

Have You 'Liked' Us?

Likes, tweets, snaps or posts — what does this jargon mean? These phrases are the lingo of the continually evolving social media boom. A Pew Research Center study from January 2015 stated that the top five social media platforms for 2014 were Facebook, LinkedIn, Pinterest, Instagram and Twitter. For the National Hereford Women (NHW), social media means we can connect and communicate with the majority of our members and breed advocates in real-time.

The NHW has been actively using Facebook to share the organization's mission of promoting Herefords to the cattle buying public, educating future leaders of the Hereford breed and promoting Certified Hereford Beef (CHB®) since the fall of 2012. In a little over two years, the page has gained more than 1,000 "Likes" and is growing daily. The Facebook page is serving



the organization as a tool to disseminate messages, connect with members and share valuable breed information.

If you are not a current follower of the NHW Facebook page, search "National Hereford Women" on Facebook or through any web browser. Click "Like" in the top right corner of the NHW Facebook page for NHW updates.

Interact with the NHW

Interacting on Facebook can be intimidating for some and second nature to others. We encourage members and industry affiliates to post to the NHW page, to tag us in posts and pictures, or to comment about and like our posts throughout the year.

When you post to the NHW page, you may not see the post appear, but it will be on the left side of the screen under the "Post to Page" section. We are actively watching and interacting with page posts and will often repost the information provided by our followers. Have you had a question for the NHW but were unsure whom to contact? You can always message the NHW, and one of our board members will get back to you with an answer.

What other platforms does the NHW use?

The NHW understands that a growing majority of our members are using social media to gain information. We currently are using Facebook, Pinterest and Issuu to share our mission. Pinterest has been used



largely to post pictures of the National Queen Program and still offers a lot of potential to showcase events and members' activities tied to the promotion of Hereford cattle. Issuu is a free service that allows us to electronically publish the NHW newsletter. We can send out the newsletter from the website or share links through our Facebook page or email blasts.

What is the future for social media and NHW?

The NHW plans to use only the platforms that our members are accessing. We have no current plans to expand outside of these three social media outlets, but are continuing to enhance the level of use.

As the popularity of "hashtags" grows on Facebook, the NHW will embrace this change. Hashtags allow for a word or phrase to be clickable on a page to show more information about that word or phrase. Words or phrases that use a hashtag are also searchable through Facebook and search engines. The hashtags we use are #NHW, #Hereford, #CertifiedHerefordBeef and #CHB. The more information that is searchable helps promote the breed and our mission. If you are active in social media, be sure to start using some of these hashtags to promote Hereford cattle.

Stop by the NHW Facebook and Pinterest pages, and view our newsletter on Issuu for up-to-date information.

Our website, HerefordWomen.org, is also continually updated as NHW is working to promote the breed. **HW**

National Hereford Women

OFFICERS AND COMMITTEE CHAIRS

- President** – Carol Priefert, *St. Joseph, Mich.*
- President elect** – Alise Nolan, *Gilmer, Texas*
- Vice president** – Shannon Mehaffey, *Grandview, Texas*
- Treasurer** – Beth Blinson, *Buies Creek, N.C.*
- Secretary** – Susan Hayhurst, *Terre Haute, Ind.*
- Historian** – Lori Riffel-Hambright, *Chapman, Kan.*
- Queen co-chairwoman** – Carol Priefert
- Ways and means chairwoman** – Alise Nolan
- Communications** – Lori Riffel-Hambright

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HerefordWomen.com