

# ANGUS EXTRA

**BEEF BULLETIN**

"The Commercial Cattleman's Angus Connection"



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## The Right Message

NCBA shares tips and tricks for connecting with digital audiences.

by *Jena McReil*, digital editor

Entering the social media scene online resembles arriving at a party, said Shari Nelson, digital community manager for the National Cattlemen's Beef Association (NCBA). You walk into the room, find a group to join and begin making conversation.

During the 2015 Cattlemen's College<sup>®</sup> hosted in conjunction with the Cattle Industry Convention & NCBA Trade Show, Nelson encouraged participants to think about their lives, how they engage with people, what those topics are, and then embed those passions into social media.

For NCBA, that's sharing the positive news about beef and the ranchers involved in supplying a quality, nutritious product, Nelson said.

Joe Hansen, NCBA associate director for issues response, joined Nelson, and they spoke on how the organization uses social platforms to promote beef and engage with consumers and cattle producers alike. Their efforts begin on two major websites.

- **Beef It's What's For Dinner:** In addition to an extensive recipe database, this site houses an interactive butcher counter to learn about different cuts of beef, as well as nutrition infographics and a meal-solutions page. This content is also shared with audiences via multiple social networks.
- **Facts About Beef:** An online collection for debunking myths about beef, you can find resources presented in the myth/fact format that address common consumer misconceptions in a simple, clear manner that is easily shared online. There are a collection of ranch profiles that introduce the families and faces involved with producing beef, as well.

NCBA and the Beef Checkoff extend their online presence by branching out through Facebook, Twitter and Instagram, among other social communities. Facebook remains the core online meeting place, Nelson said, and it's important to be as visual as possible when making posts — photos of everyday life on the ranch perform very well.

Hansen explained that Twitter is the fastest-moving social media platform, and it's



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important to find common ground with other Twitter users, such as the weather, holidays or sporting events. Instagram accounts that focus on niche content typically perform the best, according to Nelson, and users are interested in seeing a specific type of photo each day. If you can meet that objective, you will have a successful following.

Similar to offline connections, listening is equally as important as being vocal in social media. Nelson encouraged the audience to choose a target group, and determine the right moment and right message before interacting. Keep the facts in mind, and use photos and video to communicate what life is like on the farm or ranch.

A few topics that NCBA has found to be popular with audiences include recipes, ranch photos, sustainability and how what you do is different than previous generations, food safety, nutrition, cattle rations, cooking tips and animal care.

Another important consideration is to remember that social networks are communities. You have to be there and be present to make a difference. That can require some time commitment to making your pages successful.

Nelson and Hansen also suggested this list of bloggers who are shining a positive light on the beef business, from both the consumer and producer perspectives.

- [\*\*Amee's Savory Dish\*\*](#)
- [\*\*Feedyard Foodie\*\*](#)
- [\*\*The Cow Docs\*\*](#)
- [\*\*Family Foodie\*\*](#)

For those interested in blogging or growing their social media following, Hansen encourages using the resources available online through [\*\*Beef It's What's for Dinner\*\*](#) and [\*\*Facts About Beef\*\*](#) to share insight into the industry. Be consistent, and have fun along the way.

For more coverage of the 2015 Cattle Industry Convention & NCBA Trade Show, visit the Newsroom at [\*\*www.4cattlemen.com\*\*](http://www.4cattlemen.com).



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