

# SOCIAL MEDIA FOR PRODUCERS - TURNING FOLLOWERS INTO YOUR FIERCEST ADVOCATES.

BY SOPHIE HANSEN, AUGUST 4, 2017





NEVER BEFORE HAVE  
CONSUMERS BEEN MORE  
INTERESTED IN THE  
STORIES BEHIND THEIR FOOD



SOCIAL MEDIA LETS US TELL  
THESE STORIES IN A DIRECT  
AND AUTHENTIC WAY







## *My message today is;*

1. If you are a producer with a story to tell and a product to sell - you can't ignore social media.
2. It's about taking the time to create good, engaging content.
3. It's about being social and building supportive communities.



## MY STORY

I grew up in Sydney then spent my twenties working in food media before moving to Orange

I am a freelance food writer, deer farmer, cook, author and photographer.

I am Mum to Alice 10 and Tom 7 and married to Tim.

For 5 years I have used social media to tell the story of our family farm and venison business.







locallovely  
Mount Canobolas

FOLLOW

390 likes

28w

locallovely Feeding the deer has never been so much fun! We just finished giving them a great big lot of grain and threw the boogie boards in the back of the ute for a quick toboggan down the slopes on the way home. Have never seen snow like this here before. X

view all 23 comments

netherleigh so jealous - how can it be snowing everywhere but Canberra?? Have fun! xx

tasteoftumut Wow, beautiful wonderland!

ro\_backus You always look so amazing Soph #coldshouldnotlooksofashionable

chicki\_pea GOSH like it's snowing!

abbie\_melle Oh how incredibly beautiful! I'm actually traveling home from Dubbo today and thinking of...



locallovely  
Rydal, New South...

FOLLOW

389 likes

locallovely @boutiquegarlic digs the prettiest spuds and I totally dig that. Thanks Dougal!  
lilys\_tatie Yum! They look delicious Sophie! @locallovely x  
tomollymillthorpe  
amandahannah An impressive colour palette! For the palate!  
nicole7 My gosh. My kids would go bananas over them!  
becklemas @ummy123go  
catedeney Wow, they are all potatoes!! They're incredible!



locallovely  
Nashdale, New So...

FOLLOW

461 likes

locallovely Apricot pickin is also for my jam. Warm and these really are sooo good  
view all 21 comments  
richardandrew46 Also do yourself gives u a more apricot than bought  
locallovely #inseason #evatorange #storaged #howsummer #theart #thehappynew #christ #provinciale #gardensandcottages  
joellecharming Ohh yes I like it!  
lilpearl @locallovely can you eat some of these for me?  
lesliesdemadeleine Lucky you for still having apricots around 🍑  
hannahshunary Yummy! 🍑 I have



locallovely

524 likes

locallovely How beautiful are these eggs! We photographed and cooked with them at last week's #locallovelyworkshop and I just wanted to send a big fat thanks to butcher extraordinaire Paul Kingston of Lithgow Free Range Meats. Paul rallied when I called in a flap needing lots of...



locallovely  
Mount Canobolas

686 likes

locallovely A... at the Farm... the Orange... that our...



S&P ASX 200  
**+0.50%** 5867.50

AUD/USD  
**+0.13%** 0.74

S&P 500  
**+0.48%** 2402.32

NIKKEI 225  
**+0.53%** 19974.69

FTSE 100  
**+0.26%** 7454.37

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## BUSINESS

### Sophie Hansen of Orange named Australia's Rural Woman of the Year



Australia's Rural Woman of the Year Sophie Hansen at home near Orange. Picture: Graham Schumann

Last September I  
was named 2016  
RIRDC National  
Rural Woman of  
the Year.

email

**SIGN UP NOW**



## MORE STORIES

**Bank battle about more than tax**



A free fortnightly podcast  
A self-paced 6-week e-course  
and a series of workshops.

All designed to get farmers, producers and value-adders  
using social media confidently and strategically.



PEOPLE ARE HUNGRY FOR THE  
STORIES FROM BEHIND THE  
FARM GATE

FARMERS WALKING AROUND  
WITH SMART PHONES FULL OF  
USER FRIENDLY TECHNOLOGY

= OPPORTUNITY TO CONNECT!



# SOCIAL CAPITAL

A Network of links to people with shared values and understandings.

It adds up to a community who approve of and support what you are doing and have an understanding of why you are doing it.







## HOW DO YOU BUILD SOCIAL CAPITAL?

Build social capital by using social media to tell them why you do what you do. Because, people don't buy what you do. They buy why you do it.



## OPEN DIALOGUE

Our customers want to be part of the story.

## TRUST ME, I'M A FARMER

Social media lets us be transparent with our practices, show our integrity and build trust.

## ADMIT IT

As much as possible, we must admit to and solve problems through social media.





# 49%

Of Australians use social  
media every day

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# 52%

of these check social  
media more than five  
times a day

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Social media gives our communities the opportunity to challenge, accept, criticise or affirm what we do.

If we're not there too it's a very one-sided conversation!

**SO HOPEFULLY YOU'RE ON-BOARD WITH HOW  
SOCIAL MEDIA LETS US FARMERS  
COMMUNICATE IN A POSITIVE, AUTHENTIC  
WAY.**

**HOW DO YOU GET STARTED?**





# THE THREE C'S

Three keys to really doing social media well;

Strong content always

Consistency in look, tone and story

Community - know who you are talking to and remember, social media is a conversation.



# FLASH SOCIAL MEDIA TUTORIAL

- Firstly - it's called social media for a reason! It's social and should be fun!
- Invest time to learn the basics. The more you put in...
- It's not about numbers, it's about engagement.
- Learn how to take and edit good photos.
- Think about what you are saying and to whom.
- Don't rush, check for grammar and spelling!
- Comment back, get involved and reach out.
- Sign up for My Open Kitchen!





#felfies rule!





Farmers can be  
the new social  
media stars.

Move over  
Kardashians!



# *You can't please everyone*

There will always be some people or groups you can't reach. And that's ok - be courteous, clear and transparent. But if they really don't want to listen. Just move on.



# TOO MUCH ONLINE DISCUSSION ABOUT FARMING HAS INDUSTRY ON THE BACK FOOT

Lets use social media to redress this - lets tell our stories, tell our why, share our passions and what gets us up in the morning.

Do it with authenticity and you can't go wrong!







## WHAT HAPPENS WHEN FARMERS USE SOCIAL MEDIA WELL?

- They are better able to grow their business;
- they are more open to new ideas & breaking news,
- they receive daily endorsement and encouragement
- They'll collectively inspire thousands to seek out their produce, cook and share it with pride.



Social media isn't the answer to all our problems.

BUT

it is an affordable, achievable and powerful way to connect, increase transparency, trust and support.





# THE END

THANK YOU

[WWW.MY-OPEN-KITCHEN.COM](http://WWW.MY-OPEN-KITCHEN.COM)