

Egg Farming Needs a New...

BRAND

HINDA MITCHELL

Inspire.
• • • PR GROUP



Personal brand is what
people say about you
when you leave the room.

- Jeff Bezos, Founder, Amazon.com

What Could They Be Saying about Us?

- Farmers produce affordable, nutritious, high-protein food
- OMG! I use eggs every day!
- They donate to our local foodbank each year

- They have those great big barns full of chickens in tiny cages
- They polluted the stream by my house
- I only buy cage-free, organic, vegetarian diet, etc.

OK...So Where Do We Begin

Rebranding egg farming starts with truly mobilizing the brand of each individual egg farmer

- What are your “brand attributes”?
- What makes you unique?
- What benefit do you deliver that no one else does?

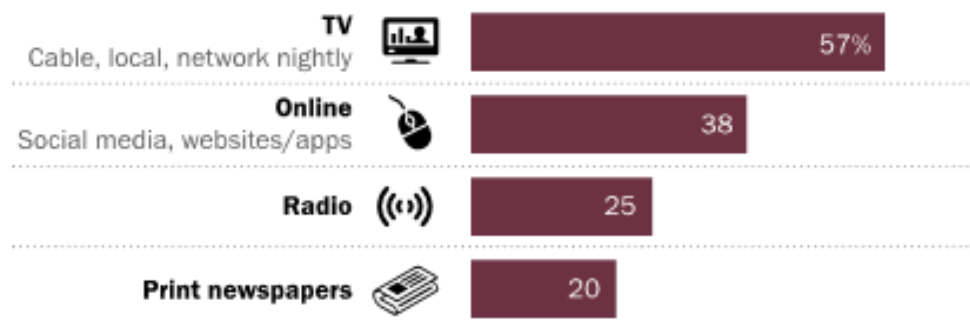
Or Put Another Way...

What matters to you and what matters to them?

Communication in 2017

About four-in-ten Americans often get news online

% of U.S. adults who often get news on each platform



% of each age group who often get news on each platform

	18-29	30-49	50-64	65+
TV	27%	45%	72%	85%
Online	50	49	29	20
Radio	14	27	29	24
Print newspapers	5	10	23	48

Note: Just 1% said they never got news on any platform (not shown).

Source: Survey conducted Jan. 12-Feb. 8, 2016.

"The Modern News Consumer"

PEW RESEARCH CENTER

Today's Media

- 24/7
- Highly competitive – driven by ratings
- More emphasis on breaking news – getting the story first and on multiple platforms
- Television news dominates
- Dramatic visuals
- Reporting resources continue to shrink
- “Backpack” journalists: reporter, photographer, videographer and editor



Social Media and the News

- Increasingly, news breaks on social media and travels instantly – be prepared for it
- Because of social media, responding to an issue in real-time is not an option – it's a requirement
- Traditional media now use social media as much as consumers to deliver their stories
- Traditional media also monitor social media for breaking news opportunities
- Traditional and social are inexorably intertwined

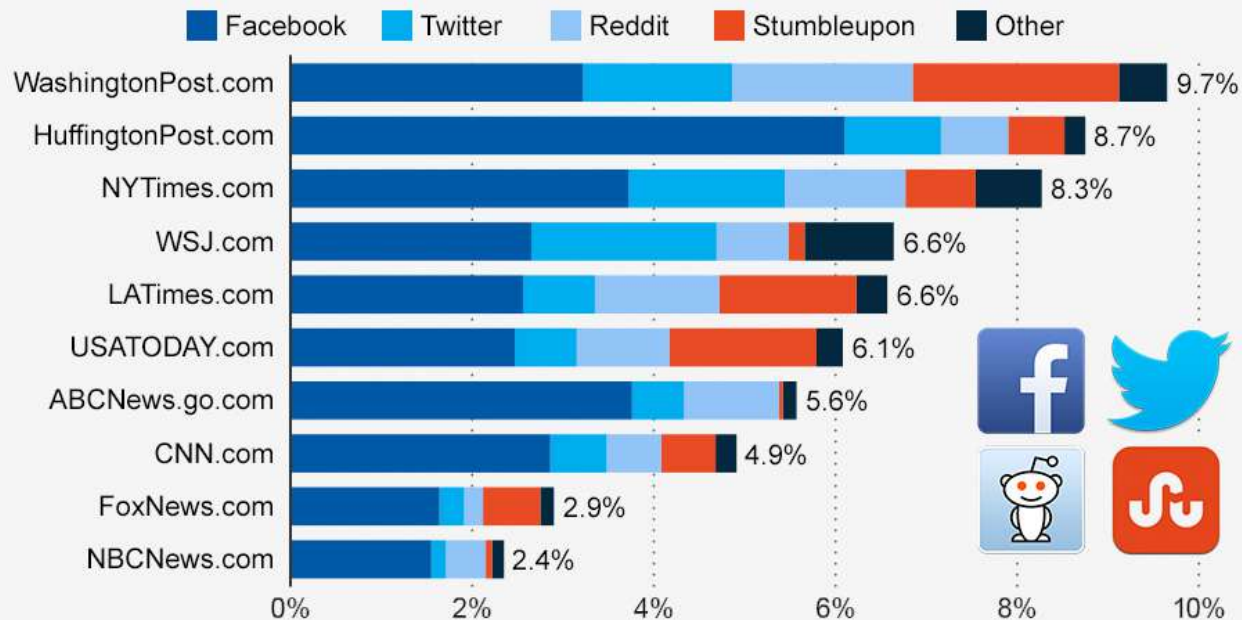
Journalism and Social Media (ING study, June 2014)

- 1/3 of journalists say social media is not a reliable info source; yet more than half say social media is their main source
- 78% of journalists use social media daily
- “Publish first and correct later” - nearly half of all journalists report putting out information and checking facts later
- More than half of journalists say they cannot do their jobs without social media
- Less fact-checking (44%); more crowd-checking (55%)

The Impact of Social Media

Facebook is the No.1 Social Traffic Source for News Websites

Percentage of website traffic coming from social media sites in the past three months



Harnessing Your Digital Presence

Is Social Media a Fad?

Digital Platforms in 2017: Predictions

- Facebook ~ dominates as the world's strongest social media network...evolving and even more targeted
- Twitter ~ still an important role in breaking news...making small changes to keep up
- Instagram and Pinterest ~ significant growth in audience and engaged users...not sharp increases as before
- Instagram ~ hottest social media network...stories and live video added
- Pinterest ~ expanding revenue opportunities...advertising and product sales

How are You Growing Your Base?

- Do you have a:
 - Website?
 - Facebook account/page?
 - Twitter?
 - Pinterest?
 - Instagram?
 - Snapchat?
 - E-newsletter?
 - Other online/digital tools?
- How are you currently engaging on digital platforms?
- With whom are you engaging?

Approach Your Audience In The Way They Prefer



CoSchedule

LinkedIn

- The world's largest professional network
- 467M users
- Showcase your experience and expertise
- An online resume
- Opportunities for thought leadership
- Connect and engage
- Profiles with professional headshots get 14x more profile views



Twitter

- One massive virtual network
- 313M active users
- 500 million Tweets posted every single day
- Average number of followers is 208
- Only 140 characters. Are you using them wisely?
- Help others find you by using hashtags
- Engagement is critical (80/20 rule)



Facebook

- Business VS Personal Page
- 1.86B monthly active users
- Five new profiles created every second
- Average time spent per Facebook visit is 20 minutes
- Algorithms and boosting posts
- Brand cultivation opportunities
- Managing relationships



Other Platforms

- Instagram
 - Pictures and video
 - 600 million monthly active users
- SnapChat
 - Pictures and video that disappear (or do they?)
 - 158 million active daily users
 - 10 billion daily video views
- YouTube
 - Compelling video content
 - #2 search engine after Google
 - 1 billion active users
 - 300 hours of video uploaded every minute and 6B hours watched per month



OK, but Why Should I Go Digital?

- Our consumers are engaging
- Our customers are engaging
- Those who oppose today's farming are engaging
- Even elected officials and regulators are engaging

It's an opportunity to pay into the bank of goodwill - think of it as reputation advancement



92 percent of children
under the age of two
already have a digital
footprint

~ AVG (Internet security firm)

Harnessing Digital for Effective Engagement

Listen, Learn, Create

- Monitor social media conversations for opportunities to engage
- Don't just "push" information - converse
- Follow others you are interested in on social media to see how they are engaging
- Listen first, then engage. Social media provides a beneficial opportunity to learn about people's interests, concerns and priorities
- Pay attention to what social media networks your audience uses most often so you know where to engage
- Let online conversations help shape content development and messaging to maximize investment
 - **Example:** If users are concerned with food safety, post infographics and videos depicting where food comes from using language they will understand; talk about your farm's commitment to egg safety

“We don’t have a choice on whether we **DO social media, the question is how well we **DO** it.”**

– Erik Qualman

Content is King

Digital Content Creation

- **Have a plan.** Invest time and resources in select social media networks where your audiences are vs. trying to engage regularly on all of them
- **Create compelling, relevant content** that leverages the strengths of the platforms where your audience is frequently engaging
 - Visual content consistently performs best
 - Photo content performs best on Twitter and Pinterest, video does well on YouTube and Facebook and graphics/text receive high engagement on Twitter
 - Video is becoming a priority for- Facebook, Twitter, Instagram, Pinterest, Periscope, Snapchat, etc. - and as a primary content marketing consideration for brands
- **Consider goals.** Think about the key ideas you want to communicate to audiences and what “success” is, then create content accordingly
- **Set clear expectations.** Not everyone may respond positively or change their minds, and change may not happen overnight

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If the 1.3 BILLION WINGS to be eaten for the Super Bowl were laid end-to-end, they'd stretch from Charlotte to Denver almost 53 TIMES.

*National Chicken Council

Timeline Photos Make Profile Picture Tag Photo Options Boosted Share Like

OPA Ohio Egg and Poultry Farmers
Published by Sam Bartlett [?]
Like This Page · February 6 ·

Whether you're cheering for the Broncos or the Panthers, it's highly likely you'll be eating chicken wings.

Tag Photo Edit

Like Comment Share

Audrey Neal Nickles, Amy McBride, Patricia Deiners and 20 others like this.

OPA Write a comment... [Camera] [Smiley]

People You May Know See All

Natalia Ryan Add Friend

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Christine Kyle A friend of mine showed me a new way of cooking a egg its called frog in a pond instead of putting bread in the toaster you take bread and take a piece in the middle out of it place it in a skillet with a little butter in it let the bread brown on both sides first and then put the egg in the middle let it cook a little bit and turn it over and when its done put it on a plate and there you go frog in the pond

Unlike · Reply · Message · 3 · January 20 at 10:33am

View 2 more replies



Ohio Egg and Poultry Farmers No matter what you call it, it's delicious, Christine Kyle and Elanda Thehairstylest! We have a recipe on [OhioEggs.com](http://ohioeggs.com) that's similar and we call it "Toad-In-The-Hole" - <http://ohioeggs.com/recipe/nacho-toad-in-the-hole/>



Ohio Eggs

Ohio's egg farmers work hard every...
OHIOEGGS.COM

Like · Reply · Remove Preview · 1 · Commented on by Sam Bartlett (?) · January 20 at 10:58am



Jeanne Agenbroad There is really not any way that I do not like eggs! I love them but I eat them scrambled with cheese the most and everyone



Write a comment...



Communicating Your Brand With Values

How You Use Digital for Your Brand Matters...

- Authenticity is key
- Being able to deliver on your “brand promise” is essential
- Like any consumer brand - failing to meet stakeholder expectations can be detrimental
- If you're going to fulfill your brand - you'll have to act like it at all times
- If you don't define your brand - others may define it for you

Speaking from Values

(aka, we speak from the heart, not from the head)

- We try to educate, but it only impacts **knowledge**
- Connect with values, which impact feelings and beliefs
- What do you want the audience to **think, believe, feel and do?**
- **People act on what they believe and feel**, more often than what they know

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Engaging with Values



So What are Our Values?

- Great care for our animals
- Being active and engaged in our communities
- Preserving the land, air and water for future generations
- Providing jobs and economic benefits across the state
- Producing safe, wholesome, quality foods

Retaining Authenticity While Being Creative

Conversation and Community

- Social media creates conversation
 - Average consumer mentions brands 90 times per week to family, friends and coworkers. If they can't find you, they won't mention you
 - Average American spends 37 minutes on social networking sites, per day
- Social media creates community
 - Allows readers and authors to connect and engage across continents, instantly - with media and consumers

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OPA **Ohio Egg and Poultry Farmers**
Published by Sam Bartlett [?]
Like This Page · December 18, 2015 · Edited ·

The eggs you bake with may well be from an Ohio egg farm! Ohio is the 2nd largest egg producing state in the country and produces more than 8.7 billion eggs a year.

Meet Ohio's egg farmers who produce the eggs you'll enjoy this holiday season: <http://bit.ly/1kCrISk>

Tag Photo Edit

Like Comment Share OPA

Emily LeBlanc Caruso, Jennifer Taylor, Donald L. Balzhiser and 297 others like this.

15 shares 8 comments

Kent Henry Wish came first the chicken or the egg lol
Like · Reply · Message · December 19, 2015 at 7:39pm

Joe Jacobs How bout a picture of the inside ?
Like · Reply · Message · 2 · December 19, 2015 at 11:28am

OPA Write a comment..

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Closing Thoughts

A Digital Reality of Farming...

Those who oppose the size and scale of American agriculture today are well ahead of the farm community - and they are swift, nimble and well-branded.

Humane Society of the United States (HSUS)

- Facebook: 2,577,806 likes
- Twitter: 528K followers

Mercy for Animals (US)

- Facebook: 2,350,970 likes
- Twitter: 276K followers

Natural Resources Defense Council

- Facebook: 778,236 likes
- Twitter: 250K followers

Environmental Defense Fund

- Facebook: 298,913 likes
- Twitter: 152K followers

...And one more

Those who purchase our eggs are talking with millions of customers and consumers every day – and they, too, use digital to preserve and grow their brands.

Wal-Mart

- Facebook: 33,173,143 likes
- Twitter: 860K followers

Kroger

- Facebook: 1,360,775 likes
- Twitter: 129K followers

McDonald's

- Facebook: 70, 249,953 likes
- Twitter: 3.4 million followers

Wendy's

- Facebook: 8,277,743 likes
- Twitter: 1.58 million followers

US Foods / Sysco

- Facebook: 74,531 likes
- Twitter: 14.1K followers

Cargill

- Twitter: 39.2K followers

Tying it All Together

- Social Media - if you're not already there, it's time
- Social media is shaping how the news media covers farming
- Digital engagement - it can be simple and fun
- Our stakeholders - both positive and negative - are doing a good job with their brands
- There are lots of opportunities to share our stories with great content

THANK YOU FOR YOUR TIME!

QUESTIONS?

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