

Local Food Connection, 2010 Workshop Notes

Workshop Title Rm# Estimate # of Attendees in Rm

Panelist Names

Moderator Name

Note Taker Name

Notes:

Plant, Grow & Sow with social media

Overview:

- Social media is an additional method to get in touch with your target audience. It does not replace your other marketing means.
- “Live Thy Values”
 - Values = content
 - Share your values to connect with your audience and show your organization’s personality
- Define Objectives: choose specific, measurable, achievable, and reliable objectives for using social media

Social Media can help you do 5 things:

1. Listen: you must know what the conversation among your target audience is really about. You can listen to your stakeholders with social media.
2. Talk: use Facebook, Twitter, or a blog to frame the conversation and get your message out.
3. Energize: all organizations have “super ambassadors” who are already supporting your cause. Use social media to tap into the energy of these folks.
4. Support your other media efforts: use social media to get the word out about what you are already doing.
5. Embrace: You will better meet the needs of your customers and stakeholders in you know what they really want/need.

There are 6 levels of people who use social media (listed from the most to least active):

Creators: This is the person who creates social media for the world to see. This type of user will publish blog posts or web pages, upload videos/images/audio and share content online. These are people who actively add content and create new material.

Critics: The person who responds to content posted by others. Posts ratings and reviews of products and services, comments on blogs and forums and contributes to articles in a wiki.

Collectors: The person who organizes content for themselves or others using RSS feeds, social bookmarking (ex: Digg) and photo or page tagging.

Joiners: The type of person who joins social networking websites like Facebook and Twitter and maintains multiple profiles.

Spectators: This type is probably the most common – The person who reads blogs, views user-generated videos (ex: YouTube), reads online forums, listens to podcasts and frequently searches for user reviews and ratings.

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Inactives: The person who is online but in no way participates in any form of social media. Doesn't post anything or read anything which is user-generated content. This type is becoming rarer as more websites integrate elements of social media into their website.

Tools:

RSS - can have content delivered to you (Google setting up a blog)

Word Press – blog site

Facebook

Twitter – micro blog – 140 characters or less

Facebook and Twitter can be linked

Photo sharing

Video sharing

Groundswell: Winning in a World Transformed by Social Technologies written by Josh Bernoff is a great book for folks learning about social media.

Book Description from Amazon:

“Corporate executives are struggling with a new trend: people using online social technologies (blogs, social networking sites, YouTube, podcasts) to discuss products and companies, write their own news, and find their own deals. This groundswell is global, it's unstoppable, it affects every industry and it's utterly foreign to the powerful companies running things now.

When consumers you've never met are rating your company's products in public forums with which you have no experience or influence, your company is vulnerable. In *Groundswell*, Charlene Li and Josh Bernoff of Forrester, Inc. explain how to turn this threat into an opportunity.”