

by Taylor Belle Matheny

Photos of your cattle operation help promote the Hereford breed and the beef industry.

The old adage “a picture is worth a thousand words” holds a lot of truth when it comes to promoting the Hereford breed and more specifically promoting an individual operation. In the last two issues of the *Hereford World*, my goal has been to provide insight on social media and how to use it beneficially. The next step sounds simple — posting content. But what should that content look like?

In a world where most everyone has a smartphone with the capability to take a picture, content creation becomes easier. Moving cattle to a new pasture? Snap a photo. Weaning calves? Snap a photo. Calving? Snap a photo. You have probably picked

up on the theme. No matter the ranch task at hand for the day, it is easy to take a photo that can be used as content for your social media feed.

### Responsibly reflecting an industry

With the ability to tell the story of your operation and the broader narrative of the Hereford breed at your fingertips, it provides a great opportunity. Each image shared on social media has the potential to reach a vast audience from coast to coast. The opportunity to reach new customers, connect with consumers and share your story are the reasons social media can positively impact your operation and the beef industry.

With great opportunity comes great responsibility. As you take a photo, consider the message the image is portraying before posting to social media. I challenge you to ask yourself, “Does this image represent the ideal cow, bull or calf for my operation and the industry?” As demand for Hereford genetics continues to grow, it is important to keep this in mind when taking photos. The Hereford breed has many sought-after traits that are calling people home, and as a spokesperson for the breed, you have the ability to showcase those traits.

As you begin taking photos with your smartphone, try out different angles to see which you like best. A benefit to having easy access to these photos means you can take them during the day and post them later that day or week when you have the time. This allows you to get the photo while you are out working and the flexibility to post it when time permits.

The power of social media and breeders sharing the message will greatly impact the future success of the breed. Be proud of the animals you are raising. The photos don’t have to be perfect to tell the story. Continue sharing the message, take the leap and begin posting on social media, and let’s continue rallying together to bring people home to Hereford. **HW**

Taylor Belle Matheny is the director of communications and digital content of the American Hereford Association. She can be reached at [tmatheny@hereford.org](mailto:tmatheny@hereford.org).

