entrepreneurs free access to their audience, services such as Twitter and Facebook are putting [small businesses] on a par with behemoths such as Starbucks and Dell when it comes to broadcasting messages to a mass market. They have also created what Steve Hasker of Nielsen calls ‘the world’s biggest, fastest and most dynamic focus groups,’ which can be a boon to entrepreneurs without fat research budgets. ”

-Special Report on Social Networking, *The Economist*, Jan. 28, 2010.

“ Q: How far do you think word-of-mouth and positive buzz can carry you before you have to start investing significantly in TV and print media?

A: ... Word-of-mouth can carry us a long way, so I don't believe we will be doing TV anytime soon, being that we are still in only local markets. ... ”

-"Virgin America on Why Twitter, Facebook Are More Important Than TV." AdAge, Feb. 9, 2011.

Where should I start?

1. Go where your audience is.

2. Choose a social media outlet based on the shape of your business.

Where should I start?

1. Go where your audience is.

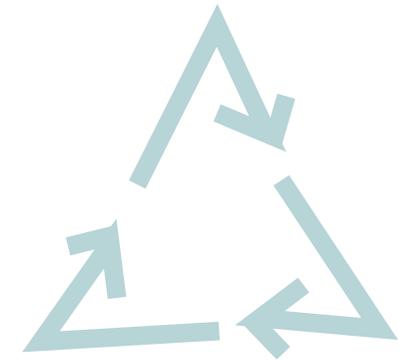
Who is your audience?

2. Choose a social media outlet based on the shape of your business.

What are your goals?

But also...

**Reduce your time,
Recycle your work,
Reuse your content!**



Once you pick a primary social media outlet or two, “repurpose” your content to other outlets too.

So why facebook?

Its audience:

is HUGE

- **>500 million active users (as of 03/2011)**

is dedicated

- **50% of active users log on, any given day**
- **average user spends 55+ mins/day (2010)**

Its shape:

Facebook is complex

- **Highly interactive, changing environment**
- **You create content & set privacy**
- **Facebook is ultimately in control**
- **Facebook changes rules, how it works**

Its shape:

Facebook is about lifestyle

- **Users first define their identity. Then they**

Its shape:

Facebook is about lifestyle

- Users first define their identity. Then they
 - Make friends.
 - Share “what’s on your mind?”
 - Share photos, notes, links.
 - Play games.
 - Become fans.

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Facebook is also about status

In a humorous online article “Silly East Coasters Use Facebook for Self-Aggrandizement,” writer E. B. Boyd jokes that this would be a typical, self-aggrandizing status update from ‘West Coasters’:

We have to head over to Rainbow Foods because, wouldn't you know it, our neighborhood farmers market was out of locally grown pluots...



Which is where you come in.

Face it:

Farming is trendy

Help your customers brag

- **about the food they eat**
- **where their food comes from**
- **their relationship with you**

(even if the bragging is subtle)

When Facebook is perfect for small farmers:

- CSAs

Why? Members=fans. Newsletter=content.

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- Market farmers, possibly

Why? Expand market relationships online

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Why? Expand market relationships online

- Niche or boutique products

Why? They're brag-worthy

When Facebook is perfect for small farmers:

- **CSAs**

Why? Members=fans. Newsletter=content.

- **Market farmers, possibly**

Why? Expand market relationships online

- **Niche or boutique products**

Why? They're brag-worthy

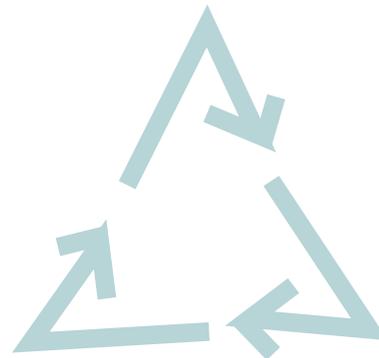
- **Agritourism**

Why? Events + food + travel = lifestyle

When Facebook is perfect for small farmers:

OR:

- **You're already creating content elsewhere**



Getting started

Create an account

Email Password

Keep me logged in [Forgot your password?](#)

Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: Select Sex:

Birthday: Month: Day: Year:

Why do I need to provide this?

Create a Page for a celebrity, band or business.

Personal account vs. Page

Personal	Page
has friends	has fans
more privacy: Approve your friends	more public: Fans can join freely
Facebook doesn't consider you a business (yet)	Facebook considers you a business

Personal account vs. Page

Pages can now interact in ways similar to
Personal accounts:

- comment as your page
- receive notifications
- view a news feed

Define your identity

1. Upload a profile picture

- Logo
- includes square thumbnail

Real examples: Profile pics



Wall

Info

Barbarosa Ranchers

Local Business · Red Bluff, CA



Wall

Barbarosa Ranchers · Top Posts ▾



Barbarosa Ranchers



Pork is here!

Greg Massa's kids feed the pigs their morning ration of soaked wheat. They're feeding them on top of this row of cattails in hopes that the pigs will get rid of the cattails, which can be a troublesome weed in organic rice. We are finally getting some pork back in stock...

February 4 at 7:42pm · Like · Comment

 Jennifer Stetson and David Burton like this.



Barbarosa Ranchers



Snow! (a couple of days ago)

On New's Eve, Holly and I had celebrated East coast time and went to bed early. There isn't much of a party scene when your nearest neighbor is three miles away. Ne...

January 5 at 4:23pm · Like · Comment

 Jordan Battani, Burnie Bergfelder and Sarah Greenleaf like this.



Jordan Battani Lovely - thank you. and now, mud of course....

January 5 at 8:32pm

Real examples: Profile pics



Wall
Info

Barbarosa Ranchers

Local Business · Red Bluff, CA



Wall Barbarosa Ranchers · Top Posts ▾

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Wall

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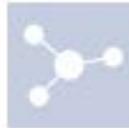
Photos (21)

Notes

1,270

people like this

Likes



Abahlali
baseMjondolo

Create a Page

Report Page

Share

Pie Ranch Like

Local Business · Pescadero, CA



Wall

Pie Ranch · Top Posts ▼



Pie Ranch

We sowed our first crop of the season today! The apprentices all sowed a flat of different kinds of onions we'll hopefully be planting out in the beginning of April. More good food to be sown next week...

February 25 at 7:46pm · Like · Comment

Kate Klaire, Karen Deborah Stokes and 2 others like this.



Tana Butler Want photos!

February 25 at 8:23pm



Pie Ranch

Listen to KPFA tonight at 7pm for a live interview with the Pie Crew

KPFA 94.1 FM Berkeley: Listener Sponsored Free Speech Radio

www.kpfa.org

February 25 at 3:47pm · Like · Comment

Susan Quinlan likes this.

Real examples: Profile pics



- Wall
- Info
- Photos (21)
- Notes

1,270
people like this

Likes



**Abahlali
baseMjondolo**

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Pie Ranch Like

Local Business · Pescadero, CA



Wall Pie Ranch · Top Posts ▼



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www.kpfa.org

February 25 at 3:47pm · Like · Comment

 Susan Quinlan likes this.

Define your identity

1. Upload a profile picture

2. Fill in your info

- About your business
- How to contact you

Define your identity

1. Upload a profile picture

2. Fill in your info

3. Upload 5 more photos

- of your farm, your products
- Tag these photos

Real examples: Tagged photos



Wall

Info

Photos (19)

Notes

Events

Video

2,437

people like this

Likes

See All



**Hoes Down
Harvest Festival**



**Capay Valley
Mother's Day
Country Garden**

Full Belly Farm



Like

Local Business · Guinda, CA



Wall

Full Belly Farm · **Top Posts** ▼



Full Belly Farm

It is a perfect day for a farm tour- sunny and warm! See you at 11am!

Yesterday at 8:29am · Like · Comment



Anthony Chang, James McCue, Kathleen Cooley Arai and 6 others like this.



Amanda Whichard

We had an amazing day at the farm today! Thank you all so much!!! Keep doing what you do.



Yesterday at 2:38pm via iPhone · Like · Comment



Wilbur Hot Springs Historic Lodge, Mineral Baths, & Nature Sanctuary



Wall Photos

Staff Position Available - Please Re-Post - Thank You!
Full-time Desk/Reception: ...

See More

By: Wilbur Hot Springs Historic Lodge, Mineral Baths,
& Nature Sanctuary



March 1 at 4:19pm · Like · Comment

Real examples: Tagged photos



Wall

- Info
- 5 DAYS LEFT!!!!
- Discussions
- Video
- Photos (28)
- Events
- Notes
- More ▾

1,581
people like this

Likes See All

Soul Food Farm



Local Business · Vacaville, CA



Wall

Soul Food Farm · **Top Posts** ▾



Soul Food Farm

Thank you everyone who is making pledges to Kickstarter. We have a few days left and every pledge helps. We would love to spend this summer building the new teaching gardens and creating cooking workshops here at the farm. We really appreciate all the friendship you share with us!

Yesterday at 7:22am · Like · Comment

Lena Roxanne Evans and Mark Peterson-Estrada like this.



Anthony Chang

Had a great time with Kaiya visiting Soul Food Farm today!

2 hours ago



Soul Food Farm

O.K. Folks. Lots of pastured Soul Food Eggs at Prather Meat Co. at the Ferry Building. Go check these guys out. Steak and Eggs anyone?

Friday at 7:15pm · Like · Comment

Linda L Markiewitz, James Strickland Art, Lisa Hanauer and 8 others like this.

View all 5 comments

Real examples: Tagged photos



Luckie & Co  Like

Local Business · Birmingham, AL



Wall

Luckie & Co · **Top Posts** ▼

Luckie  **Luckie & Co**

How did Natoria market its dog food? They went straight to the dogs.

Dog Food Maker Throws Its Target Audience a Bone |

luckierethinktank.com

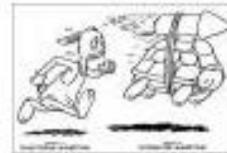
Natoria discovers that speaking the language of its target audience pays off.

 Thursday at 10:32am · Like · Comment

 Shirl Turner Braswell likes this.

Luckie  **Luckie & Co**

Today's marketing leaders may quickly become tomorrow's losers if they rest on their laurels.



Just Ask the Hare, Complacency Will Leave You Lagging Behind |

luckierethinktank.com

Wise marketers can learn a valuable lesson from the old tale of the tortoise and hare.

 March 2 at 12:32pm · Like · Comment

Status updates

This is your primary “content”

Make sure to have some content before promoting your new page.

And then update regularly.

Status updates: How to

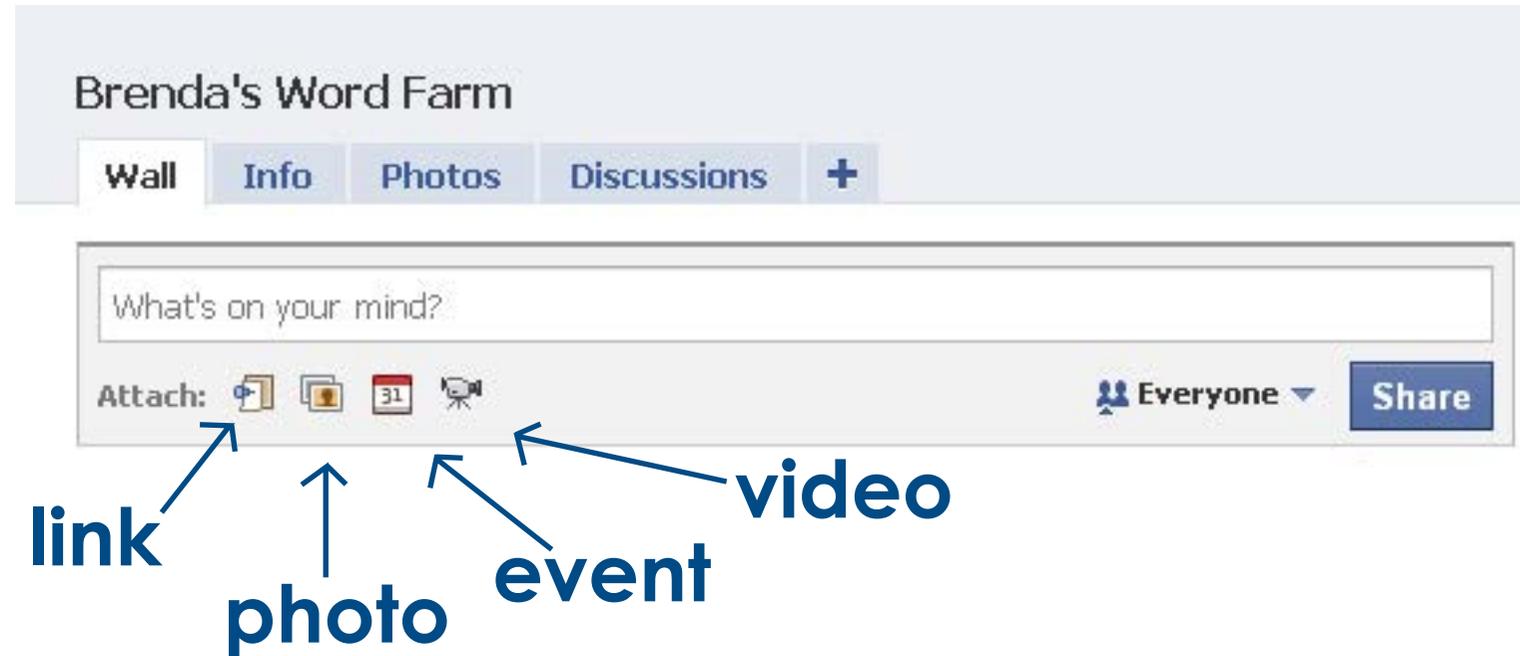


**You can type a status update
directly over the question,
“What’s on your mind?”**

(max text = 420 characters)

(micro-blogging or 3x a tweet)

Status updates: How to



**And/or you can choose to
“attach” more information**

Status updates: How to

Brenda's Word Farm

Wall Info Photos Discussions +

 Link 

 Everyone 

Status updates: How to

Brenda's Word Farm

Wall

Info

Photos

Discussions



Below is a sample link in a status update. You can comment on the link here

Link



Agriculture and Natural Resources - University of California

<http://ucanr.org/>

Home page for the Division of Agriculture at the University of California. This space is also editable, as is the title above and image at left



1 of 1 Choose a Thumbnail

No Thumbnail

Everyone

Share

Status updates: How to

Brenda's Word Farm

Wall Info Photos Discussions +

Photos

[Upload a Photo](#)
from your drive

[Take a Photo](#)
with a webcam

[Create an Album](#)
with many photos

Everyone Share

Options

 **Brenda's Word Farm** UC's statewide division of Ag & Natural Resources is home to Cooperative Extension and farm advisors.

 **Agriculture and Natural Resources - University of California**
ucanr.org
Home page for the Division of Agriculture at the University of California. This space is also editable, as is the title above and image at left

2 seconds ago · Comment · Like · Share

Status updates: How to

Brenda's Word Farm

Wall Info Photos Discussions +

It's a test: Do you know where this pumpkin patch is?

Photos ✕

Select an image file on your computer.

C:\Users\Zac\Desktop\Bre

Or upload via email

Everyone ▼

Status updates: How to

Brenda's Word Farm

Wall Info Photos Discussions +

What's on your mind?

Attach:     Everyone Share

 Options

 **Brenda's Word Farm** It's a test: Do you know where this pumpkin patch is?



 4 hours ago · Comment · Like · Share

Status updates: How to

Brenda's Word Farm

Wall

Info

Photos

Discussions



I'll be presenting at this workshop about facebook. Will you be there? |

 Event 

Title:

Location:

Time:

Share

Status updates: How to

Brenda's Word Farm

Wall Info Photos Discussions +

What's on your mind **Event**

Attach:     **Everyone**  **Share**

 Options

 **Brenda's Word Farm** I'll be presenting at this workshop about facebook. Will you be there?

Workshop: Social Media Marketing for Small Farmers
Time: 10:30AM Monday, March 1st
Location: CA Small Farm Conference, San Diego

 2 seconds ago · Comment · Like · Share · RSVP to this event

Status updates: How to

Brenda's Word Farm

Wall Info Photos Discussions +

Video ✕

Record a Video
with a webcam

Upload a Video
from your drive

Share

Status updates: HUH?

facebook.com/help

Using Facebook

- Help Discussions
- Top Contributor
- Getting Started
- Safety

Help Center



What can we help you with?

Search

Example: What is the Like button?

Using Facebook

- | | | |
|--------------------|--------------------|-----------------------|
| Sign Up | Profile | Privacy |
| Login and Password | Messages | Security |
| Friends | Wall | Warnings |
| Networks | Chat | Intellectual Property |
| Search | Home and News Feed | Accessibility |
| Mobile | Suggestions | Troubleshooting |

Facebook Apps and Features

- | | | |
|--------|-------------|----------------------|
| Photos | Notes | Chat |
| Video | Links | Places |
| Groups | Credits | Mobile |
| Events | Birthdays | Pages for Businesses |
| Like | App Support | |

Status update: Good reviews



Massa Organics "Rice that tastes like love" has to be one of the best reviews we've ever had! Though the San Francisco Examiner did call our rice "sexy"...



Rice That Tastes Like Love « Keith at the market

keithatthemarket.wordpress.com

A note from Keith, MASSA Organics is CCCFM's featured Farmer for the Month of February! Stop by and congratulate them this Sunday!

February 5 at 11:16pm · Comment · Like

Daniel, Joy, Nathania and 8 others like this.



Karen Veitch Our first shipment of rice came today. My husband was a little skeptical that I needed to mail order rice. I told him about the review of it tasting like love. As we were eating our dinner, I asked him about the rice and he confirmed that I had done the right thing and that it tasted like love!. Thank you!

February 8 at 8:44pm



Massa Organics Karen, that's a great story! Thanks very much for your order--we're glad that you (and your husband) liked it!

February 9 at 12:40pm

Status update: Photos of product



Honest Meat



Good Meat
5 new photos
January 22 at 5:01pm · Comment · Like

👍 Sandy, Cheryl and Lisa like this.
💬 View all 4 comments

 **Honest Meat** Sure- share these photos- just credit Linda Ozaki at www.winkphotography.net
January 22 at 7:25pm

 **John Rumery** Thanks..here is the post. Really enjoy your site. I believe barbecue is a form of therapy and your posts are terrific.
<http://grilladelic.wordpress.com/2010/01/23/honest-meat/>
January 23 at 5:07am

Status update: Recipe suggestion



Massa Organics Looking for a wheat berry recipe? How about this one? (Those are wheat berries underneath the Tempeh.)



Orange Pan-glazed Tempeh Recipe - 101 Cookbooks

www.101cookbooks.com

The best tempeh recipe I've highlighted to date - it features a simple ginger and garlic-spiked orange glaze that plays off the nutty earthiness of the pan-fried tempeh beautifully.

📅 February 22 at 4:09pm · Comment · Like

👍 Angela likes this.



Debra Daniels-Zeller Orange juice, ginger and lime--I'm ready to get out my frying pan, and the wheat berries what a great compliment to this dish!

February 23 at 8:09am

Status update: Your blog, tweets



Honest Meat Latest blog post on drug-resistant bacteria and overuse of antibiotics in livestock. Check it out....tasty stuff.



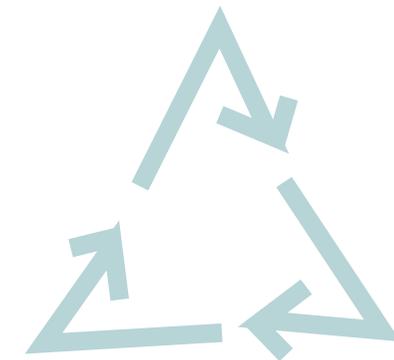
Honest Meat: Bacterial Beasts in the Making

www.honestmeat.com

Since there has been a lot of talk recently about limiting the use of antibiotics in animal production, I thought I would focus on the interesting and controversial subject of MRSA. It's funny because ...

December 29, 2009 at 5:15pm · Comment · Like

👍 Daniel and Heather like this.



Status update:

Occasional business



Kellie Flanagan Hello! I live near Yosemite and I can not find decent grass fed around here (crazy, I know). I've had it shipped from Missouri and it came from Tasmania! Not kidding. Does your CSA have a way to ship to this area? Thanks, Kellie...

February 10 at 8:06pm · Comment · Like · Report



Barbarosa Ranchers Thanks for your interest.

We don't ship our meats (adds too much carbon plus is logistically difficult for us), but we do make deliveries. Currently, my closet delivery point to you is in Sac, which I realize isn't that close or even slightly close.

However, if there was enough ordered, I could make my way farther south and closer to you. Maybe you have some friends and neighbors who would like to order, too? We have packages of all sizes that appeal to most people's budget and freezer space. You can send people to our website to look over our packages and prices to judge if they have any interest.

Tyler

February 12 at 9:30am

Status update: Humor, fluff



Massa Organics Lego people staff our booth at the Berkeley farmers market.



promised glamour shots
www.jleibowitz.com

February 20 at 8:52am · Comment · Like

Miwa, Amber and 2 others like this.

View all 6 comments

Massa Organics Oh, you're right! With 5 kids I can't believe I didn't notice that!
February 20 at 1:01pm

Dina M. Izzo how funny
February 20 at 7:07pm

Status update: Tease



Barbarosa Ranchers

I spy a ... starts with B

So here I am, peacefully and productively processing my email this morning, and when I glanced out the window, guess what I saw? The picture tells all.

Wed at 11:40pm · Comment · Like

 Filters

Build your fan base



- Suggest to your friends
- Suggest customers find you on facebook
- Include link in e-mails
- Promote your page via other social media

Build your fan base

Once you have 25 fans, go to:

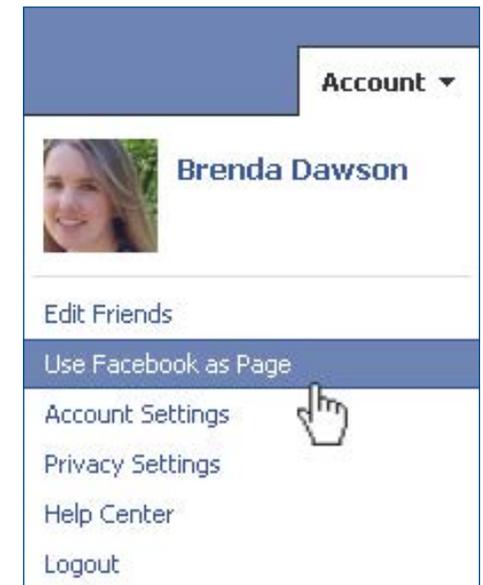
www.facebook.com/username

... to personalize your facebook web address, then print it on banners, business cards, etc.

Network with other pages

- **Comment as your page**
- **Share their content**
- **Post to their wall**
- **Like their page**

... best for use with pertinent associations, most dangerous with competitors. Avoid spamming!



Is anyone listening? Insights as metrics

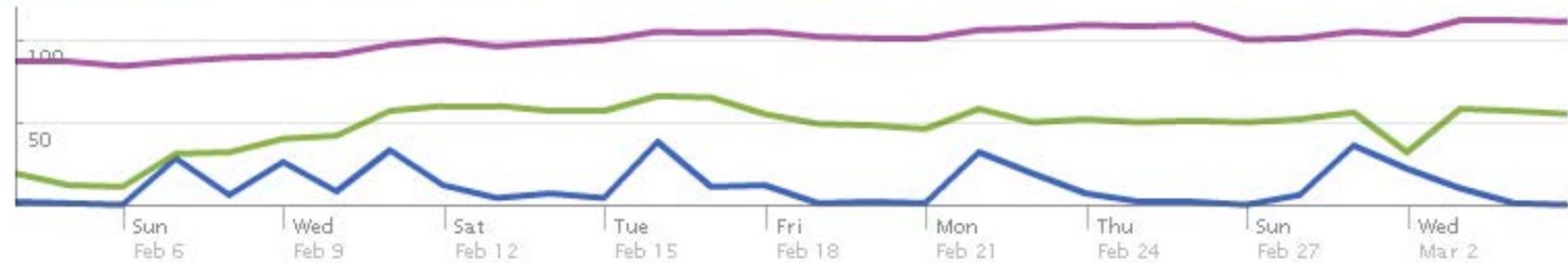
Facebook "insights"

Users [See Details](#)

New Likes? **15** ↑7.1% Lifetime Likes? **112** Monthly Active Users? **111** ↑22%

Active Users?

Daily Active Users Weekly Active Users Monthly Active Users



Interactions [See Details](#)

Post Views? **5,226** ↑74% Post Feedback? **7** ↑75%

Page Content Feedback?

Likes Comments



Facebook “insights”

304 Impressions · 0.66% Feedback
March 1 at 6:23pm · Like · Comment · Share

2 people like this.

Write a comment...

- **best used in comparison to your other posts**
- **use to help decide time or day, topics, tone, etc.**

Sound complicated?
You can do this

Real example: Taking photos



Barbarosa Ranchers: Photo documentary of a sunny day

Barbarosa Ranchers's Notes

Photo documentary of a sunny day

Friday, February 19, 2010 at 11:23am

Yesterday, I posted this on Twitter, via @barbarosaranchers, "Just put on shorts for the first time in 2010. Going to go out and play aka work in the sun. see ya" I decided to take my Droid along, not because I love having a fancy-dancy smart phone near me at all times but because it has a decent camera and it is easier to carry than my other digital camera. I took pictures of various tasks all day yesterday. It was a glorious day and I hope the pictures share some of that glory with you.



<http://barbarosaranchers.files.wordpress.com/2010/02/walk1.jpg>

Ahh, morning sun. Bodes well for the day

“I decided to take my Droid [smart phone] along ... because it has a decent camera and it is easier to carry than my other digital camera. I took pictures of various tasks all day yesterday.”

**“Word of mouth advertising
is the greatest advertising.
And now word of mouth
is electronic.”**

**-Keith Padin, a spokesperson for Jones Family Farms,
quoted in the New Haven Independent newspaper**

“It’s the relationship, stupid”

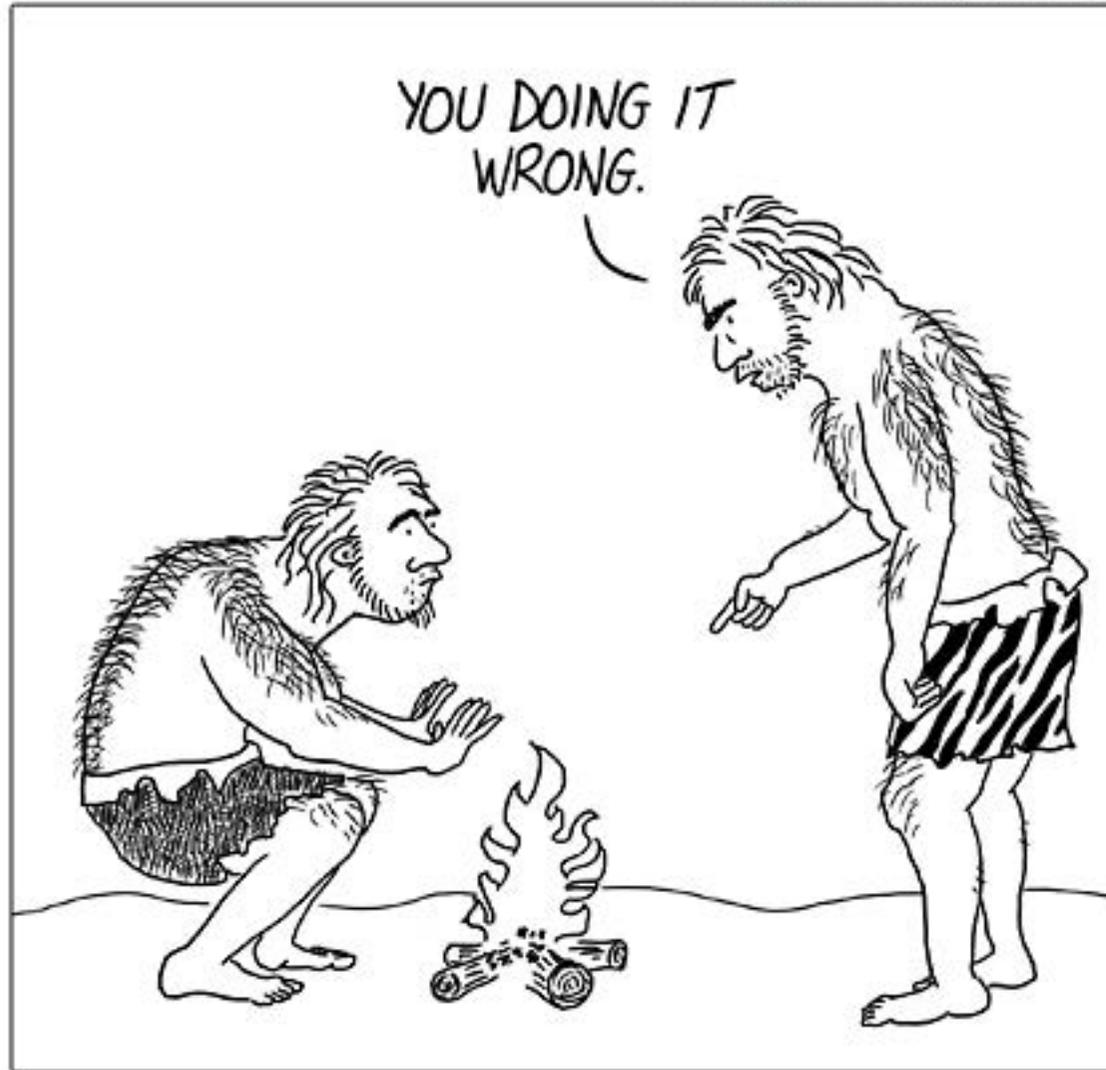
Behind this exchange is the relationship between the passionate producer and the committed [CSA] member.

Great quotes from blog post by Tyler of Barbarosa Ranchers

presentation by Brenda Dawson, @brendawrites
2011 California Small Farm Conference

Caveat emptor

NOISE TO SIGNAL
Rob Cottingham · socialsignal.com/n2s



First known ancestor of the social media consultant.



Contact me:

Brenda Dawson

bldawson@ucdavis.edu

twitter.com/brendawrites

University of California
Agriculture and Natural Resources

*Making a Difference
for California*

