

W#AT THE SOCI@L? SOCIAL MEDIA DO'S AND DON'TS

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Social media is a very powerful communication tool, both for individuals and businesses. Used well, you can have a really engaged, loving audience. Used poorly and you could be answering some pretty tough questions about the reputable damage you may have caused someone, something, a business or an industry. The last thing anyone wants to do is bring harm to the industry they work in and love, so we've found people either ignore social media by claiming a lack of understanding or that it has no use in their life. Those who have embraced it either do it well or use it as a 'listening' tool for what's going on in their community.

With 3.2 million active users a month, how can you ignore the power of positive messaging (which is free) that social media offers? If you're a business it makes total sense, but sometimes businesses are under resourced and can't manage their digital presence. For individuals, it's a simple lack of knowledge which scares them off using it.

Grass Roots Media was developed to help resource and educate those who want to use social media as a tool for business or personal use. We enjoy the power of positive and engaging story-telling, so we've developed some tips to help you do the same.

Here's 11 reasons why you should use it:

1. Positive, proactive communication/story-telling
2. Keep up to date with industry news
3. Engage with your audience to build meaningful relationships
4. Build credibility for you, your operation, your brand
5. It's an easy way to learn about what interests your audience
6. You can use it to target and expand your audience
7. Educate and excite people about the dairy industry
8. Allows you to receive instant feedback on a topic
9. Share honest, truthful, positive stories easier and faster

Notes:

10. Influence consumer behaviour
11. You're in control of the messaging.

Being able to positively communicate your messages, truthfully and transparently is really the key to mastering social media. DairyNZ have produced a great Social Media 101 guide for dairy farmers. Jump on to their website and download a copy if you're keen to harness the power social media offers you.

If there is one final piece of advice I'd give you it's around sharing photos. Make sure you check the background, foreground and the object your snapping for any incriminating evidence. The last thing you want to do is take a photo of the head of your Jersey only to find out once you've posted your photo you've got a cow being mounted by a Bull in the background. There could be worse photo bombs!

7 things you need to know

BEFORE YOU GET SOCIAL



Think before you post



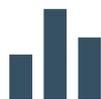
Ask yourself 'How will those less educated about my business and industry react?'



What tone will you use?
Your voice online is crucial!



Monitor your social media presence daily - even weekends



Be consistent



Know the risks
Be ready for negative feedback



Don't argue - you're not a keyboard warrior