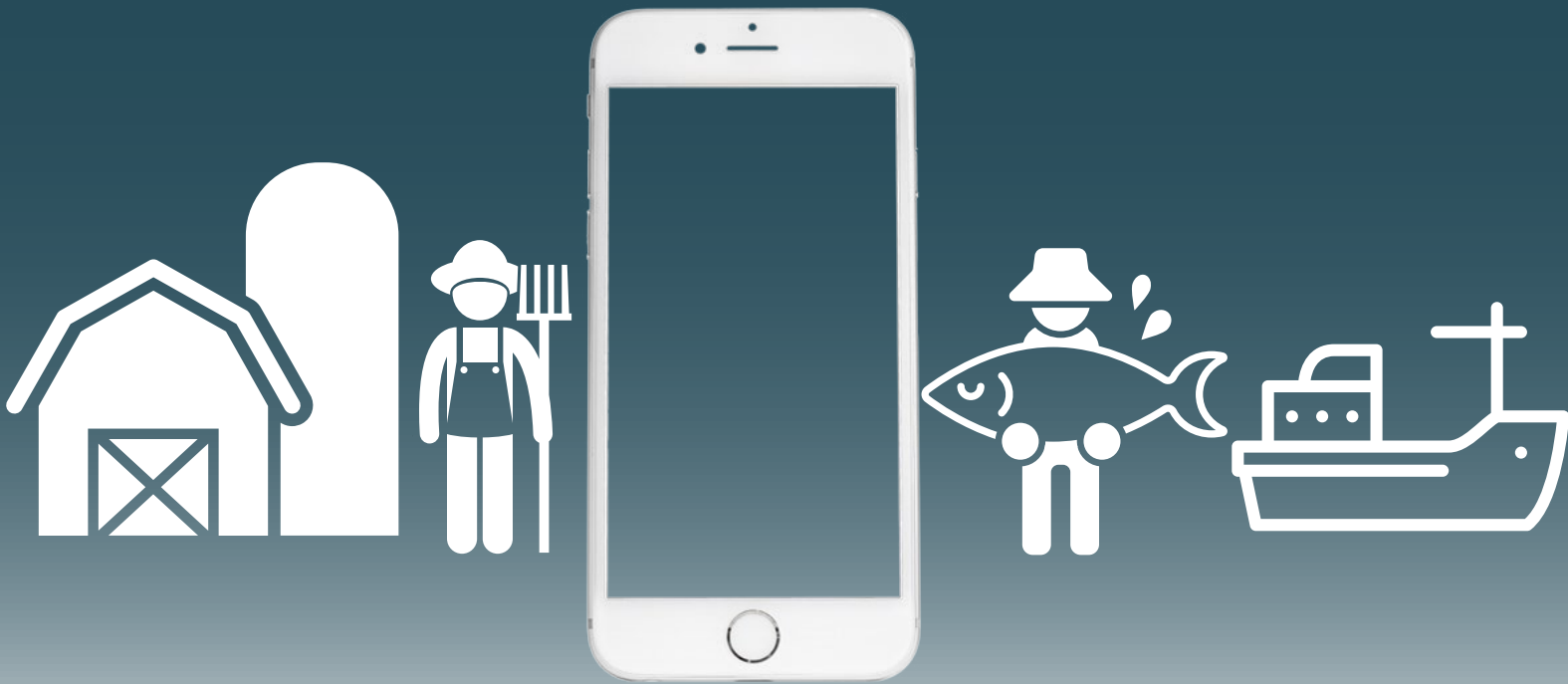


# Social Media Toolkit

A guide for farmers,  
fishermen and producers  
of New Brunswick



**The Agricultural Alliance of New Brunswick and  
the Department of Agriculture, Aquaculture, and Fisheries**

**Social Media Toolkit  
A Guide for farmers, fishermen, and producers of New Brunswick**

**2017 Edition**

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This document was developed through the Community Problem Solving Course at Renaissance College, where students connect with community organizations and work to solve a problem that they are facing.

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# 1. Introduction

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Social Media is a growing part of our technological and overall lifestyle today. Many industries have seen the value in social media and have grown large audience and brand recognition solely through this type of marketing. With this type of “free” advertising and marketing on the rise, we feel it is important for farmers, fishermen and value-added producers to learn how to market themselves by using social media effectively. This will help to promote and educate the public about local agricultural, fishing, and producing practices, which will encourage consumers to support local businesses.

New Brunswick agri-food producers face many challenges when using social media for their business, and this was brought to the attention of the Agricultural Alliance of New Brunswick (AANB) and the Department of Agriculture, Aquaculture and Fisheries (DAAF). With these challenges in mind, AANB and DAAF began a partnership with students at the University of New Brunswick’s Renaissance College faculty to prepare this toolkit, explaining how to effectively use social media and web marketing for business purposes.

AANB and Renaissance College sought to discover the factors that inhibit farmers from effectively using social media and web platforms to market their products, and how they could help overcome these factors. A survey was conducted in order to gather detailed information on the needs of producers and their use of social media, which concluded that producers are indeed looking for ways to improve their social media marketing. This toolkit attempts to address the needs uncovered by this survey’s findings.

This Social Media Toolkit has been created to increase the use of social media and web marketing in the local food and beverage industry in New Brunswick, which will ideally lead to more opportunities for agri-food producers, and will help to connect them with “*locavores*” and other supporters of local businesses. This toolkit is targeted towards those with moderate technology and social media abilities, including those who are just beginning to learn about the world of social media, or for those who want to freshen up their skills.

Please note that social media platforms are constantly updating and changing to fit the needs of their users and trends, instruction or buttons/applications may differ from this toolkit.

***\* Throughout this document you will find words that are bolded and italicized. These are terms that can be found in the Glossary section at the end of this toolkit.***

## 2. Step by step guides to social media networks

### 2.1. Facebook

#### What it is:

Facebook has become the most widely-used social network to date and has shaped online interaction as we know it. From connecting with distant friends and family members, to bridging the gap between brands and their communities, Facebook has changed the way we interact online. Though you may already use Facebook through a personal account, using Facebook for business marketing requires a different approach, which we will focus on in this guide.

#### How to use it:

In order to create a Facebook page for your business, you must already have a personal account on this social media platform.

The basics of Facebook involve your *Timeline*, where your personal posts are shown, your *Newsfeed* where the posts of your *Facebook Friends*, *Liked Pages*, and other features such as groups, events, instant messaging, and pages are shown. These are important to familiarize yourself with before you create your business and brand “page”. Here, we are focussing on building your business and brand *page*.

#### Step 1. Create a page for your business

To do this, click the down arrow icon beside the “Quick Help” icon. Select the Create Page option. Choose a category which fits with your page out of the following:

- Local business or place
- Company, organization or institution
- Brand or product
- Artist, band or public figure
- Entertainment
- Cause or community

Then choose a sub category and enter your business information and “get started”!

Finish setting up your page by adding *categories*, a brief description of your business, and enter a Facebook web address. **We recommend using your business name to help consumers locate your page more easily.**

Upload a profile picture which will be recognizable to your consumers. This could be your business logo, a picture of the family farm or boat, or anything relatable to your business.

From here, Facebook will ask you to input your preferred audience for this page, which will give you more recognition and **reach** from the people who have similar interests to your page. Click save and go visit your new business page! Here you can add a cover photo and add more information about your business in the “**About**” section including store hours, price range, photos and website.

## Step 2. Invite friends to like your page

To begin building an audience, the easiest way is to invite your current Facebook friends: to **share** your page through the “**Invite your Friends**” option (icon with three vertical dots), which can be found when you press the Menu button (pointed down triangle). It is also recommended to share your business page on your own personal Facebook timeline to attract more followers. These **followers** who like your Facebook page are considered your **Facebook fans**.

## Step 3. Create and post content

Facebook posts are usually used as updates to your friends and followers about how you or your business is doing. You can post content or updates in both long and short form on any topic that is about your business and day-to-day life or relates to it. You are also given the option to **tag** friends to inform them about a post, add how you’re feeling, add your location and to add a photo.

When posting content or updates to your business page, it is best if they are authentic and interesting to your customers.

People will follow your page to support your business, to get to know your brand and to learn more about your field of work, so content should include information and visuals that will get your audience’s attention.

Facebook’s newsfeed is organized in a way to show users what it deems “the most relevant” content for them, which means that your post could easily get lost in their newsfeed if it is not interesting to the user. In order to stand out from the crowd and get the most from Facebook business page marketing, content and updates must be **engaging** and **add value** for the person following you. This can also include sharing other people’s posts to your business page if it relates to your brand or business.

Consider every piece of content you post an opportunity for increased and specific **engagement**. Don’t be afraid to have fun with your content. Usually the best received content is a post that has a **genuine** approach and message. This includes adding images to your posts, which are incredibly effective in creating engagement with your audience. Studies show that posts with photos and videos receive on average **39 per cent** more interest from your audience than just regular text updates.

**Example:** A great way to connect as a farmer could be through posting pictures of your vegetable planting/crops on an update and talking about how you are getting ready for the CSA and Farmers Market season. This is a great time to also talk about which markets/speciality stores your products will be located at or your farm stand.



## Step 4. Be consistent with what you are posting

If people are responding well to a certain type of content, continue producing it. Consistency is the key to building and maintaining your audience. This also applies to the way your content is formatted, including having proper sentence structure, phrasing, grammar, and making sure it represents your business mission and values.

Along with consistency, you should be aware of what time of day your fans are the most active on Facebook. Posting and uploading your updates/photos/videos during these times will help grow your community and help your content become better recognized. **(More on this later in Tips and tricks of social media, on page 24)**

### Example of industry leader: Portage Pork Plus

Portage Pork Plus, a 165 acre diversified farm located near Cap-Pelé, is a strong example of using Facebook to engage customers with their products and brand.

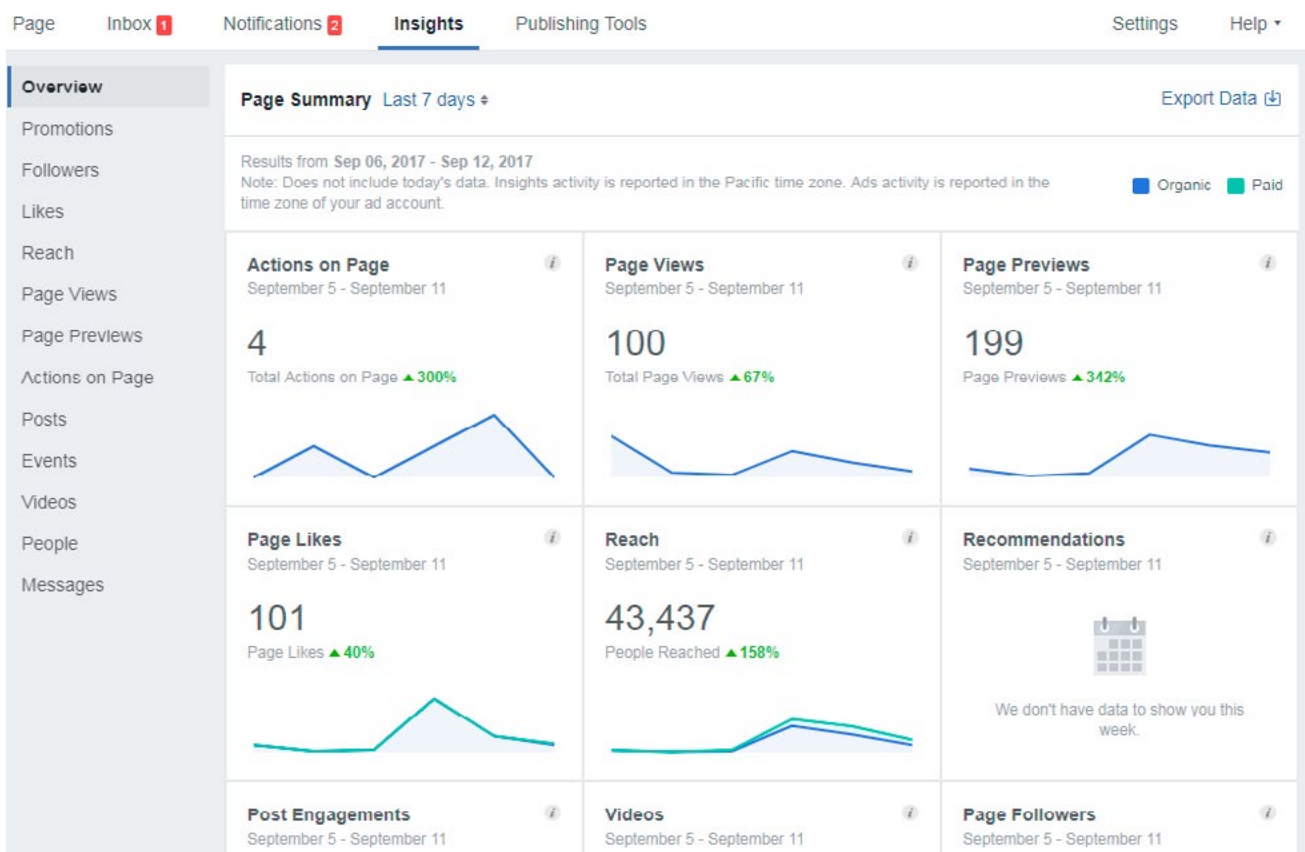
Portage Pork Plus uses Facebook to effectively promote their family run farm, which includes raising naturally-fed pork, chicken, eggs and lamb in a humane and animal friendly environment, as well as the vegetables they grow in their CSA program and where their product is sold. Their consistent updates, which include photos and videos of their livestock and produce, have helped them connect consumers with a look into “life on the farm” and have established a **brand voice** to make a connection with customers and to give the best service possible.

They also provide the consumer with their business information list (location, business description, farm address, products) in their “**About**” section to direct customers to their stores after they see their content.



The example above shows their promotion of their harvest products using a photo and their unique brand voice (including a smiley face emoticon). As you can see, they’ve built a consistent following through these steps which results in much engagement from their audience.





## Facebook analytics

You may be curious about your growing audience and want to know who they are, where they are located, and how they are engaging with your content. Facebook provides business pages with this information through a “**Page Insights**” tool, which is located at the top of your page by clicking the “**Insights**” tab. This tool helps measure how well your page and content are doing with your audience and gives you an idea on how to improve it. Below is a picture of what the overview of the Insight tool looks like:

As you can see, the Insight tool breaks down your information into three metrics:

### 1. Page likes

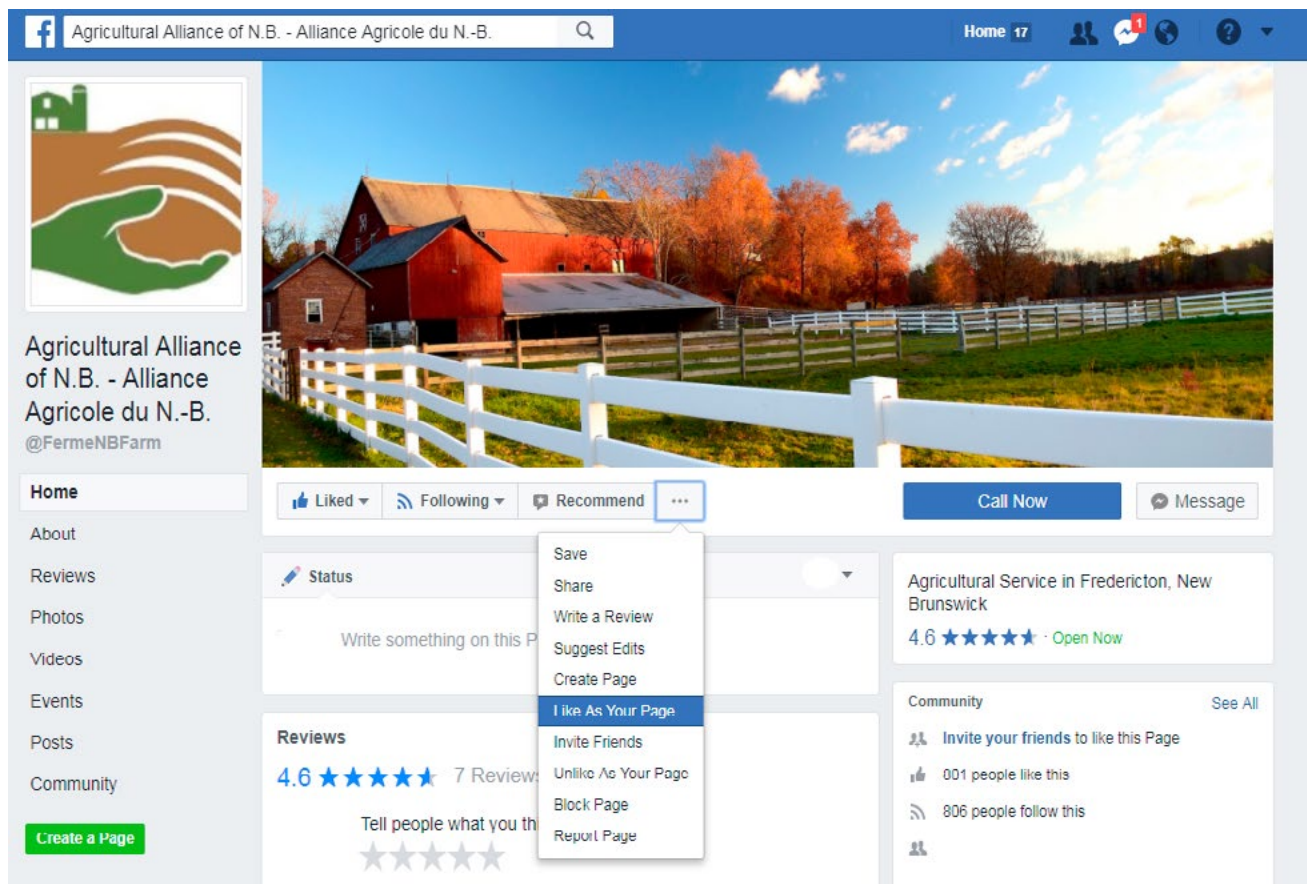
- Total page likes:** The number of people who like your page.
- New page likes:** The number of new likes your page received during the last seven days, compared with the previous seven day period.

### 2. Post reach

- Total reach:** The number of people who have seen *any content* (posts, pictures, videos, etc.) associated with your page, including any paid advertisements or sponsored posts, during the last seven days.
- Post reach:** The total number of people who have seen a particular *post* from your business page directly on your page or somewhere in their newsfeed. This allows you to see how your post is performing as well as how many people clicked on, liked commented, or shared this post

### 3. Engagement

- People engaged:** The number of people who have clicked on, liked, commented, or shared your posts during the last seven days.



## App and computer versions

Facebook can be used as an **application (app)** version downloaded to your smartphone and also on a computer. The app and the desktop version are very similar. The app version is very useful if you prefer taking pictures and/or videos on your phone and posting them to your business page, sharing posts from other pages, or if you are too busy to update your page on your desktop computer. The app is generally a more convenient, on-the-go method.

Using Facebook on your **computer** is best for responding to customer comments and messages as well as reaching a larger audience as Facebook users still generally access the website through their computers. Using computers also gives easier access to scheduling your social media posts, uploading photos from a digital camera or sharing other content like website links and videos, which can make for easier engagement with your audience. **More on this in our Social media scheduler section, on page 24)**

Facebook offers paid advertising to businesses that are looking to reach a wide range of customers with a particular product, to share a particular post from their business page, or to grow their brand awareness by gaining page likes. These paid advertisements allow you to choose which audience you want to target with your post using attributes such as their age, location, and interests. From there, you set a budget of how much you would be willing to spend on your ad, and Facebook will generate estimated results.

**Example:** If you are looking to promote your business page to receive new likes, followers, or if you want to promote a certain photo, video, or general post, you can pay a certain amount of money (depending on your budget) to run your advertisement from anywhere between 7-28 days. Depending on the amount of money you are willing to spend, Facebook will estimate how many likes and how much user engagement you could expect to receive during this ad campaign.

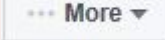
To purchase an ad, click on any of the “**Promote**” or “**Boost**” buttons located on your page and/or posts. Enter your target audience information including what ages you want to reach, what regions you want seeing your ad, what interests the people who see this post should have, etc. and then set your budget. If you are happy with the estimated numbers Facebook provides you with, you can proceed with “promoting” your post (or advertisement of your page/business). In some cases, Facebook will set an audience for you based on your current followers. If this does not suit your needs, click the “**Edit Audience**” button and choose your targeted audience.

### Etiquette tips and guidelines

Respond to comments and private messages. Facebook allows followers to comment on business content and to send private messages to initiate private conversations, thus creating a personal connection. If a customer connects with your page in either of these ways, be sure to respond as quickly as you can. This is a great way to build customer loyalty and a strong connection.

Do not **spam** your business page. This includes posting clustered updates (multiple updates posted on your page within a short time span), and/or posting content that doesn’t relate to your business brand. This will lead to the loss of loyalty and interest from your audience and may cause them to **unlike** your page. It is best to post one to two times a day.

**Like** other business and organization pages through your business page account. This is a helpful way to build partnerships and mutual respect with other producers in your industry and to grow your audience.

To do this, go to the business page you want to like and press the  icon. Click the “**Like as Your Page**” option.

## 2.2 Twitter

### What it is:

Twitter is an extremely fast-moving social network that uses **microblogging** as a way to get instant news/updates. Twitter is called a **microblogging platform** because you may only use 140 characters to send your message or status, otherwise known as a **tweet**.

### How to use it:

#### Step 1. Create an account and username

- Create an account** by going to [www.twitter.com](http://www.twitter.com) and signing up, preferably using your business email address. Twitter will send you an email to confirm that your email is correct.
- Pick a username.** When creating an account for your business, try to find a name that represents your business and is easily identifiable so that fans can search and find your page without trouble. If you pick a name you don’t like initially, you are able to change it at a later time.



- c. **Edit your profile.** Every element of your profile — your photo, header bio, location, website, and **“Pinned Tweet”** — should reflect your business identity and personality.
- d. Create a **“bio” for your business.** You have 160 **characters** (i.e. words, punctuation and spacing) to talk about your business with a clear and concise bio that describes your mission, product(s), and/or services. This will tell people why your business is unique and why they should follow you. You could also add in other useful information such as opening hours and other social media accounts.



## Step 2. Learn to navigate Twitter

Understanding the landscape of Twitter is the key to making an impact on this platform. You will need to understand the language and terminology used before you are able to interact with customers and engage in conversation. Below are some helpful terms, which match numerically to what they represent in the diagram.



This is an example of a posted tweet on the Buy New Brunswick Twitter Page. This tweet is visible to the public and the initiatives followers. There are four main tweet functions that can be used on this published tweet, as well as other features to engage the user. These are:

1. **Reply** – To reply or respond to a particular users tweet and engage with them.
2. **Retweet** – To repost this tweet to your own personal page so that your followers will see this content.
3. **Like** – To show that you like or enjoy this particular tweet and its content/message.
4. **Tweet activity** – This feature is found on your own personal tweet. This shows you how well your tweet is doing in engaging your audience (how many retweets and likes you have, link clicks, etc.) It is an analytics tool specified to the personal tweet you are viewing. If you would like to see how your account is doing as a whole, you would use the Twitter Analytics tool ([on page 11](#))
5. **Hashtag** – Hashtags are used to make the content of your post available to users throughout the world who share similar interests.

## Step 3. Follow other users

When you follow a personal or business account on Twitter, it means that you actively like their page content and want to see more of their updates. Following people who are of interest to you is what Twitter is all about!

For business purposes, it is recommended to follow other accounts in your industry or similar industries and connect with them to learn what others are doing. **There are two ways to follow an individual.**

1. You may click on their Twitter page and press the follow button:



or

2. You can hover over their name with your mouse and click the icon with the human silhouette and the + symbol:



Twitter does have a “**Recommend**” feature, where they provide you with accounts to follow based on your email contacts and the people you already follow. You can find this on the right of your screen under “**People to Follow**”

#### Step 4. Compose a tweet

Twitter content differs from posts you would create for Facebook. You only have 140 **characters**, including words, punctuation and spacing, to use when creating a tweet. You should be sure to create tweets that are well thought out and that represent your business values.



Tweet

To create a tweet, click the button located on your home page and/or profile page.

Don't be afraid to share what you like with others, but be sure it is content that people would want to see. Twitter allows users to post tweets with attached photos to generate more follower interest. Twitter allows you to post up to four photos per tweet, which can give you more engagement with to your posts. Studies show that tweets accompanied with photos, are more likely to be retweeted, liked, or shared.

Twitter also allows you to post videos with your tweets. There are three ways to share videos on Twitter:

- a. **Record:** You can record, edit, and share videos from the Twitter app (Twitter for iPhone or Twitter for Android OS 4.1 and higher).
- b. **Import:** If you use the Twitter for iPhone or iPad app, you can import videos from your device.
- c. **Upload:** You can upload videos to twitter.com.

It is best to not post a video that is over 30 seconds as you typically lose around one-third of your viewers after 30 seconds. This timeframe will keep viewers engaged.

One use for Twitter videos is to share exciting new updates to your followers. For example, if something interesting is happening on your farm, you could record it on your phone and upload it straight to your business account. Another way to create engagement is through a “**live feed**” or live video. Like pictures, videos drive user engagement since people respond well to visuals

You can also use **hashtags** that relate to your industry in your tweet updates as seen above. (**More on Hashtags on page 24**)



Once you post your content, you will see your engagement (if people retweet, like, or reply back to your posts) in the “**Notifications**” tab at the top of the page.



## Etiquette tips and guidelines

- **Use pinned tweets:** This feature allows your best tweet or tweet you want people to see to be located at the top of your profile page. To do so, click the **(More)** option located on the top of the tweet and select **“Pin to your profile page”**. To unpin this tweet, click on the “More” option and select **“Unpin from your Profile Page”**.
- **Direct messaging:** Similar to Facebook, Twitter allows users to have private conversations through direct messaging. To view and/or respond to your messages on your desktop, click the **“Messages”** button at the top of your page.

 **New Message**

To send a message, click the  button on your Message page and then type in the user name(s) of the person/people you want to contact. To write messages through your smartphone, click on your Message tab (on the bottom of screen) and click the  icon to create a new message.

**“Emoticons” or “Emoji’s”:** These are a small picture used to portray an emotion, and are a useful tool for Twitter. Users can now communicate their emotions by using these “pictures” and not feel restricted by the character limit. This also intrigues users as they process visuals faster than plain text. Though there is much debate about using emoji’s in a business context, it is ultimately up to the user to decide whether it fits with their brand. They can be found online through a copy and paste option or on your Android and Apple smartphones.



Twitter users can be **mentioned** by another user by **tagging** their username (@username) anywhere in the body of the Tweet. If you or a user has been tagged, it will show up in the “Notifications” tab at the top of your page. App and computer versions

Although Twitter does work as a smartphone application and a desktop version, it is more widely used through the app. This is because of its ability to send and receive quick bits of information in real time. It makes it easier to retweet, like, and share content whether you are in the field, on the boat, or on the go, which can increase user engagement. Twitter’s desktop version is best for those who are not comfortable with smartphones or prefer using this platform on a larger screen.

## Twitter analytics

Like Facebook, Twitter has recently provided its own analytics system, where users can track how their account and content is doing. This can be found in the drop down menu that appears when you click your account icon located on the top right hand corner of your page.

**“Account Home”** is your Twitter report card, which features performance statistics measured from month to month. It is a gallery of your highlights for the month, including your **“Top Tweet”**, **“Top Mention”**, **“Top Media Tweet”**, and **“Top Follower”**.

Your **“Tweet Activity”** dashboard is where you’ll find metrics for each of your posted tweets. It will show



you data such as how many times Twitter users have seen, retweeted, liked, and replied to each Tweet and as well as the percentages showing if your content for that month is more or less engaged with than the previous month.



May 2017 • 31 days

#### TWEET HIGHLIGHTS

##### Top Tweet earned 1,222 impressions

Chocolate fountain... enough said. 🍫  
@GanongBros #flavoursnb  
#buyacheteznb  
[pic.twitter.com/TWsrqXw7a](https://pic.twitter.com/TWsrqXw7a)



4 retweets 8 likes

[View Tweet activity](#)

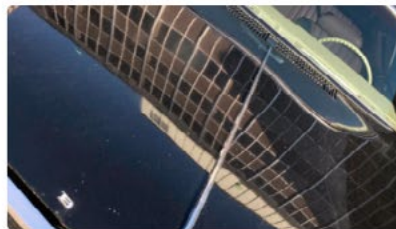
[View all Tweet activity](#)

##### Top mention earned 137 engagements



Seanc Molloy  
@seanvernion · May 20

Wow  
This guy must have come "really" early to  
get a parking spot for @FredFarmMarket 😊  
#Fredericton @BuyNewBrunswick  
#NewBrunswick  
[pic.twitter.com/egWjafQ6Wu](https://pic.twitter.com/egWjafQ6Wu)



7 likes

[View Tweet](#)

#### MAY 2017 SUMMARY

Tweets	14	Tweet impressions	7,198
Profile visits	581	Mentions	36
New followers	1,451		

Your “**Audience Insights Dashboard**” contains valuable information about the people who follow you on Twitter. You can track your follower growth over time and learn more about your followers’ interests and demographics.

For information on Twitter analytics, visit: <https://business.twitter.com/analytics>.



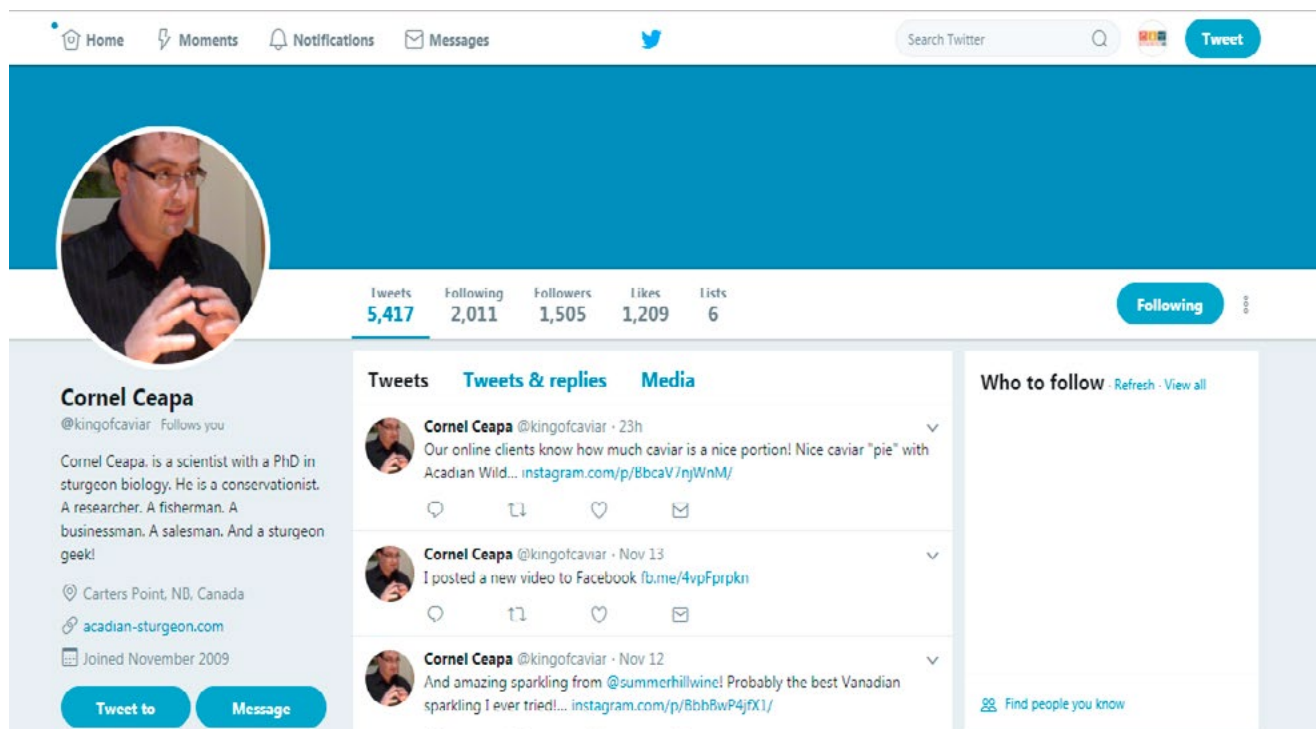


## Paid advertising:

Twitter also has a type of paid advertising which they promote under a “**Followers Campaign**”. This is an easy and successful way to accelerate your follower growth. Business accounts who purchase this advertising will appear in the “**Who to Follow**” panel of a user with similar interests.

Other Twitter advertisements offered include **Website Clicks**, **App Installs**, **Tweet Engagements**, **Video Views**, and **Leads on Twitter**. These work differently from Facebook ads. Users can choose to run their ads continuously or set start and end dates, choose their targeted audience, and set a daily and maximum budget. Like Facebook, Twitter will give estimates on your ads performance.

For information on paid advertising on Twitter, visit: <https://business.twitter.com/solutions>.



## Example of industry leaders: Acadian Sturgeon and Caviar

Aquaculture and Fisheries producers also use Twitter effectively to market their whole and value-added products, and to provide followers with a look into their everyday lives. Cornel Ceapa, owner of Acadian Sturgeon and Caviar Inc., has used social media marketing to flourish in his markets and to showcase his products to both local and international consumers.

Cornel is a great example of how to connect with your customers and audience. He has established his Twitter “**brand voice**”, and uses Twitter to profile his products and his everyday work in the aquaculture sector, many through pictures. When his products are featured or mentioned on a user’s page, he makes sure to “**retweet**” their status onto his timeline and reply back to the individual to thank them. Cornel also posts about his national and international travels promoting New Brunswick sturgeon and caviar, and is also an active user of **cross platform sharing**, as he is seen sharing pictures from Instagram page onto his Twitter page.

## 2.3. Instagram

### What it is:

Instagram is a mobile image and video sharing app and social networking service. It also acts as a photo and video editing service.

### How to use it:

#### Step 1. Register

Since Instagram is almost always used through their mobile application, you must first download the iPhone or Android app to your device in order to register to use it. Once downloaded, you are able to create a username and password for your business account

#### Step 2. Set up your account

Instagram accounts are public by default; however you can create a private account by going to your profile tab, clicking the “Settings” icon in the top right hand corner and scrolling to “**Private Account**”. It is not recommended that business accounts be set to private as you are using this platform to connect with consumers and fans.

Once you are registered, you can upload a profile picture (your company logo or one that you use for your other social media platforms) and edit your profile information with a 150-word or less bio. You can also add your company website, to which you can direct consumers.


#### Step 3. Connect

It is important to connect your social media accounts to get the most exposure. You can link up your Instagram to many other accounts such as Facebook, Twitter, or a Blog. To connect these social accounts go to “**Profile Tab**” > “**Edit Sharing Settings**” and then pick the platforms you wish to connect. Once this is done, each time you upload a photo to Instagram it can be shared on all of your other networks. (**More about this in the Cross platform sharing section, on page 30**)

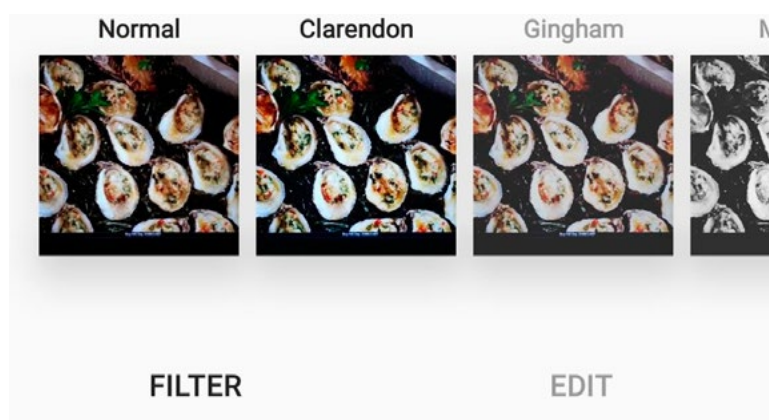
## Step 4. Add photos

Sharing photos is the heart of Instagram. You can take and share photos two different ways: by taking a photo through Instagram or by uploading a photo from your camera roll (or gallery).

To take a photo through Instagram you will click the circle button at the center of the Instagram navigation panel. Once you've taken one you like you can continue to the filter step.

To utilize a photo from your camera roll you can select your photo album and then proceed to choose the photo you wish to upload. Instagram has recently updated their allowable size of photos and you may now upload vertical pictures. To do so, click the button  to get the full spectrum of your picture.

## Step 5. Add filter or edit photo



Once you have taken a photo or selected a photo, two options will appear on the bottom of the screen: a filter option and an edit option). The filter option will show a number of different filters you can apply to your photo to alter them or make them look more professional.

Under the Edit option, there are a number of effects and adjustments you can make to your photo such as brightness, contrast, saturation, colour, highlights, sharpness, and more. These tools help to increase the quality of your photo.

There is a third photo editing option at the top of the screen, which is the “lux” option, which instantly brightens and perfects underexposed or lacked contrast photos. This feature appears on a bar scale where you can control the amount you want to add.

When you are happy with your photo, you can share it to your account by clicking the “Next” option in the top right corner, which will take you to the “Share” screen. There you can add a description of your photo and hashtags, tag people, add a location, and choose which networks you wish to share content, such as Facebook or Twitter. Once you are finished inputting this additional information, click the “Share” button at the bottom of the screen to successfully share your photo to your followers.



### Etiquette tips and guidelines

- Use your image captions to tell a story, add emotion, or captivate your audience. It should be short and appeal to your target audience. You can use emoticons, tags, and hashtags to make your captions more interesting.
- Take time with your edits. Easy photo editing is the thing that makes Instagram unique. Use it to your advantage and experiment with different filters and options.
- Instagram is also a fantastic platform with which you can share videos with your followers. Videos can be 15 to 60 seconds long and should be filmed using the application. To record video, tap the “Video” option at the bottom of the screen and hold down the circle button for your desired length. You have the option to add a **filter** to the video after you have finished recording, which can be accessed by tapping “Next”. Tap a filter at the bottom of the screen to preview how it will look with your video. You can share videos to Instagram you’ve previously recorded on your iPhone or Android phone:

### Example of industry leader: Picaroons Traditional Ales



To the left is an example of what an Instagram account page looks like on a mobile device. The page name is listed at the top, and underneath there is a profile photo, the number of posts that have been uploaded, the amount of followers the account has, and the amount of accounts that are being followed.

This aforementioned example features the account of Picaroons Traditional Ales, who do a great job in using engaging photos featuring a variety of local, seasonal and year round beers, events they are engaging with, as well as the process of making their product. They also show a wonderful example of what a complete Instagram profile can look like.

To see their photos in a larger format, the visitor must simply click on them. They can then like, comment on, or repost these images. From a business profile perspective, liking and commenting on other people’s photos and following their accounts is a great way to grow your audience **organically**.

To the right is an example of what a single photo from the Picaroons profile “grid” looks like on Instagram after being clicked and enlarged. This photo was well-crafted and features one of their products at an interesting angle. Good photos with some thought and time put into composition and editing often achieve the highest “likes” like so. Underneath the photo there are three icons:

- ♥ The heart is to like the photo. When it is red; it has been liked by you.
- 💬 The talk bubble is to make a comment on the photo.
- ➦ The arrow is to repost or share on another social networking site, or with another user.

The number of likes is listed below the photo and can be clicked on to see a full listing of profiles who have liked the photo.

Picaroons Traditional Ales also use a caption on the photo to add to its informative quality. In this caption they also utilize hashtags that resonate with the photo to create a recognized brand identity, such as **#GoHAVEaBEER** and **#BEERoCLOCK**.



## 2.4. Pinterest

### What it is:

Pinterest is a visual organizer for saving and sharing links to webpages and other media that you like — otherwise known as **pins**. Pins are represented by a picture and a description of your choosing. They can be organized into collections called **Pinboards**, where you can collect similar pictures/pins into one category for your access. Common Pinboards include **recipes**, **fashion**, **funny/historical photos**, and **beauty**. Pinterest users can share their pins with others, or **re-pin (save)** pictures they like from other users. Think of Pinterest as a virtual scrapbook or a bookmarks page with pictures. Pinterest can also be used for business and is a platform that is fast growing in social media marketing because of its visual appeal.

### How to use it:

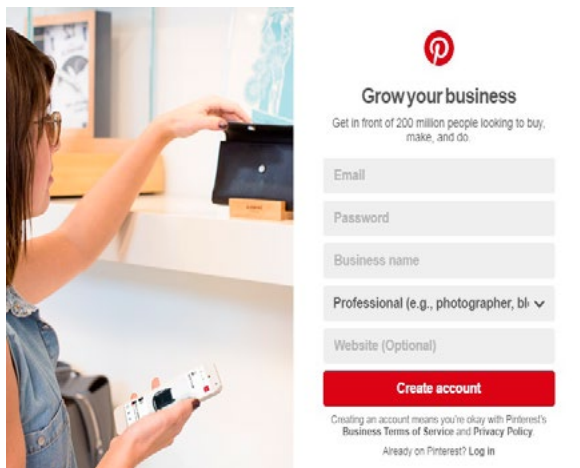
#### Step 1. Create an account

Click the “**Businesses**” option at the bottom of the screen. Here, you will be able to join as a business account. Enter your business email address and name, create a password, and select your business type. As this toolkit is targeted to local producers, we advise that you use the “**Local Business**” category.

You are also provided with the option for your website to be linked to your Pinterest Profile page. Although it is optional, it is recommended that you include this so that your future users can get to know your business.







Pinterest will then offer you the ability to follow five topics in order to begin showing you pins in your **home feed** that are relevant to your interests. Choose topics that relate to your business and that you feel will offer you relevant information that you will enjoy. **(Examples include Recipes, Agriculture, Seafood, Organic Farming etc.).** You will then be directed to your home feed where you will see different pins relating to your topics of interest.

## Step 2. Create a profile

Click your profile picture icon, located in the top right corner of your screen; which will lead you to your profile page. There you can add a logo, a description of your business, and social media links by clicking the **“Edit Profile”** button. You can also add information such as your location and your business’ website. To add your Facebook and Twitter profiles to your profile page, click the **“Connect”** option at the bottom of the box.

To connect, scroll down to the bottom and move the social media switches to **“yes”**. This will prompt you to log in with your Facebook and Twitter account information, which allows users to explore your social media platforms further.

## Step 3. Create a board

When you return to the home page, Pinterest asks you to create a board on which you will save your pins. These boards will allow you to categorize your information into topics of your choosing.

To do this, click **“Create Board”**. From there, you can name your board, add a description of its contents, and sort it into a specific category **(Examples include Food and Drink, Photography, Gardening, etc.)** You also have the choice to make your board a secret, where it will be hidden from the public and only you will be able to view its contents.

It is recommended that you create boards that are related to your business and interests. For example, you could make boards such as **“CSA Recipes” “Agriculture Information”, “Shellfish Recipes”, or “Beer/Wine Map”**.

Be creative when it comes to your boards as they represent your business identity. From here, you are able to begin **pinning (saving)** content onto your boards from your newsfeed or from content found using the search bar and menu.

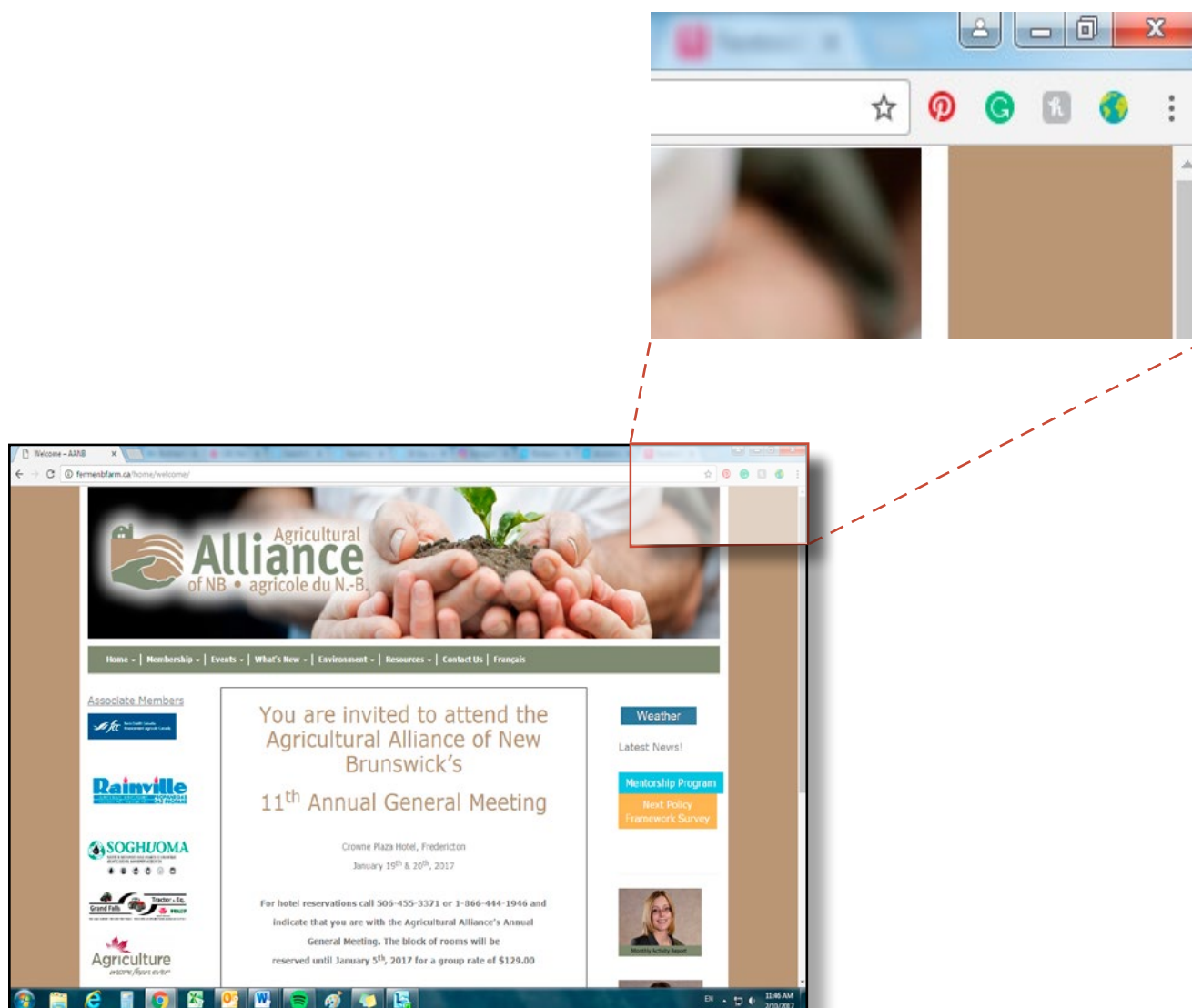
Pinterest also allows you to post content from your business website or other social media channels you use to your boards. To do this, click the board of choosing, and choose **“Add a Pin”**. You can specify whether you want to upload a photo from your computer or from a website. Next, copy the link to the page you would like to pin, and enter it into the URL box.

Finally, choose an image to represent your pin from the images that Pinterest provides. Once chosen, you may add a description of the pin and pick the board on which you want the pin to appear. You can also re-pin other user’s pins by clicking the **“Pin it”** button and choosing the board you want it to be saved on.



## App and computer versions

Pinterest can be used as a mobile app or on your desktop. The app is similar to the desktop Pinterest website; however, using Pinterest on your desktop gives you the option of easier saving through the “**Pinterest Browser Button**”, available to users of the Google Chrome internet browser. This option is available as a download by simply searching “**Pinterest Browser Button**” and will be visible beside your URL bar (**see below**). This button allows you to quickly make a pin with the click of a button on any web page you visit. This button is connected to your Pinterest account and will save the content to the board of your choosing.



## 2.5. YouTube

### What it is

YouTube is a video hosting and sharing website that is utilized by millions of people daily. It allows you to watch, share, and discover video content. It is a forum for people to connect through original content, and acts as a distribution platform for small and large advertisers and businesses. YouTube is also a social media platform that connects users through video content. Users can watch videos from “YouTube bloggers” and comment on them, as well as also have the option of creating their own channel to upload and share their own videos

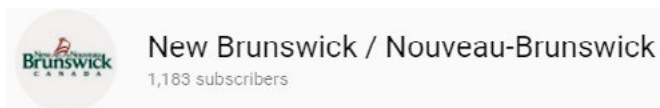
### How to use it

#### Step 1. Sign in

YouTube doesn't require you to have an account to use their website, but if you want to upload videos it is required that you sign up and sign in. Once you have registered, you can create your profile. YouTube is linked to Google, so you have the choice to sign in with your already existing Google account (**example: Gmail, Google Drive, Google Plus, etc.**) or register for a new Google account specifically for YouTube.

#### Step 2. Watch/share videos and subscribe to channels

You can search a huge variety of videos using the YouTube search bar. Connecting with similar businesses or people is a great way to get your original videos viewed. You can [subscribe](#) to other user's channels by clicking the red “**Subscribe**” button on their profile or under their videos. There is no limit to how many videos you can watch or how many people you can connect with or how many channels you may subscribe to. You can share videos you like on other social media platforms like Facebook, Twitter, and on your business website by clicking the Share button underneath the videos.



#### Step 3. Upload an original video

You can upload your own videos to YouTube by clicking the upload button in the top right corner of the YouTube home screen. Once you have selected the file to be uploaded you can then create a title and a description of your video. Once uploaded, this video can be set to either private or public. For promotional materials, it is suggested to set your video to a public setting so that anyone who has subscribed to your channel will get notification of your new upload.

You can also view your video and channel statistics on your profile, which will give you information such as the number of times each of your videos have been viewed, the number of subscribers to your channel, etc.

#### Step 4. Link to social media accounts

Sharing YouTube videos across multiple platforms provides many viral marketing advantages. YouTube videos are very easy to share online, and when shared on other social media accounts they can instantly increase your business exposure and engagement, making it more likely that followers become consumers. As a video increases in popularity, the better the chance that associated links will be clicked, which will also grow your online business presence.

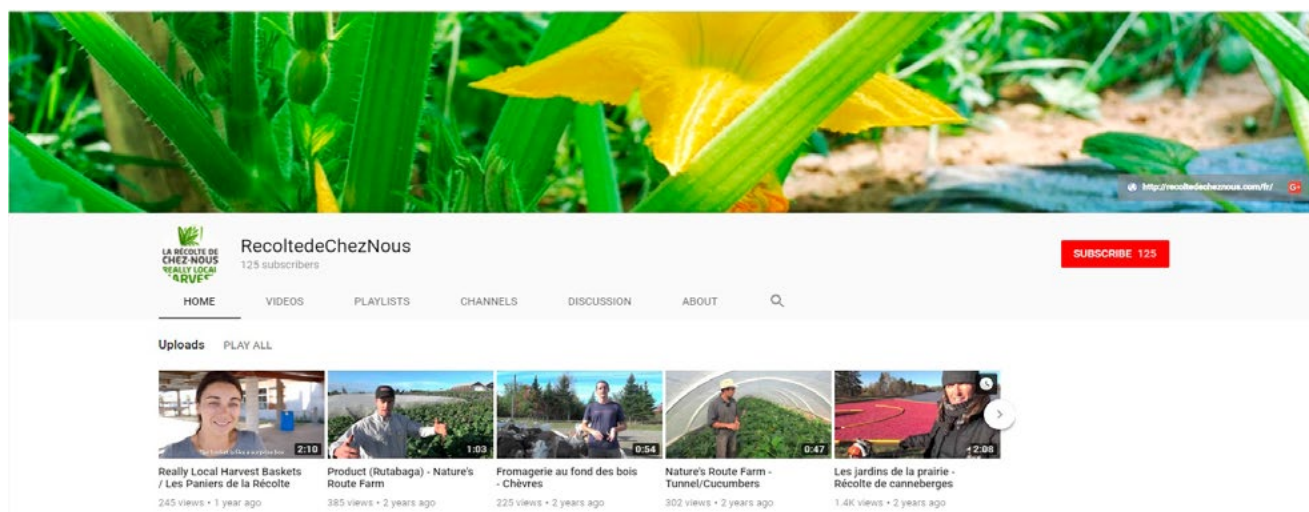


### Etiquette tips and guidelines

- Create a channel that reflects your brand and business. You can include logos, a defined color scheme, and customized **tags** for your account.
- Use keywords and tags to attract more people. YouTube uses keywords to define their searches. By tagging your videos with a lot of varied keywords it will expand your audience.
- Posting videos to YouTube is also a great way to also have content when it is a slower time in the year (i.e. winter) and is great for popular nostalgic posts such as “#ThrowbackThursday”, where a user posts a video or picture that has been filmed or taken in the past.

### Example of industry leader: Really Local Harvest

Really Local Harvest is an example of a local co-operative that uses YouTube as a means to promote local producers and agri-food businesses. They have branded their channel utilising their logo and website to engage and direct viewers to more information and have uploaded original, engaging videos which profile producers, their farms and/or crops, as well as tours and other interesting local food videos. They share their video content consistently on their website and social media pages, which help to receive the most engagement and for a wider promotion of the producer and their page.



## 2.6. LinkedIn

### What it is

LinkedIn is a social networking site that revolves around career building and skill showcasing. It can be used to market yourself and your business, stay in touch with colleagues and friends, and build a personal online professional identity. LinkedIn allows users to search for jobs, connect with possible employees or employers, start new partnerships, and get connected to different professional opportunities.

### How to use it

#### Step 1. Create an account and profile

When you sign up for LinkedIn you create more than just a basic account: you create a profile that is reflective of you as a professional. It is helpful to think of your profile as a condensed version of your accomplishments and achievements. You can add resumes, skills, jobs, work samples, interests, etc. into the simple template provided on your profile, as well as other information that will reflect your work skills and personality.

#### Step 2. Connect with other users

You make **connections** on LinkedIn. These connections are very similar to how one would make friends on Facebook. They can be friends, classmates, and even past or present colleagues. You will find other users by searching or browsing their name or email address, and then click the connect button. These people then become part of your LinkedIn social network. Once you are connected with another user, they can **endorse** the skills you profile on your page, send you messages, and share content within your social network.

#### Etiquette tips and guidelines

- Continue to build and update your profile regularly as this allows for the best insight into you as a professional.
- Have a professional profile photo. It is important to have a photo that reflects you as a professional within the business you represent, so choose something that denotes your professional image.

# 3. Website builders

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Website builders make creating your own website easy and affordable. They come with ready-made templates and do not require any knowledge in coding or web programming. Most website builders will host your website for free using their domain name (ex: [www.ilovelocalfood.weebly.com](http://www.ilovelocalfood.weebly.com)), or you can pay to have an original hosting (ex: [www.ilovelocalfood.com](http://www.ilovelocalfood.com)).

You can drag and drop images, video, text, and more while building a webpage with these quick and easy-to-use sites. With these sites you do not need to worry about technicalities like coding as they do it all for you. These sites also host blogging platforms, like a virtual journal in which you can write entries on any topic you please (mainly that is related to your business and/or promoting your business). Some popular examples of website builders are:

## 3.1. WIX

WIX is a free and easy-to-use website building platform. No technical skills are required and their sites are search engine friendly, meaning when people search your website on Google, it will show up with no issues. You can use one of their site templates to get started or start your website from scratch. The paid premium plans with WIX allow for connecting a **domain name**, removing advertisements, and for additional storage. For more information, visit: [www.wix.com](http://www.wix.com)

## 3.2. Weebly

Weebly is a user-friendly website builder which allows you to build blogs, websites, and online stores. It is designed with first time business owners in mind, and is simple and easy to navigate. It provides the freedom to create unique websites while also offering free templates that work across all devices (**i.e. desktop, mobile, etc.**). Weebly is free, but also offers business plans (the most expensive being \$30/month CAD) with additional features including a sales feature to sell your products. For more information, visit: [www.weebly.com/ca](http://www.weebly.com/ca)

## 3.3. Squarespace

Squarespace is an award-winning website building company that hosts millions of websites globally. It provides extremely high quality website templates and offers exceptional technical quality, and mobile friendly versions of their sites. Templates include simple pages, online portfolios, web stores, blogs, informational websites, and more. They have 24/7 customer support, are **“search engine friendly”**, and have a free trial option to build your website to your liking, no credit card required. For more information, visit: [www.squarespace.com](http://www.squarespace.com)



## 4. Helpful social media tips and tricks

### 4.1. Hashtags #

#### What it is

Hashtags are words or phrases that begin with a **hash**, or number sign (**#**), that are used on social media platforms to make the content of your post available to users throughout the world who share similar interests, even when they are not following you. They also act as links to a *live feed* of every post that has used the same hashtag.

#### How to use it

To use hashtags, you place the number sign (**#**) in front of the word you want your tweet to be searched through. Do not put any spaces in the hashtag as it will not link up to your intended live feed. You can create your own branded hashtag to engage followers, such as **#buyacheteznb**. You can also use existing hashtags that relate to the topic you are posting/tweeting about like **#NewBrunswick**, **#NBCraftBeer**, etc.

Don't make your hashtags too **long or complicated**. This will deter users from your tweets, and users will be unable to search for them. It is also recommended to not use more than two to three hashtags per update. Using more hashtags than words will make it difficult for viewers to read and will discourage them from engaging in your content.

Be sure to take the time to discover the most popular and relevant hashtags on a specific subject for each network. One particular hashtag of interest is called a *Felfie*, or **#felfie**. This describes a farmer who takes a *selfie* (a self-portrait) along with their livestock, and then posts it to social media. This hashtag has grown over the past couple of years and has connected both farmers and farm appreciators across the world. This trend has expanded the audience of many farm/producer businesses and continues to be one of the most popular hashtags in the agriculture sector. Try out a felfie for yourself and see how it affects your page's reach.

### 4.2. Social media schedulers

#### What it is

Social Media Schedulers are platforms to help plan social media updates and content. They allow social media marketers to save time in their daily workflow by drafting several messages at once, and then have the scheduler publish their content for them at a designated time. It also allows users to reach audiences in different time zones, and to organize extended marketing campaigns.

#### Benefits

Social Media schedulers can make content creation less time consuming and more focused. They allow you to post on your business accounts when you are not available to do so live, and are very useful for producers who have demanding schedules during *peak social media times*.

## How they work

Social Media schedulers allow you to create or update your content and then delay its posting by scheduling it to post when you want viewers to see it. It also allows you to post at the frequency you want for your accounts, which could be from **once a week to two to three times daily**.

Social media is all about being social, so be prepared to engage with other users when your scheduled posts go live, post updates straight from your phone or computer, and stay on top of current events and trending topics.

The platforms shown below are merely suggestions of what could work for you. With so many different scheduling platforms being offered, each with differing purposes, we recommend you take a look at a few and see what ones work best for your business and skill set:

### 1. Hootsuite

- Works with Twitter, Facebook, and LinkedIn
- **Free** for up to three social profiles
- Also offers more comprehensive paid plans
- One of the most popular social media management tools
- Has an “**Auto schedule**” feature which automatically posts between certain hours on certain days and spaces them out so you’ll reach the largest number of followers. For example, you can set it up to post five posts per day on weekdays, between the hours of 8 a.m. and 5 p.m.

For more information, visit: [www.hootsuite.com](http://www.hootsuite.com)

### 2. TweetDeck

- Works on Twitter only
- The most straight-forward scheduling service. You log in using your Twitter account, type your tweet out, attach a video or picture(s) if desired, and then choose your publish date and time.
- TweetDeck is free for all users.

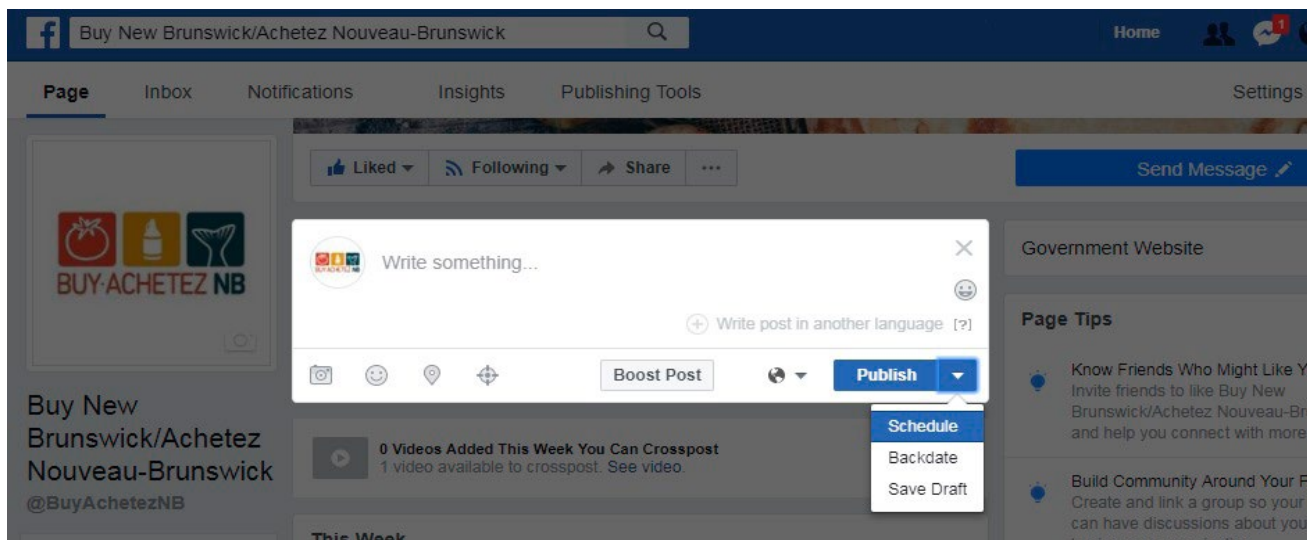
For more information, visit: [www.tweetdeck.com](http://www.tweetdeck.com)

### 3. Sprout Social

- Sprout Social is an analytical and scheduler platform
- You can schedule and publish messages to Twitter, Facebook, Instagram and LinkedIn from their desktop and app versions
- There is an option to set up team members who can draft and submit messages for approval
- It also offers a shared content calendar to show a comprehensive view of upcoming posts to your team
- It is free for seven days, after which packages range from \$59-\$500 per month

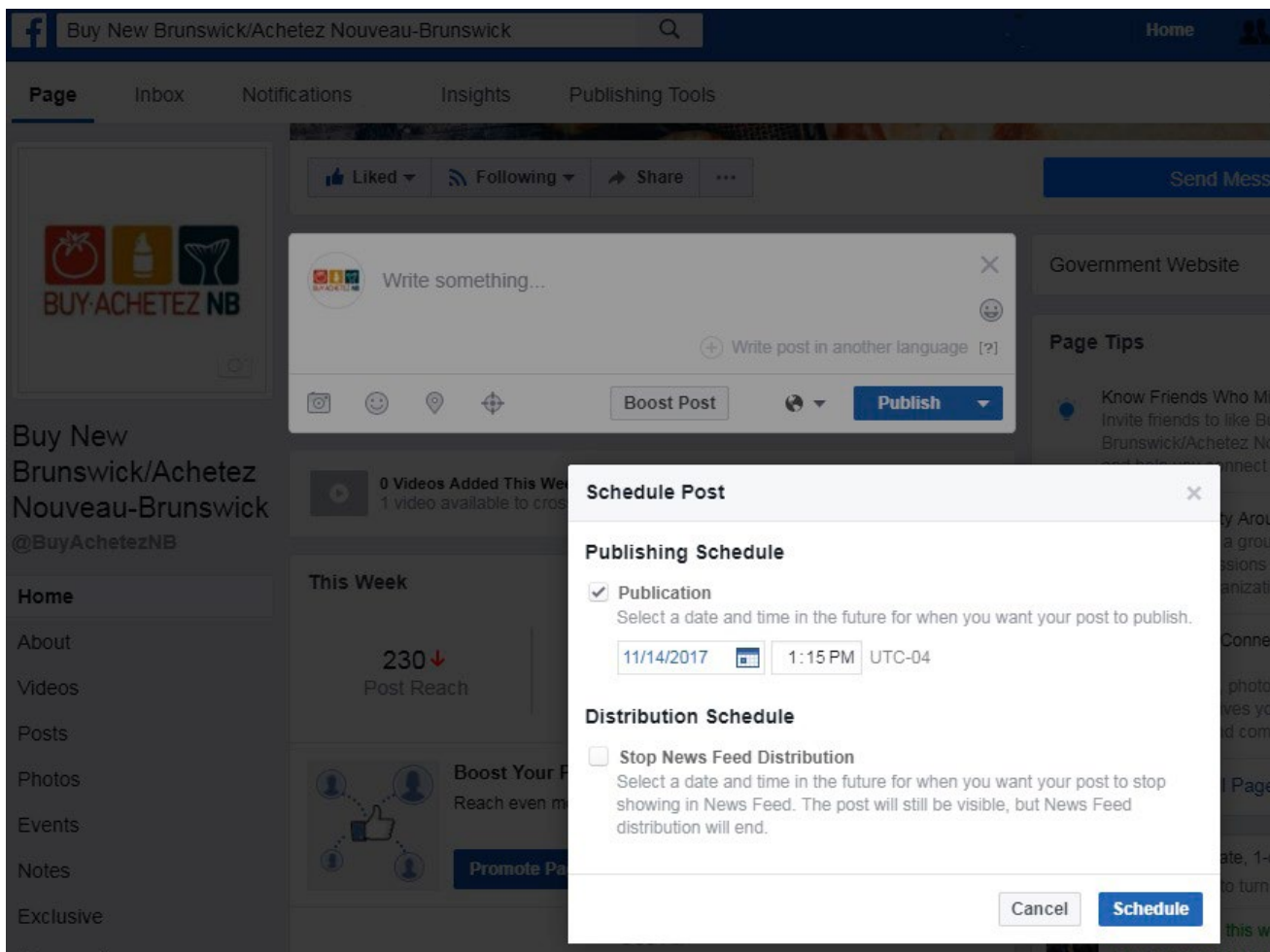
For more information, visit: [www.sproutsocial.com](http://www.sproutsocial.com)

**Note:** Facebook offers a free social media scheduler on your business page. To schedule a post, copy and paste (or write) your content into the status bar on your page and add any photo(s) or video(s) needed. Click the down arrow beside “**Publish**” and select “**Schedule**”.



This brings you to “**Schedule Post**” where you can select the time and date you want your post to be published to your audience.

Keep in mind that scheduled posts need to be shared between **10 minutes** and **six months** from when you schedule them using this scheduler.



### 4.3. Social media calendars

Social Media Calendars are used to keep track of your content and when and where you are planning to post. These are extremely useful for keeping track of creating content for special occasions and other important dates where you need to post.

**Example:** You could schedule World Milk Day into your calendar and share pictures of your dairy farm, or International CSA Day by sharing pictures of your CSA box program and linking your sign-up sheet with it.

With so many free options available, it is best for you to search for one that accommodates your style and needs. Examples of **social media calendars** (blank and filled) can be found at the back of this toolkit.

### 4.4. Social media analytics

Social media analytics are used to gather data from your social media business accounts and then analyze it in order to make future business or marketing decisions. Analytics give you a look at who your audience is (with percentage demographics such as location, age, and gender), how many followers like your pages or follow you, and which content is doing the best with your audience.

**Example:** Using analytics, you could notice that photo posts are gaining more attention than text posts. You may see this as an opportunity to post more photo updates in the future to engage your audience using more popular content.

There are many free and paid analytics (as mentioned previously in the document) platforms available to suit your needs. As with social media calendars, it is recommended that you search for the one that most closely accommodates your preferences and needs.

### 4.5. Best times to post

There is a science to posting on social media at the right time in order to gain the most user engagement. Knowing when your audience is active on social media is a huge advantage and allows for maximum exposure. On the other hand, updating your profile too much or not enough means that your posts may never be seen. Here are some suggestions for how often, and when, you should post on some popular social media platforms:

#### 1. Facebook:

Posting once each week or less on Facebook is not enough. Conversely, posting more than twice a day could be seen as too much. **The best time to post on Facebook depends on your personal audience;** however, the rule of thumb is to post between 1:00 p.m. and 4:00 p.m. AST at least **two to three times a week**. The peak time for most Facebook user interaction has been found to be on Wednesdays at 3:00 p.m. AST. The least likely times for user engagement are on weekends (i.e. **Saturday and Sunday**) before 8:00 a.m. and after 8:00 a.m. AST.

#### 2. Twitter

In the Twitter world, **three original posts a day** are ideal for most business accounts. Although it a good strategy is to tweet the same message at different times on different days to allow optimal exposure, be sure to also retweet other relevant content from people you follow, as well as additional content from yourself.





The peak time to tweet from business profiles is generally Monday-Thursday from 12:00 p.m. to 3:00 p.m. AST. The least likely times for user engagement on Twitter are any day after 8:00 p.m. and Friday after 6:00 p.m. AST.

### 3. Instagram

Most popular brands on Instagram share **two** posts per day. Studies show that brands who post more than, or up to, 10 picture posts per day showed no positive increase in activity, whether it be liked photos or new followers. The best day to receive engagement on Instagram has been found to be Wednesday's, however, posting any other day from 2:00 p.m. to 5:00 p.m. AST will still bring you great engagement with your followers. Studies have also found that the worst time to post on Instagram is any day at 9:00 a.m. and 6:00 p.m. AST respectively.

### 4. Pinterest

Pinterest requires more posts per day to engage with your audience, with the best average being five to 10 posts. The peak time to post and re-pin is usually Saturday mornings or on Friday from 1:00 p.m. to 4:00 p.m. AST. The least likely time for user engagement is during normal working hours, weekdays from 7:30a.m. to 5:00 p.m. AST.

### 5. Website updates/blogs

Hub Spot, a company specializing in inbound marketing, has found that businesses that increase website blogging from three to five times per month, to six to eight times per month almost double their leads. The ideal frequency for blog posts is twice a week. The best time to post is Tuesdays and Wednesdays from 9:00 a.m. to 11:00 a.m. (AST), and the worst time is Mondays and Fridays from 10:00 a.m. to 6:00 p.m.



# 5. Additional social media tools

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## 5.1. How to gain an audience

Knowing how to use social media platforms effectively is important; however, it is also important to know how to gain an audience within these platforms with whom you can engage and share your posts.

Goals are important to measure success and plan effectively. Before you start posting, set goals and objectives of what you want to accomplish with social media. This could include:

- How many followers you want to have
- Increasing awareness of your brand
- Improving follower loyalty
- Post/update traffic and reach
- Increasing customer satisfaction.

After you set these goals, you can begin working towards them, by following the steps already discussed in this toolkit. Once you begin gaining an audience by building and promoting your social media profiles, interact with your followers often in a friendly and professional manner. Respond to their interest by replying to their messages and comments in a timely manner.

## 5.2. Managing troublesome users and your reputation online

Social Media is an open and public space, so keep in mind that you are unable to control everything people say. You may run into troublesome users who want to cause a stir on your page. The key to this is to be honest, transparent, friendly, and non-defensive when responding to their message. In some cases, it may be best not to respond at all.

There may be some instances in which it is appropriate to remove user content or a specific user themselves, from your business page(s). It is advised that this be done with users who post advertorial content, harassment and abuse, derogatory or offensive language, threatening posts, and posts that contain sensitive information such as credit card numbers, addresses, etc.

Instances in which you should address the comments instead of removing them include: customer complaints, negative commentary, and critical statements. However, if relations with a certain user cannot be reconciled, you may have to look to more extreme measures like **blocking**.

Blocking is a feature that enables you to prevent another user from following you or viewing your content, prevents their comments and replies from appearing in your notifications tab, and from tagging you in photos. Blocking is a way to keep a troublesome user out of your mentions and sends them an explicit signal that they have violated your social media policies.



## 5.3. Cross platform sharing

**Cross platform sharing** is a technique where a user shares content from one social media platform to another social media platform; for example, sharing an Instagram photo on a Facebook account. This is done in order to gain maximum exposure and more followers, organically. Some best practices for cross platform sharing are:

### 1. Cross-promote, don't cross-post

It seems much easier to simply post the same message to five different social media accounts at once. The truth is, while posting the same thing to multiple networks is not a terrible choice, you're also not giving your content the best opportunity for success. Each social network is unique in many ways; your content should reflect those intricacies accordingly.

For instance, Twitter messages are restricted to 140 characters or less, but your Facebook audience might expect a little more substance. Your audience may check their Instagram feeds after work and their Pinterest feeds in the morning. This is one benefit of using a third party social media scheduler to manage your content: you are able to plan the same message for all of your social media networks, but edit the content to suit each network's idiosyncrasies, and to schedule the times you want each to be posted.

### 2. Link shortening websites

Many social media managers use link shortening websites to cross-promote their materials on different social media platforms. Some content links, such as those used on Facebook, are too long to post on Twitter or Instagram and require shortening. Below are examples of free link shortening websites that you could use for your content:

- Bitly: <https://bitly.com>
- Owly: <https://ow.ly/url/shorten-url>

It is easy to use these websites. All you have to do is enter the link you want to shorten into the specified box and they will immediately provide a link back.

# 6. Terms and glossary

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## 6.1. General terms

**Application (App):** An application (app) is a piece of software. It can run on the Internet, on your computer, or on your phone or other electronic device.

**Brand voice:** Establishing a brand voice means you are creating a sort of personality (image) for your social media platforms. This voice is established based on how you want people to receive your messages about your product and is best used consistently across all of your marketing platforms.

**Caption:** The breeding ground for the hashtag - it creates a short description of a photo.

**Domain name:** A domain name is used to identify and locate a website address. Example: [www.fermenbfarm.ca](http://www.fermenbfarm.ca) is the domain name to find the Agricultural Alliance of NB website.

**Engagement:** In the simplest terms, engagement is the interaction between people and brands on social networks. For example, on Facebook, engagement includes likes, comments and shares. It's important to note that engagement takes time and requires trust.

**Emoticon (Emoji's):** a pictorial representation of a facial expression using punctuation marks, numbers and letters, usually written to express a person's feelings or mood.

**Felfie:** a self-portrait photo taken by a farmer with their livestock. This trend began to put a face to farming and encourage buyers to buy locally.

**Follower(s):** Users that follow your account and what you are posting.

**Feed/Newsfeed:** The social media data format that provides users with a steady stream of updates and information, this is the homepage where you see what all of your connections are posting and they see what you are posting.

**Hashtag:** The hashtag is a word or phrase preceded by the “#” sign. Hashtags are a simple way to mark the topic (or topics) of social media messages and make them discoverable to people with shared interests. On most social networks, clicking a hashtag will reveal all the public and recently published messages that also contain that hashtag. **(Example: Clicking on the “hashtag” #buyacheteznb would lead the user to see all of the local food and beverage related posts that have used the hashtag in their messaging)** Hashtags first emerged on Twitter as a user-created phenomenon and are now used on almost every other social media platform, including Facebook, Google+, Instagram, and Pinterest.

**Like:** To express of support for content. Along with shares, comments, and favorites, likes can be tracked as proof of engagement.

**Live feed:** A live feed is where you connect a live video to your social media account and share it with your audience. These live videos are easily done with a smartphone. Video content could be a live look at farm activities, the sunset on the wharf, a talk through video about your products, an announcement etc.



**Mention:** The act of tagging another user's handle or account name in a social media message. Mentions typically trigger a notification for that user and are a key part of what makes social media "social".

**Notifications:** Notifications let you know when someone has interacted with your business pages, whether it be new followers, liked posts, shared posts etc.

**Organic/Organically:** Organic marketing is based off of receiving engagement "organically". This means you did not have to pay any advertising fees in order for your post to be liked, commented on, or shared. People who engage with your content on their own, without the push or help from sponsored or paid advertising, are considered "organic" engagement.

**Page:** Any social media account or presence.

**Peak social media times:** The times throughout the day or week where your messaging/posts/content will be best received by your audience. Posting at these specific times will help your post be better seen by your target audience, therefore leading to more engagement (likes, shares, comments) and potentially more sales returns.

**Post:** A Facebook status update, or an item on a blog or forum.

**Reach:** When looking at reach, you are looking at how many people saw your content through their own newsfeed or a friends newsfeed, as well as how many people engaged with your content and how many times they did so.

**Search engine friendly website:** making sure that web content is accessible to the commercial web search engines.

**Selfie:** A "self-portrait", usually taken using the front camera on a smartphone.

**Social media campaign:** is a coordinated marketing effort to reinforce or assist with a business goal using one or more social media platforms. Campaigns differ from everyday social media efforts because of their increased focus, targeting, and measurability.

**Tag:** A keyword added to a social media post with the original purpose of categorizing related content. A tag can also refer to the act of tagging someone in a post, which creates a link to their social media profile and associates them with the content.

**Unfollow/Unlike:** The action of unsubscribing from another Facebook, Twitter, or Instagram user's account. Unfollow on Facebook is the action of not wanting to see your friends statuses, posts etc., but still wanting to remain friends with them.

## 6.2. Facebook terms

**Categories:** A list of descriptor words that describe what your business is and what products you produce to your fans on your Facebook business page. **Example:** local business, farming, agriculture, beer, aquaculture, etc.

**Check-In:** to declare when a user has physically visited a geographical location or event.

**Friends:** When you send other people on Facebook a friend invitation, in which they need to accept, you become "friends" on this platform.

**Followers/Facebook fans:** You don't need a person's approval to follow them on Facebook; this allows for that person's status updates to appear in your newsfeed.

**Liked pages:** The pages that you have “liked” through your personal or business account.

**Share:** The action of sharing a certain status, picture, video, etc. onto your personal or business page for your friends/followers to see.

**Spam:** Electronic messaging (bulk messaging) that is unwanted by many social media users.

**Timeline:** Timeline combines a user’s **Facebook wall** and **Profile** into one page, creating a more visually holistic profile. A **Facebook wall** is the area on a profile or page where friends and “fans” can post their thoughts, views, or criticisms for everyone to see. Your **Profile** is your collection of the photos, stories, and experiences that tell your story.

**Unfriending:** Removing someone from a list of social media contacts.

## 6.3. Twitter terms

**Characters:** Letters, numbers, punctuation, or whitespace used to write an online message/status.

**Tweet:** A Twitter message. Tweets can contain up to 140 characters of text, as well as photos, videos, and other forms of media.

**Follower:** A Twitter user who has subscribed to your Twitter account so they can receive your Tweets in their Home feed. If you want to send them a direct message, you need to follow them back.

**Microblogging platform:** A platform that allows the user to post short messages on their account page or to reply or write short messages to other users.

**Pinned Tweet:** When a tweet is pinned to the top a Twitter profile page. Pinning a tweet is a great way to feature an important announcement or one of your greatest hits. Everyone who views your profile page will see the Tweet; however, pinning a Tweet will not have an effect on its visibility in anyone else’s timeline. To increase your reach and impressions, consider Promoted Tweets.

**Reply:** A response to someone’s Tweet that begins with their @username. Unlike Direct Messages, replies are public. When you click the reply button next to a Tweet, your ensuing conversation will be viewable in the public area of your profile.

**Retweet:** A Tweet that is re-shared to the followers of another user’s Twitter account. There are two kinds of Retweet: the classic “manual” Retweet and the now-standard “web Retweet”. In a manual Retweet, you simply type “RT” before the @username and content of somebody else’s Tweet. This used to be the only way you could retweet and it’s still the only way to add your own comment to a Tweet when you pass it along.

A “web Retweet” is what happens when you click the official Retweet button: the full Tweet appears in your timeline in its original form, complete with the author’s name and avatar. Since a web Retweet allows your followers to easily retweet or like the original Tweet, it’s generally considered good etiquette to use this method unless you have something valuable to add through a manual RT.

## 6.4. Instagram terms

**Regram:** The act of reposting another Instagram users image or video.

**Filters:** A unique way to edit photos to make them look more professional. There are many different filters to choose from.

**Geotag:** A way to add a location to your photo. A list of locations will appear under your photo after you edit but before you post it. You can choose from one of the suggested local locations or you can add your own.

## 6.5. Pinterest terms

**Homefeed:** When you first log in to Pinterest, you'll see your home feed—it's a collection of pins from the people, boards and topics you follow, as well as a few promoted pins and pins that Pinterest has picked specifically for you.

**Save:** If you find a pin on another user's Pinboard that you like, you can save it to your board by re-pinning it. To do that, hover your cursor over the image, and select "Save". Then, you can either add the pin to an existing Pinboard collection, or start a new one. You have the option of using the existing description for the pin, or come up with your own. If you like the pin, but don't want it to appear on your Pinterest page, you can "like" it instead of saving it.

**Pinboard:** An online "folder" where saved pictures, recipes, ideas etc. of a certain category are all held.

**Pinning (saving):** The action of saving a post on Pinterest to your Pinboard for future use.

**Pins (saved content):** Ideas, recipes, pictures, quotes, etc. that are held on Pinterest.

## 6.6. YouTube terms

**Channel:** Similar to a TV channel, only for YouTube users. All people signed up for YouTube have a channel allocated to their account. Through this channel you can upload videos. People can follow your channel to stay updated on your activity.

**Views:** The amount of people who have seen your video.

**Subscribe:** How you stay connected to other users channels and how other users stay connected to you.

**Tags:** Tags help users find your video when they search the site. When users' type keywords related to your tags your video will appear in their search results.

## 6.7. LinkedIn terms

**Connections:** The people who you are connected to on LinkedIn by adding them as a connection. (Similar to Facebook friends)

- 1<sup>st</sup> Degree Connections: Your direct connections on LinkedIn
- 2<sup>nd</sup> Degree Connections: The connections of your 1<sup>st</sup> Degree Connections, or a "friend of a friend"
- 3<sup>rd</sup> Degree Connections: People connected to your 2<sup>nd</sup> Degree Connections.

**Skill endorsement (Endorse):** You can recognize your 1<sup>st</sup> degree connections by endorsing their skills listed on their profile. This is a great way to connect professionally with others. Your 1<sup>st</sup> degree connections can endorse your skills as well and this information will appear on your profile.

# 7. Contact

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For any further questions or information please contact Danielle Andrus, Project Executive, Department of Agriculture, Aquaculture and Fisheries, at [Danielle.Andrus@gnb.ca](mailto:Danielle.Andrus@gnb.ca).



## Social media calendar example: (Facebook) (Twitter, Instagram, site Web)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
Cover Photo Change – Spring on the Farm				Product we are bringing to market	Market products, location, time	
Header Photo Change – Spring on the farm				Same as Facebook	Picture of our booth	
<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
	Video of our livestock enjoying the snow		Share our seed order and excitement for season			
	Same as Facebook		Same as Facebook			Blog Post – CSA Share Information
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
CSA Signups open (photo of our box)		Picture of seedling prep			Picture of our booth	
CSA Signups (link to Facebook)		Same as Facebook		Product we are bringing to market	Market products, location, time	
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>
	Ask fans what local veggie they like most		Video of our livestock		Market products, location, time	
			Same as Facebook		Picture of our booth	
<b>29</b>	<b>30</b>	<b>31</b>				
Talk about our farm stand		Talk about history of business				
Live video of our farm stand						



## Social media calendar (blank):

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