SOCIAL NETWORKING AND YOUR FLOCK

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MOTHER.
WIFE.
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ADVOCATE.
WHAT IS YOUR BRAND?
BE YOURSELF
EVERYONE ELSE IS
ALREADY TAKEN
What do you Value?
What social media is my audience using?

What platform makes the most sense for content I have?

What platform do I like to use?
Build an online flock
SORRY MY HOUSE IS SO DIRTY

THESE GUYS ARE MORE IMPORTANT
What do they want to know?
25,437 raw views
What did you just say???
Don’t make it fake
Hello

Are you there?
Not everyone agrees with you

Emily Buck @emilybbuck - Sep 17
Every good shepherd takes a good look at her ewes every day to make sure that are all great. farm365... instagram.com/p/7wBvcpyHkk/

NonPorkPerry @nonporkperry - Sep 18
@emilybbuck Why pretend to care about animals when you are the reason they get killed? farm365 sheep farmlife farmkids farming cheese
The Naysayers

- For everyone else
- Don’t assume
- Ask if they have experience with it
- Take the High Road
- Agree to Disagree
- 3 contact method
- Take it private
Recap How to get noticed

1. Stick to YOU
2. Show your values
3. Foster a community
4. They aren't farmers
5. Be you & Be real
6. Creativity!
7. Is it worth it?
Yea, but really who has time?

- Hootesuite
- Everypost
- Socialsprout
- SocialOomph
- Sproutsocial
- Tweetdeck
There is no one way to do it, just do it.
#Connect!

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