

Target audience:

The target audience for this social media plan consists of all consumers, but especially those removed from production agriculture. This allows the Nebraska Cattlemen's Association to target their messages to educate the public about production agriculture and address consumer concerns.

Objectives:

1. Increase Nebraska Cattlemen's social media followership as follows:
 - Facebook – 5,000 followers
 - Twitter – 3,000 followers
 - Pinterest – 500 followers
2. Launch Instagram and Wordpress accounts.
3. Interact with students online by facilitating two-way interaction on social media, which can be measured by likes, shares, comments, replies, retweets, favorites, etc.
4. Increase appreciation for the beef industry by posting about Beef Month and other beef-related celebrations on social media.
5. Build rapport with consumers by interacting with them on social media to educate about the industry and address concerns and questions.

Social media platforms:

Facebook:

- Remains the most popular social media platform in number of users across ages. Therefore, the association is likely to find the largest, most diverse online audience
- Allows for many different forms of media, including both short and lengthier pieces of text, photos, hyperlinks, videos and more
- Can connect with others through hashtags and tagging individuals and organizations
- Can create events, which is useful for association events and promotions
- Can maintain albums for events and promotions

Twitter:

- Users tend to use the site more frequently, so they are likely to see a tweet
- Tweets can be very short, which also encourages users to scroll through their newsfeed on mobile devices
- Gaining followers is likely, due to the use of hashtags and users' tendency to retweet and utilize Twitter handles
- Can easily add links, photos and videos
- Ideal for in-the-moment posts during events

Instagram:

- Is gaining popularity, especially among younger users
- Is very visual, utilizing photos and videos with just short text captions
- Easily used on mobile devices

Wordpress

- Blogs can include photos, videos and links
- Use of key words can allow internet searches to lead to the blog to gain additional readers
- Allows for posts that are longer in length
- Can easily be linked in other social media platforms

Pinterest

- Is gaining popularity
- Provides an opportunity to link images to external websites and resources
- Tends to generate users who seek opportunities to share ideas

YouTube:

- With basically face-to-face communication, this provides an opportunity to more expressively communicate
- Can visually tell a story

Timeline:

May:

- Post a short video announcing the beginning of Beef Month to the YouTube channel, and share it on all other social media platforms. (#BeefMonth)
- Launch a Nebraska Beef Month campaign, asking followers to submit daily photos of how they are celebrating Beef Month. Share photos on Instagram, Twitter and Facebook.
- Launch a Wordpress account, posting historical blogs about the beef industry twice each week.
- Post daily beef recipes on the Wordpress blog.
- Start a “Beef Month” Pinterest board, sharing the daily beef recipes from the blog as well as external beef recipes.

June through August:

- Utilize YouTube to interview a different Nebraska beef producer every two weeks, allowing the producer to “tell their story” on site, providing a short visual tour of the operation as well. Share on Facebook and Twitter. (#mybeefstory)
- Post anything related to beef as a nutritional meat product with a related photo on Facebook, Twitter, Instagram and Pinterest. This could include a cultural beef fact, beef recipe, beef history, etc. (#eatbeef)
- Launch a campaign, asking followers to submit daily photos of any aspect of the beef industry.
- Pin beef recipes, blogs about the beef industry, infographics, photos and more on designated Pinterest boards.
- Tweet a daily beef fact on Twitter. (#beeffacts)
- Celebrate a beef producer each Friday, posting a photo on Instagram and Facebook with a quote from the producer that promotes the industry in a positive way. (#mybeefstory)
- Post a blog that addresses consumer concerns and questions and “hot topics” in the beef industry each week. Seek external bloggers to write and submit blogs on rotation to generate additional ideas and perspectives. Include issues in all aspects of beef production, from the animal to the product on the shelf. Share the blog on Pinterest, Facebook and Twitter.

Sample posts:

Facebook:

The month of May marks Nebraska Beef Month! Help us reach our goal of 100 shares by posting this #BeefMonth photo to your profile and making it your cover photo.

Beef Month cover photo

How do you celebrate #BeefMonth? Send us a photo with a short description, and we will share photos throughout the month of May. At the end of the month, a submitted photo will be randomly selected to win a prize!

Twitter:

Beef is for dinner tonight! Check out this summer #beef recipe: (link to blog). #eatbeef #BeefMonth

Did you know 97 percent of beef operations are classified as family farms? #beefacts #BeefMonth

Instagram:

Check this photo out, submitted by @___! This family is celebrating the beef industry this summer by preparing two bucket calves for the county fair. How do you celebrate beef? #BeefMonth

Photo of calf and child

John owns a cow/calf operation in Red Cloud, Neb. He cares for his animals by “___.” (quote)
#mybeefstory #BeefMonth

Photo of rancher

Wordpress:

Why eat beef? Here is a list of five facts Nebraska beef producers want to share with you!

1. Beef is wholesome and nutritional.
2. Beef producers continuously educate themselves to exceed standards set by the beef industry in treating, feeding, housing, medicating, caring for and transporting animals.
3. Producers also have a commitment to those who consume the beef they produce, and they understand that healthy animals produce healthy food.
4. Beef producers believe in stewardship; they care about their animals! As Nebraska Cattlemen's Association's Executive Vice President Michael Kelsey says, "Beef producers are animal welfare by nature. We care for our animals in a manner that allows us to produce a high quality product, but most importantly we feel that it is a responsibility of stewardship, and it's just the right thing to do."
5. The U.S. beef industry is driven by consumer choice. Whether you care more about price or origin, there is a product in the market that meets your needs.

Infographic: "Nebraska Beef – by the numbers"

Celebrating Beef Month: Snapshots of Nebraska Beef

Recently, we found a collection of photos from as early as the mid-1920s. These photos represent many sectors of the beef industry in our state. As we celebrate Nebraska Beef Month, take a look!

Various photos of the beef industry from the past 90 years

Pinterest:

Beef: Driving Nebraska's economy. (pinned to "Beef Facts" board)

Infographic of beef's contribution to Nebraska's economy

A ranch wife writes weekly posts about her family's life on a beef cattle operation. (pinned to "Beef Truths" board)

Link to blog

YouTube:

Michael Kelsey, executive vice president of the Nebraska Cattlemen's Association, announces the start of Nebraska Beef Month.

2-minute video interview

____, Nebraska Cattlemen's Association intern, visited ____ Ranch. Listen to owner ____ tell us about his operation.

5-minute video on ranch