

Social Media Networks

Primary networks, ordered by current popularity. It's best to start with one.



Facebook

Connect with family and friends. Start a business page for yourself or an organization you're part of. Connect with groups of people who have similar interests. Share introductions to articles, photos and video about what you're enthusiastic about regarding sustainable/organic agriculture.



Twitter

Create custom news feeds to follow interests related to your focus. Start conversations (140 characters or less) with people or groups you want to connect with. Share concise observations and content that motivate, educate, solve a problem, ease a fear and develop trust.



Instagram

A very good social network for sharing images. Photographs are an effective medium for promoting pretty much anything. It's easy to share your photos from Instagram on Twitter and Facebook.



tumblr.

tumblr.

It offers you many opportunities to communicate ideas in multiple formats including photos, as well as short articles. From a tumblr. blog you can share content to any other networks. The Wikipedia definition: It is a microblogging platform and social networking website. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs, as well as make their blogs private.

Find and organize content using these networks--they also function as social networks.



Pinterest

Quickly search and categorize content ideas. You can track through to articles of interest and use the content you find to populate your social networks effectively and consistently. It's also a good way to look at marketing examples to determine what kind of style you like for your custom content development.



del.icio.us This is a social bookmarking site that helps you collect and organize found content using keywords much like you would use social hash-tagging.

Option: Make professional connections in supporting networks and share your expertise.



LinkedIn

This is a professional social network--a good place to locate and connect with supporting organizations you're interested in connecting with, as well as alumni who may have valuable experience to share. The profiles are comprehensive and include work experience, education and other business focused information.



Wikipedia

Position yourself as an authority in your field of practice. Provide information about your program focus or area of interest via this people-powered online encyclopedia. Regularly contributing can provide your valuable experience for others with shared interests. You can find and work with groups of like-minded individuals sharing solutions that could be adapted elsewhere.

TIPS ON CREATING A SOCIAL NETWORK PROFILE

Consider your social network a virtual version of your home if you were to be preparing for guests. This is similar to the space you create for your customers to interact with you as they browse produce options and strike up a conversation. In this space you have no physical products however, only information. Here you use images, video, original posts and interesting found content to communicate what you are about and what you hope to achieve.

When someone visits your network, they need to know the following things:

Name - If your name/project name is not available, create a memorable version of it. You can often use abbreviations, “_” or “-”. Avoid numbered versions of your name.

Type of project/ interest - State what kind of goal you have in one sentence. In the second sentence state your purpose or vision.

What you offer - An overview sentence of your related skills, experience and interests.

Example:

Amanda Montgomery

The Poetry of Change

Igniting people through the spoken word. A project developed to inspire people who feel they have no voice to share their story, bravely and beautifully. Amanda offers weekly classes at Sunrise Coffee on Meridian Avenue every Wednesday evening at 7pm. Open to all!

For one hour each week we will explore experiences, share found works that inspire, and work together to develop our individual voice.

Give them an image to identify you with:

Profile picture - Use good quality version of your logo, or a photo of 1-3 key participants or related people.

Wallpaper photo - This is the large background image. It's perfect for either a photo that captures your vision, either literally or using abstract art that speaks to you. Consider ways this could be updated to reflect development or phases in your progress.

Start Simple

It is recommended to start with 1 primary network. If you currently have one, it's recommended to build on what you have for this season and then move into an additional network next season.

Pinterest and del.icio.us are social networks, but think of them as supporting tools. They are not too demanding to maintain to begin with and will serve you well in terms of finding and organizing the additional useful content you want to share with your target audience(s) as you begin to grow your networks.

CONTENT IDEAS

List ideas for engaging and relevant things to share via your social media channels.

This material should do one of the following for your customer:

- 1) Solve a problem
- 2) Ease a fear
- 3) Entertain them
- 4) Interest them
- 5) Educate them

Original Content - aim to create 1 per month

Share aspects of your goal or interest that illustrate the real value of your practice and/or reports about your community involvement.

Examples:

Short articles with supporting photos.

Photos are Easy & Original

Set a goal for yourself to take 1 photo per week.

Photos are a great way to promote the value of your efforts and interests.

Be sure to practice. If you are happy with your initial photos, start sharing them as soon as your profile is started.

Promotions

When and where you or your work is available, at key times, if applicable.

Examples: location and availability of your product, cross-promotions, links to distribution channels, new products.

Found Content

This would be related and useful information that supports your goals and does one or more of the above items.

Examples: recipes, celebrate your friends!, Support efforts in the shared interest community, industry information, articles of interest, funny photos.

STREAMLINING



Use Hootsuite to streamline and schedule posts

Hootsuite allows you to manage multiple social media accounts in one place. You can preschedule posts up to a year in advance, though I've only tried that once.

Tips:

This is a free tool, you can manage up to three accounts. It works well for Facebook and Tumblr. Be sure to include images as much as possible.

Post to Twitter separately, in order to be able to use photos, they encourage engagement.

Don't post the same information to each network! People following you on multiple networks will get the same post from you repeatedly.

Social Media Message Delivery Timing information

Twitter - Effective Use

Highest % of reTweets occur around 5pm. Frequency: 1-4 Tweets per hour.

Days: Midweek & weekends. Best times: noon *lunch* and 6pm *home from work*

Weekends 1pm - 3 pm. Worst times: 8pm-8am

Twitter engagement goes up 30% on weekends. Short tweets are more likely to receive engagement than tweets over 100 characters. Ask for retweets and you will be far more likely to be retweeted. Use two hashtags on each tweet for best results.

Facebook - Effective Use

Best day to share Saturday at Noon. Best time to share during the week, mornings around 7am and evenings around 5pm, every other day.

Best times: weekdays 6-8am, 2-5pm. Worst times: all weekends 10pm-4am.

751 million people use Facebook mobile. 80% of mobile users check their phones early each morning. Users are not likely to check Facebook during work hours

Facebook Insights on pages reveal the best times to address your audience.

Tumblr

A social micro-blogging site. The average visit is over 15 minutes, longer than most social media sites.

Best times: Sundays-Tuesdays 7-10pm, Friday at 7pm *best time all week.*

Worst time: Any time before 4pm.

Pinterest

Pinterest appeals to the food lover, party & event planner. The average Pinterest visit is over 16 minutes.

Best times: Saturday morning, 2pm - 4pm & 8pm -11pm

Worst times: 5pm -7pm, 1am - 7am

Blogs

Blogs do best when posts are made regularly and consistently. For best results, post once per week, on the same day every week.

Best times: Monday, Friday and Saturday at 11am

Putting it all together on a student-schedule

1. Dedicate 30 minutes a day or 2 continuous hours per week to researching current happenings on social networks, and creating original content.
2. Collect interesting and relevant news in your areas of focus. Save links and notes about why you made your selections.
3. Share 1-2 original ideas--such as the concepts you are developing, discounts, or promotions of your own per week. Be sure to consistently post when and where your products are available.

Preschedule your planned content for key times of your season, when your customer base is most likely to pay attention. A good goal is 20-30 posts per month. Aim for a 10/1 ratio of found/original content.

Example:

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Research Development	News <i>Found</i>	Photo Feature	News <i>Found</i>	Candid Photo	Entertaining share	Original content
Work on this month's original article	Project update or a way to connect		Project update or a way to connect		Project update or a way to connect	Review goals, intentions, tally success

December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Review: This is a good time to evaluate what has been working. What kinds of content are you finding easier to create or to find? What organizations are more responsive? Can you identify new supporters? At this time it's good to evaluate your progress and adjust your schedule as necessary.