

Social media for agritourism organizations:

Basic tools & ensemble strategies

Brenda Dawson, communicator, UC Small Farm Program
California Agritourism Summit Nov. 4, 2011

University of California
Agriculture and Natural Resources

HEALTHY FOOD SYSTEMS • HEALTHY ENVIRONMENTS • HEALTHY COMMUNITIES • HEALTHY CALIFORNIANS

A 2005 survey by UC Small Farm Program found:

79.2% of agritourism visitors
reported learning about
agritourism sites from
“Friends/Word of mouth”



Information Channels Reaching
Agricultural and On-Farm Nature Tourism Visitors

<http://www.sfp.ucdavis.edu/agritourism/agtourbrief0701.pdf>

by Brenda Dawson, @brendawrites
UC Small Farm Program

**“Word of mouth advertising
is the greatest advertising.
And now word of mouth
is electronic.”**

**-Keith Padin, a spokesperson for Jones Family Farms,
quoted in the New Haven Independent newspaper**

Social media is word-of-mouth:

- monitored (you can listen in, sometimes)
- mediated (you can comment in, sometimes)
- **multiplied (easily shared, exponentially)**

probably

What you want to hear about:

Tools

in 5 steps

Five steps:

1. Listen!

Listen first and listen often

2. Have a home base

3. Networks

4. Management

5. Extending

1. Listen!

Set up Google Alerts

Set up Twitter alerts (search RSS)

Be a consumer too

Five steps:

1. Listen!

2. Have a home base

Start at home

3. Networks

4. Management

5. Extending

2. Home base

Have a website or a blog

Basic farm profile should include:

- **Farm name**
- **Location (address or sense of place)**
- **How to contact you directly**
- **Other web addresses for your farm**
- **What are your products?**
- **Production methods? (if pertinent)**
- **How/where can customers buy your products?**

Five steps:

1. Listen!

2. Have a home base

3. Networks

Here they are!

4. Management

5. Extending

3. Networks: Facebook

... is about lifestyle

- Users first define their identity. Then they
 - Make friends.
 - Share “what’s on your mind?”
 - Share photos, notes, links.
 - Play games.
 - Become fans.

Facebook is also about status

In a humorous online article “Silly East Coasters Use Facebook for Self-Aggrandizement,” writer E. B. Boyd suggests West Coasters use status updates to enhance their real-world status with this fictional example:

We have to head over to Rainbow Foods because, wouldn't you know it, our neighborhood farmers market was out of locally grown pluots...



When Facebook is perfect for agricultural businesses:

- **Agritourism**

Why? Events + food + travel = lifestyle

- **CSAs**

Why? Members=fans. Newsletter=content.

- **Market farmers, possibly**

Why? Expand market relationships online

- **Niche or boutique products**

Why? They're brag-worthy

- **You're already creating content elsewhere**

3. Networks: Twitter

is also HUGE

- >200 million users (05/11)
- and growing: 460,000 new sign-ups every day

is niche

- networking on Twitter can get very, very specific. If someone is interested in your niche, you can find each other, anywhere.

When Twitter is perfect for agricultural businesses:

- getting specialized news/information
- listen/converse with other aggies & activists
- connect with media and/or bloggers
- send updates from/to mobile phone
ahem, “tweeting from the tractor”

Five steps:

1. Listen!
 2. Have a home base
 3. Networks
 4. Management
- Juggling basics
5. Extending

4. Management

Multi-media support:

- Photos: Flickr, Picasa, twitpic, Yfrog, Instagram
- Videos: YouTube, Vimeo
- URL shorteners: bit.ly, tinyurl, ow.ly, ht.li
- Maps & locations: Google Maps, FourSquare, Yelp, Farming Faces. Also: CalAgTour, National Geographic Geotourism, Local Harvest, etc.

4. Management

Juggle accounts & your time:

- Hootsuite (browser)
- Tweetdeck (desktop application)
- Seesmic (either)
- others...

4. Management

Analysis tools:

- Facebook (impressions & feedback)
- URL shorteners (for click-thrus)
- Google Analytics (for websites)

Five steps:

1. Listen!
2. Have a home base
3. Networks
4. Management
5. Extending

Strategizing like a campaign

Two distinguishing aspects of agritourism organizations:

- **location-based**
Strategy: Mapping
- **network of farmers**
Strategy: Maximize an ensemble cast

What agritourism organizations can learn from another ensemble cast:



by Brenda Dawson, @brendawrites
UC Small Farm Program



Muppets

Movie



Wall



Muppets

Since they aren't accepting submissions for the Sexiest Frog Alive, we're joining iVillage to get Jason Segel recognized as People's Sexiest Man Alive! This could be just what we need to hit one BaZillion Likes! Click below to sign the petition!



Jason Segel Sexiest Man Alive - iVillage

www.ivillage.com

Let's face it. Looks aren't the only thing ladies find sexy. And lately we're crushing on someone who isn't your typical eye candy: Jason Segel. You see, Jason Segel has more than just looks going for him. He's a triple threat:

Like · Comment · Share · 2 hours ago

772 people like this.

View all 49 comments

34 shares

Write a comment...



Muppets

Did you catch our final spoof trailer yesterday? Did you share it? Even if you answered "yes" to both, here it is again. Less than one month until we're in theaters!



The Final Muppets Parody Trailer

www.youtube.com

Disney's The Muppets hits theaters this Thanksgiving. Visit the official site: <http://disney.com/muppets>

Like · Comment · Share · 4 hours ago

2,717 people like this.

View all 100 comments

1,816 shares

Write a comment...

Wall

Info

Friend Activity (1)

Fan-A-Thon

Final Parody Trailer

Photos

Videos

Notes

Links

Muppets Spoof Trailer

About

The Muppets hits theaters this Thanksgiving!

1,025,124

like this

58,827

talking about this

Likes

See All



Kermit the Frog

Create a Page

You and Muppets

Zac Jerab likes this.

People You May Know

See All



Kathi Strout

3 mutual friends

Add Friend



Shelley Murdock

3 mutual friends

Add Friend

Sponsored

Create an Ad

OpenChime



Like Saving Money?

Like · 354 people like this.

Hilary Hahn

mondavicenter.org



Come see Hilary Hahn perform at the Mondavi Center! Saturday, October 29th at 8pm. Student tickets are ALWAYS 50% off!

The Alter Group



Approximately 11 million homeowners with mortgages are underwater - Can responsible homeowners be helped?

Like · 249 people like this.

Bake Yummy Cookies



Save 15% on Gluten-Free Cookie Mixes from "Muffins" & Get FREE Shipping at Amazon.com. Limited Quantity

twitter.com/#!/MuppetsStudio

SFP site SFP Calendar edit SFP DEV SFP Branding toolkit ANR portal ANR Blogs ANR UC ANR ANR ANR Toolkit brendawrites Bookmark Delicious save on delicious UC Davis

twitter Search Home as account Sign in



WE GET TO A BAZILLION LIKES, SNEAK IN TO SEE THE MUPPETS!

FACEBOOK.COM/MUPPETS

Disney THE MUPPETS IN THEATERS NOV 23

I like this movie so far.

It hasn't come out yet.

That's why I like it!



DISNEY.COM/MUPPETS

FACEBOOK.COM/MUPPETS

YOUTUBE.COM/MUPPETSSTUDIO

© 2011 DISNEY PG

Statler & Waldorf
@MuppetsStudio
The Muppets - In Theaters November 23!
<http://www.muppets.com>

Follow Text follow MuppetsStudio to 40404 in the United States

Tweets Favorites Following Followers Lists

MuppetsStudio Statler & Waldorf
Those #Muppets think they're so funny with their parody trailer within a parody trailer. What do you think? di.sn/Le
1 hour ago

MuppetsStudio Statler & Waldorf
What are you going to be for Halloween this year? We're going to dress up as old hecklers. We've already got the costumes! Oh ho ho!
3 hours ago

MuppetsStudio Statler & Waldorf
Heckling is such a strong word. The #Muppets could have never made it this far without all of our "constructive feedback."
27 Oct

MuppetsStudio Statler & Waldorf
Kermit always says it's not easy being green. You know what's even more tough? Being at every #Muppets performance!
26 Oct

MuppetsStudio Statler & Waldorf
That @ActuallyNPH used to be a doctor, now he's rubbing elbows with the #Muppets. What's this the world coming to? Oh ho ho!
25 Oct

MuppetsStudio Statler & Waldorf
Who is your favorite #Muppet? We're fans of whichever Muppet has the shortest act. Oh ho ho!
24 Oct

MuppetsStudio Statler & Waldorf
Do you remember that time Fozzie told a funny joke? Neither do we.
24 Oct

MuppetsStudio Statler & Waldorf
The #Muppets are trying to take over Facebook! We're outraged...By the way, what's a Facebook!? di.sn/Kq
21 Oct

Stay in touch with Statler & Waldorf
Join Twitter right now:

Full name

Email

Password

Sign up

Curious how Statler & Waldorf uses Twitter?
Discover who @MuppetsStudio follows

About @MuppetsStudio

280	301	62,801	2,876
Tweets	Following	Followers	Listed

Recent Images · view all



About Help Blog Status Jobs Terms Privacy
Advertisers Businesses Media Developers Resources
© 2011 Twitter

1. Highlight team members



- know where all of their accounts are, follow/fan them, list them, link to and share when pertinent

1. Highlight team members

- @ their account name in updates & tweets
- share or retweet members' interesting posts
- engage with their content (like, comment, reply)
- tag them in images



1. Highlight team members



Likes

See All



Grandpa's Cellar



Jack Russell Farm
Brewery



Abel's Apple
Acres



Apple Ridge
Farms



Fudge Factory
Farm

2. Turnabout is only fair

Ask members to link to the organization and at times, to share your content too



The screenshot shows a Facebook page for 'Muppets Fan-A-Thon'. The page features a large video player with a play button and a speech bubble that says 'SNEAK IN TO SEE MY NEW MOVIE!'. Below the video is a large counter showing 'CURRENT TOTAL 1,908,141' likes. To the left of the counter is a circular button that says 'CLICK HERE' with a 'Like' button in the center. The page also includes a navigation menu on the left with options like 'Wall', 'Info', 'Friend Activity (1)', 'Fan-A-Thon', 'Final Parody Trailer', 'Photos', 'Videos', 'Notes', 'Links', and 'Muppets Spoof Trailer'. The top of the page shows the Facebook logo and a search bar.

facebook Search

Muppets Fan-A-Thon
Movie

Disney
MUPPETS FAN-A-THON
WE GET TO A BAZILLION LIKES AND YOU GET
A CHANCE TO GET FREE TICKETS TO SEE THE FILM EARLY!*

SNEAK IN TO SEE MY NEW MOVIE!

CLICK HERE
Like

CURRENT TOTAL
1,908,141
COMBINED LIKES FROM MUPPETS PAGES,
IMAGES, VIDEOS AND SELECTED WALL POSTS.
LIKE MORE MUPPETS STUFF!

Wall
Info
Friend Activity (1)
Fan-A-Thon
Final Parody Trailer
Photos
Videos
Notes
Links
Muppets Spoof Trailer

About
The Muppets hits theaters this Thanksgiving!
1,026,325
like this
58,827
talking about this

facebook

Search

Kermit the Frog Like

Movie

Disney

MUPPETS FAN-A-THON

WE GET TO A BAZILLION LIKES AND YOU GET A CHANCE TO GET FREE TICKETS TO SEE THE FILM EARLY!*

SNEAK IN TO SEE MY NEW

CLICK HERE

Walter

Fozzie Bear

Animal

Muppets

178,628 like this

10,099 talking about this

1,026,325 like this

58,827 talking about this

facebook

Search

Fozzie Bear Like

Movie

Disney

MUPPETS FAN-A-THON

WE GET TO A BAZILLION LIKES AND YOU GET A CHANCE TO GET FREE TICKETS TO SEE THE FILM EARLY!*

SNEAK IN TO SEE MY NEW MOVIE!

CLICK HERE

CURRENT TOTAL

1,908,033

COMBINED LIKES FROM MUPPETS PAGES, IMAGES, VIDEOS AND SELECTED WALL POSTS.

LIKE MORE MUPPETS STUFF!

MISS PIGGY GONZO FOZZIE ANIMAL OK GO

PAGE PAGE PAGE PAGE VIDEO

LIKE LIKE LIKE LIKE LIKE

RIEND THEY LOOK LIKE A MUPPET!

facebook

Search

Muppets Fan-A-Thon

Movie

Disney

MUPPETS FAN-A-THON

WE GET TO A BAZILLION LIKES AND YOU GET A CHANCE TO GET FREE TICKETS TO SEE THE FILM EARLY!*

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CLICK HERE

CURRENT TOTAL

1,908,141

COMBINED LIKES FROM MUPPETS PAGES, IMAGES, VIDEOS AND SELECTED WALL POSTS.

LIKE MORE MUPPETS STUFF!

by Brenda Dawson, @brendawrites
UC Small Farm Program

2. Turnabout is only fair

The image shows a screenshot of a Facebook event page for the Madera Pomegranate Festival. The page is titled "Pomegranate Festival" and "Welcome". It features a large banner for "Pomegranate Celebration 2011" with a photo of a large crowd at an outdoor event. The banner also includes the text "Madera's First Annual Pomegranate Festival" and "Contact Us" information. The event dates are listed as "Join Us Oct. 29th to Nov. 5th". The page is powered by pagemodo and is associated with the Madera Chamber of Commerce. The left sidebar shows navigation options: Wall, Info, Friend Activity, Photos, Events, and Welcome.

facebook Search

Madera Pomegranate Festival

Pomegranate Festival

Pomegranate Celebration 2011

Powered by **pagemodo**

MADERA CHAMBER of COMMERCE

Join Us Oct. 29th to Nov. 5th

Madera Heart of Pomegranate Country

Madera's First Annual Pomegranate Festival

Contact Us

Madera Chamber of Commerce
120 North E Street, Madera CA
Office: 559.673.3563
Fax: 559.673.5009
Info@pomfest.com

-Pomegranate Recipe Competition
-Pomegranate Queen
-Pomegranate Arts and Crafts
-Pomegranate Fun for Kids!

Bring the Whole Family!!!

Wall
Info
Friend Activity
Photos
Events
Welcome

2. Turnabout is only fair

Ask members to link to the organization and at times, to share your content too

Make it easier by:

- **sharing content (images, links, perhaps coding)**
- **asking directly**
- **suggesting ways to share (suggested tweet, etc.)**

3. Ask fans for specific action



Muppets
We made this up so you could share it with all of your friends. Subtlety was never our strong suit. <http://di.sn/FanAthon>



Wall Photos

Like · Comment · Share · September 28 at 12:12pm · 

 3,084 people like this.

 View all 93 comments  1,069 shares

Write a comment...

3. Ask fans for specific action

 **Muppets**
Like this if your favorite Muppet is in this picture. And if they aren't, you must know more Muppets than we do, so....Like it anyway. Please!



Wall Photos

 **Muppets**
Quick! Share our new video with OK Go before everyone else figures out that it has gone viral. You want to keep your internet street cred, don't you?

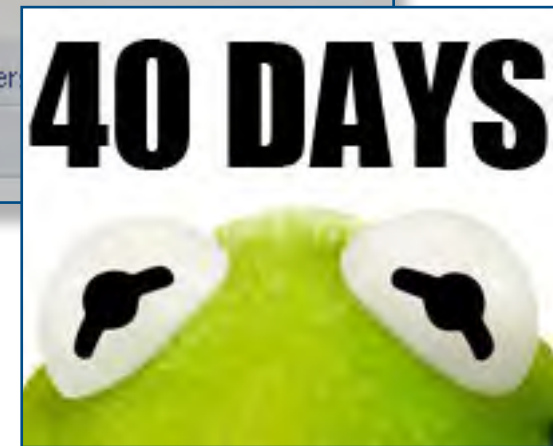
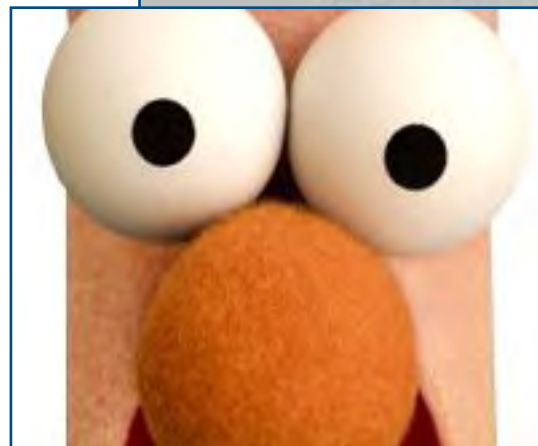
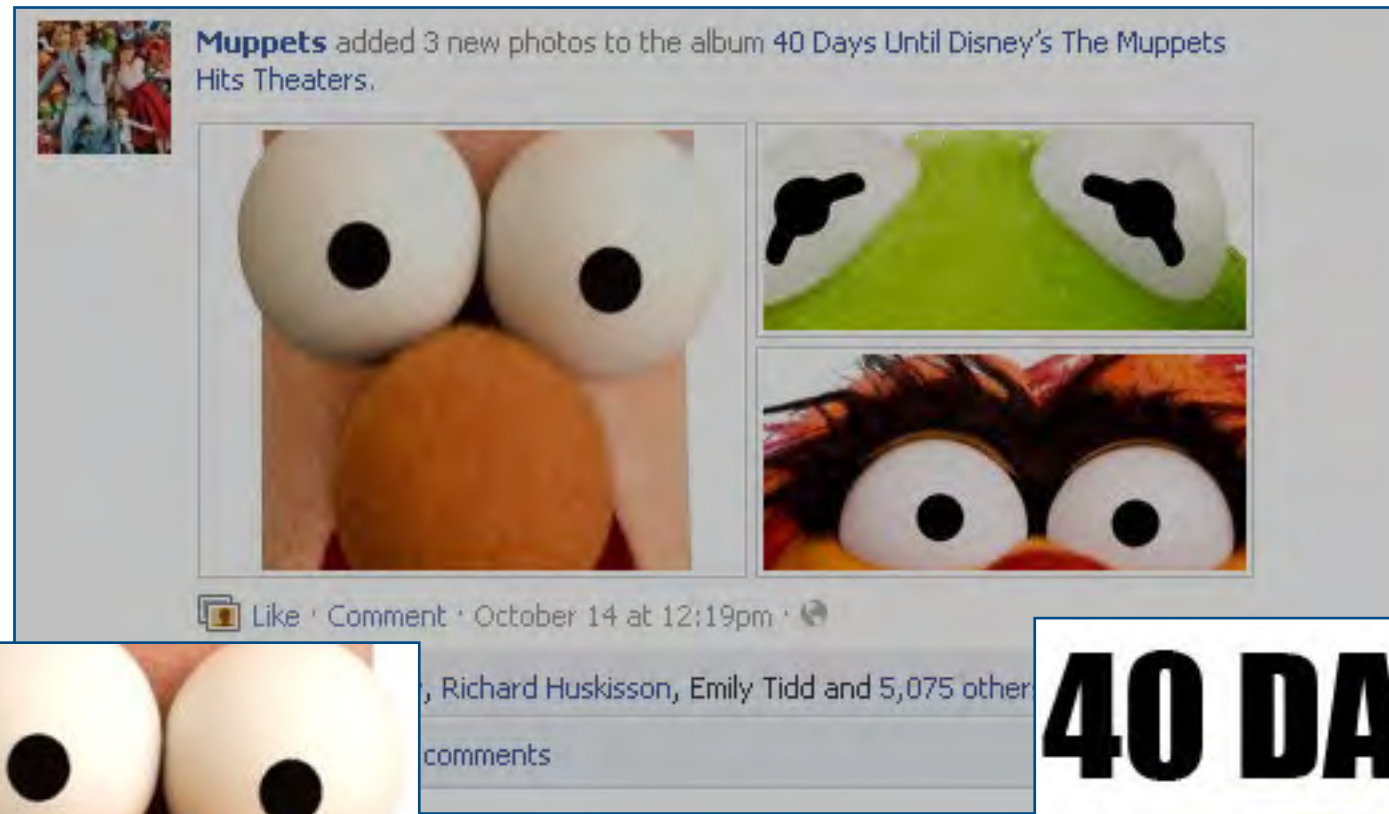


OK Go, The Muppets - Muppet Show Theme Song
www.youtube.com
To download The Green Album visit
<http://www.smarturl.it/muppetsalbum>

3. Ask fans for specific action

- **Be precise: Like, share, comment, retweet**
- **Softer asks: Help get the word out, let us know**
- **Questions: Would, should, when, where, what**
- **Make it a game: Like this if... etc.**
- **Make it conversational: Time to get your apple-pie-loving friends to join you up the hill. Share this invitation with them... etc.**

4. Tailor content for the network



4. Tailor content for the network



5. Provide your value

What value do you provide IRL, and how can you replicate that value through social media?

- Entertainment • Education • Photo opportunity
- Food • Adventure • Animals • Dirt • Outdoors
- Seasonal • Traditional • Gourmet • etc.

Develop your organization's voice and cultivate content that echoes fans' experiences with your organization

5. Provide your value



Hoes Down Harvest Festival

And... the #1 REASON TO COME TO HOES DOWN: This experience is real. In a world where we are often lost in cyberspace, coming to the Hoes Down can help ground us back to the earth. The food, the music, the land beneath your toes- they are all the result of hard work, passion, and a sense of responsibility to share what we love. Be here today!

Like · Comment · Share · October 1 at 7:02am · 🌐

👍 9 people like this.

💬 View all 4 comments

 **Rahel Smith** And we're off!
October 1 at 12:34pm · Like

 **Roger Price** I couldn't agree more Our first time there. Amazing place.
October 1 at 8:55pm · Like

Write a comment...

Caveat emptor

NOISE TO SIGNAL
Rob Cottingham - socialsignal.com/n2s



First known ancestor of the social media consultant.

Thank you

Marin Organics

Stemple Creek Ranch

Massa Organics

Hoes Down Harvest Festival

Apple Hill Growers Association

Pomegranate Festival

Capay Valley Grown

Full Belly Farm

Sierra Oro Farm Trail

Placer Grown

... for great public posts, featured here or used as inspiration

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