

Using the Internet to Promote Your Orchard

The Power of Social Media

Presented By: Kimberly Baker

Great American Media Services, publisher of
Fruit Growers News



56th Annual Conference
&
Intensive Workshop

Insights into Innovative Orchard Technology

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What is social media?

- *Forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content (photos, videos, etc.) ~Merriam-Webster*
 - *Examples include:*
 - Facebook
 - Twitter
 - Pinterest
 - LinkedIn
 - Google+
 - YouTube
 - Flickr
 - Tumblr
 - Instagram



Your “Rules” for Social Media

- 1 Don't post just to post.
- 2 Invite them, speak to them — don't try to sell them.
- 3 Use your Insights and analytics.
- 4 Post often enough to engage, but not often enough to annoy.
- 5 Interact!
- 6 Don't be afraid to experiment.
- 7 Show your farm's personality — What makes you *you*?
- 8 Keep it short and sweet.
- 9 The Golden Rule: If it's inappropriate “in real life,” it's inappropriate on social media — common rules of etiquette apply.

How many of you are using social media?

- For personal use?
- For business use?

Reader Recommendations

- Engage your customers — it is, after all, called social “networking”
- Consistency and variety (read: be interesting and be active)
- Make sure people know where to find you
- Encourage sharing
- Show ’em what you’ve got: post photos and videos
- Make it a part of your full marketing plan
- Keep it on-topic and related to your business (Note: Be sure you’re using a business page and not a personal profile.)
- Find some tools to help you manage it all

Top Tips/Tools for Social Media Success for Orchardists

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Admin Panel

The screenshot shows the Facebook Admin Panel for a page named 'Fruit Growers News'. The interface includes a top navigation bar with the Facebook logo, a search bar, and the user's name 'Kimberly J. Baker'. Below the navigation bar, the page name 'Fruit Growers News' is displayed. The main content area is divided into several sections:

- Admin Panel:** A dropdown menu is open, showing options: 'Update Info', 'Manage Permissions', 'Admin Roles', 'Manage Notifications', 'Use Activity Log', 'See Banned Users...', and 'Use Facebook as Fruit Growers News'.
- Notifications:** A list of notifications, including one from Paula Lins commenting on a link.
- New Likes:** A list of new likes, including Sarah Bowman, Mahijeet Sirkek, Paula Lins, and Tom Crowley.
- Insights:** A graph showing performance metrics for 'Your Posts', 'Talking About This', and 'Reach'.
- Page Tips:** A tip about managing pages from an iPhone, with a 'Send to Mobile' button.

At the bottom of the screenshot, there is a banner image of red apples. In the bottom left corner of the banner, there is a small logo for 'FGN' and some text: 'February 2015' and 'Page 1 of 1'.

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Admin Panel

Your Settings

Manage Permissions

Basic Information

Profile Picture

Featured

Resources

Admin Roles

Apps

Mobile

Insights

Help

Fruit Growers News

View Page

Category: Books & Magazines Magazine [?]

Official Page: Pick a topic [?]

Username: You can now direct people to www.facebook.com/FruitGrowersNews.
[Change username](#) [Learn more.](#)

Name: Fruit Growers News [?]

Start Date: 1961 + Add month [?]

Start Type: Started

Release Date:

Short Description: The nation's top monthly source for fruit-industry news and information. Covering all production areas in the U.S. and all major fruit crops, from pome fruits to stone fruits and brambles to berries. The top resource for farm marketing information.

Company Overview: Magazine, e-newsletter and website serving the U.S. fruit industry.

Description:

Mission: Fruit Growers News, a multimedia resource, provides the U.S. fruit industry with the expertise it needs to grow and market a diverse range of products.

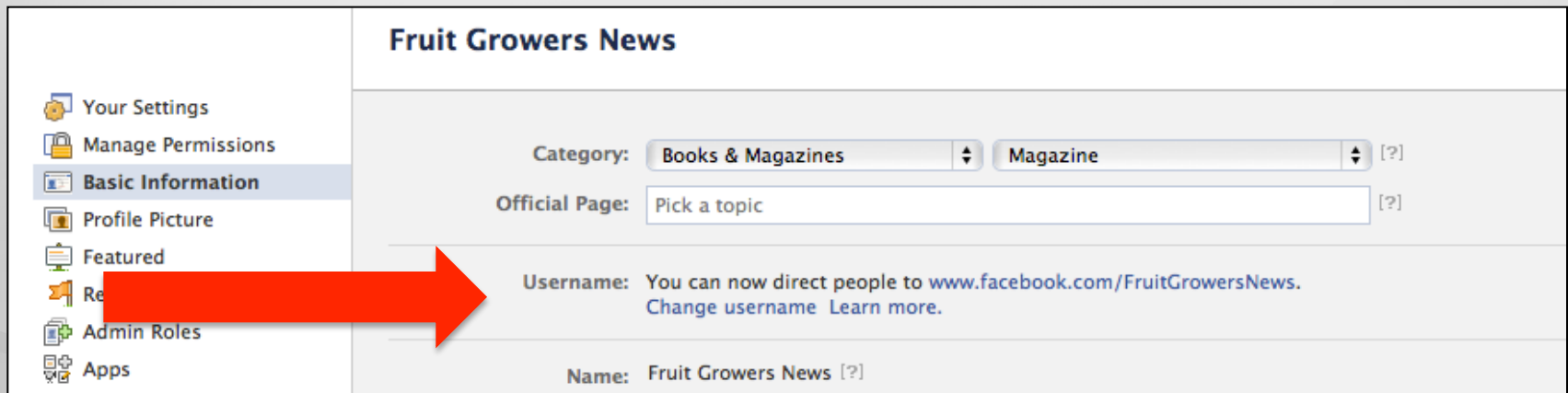
Founded: 1961

Products: FG — Fruit Growers News
eFGN — a monthly e-newsletter

Website: www.fruitgrowersnews.com www.twitter.com/FGNews

Save Changes Close

Tip #1: Get A Custom URL



The screenshot shows the Facebook page settings for 'Fruit Growers News'. On the left is a sidebar menu with options: 'Your Settings', 'Manage Permissions', 'Basic Information' (highlighted), 'Profile Picture', 'Featured', 'Re', 'Admin Roles', and 'Apps'. The main content area is titled 'Fruit Growers News' and contains the following settings:

- Category:** A dropdown menu showing 'Books & Magazines' with a sub-menu open showing 'Magazine'.
- Official Page:** A text input field containing 'Pick a topic'.
- Username:** A text input field containing 'You can now direct people to www.facebook.com/FruitGrowersNews. [Change username](#) [Learn more](#).' A large red arrow points to this field.
- Name:** A text input field containing 'Fruit Growers News'.

Tip #2: Make Sure They're Seeing Your Posts



Tip #3: Target Your Posts

Post privacy gating: ☒ Allow me to control the privacy of new posts I make on my Page. [?]

Status Photo / Video Event, Milestone +

What's on your mind?

Control who sees your posts in their news feed

⌚ 📍 Promote Public Post

Status Photo / Video Event, Milestone +

What's on your mind?

Add Targeting Targeted to: 260

- Gender
- Relationship Status
- Educational status
- Interested In
- Age
- Location
- Language

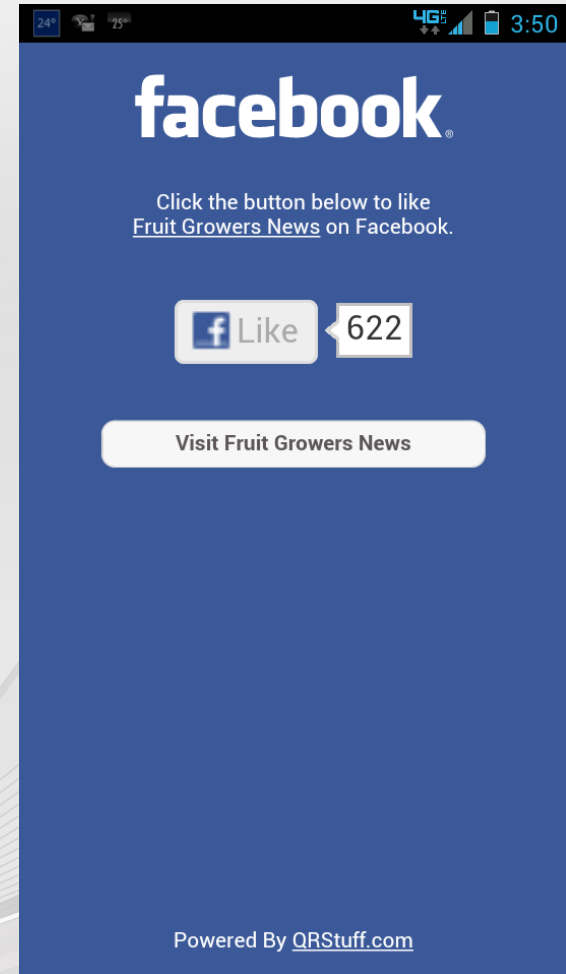
Promote Public Post

Successful day 1 at EXPO! We'll see you bright and early for an 8 a.m. trade show opening and 9

Tip #4: Help Them Find You

- Promote your social media accounts on:
 - Signage in your store
 - Your receipts
 - Your website(s) and blog(s)
 - All other marketing materials
- Get a Facebook username for an easy URL to promote
- Make sure your staff is encouraging people to “like” or “follow” you
- Use a QR code to make your page easily accessible on smartphones

QR Codes and Facebook



Websites:

- <http://qrcode.kaywa.com>
- <http://www.qrstuff.com/>
- <http://goqr.me/>

Other Ways to Use QR Codes

- “Treasure hunts” in your orchard
- Provide information on trees in your u-pick orchard (what kind of apple it is, what it is good for, etc.)
- Provide information on products in your market (fruit types, recipes, trivia)
- Sales/coupons redeemable at check-out

Advice from Other Marketers

- Don't advertise — be social.
- Make each post different than the last.
- Stay positive and be honest.
 - And always respond, as appropriate, to any negative posts.
- Remember that business is business and personal is personal.
- Show your personality.
- Find out what works for you.

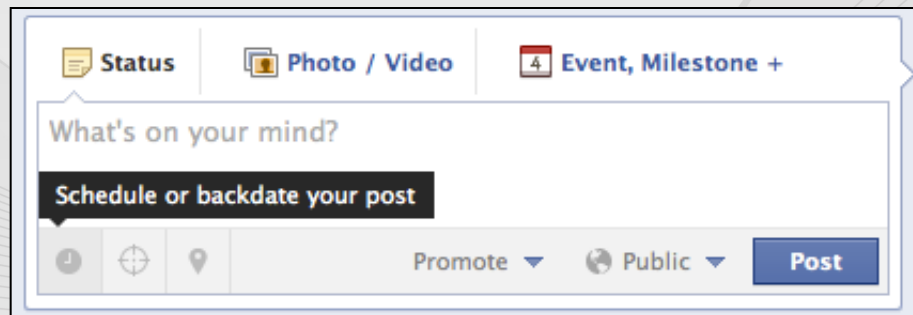
Tip #5: Try Out Different Times and Days for Posts

- There are a number of recommendations about when to post for the most reach. But remember: What works for one business may not work for another business. Experiment and talk to your customers to see what works best.
- Key: Use social media during the week to drive traffic to your business on the weekends.
- Some guidelines:
 - Recent data shows that **the optimal time to post on Facebook is between 1 p.m. and 3 p.m.**
 - Links posted between 1 and 4 p.m. get the highest click-through rates.
 - Wednesday at 3 p.m. is the best time to post all week.
 - Links posted before 8 a.m. and after 8 p.m. are less likely to get shared.

~Social Media Examiner

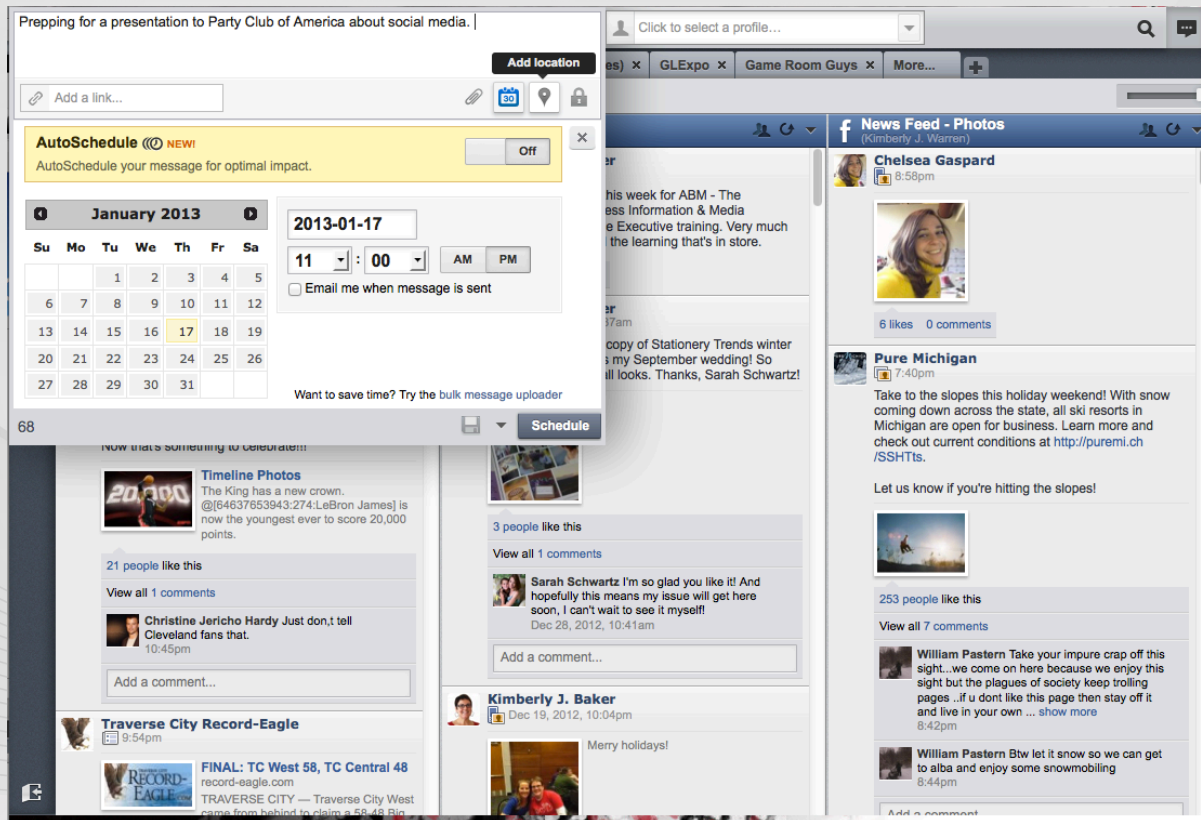
Tip #6: Schedule Your Posts

- Why?
 - Post when you have time
 - Post more than one thing at a time
 - Pre-post specials/promotions
 - Schedule post around holidays or special events
 - Add items to your timeline/history
- *Note: You can always go back and edit them before they post.*



Scheduling Tool

- Hootsuite



Tip #7: Reach Out to the Media

- Become a fan of the reporters in your area AS WELL AS the news organizations
- Reporters often have their own “celebrity” page separate from the news station
- Tag them in posts about events and news happening in your business
- Give them relevant information depending on their news cycle/season
- Invite them to any events you post on your page
- Post on their pages when something newsworthy will be happening at your business or in your area
- Always follow up with a phone call and/or email/press release

Tip #8: Use Facebook's SEO

- Facebook has **more than 1 billion users**, so search engines are all over it! Use that to your benefit to show up higher on search rankings (some people are finding their FB pages are higher in search results than their business pages)
 - Use keywords in your “About” description
 - Use an appropriate username
 - Build links to your Facebook page off of other pages (website, order site, blog, etc.)
 - Get more fans — the higher the number, the higher you show up in search
- Of note: Facebook's new Graph Search will allow you to search likes, check-ins, photo tags, etc. of your fans. (And then use that data for marketing purposes.)

Tip #9: Give Them Something Special

- Show them you appreciate their participation in your Facebook or Twitter community by giving them something they can only get by being your fan or following you.
- Invite them in to your business through social media.
- Make them a part of your farm — and encourage them to participate.



Bishops Orchards Farm Market

July 24

Want the chance to win 2 FREE TICKETS to the Shoreline Wine Festival on August 11 and 12? **"SHARE"** this event to automatically be placed in a raffle. Ends August 1.

<http://www.facebook.com/events/362099263863329/>



Like · Comment · Share

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TRUNNELL'S FARM MARKET

about an hour ago

We are making plans for 2013. Any suggestions for The Family Fun-Acre?



Ruhlig's Produce

We would like some suggestions on a tag line for us. Example: Nike (Just Do It), Chevy (Like a Rock), McDonalds (I'm Lovin' It) So, Ruhlig's Produce...you finish it. If we use your tag line you will receive a gift certificate for free vegetables.

Like · Comment · Share · 👍 6 💬 31 · November 29 at 3:43pm

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Orr's Farm Market

November 12

25% off for Veterans and Members of the Military (with Military ID) today at Orr's Farm Market! Open 8-5 today!

Like · Comment · Share

10 people like this.



Westview Orchards

November 9

This weekend, the weather will be perfect for a cozy wagon ride, petting and feeding farm animals, jumping high in the air or sliding down a 40 foot tunnel of fun.

So dress warm and come out to Westview Orchards to enjoy all of the fun!

Here's also a \$1 off coupon towards one of pies, great for the holidays!

**Save \$1 OFF any pie ordered
Taste Fest this weekend!**

May not be combined with other discounts or offers. Payment must time of ordering for discount to apply. Bring coupon in to redeem.

Offer ends 11.11.12 at close of business.



Shady Maple Farm Market shared a link.

14 hours ago

Have you heard about our Mystery Sale this Friday? Want to get a sneak peak on the sale items? Sign up for our weekly emails by the end of the day and receive the list of sale items tomorrow! Just visit the link below and sign up now!



Shady Maple Farm Market ::
Loyalty Club

www.shady-maple.com

Within 24 hours of joining, you will receive an email with a link for a \$5 off coupon on purchases \$50 or

Like · Comment · Share

5 people like this.

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Schnepf Farms

Yesterday 🌐

A lot of you are asking about Christmas Tree Hours:
9am to 8pm 7 days a week. New load coming on Thursday
afternoon. Nobel Firs are \$9 foot and Doug Firs are \$5 foot.
Mention you are a FB fan and he will take 15% off. Also,
take a photo of your decorated tree and post, you may win
a free tree for next year. Ask for details when you purchase
your tree. Have a great day!



Schnepf Farms

November 23 🌐

Good BLACK Friday morning.... We thought we might jump
into the craziness and offer our own version of Black Friday
specials.

1st. Do you need an escape from the electronic and
discount retailers? Visit our farm! Free admission and \$1
train rides , \$1 hay rides, plenty of open space , cute farm
animals and a beautiful garden to pick from all day long
open til 4pm. 25% today on all of our bottled product in the
country store And Tiffany just made fresh fudge buy 1lb,
get 1/2lb free. Love to see you!

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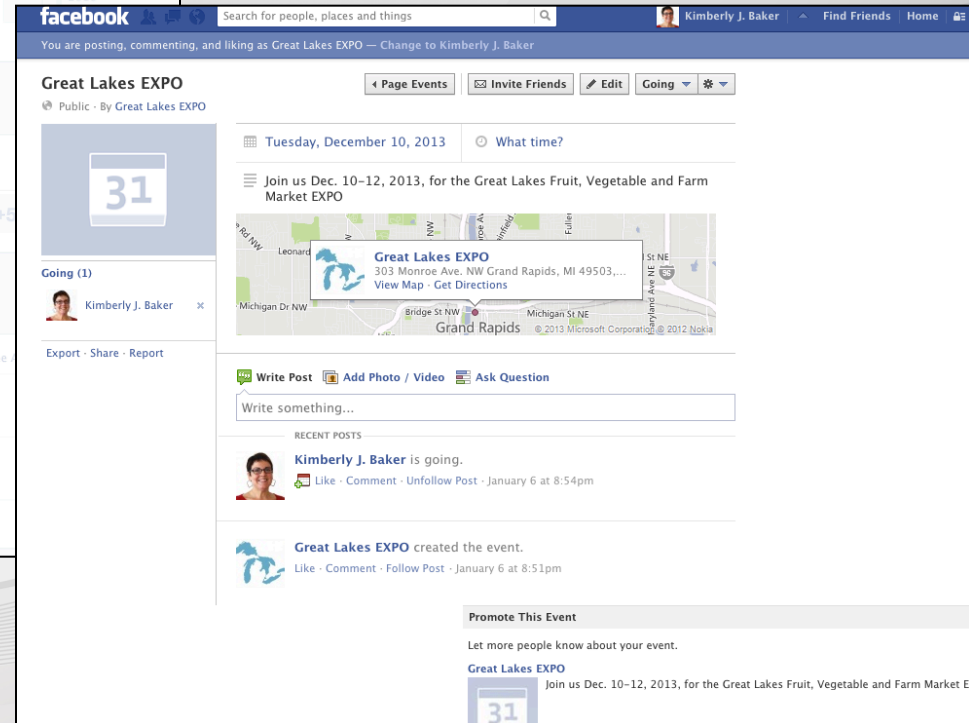
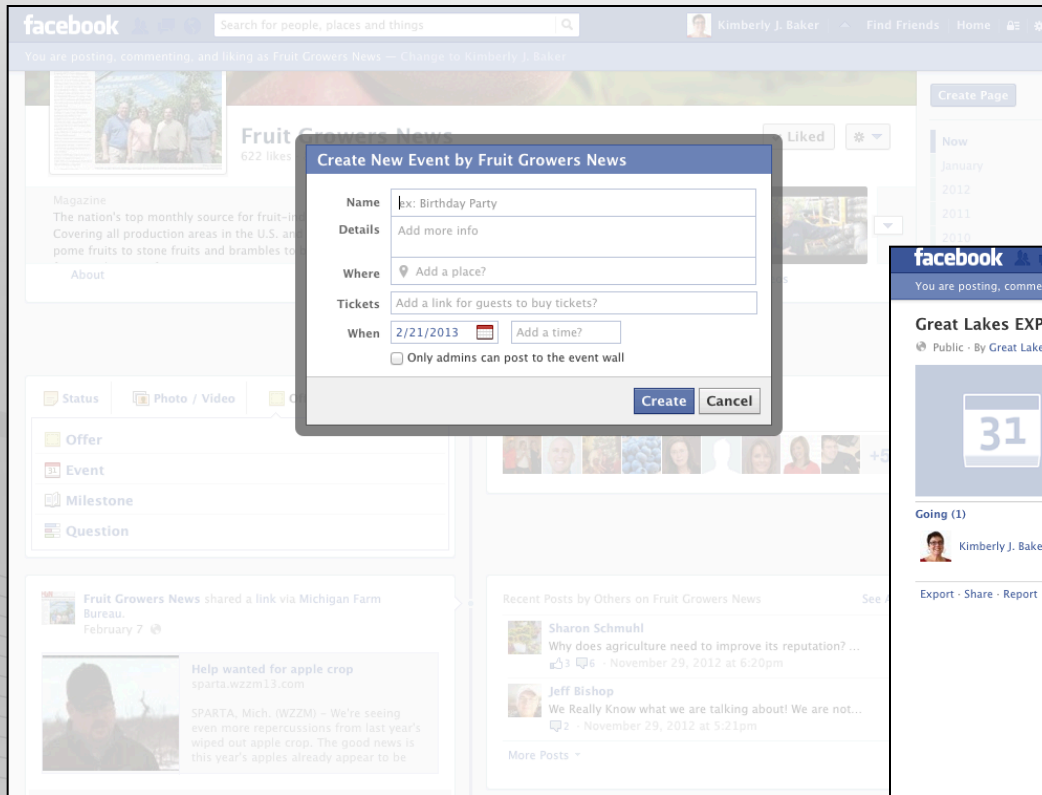
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Tip #10: Use the Built-In “Events” Capabilities on Facebook



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Events on Facebook

- You can easily:
 - Add and edit details of the event
 - Invite people to attend the event
 - Don't forget the media
 - Track RSVPs
 - Post photos and videos before, during and after the event
 - Follow up with attendees after the events

Tip #11: Add Social Sharing to Your Website

- Add the icons and social sharing tools to your websites so people can easily share things they like immediately to social media
- Note: Recipes are EXTREMELY popular “sharable” content on social media. If you offer recipes on your website or e-newsletters, you should absolutely be making it easy for people to share them.
- BONUS: The social networks provide the coding you need, so you don’t need to know HTML coding to be able to put it on your website.

What Other People Wish They Had Known

- Social media is not “free” — no matter what anyone tells you
- It will take time before you see the results
- Have a plan and make it part of your day
- Make sure your entire staff is aware of your efforts and can contribute
 - But have one person in charge of overall social media messaging
- How much time it can take
- How powerful it can be to help start conversations

From Our Readers: What Not to Do

- Maintain a “person” profile rather than a “business” page for your business
 - It hurts your search capabilities; it limits the number of fans you can have; it makes it hard for people to see your timeline posts; it can get you reported to Facebook. It’s a misrepresentation of your business.
- Forget your pages — if you neglect it, people can still find it and see that you’re not updating. It creates a bad feeling toward your business.
- Ignore — or encourage — negativity.

What Not to Do, Cont' d

- Neglect to respond (and moderate) what's happening on your social media accounts. A lot of times your own fans will stand up for you, but you can't count on it. Instead, take responsibility for your page and your brand.
- Forget to create a plan — or allow any of your employees to post anything any time.

Final Tips

- Update your cover photo — seasonal displays, orchard shots, special products, in-season produce, etc.
 - Size: 851 pixels x 315 pixels
 - Just make sure you're following Facebook's guidelines
 - » No price or purchase information, no contact information for your business, no references to Facebook features (“like” or “share”) and no calls to action (“get it now” or “tell your friends”)

Final Tips

- Update your “page categories” to help show people what kind of business you are and to improve your SEO
- Be active as your page on Facebook
 - Post comments, share images and links
- Ask your customers what they want — nothin’ beats good ol’ face-to-face interaction. Use social media to expand the conversation at your farm.
- **Have fun with it!**

Thank You

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