

by **Hannah Johnson**

Social Media Etiquette

We live in a very visual world where there are pictures and videos just about everywhere. Even gas pumps have little news clips and advertisements playing to keep their customers' attention. When it comes to capturing attention on social media channels, sharing the best images and videos possible is important to catch the eye of your audience. The goal is to have them stop scrolling and engage with your post.

In addition to having an active social media presence, it's also important to share clear and transparent information with your audience. Part of being farmers and ranchers is telling your story to help promote a high-quality product and to educate others. People want their information straight from the source, and social media is a great platform you have in your back pocket.

Here are tips and tricks to capture the best images that convey the right message to your audience:

- If you want to post pictures of activities in the barn, make sure your space is clean. This precaution will prevent the audience from becoming distracted.
- Be sure you are following proper health and safety protocols if you share pictures of working cattle in any way. Practicing proper animal husbandry shines a positive light on cattle producers.
- Provide a clear explanation of what is happening in the picture. Your farming friends and family more than likely know the day-to-day of your operation but providing information to the consumer or someone who knows little about the cattle industry makes a difference.

- Focus on telling a story. Audiences resonate well with emotion. Describe your "reason why" behind the scene to help your audience create a personal connection with the content.
- Engagement is key. If someone asks a question, make your best effort to reply. As I mentioned before, you all are the most knowledgeable about your operation, and people want to hear directly from you.

Notable updates

As you navigate through the American Hereford Association website, you may find some changes. First, I want to note that under the "Media" tab, the "Press Releases" page has been changed to "News." This link will now include press releases, videos and photos.

The next change is the Association now has a new category featured in the *Hereford Headlines* blogs. Since our partnership with Merck Animal Health, we have teamed up with Merck to start the *Hereford Health* blog series. To find these blogs, click on "Hereford Headlines Blog" under the

"Media" tab. From there, click on "Hereford Health" listed under "Categories" on the right-hand side of the page.

Light at the end of the tunnel

With a lot of changes happening in our world due to COVID-19, I want to encourage everyone to stay positive. I understand everyone has been affected in some way, but good will come out of this. We were all able to spend more time with (or at least make more phone calls to) our loved ones. I saw many homeschooling pictures, but the most enjoyable images were kids learning in the barn, helping cook and bake, or just spending more time playing outside. Let's take those little moments and hold on to them.

Many places have taken steps to get back to "normal" life, but there are still some unknowns, and events for our industry are looking a little different. I hope you all still take advantage of every learning opportunity and make the most of it. **HW**

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Hereford.org "Media" tab updates

