

## Social Media 101: *People are Talking*

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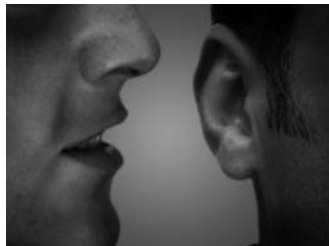


## Social Media???

- **Social media** primarily Internet and mobile-based tools for sharing and discussing information.
- It's interactive marketing (a conversation between the author and reader: or farmer and consumer)
- **121,000,000** hits from Google

## People are Talking Right Now

- People influence their friends... about the brands they love.
- Social Media = Positive Word of Mouth Advertisement
- You define your message



## Types of Social Media



## Today's Focused Social Media



## facebook

Facebook is a social networking website launched on February 4, 2004. It connects friends together with common interests.



## Blogging

- A webpage that is updated daily with short diary-like inserts (called posts)
- In simple terms, a blog is a website- but updated at least 3-4 times a week
- New posts show up at the top, so your visitors can read what's new. Then they comment on your site.
- Your own voice on the web

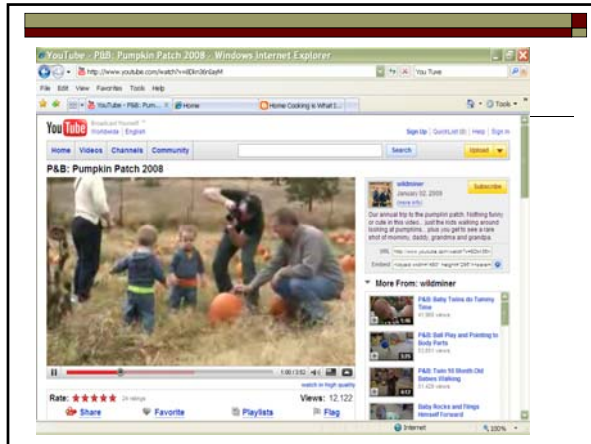


## Places to Set-up Your Blog

- Many available sites
  - Blogger.com (free)
  - Typepad (monthly fee)
  - Both sites guide you through the step-by-step process to start your site
  - Set-up take less than 10 minutes



- YouTube is a video sharing website where users can upload, view and share video clips. YouTube was created in mid-February 2005
- 19,500 Agriculture Videos
- 3,700 Farmers' Markets



# twitter

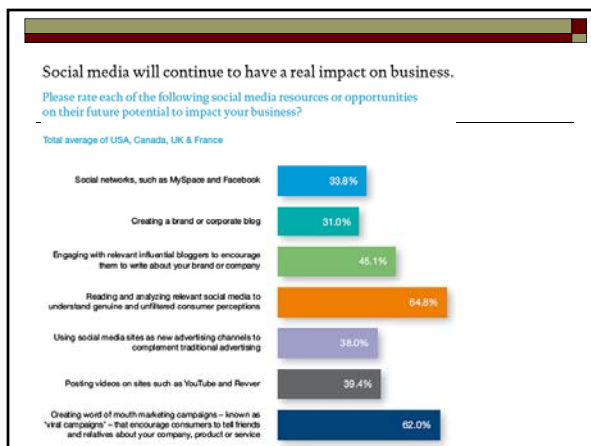
- Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

## Why Use Social Media?

- Brand Awareness
- Connection with You (Farmer- Consumer)
- Trial Experience
- Visit You (Web traffic)
- Customer Community Tie-In
  - People Trust people like themselves
- Innovation (Who's your audience?)

## Impact for You

- Blogs provide a tie between the consumer and farmer and a path to recruit new customers
- Tell your story
  - Promote the positive side of agriculture and provide positive news on the internet and to consumers
- New marketing tools
  - Market your products to a *new audience*
  - Consumer can learn about farmers lives, becoming *connected*
  - Blogs can serve or replace a website (**for FREE**)
    - If you sell ag products you HAVE to be online today**



## My Advice

- Take it slow
- Promote it to your customers
- Find what works best for you and your marketing plan
- Start with a blog and then add to that...

## Resources

- [www.facebook.com](http://www.facebook.com)
- [www.blogger.com](http://www.blogger.com)
- [www.youtube.com](http://www.youtube.com)
- [www.twitter.com](http://www.twitter.com)

## Thanks ... Questions?

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