GETTING STARTED WITH SOCIAL MEDIA 101
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For further social media advice email socialmedia@dairynz.co.nz.

If you have feedback about this guide, or if there is anything else you want to know about social media, please email socialmedia@dairynz.co.nz.

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5 KEY BENEFITS OF SOCIAL MEDIA

1. Tell your story to help people understand dairy farming and influence public perception.

2. Share good news stories and celebrate success.

3. Influence journalists that use social media as a source for potential stories and an indication of how people feel about issues.

4. Connect with interesting and influential people (and become one yourself).

5. Grow and learn by accessing information, engaging in discussions and creating potential business opportunities.
Facebook is the world's most popular social media platform with over one billion users. It is primarily used for people to share photos and videos, send messages and keep in touch with people. It is a powerful tool to influence public perception.

Farmers favourite

Facebook is also the most popular social media platform for farmers who are very active among rural industry pages and groups. It’s a great place for farmers to ask questions, share ideas and engage in conversations.

News feed

The home page of your Facebook account is known as your news feed. This is where you will find the latest posts, photos and videos by the people and pages you follow.

Liking and sharing content

Liking and sharing other people’s posts are the two main ways of engaging with a Facebook post. Liking a post is to acknowledge you like the content, while sharing a post from other users or public pages will allow your Facebook friends to see you have shared the post.

Tagging

Tagging someone or something in your post will notify them you have done so. It can help significantly further the reach of your post as it will also appear on the tagged persons news feed, allowing their followers to engage with it. Tagging is done by typing the @ in front of their user name. i.e. @dairynz.

Hashtags

A word or phrase preceded by a hash sign (#). They are used to identify messages on a specific topic, e.g. #caring4calves. Hashtags originated on Twitter but can now be used on Facebook and searched for on Facebook. Capitals are often used for hashtags that are acronyms (#DELForum) but they are not case sensitive.

Advertising

Facebook advertising is becoming increasingly popular. Known as a boosted post or sponsored post, this is when the user has paid money to increase reach (most commonly used by company or organisation pages to promote a product).
Different ways to use Facebook

**Facebook PROFILE**

Represents an individual person, for non-commercial use. You can send a friend request to other personal profiles which they can chose to accept or decline.

**PRIVACY**: You can choose to make your Facebook profile private or public in your settings. A private profile means only your Facebook friends can see your posts and post to your page. A public profile means everyone can see it.

**CONTENT**: Generally it's just the profile owner that posts on their profile, but your Facebook friends can also post to your profile.

**Facebook PAGE**

Once you have a Facebook profile, you can create a page for a business or brand.

A public page is created specifically for businesses, brands, celebrities, organisations and causes. Unlike personal profiles, pages do not gain 'friends'. Facebook Pages have 'fans' or 'followers' which are people that choose to 'like' and 'follow' the page. Anyone can like a page to connect with it and receive news feed updates.

**PRIVACY**: Page information and posts are public and generally available to everyone on Facebook.

**CONTENT**: People that manage a page are called page admin. A page can be managed by multiple page admins who all post as 'the page'. e.g. DairyNZ Facebook page.

**Facebook GROUP**

Groups provide a space for people to communicate about shared interests. Groups can be created by anyone.

**PRIVACY**: In addition to a public setting, more privacy settings are available for groups. Facebook Groups can be made secret and closed. Posts are only visible to group members and the group admin can accept or decline new members.

**CONTENT**: In groups, members receive notifications by default when any member posts in the group. Content can be contributed by any group member.
Twitter is designed for users to share opinions, comments, photos, news, web links, or videos in a short message format. A post on Twitter is known as a tweet.

140 character limit

The most important feature of Twitter is its 140 character limit which creates a streamlined news feed and is essentially bite-sized information that is consumed quickly. The 140 character limit includes spaces and web link. Web links cannot be hyperlinked (e.g. “click here”).

Hashtags

A word or phrase preceded by a hash sign (#). Hashtags are very popular on Twitter and are used to identify messages on a specific topic. Popular farming hashtags include #caring4calves #agchatnz #431am #legendairy. Hashtags are not case sensitive.

Retweeting

Sharing content of other users on Twitter is known as retweeting. A retweet is a tweet that you forward to your followers, often used to pass along news or other valuable discoveries. Retweeting is a great way to start using social media until you feel comfortable writing your own posts.

'Liking' tweets

A tweet can also be ‘liked’ which is a quick and easy way to engage without sharing the content.

Twitter handle

Your unique identification on twitter appears at the start of all your tweets and is proceeded by the @ symbol. e.g. @DairyNZ.

You choose your twitter handle when you set up your Twitter profile. A short Twitter handle is best so when people reply to you (which automatically includes your Twitter handle) it doesn’t take up too many characters.

Mentions / tagging

You can mention someone in your tweet which will notify them you have done so and can help significantly further the reach of your post/tweet. This is done with an @ symbol i.e.@dairynz.

Trending

A word, phrase or topic that is popular on Twitter at a given moment is known as trending. This may be in the form of a hashtag, twitter handle or simply a word. Following trends is a great way of keeping up to date with newsworthy topics or discussions.

Farmers on Twitter are very proficient and it is growing as a social media platform for the rural industry. For example, the Twitter profile @Agchatnz1 was created for a weekly discussion group on Twitter every Wednesday 8-9pm. To join the chat, use the hashtag #agchatnz.
Instagram is a mobile-only photo and video sharing social media platform that enables its users to take pictures and videos and share them either publicly or privately.

**Privacy**

You can choose whether your Instagram page is public or private by changing this in the settings.

**Image and video driven**

Instagram is all about imagery and is a great opportunity to show off life on the farm. It is an increasingly popular social media platform with farmers that use it to post photos or videos of their daily life on the farm.

Make sure your creative hat is on when posting on Instagram. People on Instagram are looking for original, quirky and imaginative content.

**Audience engagement**

The engagement rate on Instagram is very high and is a big reason why it is one of the fastest growing social media platforms.

The key way to engage on Instagram is done through ‘liking’ users photos or videos – the same as Facebook and Twitter. All posts can also be commented on.

Instagram is typically a ‘younger’ audience and through its image sharing and less text content, it is seen as a more fun and engaging social media platform.

**Hashtags**

Hashtags are hugely important on Instagram. They are easily searchable and the right hashtags can make a big difference to the engagement and reach of your Instagram posts.

**Tagging**

Tagging in the comments or captions of images or videos – to notify or recognise someone – is done the same way as Facebook and Twitter. Use the @ symbol in front of the name to find the user you wish to tag, i.e. @dairynzLtd.
8 HANDY TIPS

1. Commenting on online news articles (such as those on Stuff.co.nz) is a good way to provide your point of view on a story. This is particularly important if you believe only one side of the story has been covered, or the journalist hasn’t interviewed a dairy farmer, etc.

Journalists are influenced by comments on articles as it’s one way they gain feedback and get an indication of public opinion. Articles are often updated or follow up stories are done.

To comment on an article, you need to create an account and username on a news site.

2. Photos and videos are a great way to capture attention and get more views, shares and interest than using text only in a post.

3. Generally shorter videos are best – ideally around 30 seconds.

4. Follow and get to know other social media users in the rural industry. To find people to follow, search their name/business name in the search box. Or go to a profile such as DairyNZ and look at who they are following/who’s following them.

5. A web link can be shortened (through websites like Bitly.com), so it takes up fewer characters in a tweet and looks tidier than a long link.

6. Share other people’s content – they will be more likely to reciprocate when you post your content.

7. Respond in a timely matter – this will significantly help your engagement rate.

8. Take the time to look up trends and hashtags that you can follow or use to help further your reach and engagement.
8 SOCIAL MEDIA GUIDELINES

1. Always think of social media as a public forum – even in a closed group. A good guideline to use is to post only what you would be happy for your mother to read.

2. Model good behaviour – on farm and off farm.

3. Promote your work – be genuine and authentic and don’t be afraid to use emotion.

4. Be selective in what you post. Only answer questions or add comment on topics you are knowledgeable about. Use links, hashtags, photos and videos to help get your message across.

5. Be positive towards others in posts.

6. Social media is two-way communication. Make an effort to be interactive and engaging. Respond to questions on your posts.

7. Recycle content and credit who/where it is from. Retweeting and sharing is a great way to help spread a good message.

8. Don’t believe everything you read – use reputable sources.
5 COMMON TERMS

1. Reach
The total number of people that view or come across something that you post to social media.

2. Engagement
One of the key indicators of social media success. Engagement is the number of people that see your post (reach) and then interact with your post, i.e. share, like, comment, click on links.

3. Bio
A bio is a short description on the home page of your social media account to let others know who you are, where you are from and what you like to post.

4. Viral
Anything shared across social media platforms that gets passed along rapidly with significant (often worldwide) reach. YouTube videos are a great example.

5. Hashtag
A word or phrase preceded by a hash sign (#). Hashtags are the most popular way of categorising content on social media. Hashtags are ‘searchable’ – meaning they make your content discoverable and allow you to find relevant content from other people and businesses. The hashtag helps you connect with and engage other social media users based on a common theme or interest.

Popular dairy farming hashtags: #caring4calves #agchatnz #legendairy #431am
PATH TO SOCIAL SUCCESS

Social media platform(s) I am focusing on

My social media profile

12 TASKS TO BOOST YOUR SOCIAL PRESENCE IN 12 MONTHS

☐ Use a hashtag from an industry event in a post.

☐ Share a photo from an industry event.

☐ Tag a farmer in your post.

☐ Set a social media goal.

☐ Find ten industry pages to like/follow.

☐ Say thank you to someone in a post or share something you’re grateful for.

☐ Take a photo or video of your favourite spot on your farm or your animals and share it.

☐ Share a non-farming related post. e.g. what are you doing to get off-farm or stay healthy?

☐ Share something positive a staff member did or a good idea they had.

☐ Share a positive/interesting article in a post.

☐ Share a website link in a post.

☐ Comment on a positive/interesting post or article.
For further advice email socialmedia@dairynz.co.nz