

Farm Marketing Workshop D: Getting the Most from your Social Media

Thursday morning 9:00 am

Where: Gallery Overlook (upper level) Room E

Learn how to develop relationships with your customers using social media. Danny will share his wealth of information in this increasingly important arena for farm marketers. He will share a wealth of knowledge in creating and maintaining attractive websites, creating responsive websites and use of mobile websites.

Moderator: Joanne Davidhizar, MSU Product Center, MSU Extension, Benton Harbor, MI

- 9:00 am Getting the Most from Your Social Media
- Danny Mauk, FarmWebDesign, St. Louis, MO
- 11:00 am Session Ends



Getting the Most Out of Your Social Media

Danny Mauk, CEO of Farm Web Design

danny@farmwebdesign.com | @farmwebdesign | farmwebdesign.com

office: 314.349.2211 | texter: 314.643.6171

What are my challenges for using social media?

What do I want to achieve with social media?

What do I want to learn from this seminar?

facebook

Is this for us right now?

Yes No

What should I share?

Who am I trying to reach?

What's my goal on this platform?

How often?

twitter

Is this for us right now?

Yes No

What should I share?

Who am I trying to reach?

What's my goal on this platform?

How often?

Instagram

Is this for us right now?

Yes No

What should I share?

Who am I trying to reach?

What's my goal on this platform?

How often?

Pinterest

Is this for us right now?

Yes No

What should I share?

Who am I trying to reach?

What's my goal on this platform?

How often?

YouTube

Is this for us right now?

Yes No

What should I share?

Who am I trying to reach?

What's my goal on this platform?

How often?

Google+

Is this for us right now?

Yes No

What should I share?

Who am I trying to reach?

What's my goal on this platform?

How often?



Snapchat

Is this for us right now?

Yes No

What should I share?

Who am I trying to reach?

What's my goal on this platform?

How often?



FOURSQUARE

Is this for us right now?

Yes No

What should I share?

Who am I trying to reach?

What's my goal on this platform?

How often?

Useful? Jot some extra notes!
or some awesome doodles...