

# Social Media Tips from America's Top Farms



**BRYANT**  
AGRICULTURAL ENTERPRISE



# Quick Tips

## Facebook

### BEST DAYS



### BEST TIMES



And people seem to be happier on Friday (small wonder), so funny or upbeat content will fit right in to that "happiness index."



Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.



Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.

## Twitter

### BEST DAYS



### BEST TIMES



Wednesday around noon and 5-6pm are peak moments during workers' breaks.



Twitter users are 181% more likely to be on Twitter during their commute.



Use Twitter Analytics and Followerwonk to track data on your own followers to find the best times to tweet.

## Pinterest

### BEST DAYS



If you are also posting during the week, try to target the top subjects of the day!

### BEST TIMES



The best time to post on Pinterest is 8-11pm, especially on Saturdays.



The worst time on Pinterest is during work hours.



Make sure to include a call to action! 80% of people that see your content during peak times won't interact otherwise.

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Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

**DAYS**

3,562

3,554

3,563

3,585

3,584

3,571

3,563

Sun

Mon

Tue

Wed

Thu

Fri

Sat

**TIMES**



Riverview, LLP ✓

@riverviewllp

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*Providing a **culture of opportunity** for  
**passionate** people and **innovative** ideas.*



Learn More



Message

Photos

Agriculture Company in Morris, Minnesota



1796 people reached

Like Comment Share

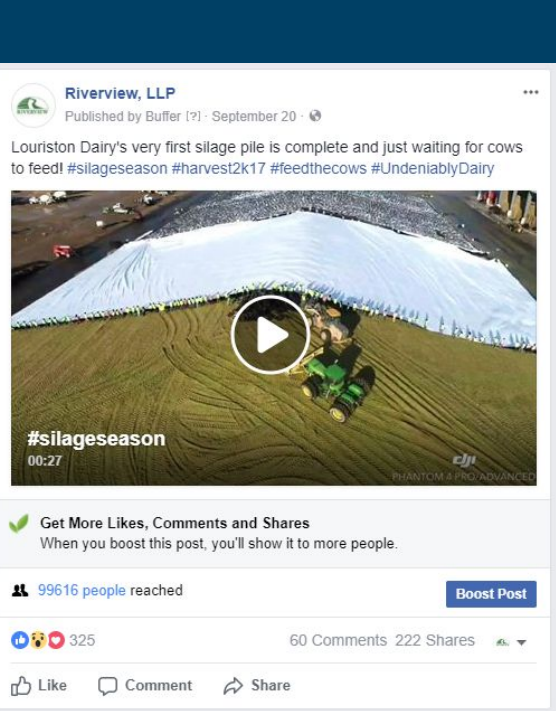
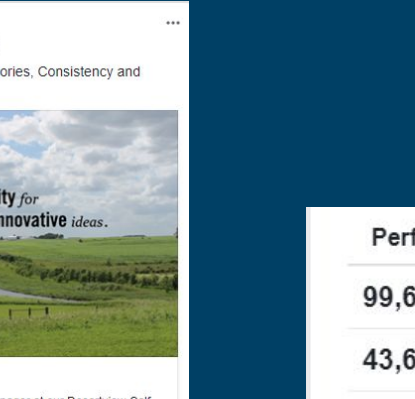


CALF RANCH MANAGER

We are currently looking for a full-time Calf Ranch Manager at our Desert View Calf Ranch near Texico, NM to manage our 16,000-head calf ranch. This will be successfully accomplished through continuous training, teamwork, execution of...

TEXICO, NEW MEXICO · FULL-TIME JOB

Apply Now



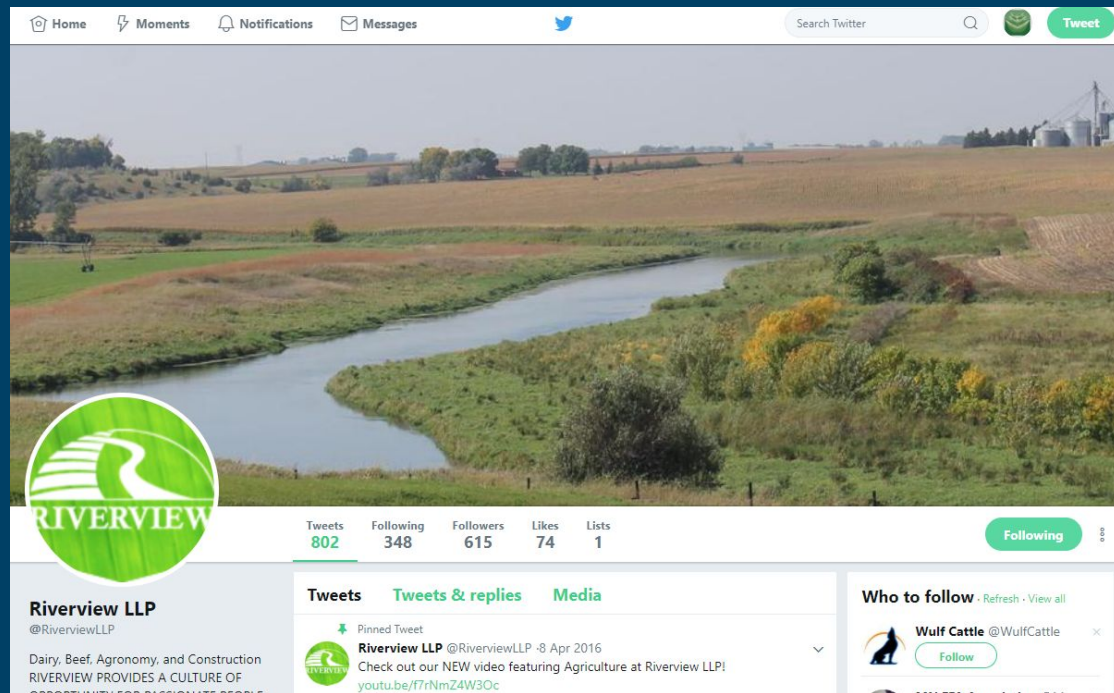
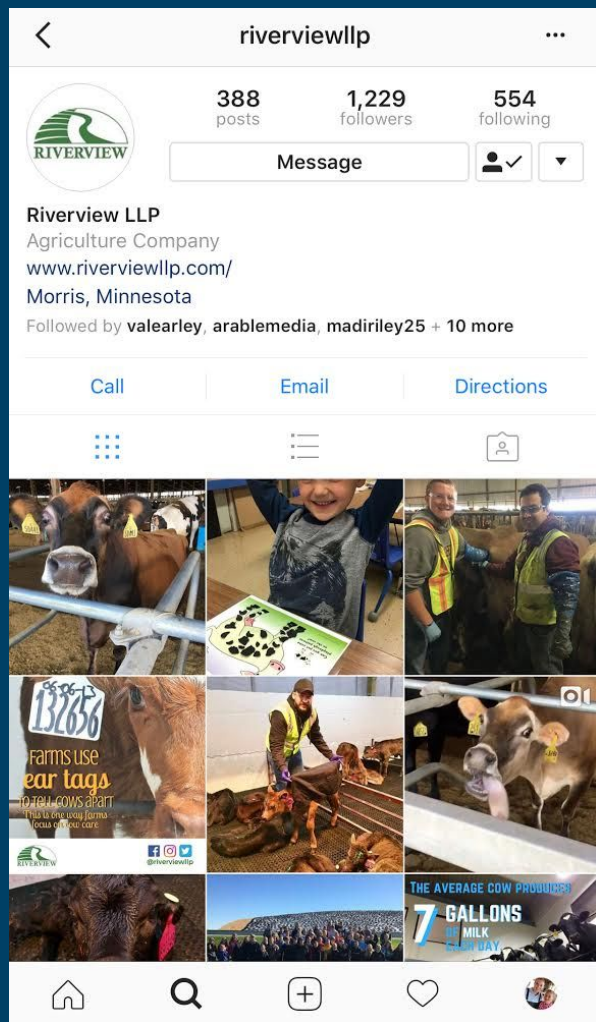
## Performance for Your Post

99,616 People Reached

43,654 Video Views

1,833 Reactions, Comments & Shares







Wulf Cattle

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Following ▾



Share



Call Now ✎



Write something...

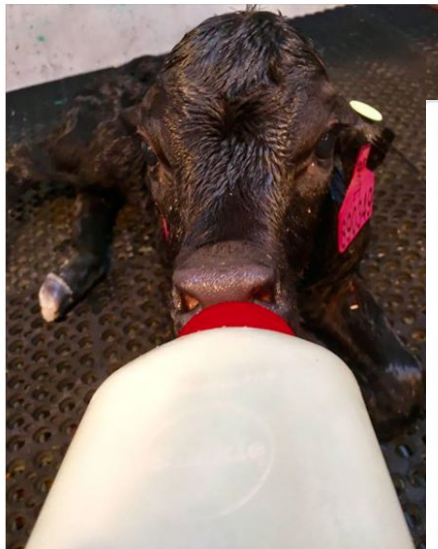


Farm in Morris, Minnesota

4.7 ★★★★★



Colostrum is essential for calf health, which is essential for future health of all cattle! Calves do not leave the nursery until they have had two full bottles of colostrum and are checked for health! #beef #dairy #health



3418 people reached

Boost Post



Wulf Cattle

Published by Buffer [?] · October 31 at 10:01am ·

HAPPY MOOLLOWEEN! ENJOY the MILK Chocolate! #halloween #cows



1258 people reached

Boost Post



Like



Comment



Share



Wulf Cattle

Published by Buffer [?] · October 21 ·

Cattle producers from across the region generously donate heifers to help young cattle enthusiasts get their feet wet in the beef business. The Minnesota Youth Beef Experience Program award the heifers at the MN beef expo.



Wulf Cattle

Published by Sam Jensen [?] · November 20 at 4:46pm ·

Join us tomorrow at 6pm (CST) for our Online Female Sale.

<https://wulfcattle.dvauction.com/events/75023/lots>

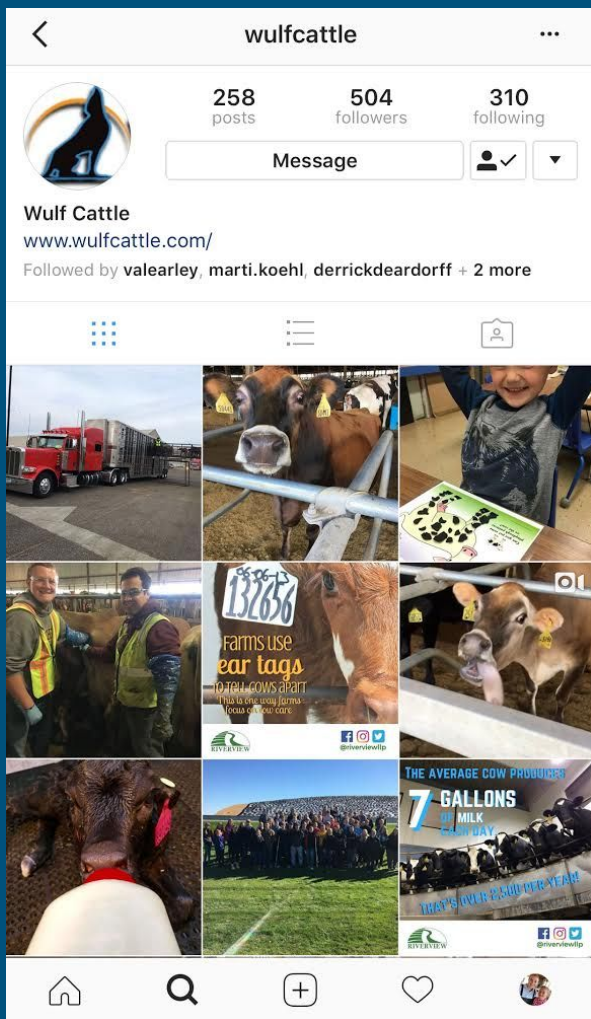


Wulf Cattle

Bidding on all Timed Auctions with a Live Close will be suspended one hour before the Live Close is set to begin. Any bids that you have placed during the Timed Auction will be represented when bidding resumes. If you are approved...

[WULFCATTLE.DVAUCTION.COM](https://wulfcattle.dvauction.com)






# Going Live on Facebook


Post Details

Video

Post

See metrics for all videos





**Riverview, LLP**

Dairy Cattle will be arriving at Dollymount Dairy next week! We wanted to share the finished barn with you before the "cows come home"! The carousel parlor milks 106 cows, each cow taking approximately 8 minutes. On their way to get milked the cows walk up ...

4:46 · Was Live: 06/23/2017 · View Permalink

**Performance for Your Post**

Peak Live Viewers	25	>
Minutes Viewed	14,082	>
Video Views	17,286	>
10-Second Views	10,076	>
Video Average Watch Time	0:21	>
Audience and Engagement		>

Create Post With Video

Edit Post

Boost Post

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

## TIPS ON GOING LIVE

- Practice
- Clean up all areas in the video
- Make sure all employees know you are going live
- Be prepared for something to “come up” that you wouldn’t want to share.
- You can always delete the video from posting, but cannot delete what people saw while live!

# Video's on Facebook

- Application
  - Boomerang
  - Hyperlapse
- Length of video should be 30 seconds or less

## Continuous Observation

**CATTLE ARE OBSERVED MULTIPLE TIMES PER DAY BY NUMEROUS PEOPLE**

Cows are monitored for heat detection

Cows are artificially inseminated

Cows are moved to and from milking parlor

Milking procedure observation (4-5 people)

Feed truck drivers feed cows twice daily



**PREGNANT COWS ARE  
OBSERVED EVERY  
MINUTES WHEN  
THEY ARE APPROACH  
THEIR DUE DATE**

**BEEF CATTLE ARE OBSERVED DAILY**

### **CALVES**

**FED TWICE PER DAY BY  
THE FEEDING TEAM**

**OBSERVED TO ENSURE  
CALVES ARE EATING AND  
ASSISTED WHEN  
NECESSARY**



Farms use  
**ear tags**  
TO TELL COWS APART  
This is one way farms  
focus on cow care



## Graphics

- Applications
  - Piktochart
  - Canva
  - Picmonkey
  - WordSwag





**Silent Shade**  
PLANTING COMPANY



Silent Shade  
Planting Company

@SilentShadePlantingCo  
mpany

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Share



Call Now



Write something...



Farm in Belzoni, Mississippi

4.7 ★★★★★ · [Open Now](#)

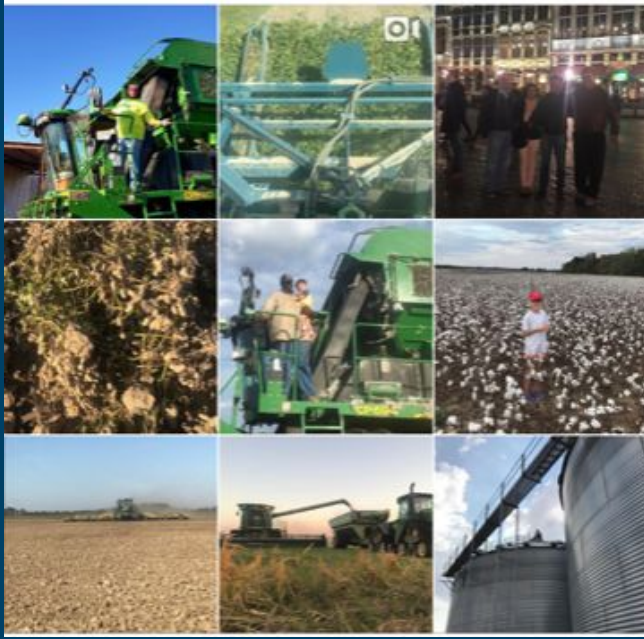


**Silent Shade**  
PLANTING COMPANY

247 posts   687 followers   34 following

Edit Profile

Silent Shade Planting Company  
www.silent-shade.com/




**Silent Shade**  
PLANTING COMPANY

Tweets 1,002   Following 135   Followers 420   Likes 6   Lists 0   Moments 0

Edit profile

**SilentShadePlanting**  
@SSPCJeremy

Silent Shade Planting Company is a 12,000 acre corn, soybean, rice, cotton, peanut & wheat row crop farm.

silent-shade.com

**Tweets**   Tweets & replies   Media

**SilentShadePlanting** @SSPCJeremy · Nov 14  
We are finishing up peanut harvest this week. Once that's done, #harvest17 will be a wrap!

**Who to follow** · Refresh · View all

Followed by Gordon Fellows

**CGTN** @CGTNOfficial  
Follow Promoted

**Southern Ag** @southerna...  
Follow

Choose the social media platform that is best for you and your business.



# Be Authentic

## Show who you are as a company.



Silent Shade Planting Company added 7 new photos.

Posted by Elizabeth Parsons Jack  
October 3, 2014 · 🌐

In support of breast cancer awareness month, we are wearing pink shirts! According to the American Cancer Society, breast cancer is the most common cancer among American women, except for skin cancers. About 1 in 8 (12%) women in the US will develop invasive breast cancer during their lifetime. When you see pink, be aware, spread the... [See More](#)



Silent Shade Planting Company added 6 new photos.

Posted by Elizabeth Parsons Jack  
February 24 · 🌐

Yesterday, our farm crew spent the afternoon learning CPR for adults, children and infants. You never know in the course of a day at work or at home where these skills can make the difference between life and death. Big thanks to Phyllis Long who facilitated the training. **#CPR #SSPC #safetyfirst**



Silent Shade Planting Company

Posted by Elizabeth Parsons Jack  
November 11, 2014 · 🌐

We salute our veteran's today. Our own Tony Young is a veteran of the U.S. Army. Happy Veteran's day!



Nell Parsons and 26 others

1 Comment



# Use statistics and humor to engage and educate.

**Silent Shade Planting Company** ...

Posted by Elizabeth Parsons Jack  
August 13, 2015 · 🌐

Yesterday, the soybean market took a hit, which directly affects a farmer's bottom line. All farmers face many risks (from weather to the market) outside of their control each day to provide food for our growing population. [#thankafarmer](#) [#soybeans](#)

**On August 12th, the price of soybeans dropped \$0.60/bushel in value. This means a farmer who harvests 1,000 acres of 65 bushel/acre soybeans lost \$39,000 of potential income in one day.**



 52    11 Comments    133 Shares    

**Silent Shade Planting Company shared U.S. Farm Report's photo.** ...

Posted by Elizabeth Parsons Jack  
March 24 · 🌐

This sounds familiar... Yes, we use GMOs. Yes, they are safe. [#knowthefacts](#) [#talktoafarmer](#)

**U.S. Farm Report**    

March 24 · 🌐

We all could use a good laugh this week. Enjoy your Friday!





# Create a farm website to connect with others.



## CROPS



### CORN

America's number one field crop, corn leads all other crops in volume of production in the United States. Fifty percent of our corn is harvested to feed chickens in Mississippi.



### RICE

Rice currently makes up more than 80% of a person's diet for more than half of the people in the world. 80% of the rice that Americans eat in a year was grown in the United States.



### COTTON

Mississippi is located in the United States' "Cotton Belt." Cotton is the most important crop in the state. Cotton is used for clothing. Other uses include wall coverings, tire linings, and medical supplies.



### SOYBEANS

More soybeans are grown in the United States than anywhere else in the world. Soybeans are used to make a variety of products including crayons, candles, cattle, chicken and catfish feed, plastics and hair care products.



### WHEAT

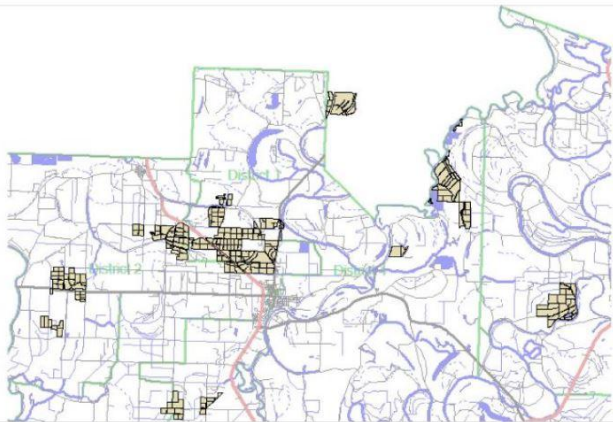
One bushel of Silent Shade wheat can make approximately 90 loaves of whole wheat bread. Our wheat is planted in the winter and harvested in June yearly.



### PEANUTS

Our peanuts are runner peanuts, the most common peanuts in the U.S. Most runner peanuts are used for peanut butter.

## OUR FARM LOCATIONS



## MISSION AND PHILOSOPHY



### PHILOSOPHY

We believe that safety, hard work, sustainability and teamwork are essential factors to our success.

**Safety** - We promote an environment of safety first and duty second by providing monthly safety training, hazards, and using up-to-date technology to help our employees do the job safely and efficiently.

**Hard Work** - "Without hard work, nothing grows but weeds." Hard work is what this business has been built on. It is the foundation of our employees and Silent Shade Planting Company.

**Sustainability** - We incorporate the latest technology to get the most out of every acre with the least amount of input.

**Teamwork** - Whether in the office or in the fields, we work very closely together, and group unity is essential. Our employees are expected to share a mutual respect for one another and to work as a team.

## MEET THE SSPC TEAM

Our team consists of passionate and experienced people, who love what they do and always look forward to face new challenges.



### CONTACT US

#### MEET US

422 Old Silver City Road

Belmont, MS 39038

#### CALL US

662-247-1214

### RECENT TWEETS.

We are finishing up peanut harvest this week. Once that's done, #harvest17 will be a wrap!

# Newsletters

## SSPC Snapshots—July-December 2015



Find us online!



Silent Shade Planting Company  
P.O. Box 534  
Belzoni, MS 39038



## Silent Shade Planting Company December 2015 Volume 3, Issue 3



### Merry Christmas from Our Family to Yours!



As 2015 comes to a close, our Silent Shade family wants to wish you a Merry Christmas and a Happy New Year. We feel fortunate to have spent the past year with such a great staff, and we are thankful for their families who provide a support system for them during the busy planting and harvest seasons. To celebrate the holidays, Silent Shade Planting Company and Willard Jack Trucking will be closed between Christmas and New Years Day so that we can spend time with our families to celebrate the Christmas season.

### Food, Family & Science



When I was a child, I enjoyed science, and I believed it was going to open doors for a bright future – not only in agriculture, but also medicine, technology, engineering and many other fields. However, in today's world, combining science with food has gotten a bad name. Buzz words like GMO have made their way into American's kitchens and put people into a frenzy.

This September, Elizabeth and I welcomed Thomas Pratt Jack to our family. His birth was particularly special for Elizabeth and me because Thomas was the prize of a long three year infertility battle. We are not alone – it seems more and more couples these days struggle having children. Fortunately for us, we were good candidates for in vitro fertilization, and the science of in vitro has progressed so that doctors can actually fertilize the egg using a process called I.C.S.I. for couples

who have no success through conventional fertilization. After the second transfer of two embryos, Elizabeth and I found out that she was expecting a baby boy. There are no words to describe our excitement, and Thomas would not have been born without the evolution of fertility science.

Interestingly enough, the in vitro process reminds me of the progression of agriculture science, such as the development of GMOs. A GMO is created when a scientist takes a desired gene from one plant and inserts it into another plant, resulting in a healthy, more efficient plant. No chemicals or hormones are added to the plant. Traditional breeding of plants takes longer and produces more random results. Using GMO technology, scientists can pick a specific gene or set of genes and insert it into another plant creating a GMO. We plant GMO corn because it has a trait making it more resistant to insects. For a farmer that lives in

an area prone to drought, he may grow a GMO crop that has been created to use water more efficiently so that his crop can survive.

Crops and children have been around since the beginning of time. Just as some couples struggled to have children, some farmers struggled to grow a productive crop. Thankfully, science has opened doors so that success is possible. So next time you're at Whole Foods or living an anti-GMO article on Facebook, do remember that it is because of science that we have the safest, most abundant, affordable food supply that will be around for our children (like Thomas) and future generations after them.



- Engages an audience that doesn't participate in social media.
- Allows your farm to go into more depth on topics of interest.



Bryant Agriculture  
Enterprise  
@bryantagenterprise

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Recommend



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Message



Status ▾



Photo/Video ▾



Write something on this Page...

Farm in Washington Court House, Ohio

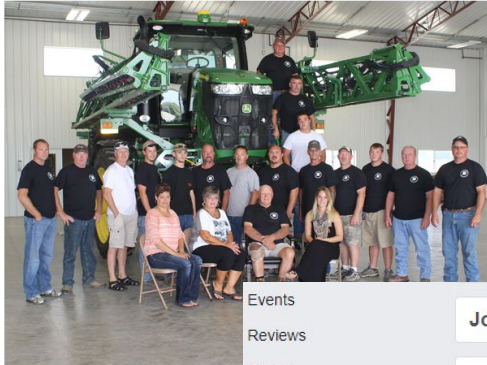
5.0 ★★★★★



# Hiring Talent and How Social Media Can Help!



## Grow With Us - Join the Bryant Ag Team



Interested in working with Bryant Ag? Click on one of the formats below to fill our employment application. You can submit your application via mail, in person or by email.

- Bryant Ag Employment Application (74 KB)
- Bryant Ag Employment Application pdf (36 KB)

**80% Of Job  
Seekers Use  
Facebook To  
Search For Jobs!**



## Jobs



Hiring? You can publish a job post on your Page.

Now you can share job openings with people on your Page. It's free! You can always boost your job posts if you want to reach more people. Applications will be sent to Tom Farms as messages, so it'll be easy to read and respond to them.

**Get Started**



## From One Generation to Three

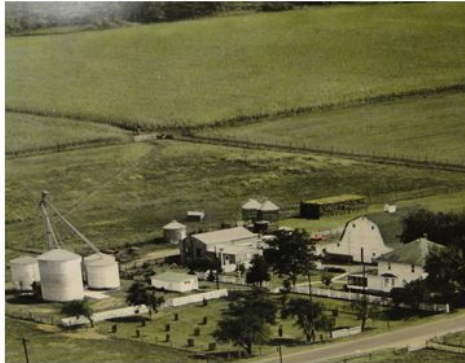
Albert and Margaret Bryant, parents of John Bryant, purchased the present day home farm at a sheriff auction during The Great Depression. Albert worked at a bank in Washington Court House, Ohio, where he eventually finished his career as president of the bank.

John started farming 258 acres in 1958 with the help of his mother and father. He was able to pursue his career and expand the operation in order to make room for his two sons, Mike and Mark, who also chose to make farming their careers.

Bryant Agriculture Enterprise, a family partnership, was started in 1988 to help achieve the same goals of John and Patsy, Mike and Christy, and Mark and Kim. Several benefits of a partnership were soon realized such as the consolidation of the accounting books and the sharing of labor and machinery. As the third generation began to take interest in the operation, separate entities were formed in order to allow Mike and Christy, and Mark and Kim's children to have equal opportunities to be involved. Although agriculture and the family members who take part in the business may change, the operation's goals have stayed the same. We strive to treat everyone that works for us or with us like they are a part of our own family. Likewise, every acre we farm is meticulously maintained the same as the ground we own.

We live on and create a livelihood for many families from the land we farm. We must take care of the land so that we will have the ability to pass it on to the next generation; be it our family or our landowners' families. Land is one of the most important resources in the world and at Bryant Ag Enterprise we strive to keep it as maintained and productive as we possibly can.

Home Farm 1961



Home Farm 1972



Home Farm 2009





Tom Farms



Kassi

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Tom Farms

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Like

Following

Share



Call Now





Tweets  
3,375

Following  
424

Followers  
6,873

Likes  
7,359

Lists  
2

Moments  
0

Edit profile

## Tom Farms

@TomFarms

Tom Farms is a multi-generation, family owned organization firmly planted in the

Tweets

Tweets & replies

Media



**Tom Farms** @TomFarms · 6h

Great read this morning from DTN/The Progressive Farmer about Dr. Kohls conversation with Ag Bankers. Click the...



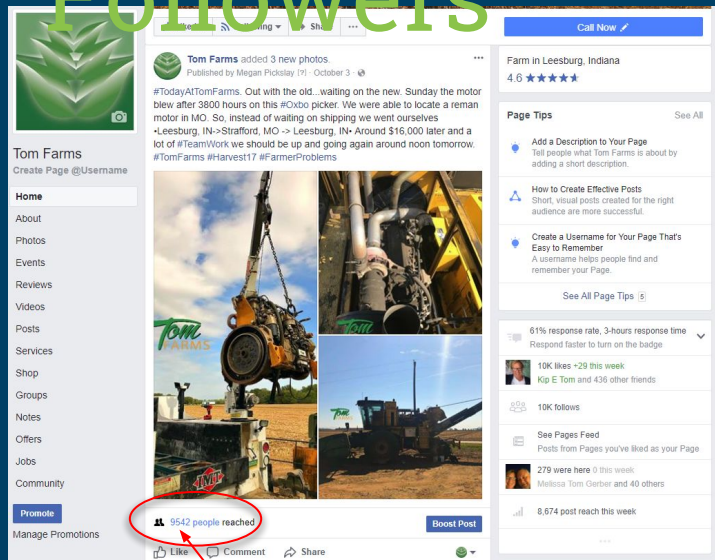
## Your Tweet activity

Your Tweets earned **4,628 impressions** over the last **24 hours**

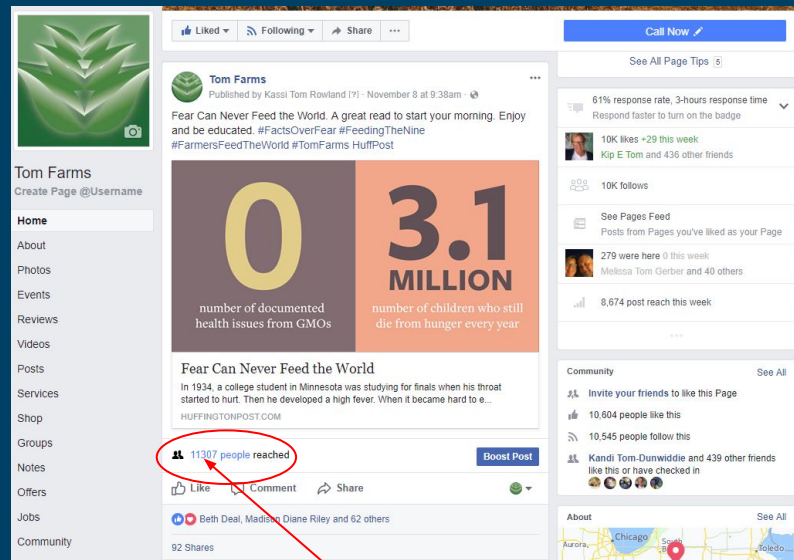




# Create Posts that Engage Followers



#FarmerProblems happen, tell your followers what is happening. Not everything has to be a "positive" post.





Create an educational post to advocate for Agriculture. Encourage your followers to Share your post

# Why Use #HashTags?

This post outperformed other posts? Why, we used #Belgium

## All Posts Published

Reach: Organic / Paid ▾							Post Clicks		Reactions, Comments & Shares ▾			
Published ▾	Post	Type	Targeting	Reach	Engagement	Promote						
11/28/2017 10:27 pm	 #TodayAtTomFarms. Testing out 2 very powerful pieces of	Video	Global	4.9K	1.4K 123	Boost Post						
11/28/2017 10:27 pm	 #TodayAtTomFarms. Testing out 2 very powerful pieces of	Video	Global	3.1K	388 58	Boost Post						
11/28/2017 1:42 pm	 #TodayAtTomFarms. The acres left of #Harvest17 are being	Image	Global	2.8K	249 80	Boost Post						
11/24/2017 8:23 am	 #TodayAtTomFarms. Our team is out #BlackFriday shopping!! #2	Image	Global	2.9K	56 98	Boost Post						
11/23/2017 9:26 am	 From our family to yours, Happy Thanksgiving! In Everything, Give	Image	Global	1.5K	24 31	Boost Post						
11/22/2017 1:30 pm	 #TodayAtTomFarms. We welcomed 4 farmers from	Image	Global	7.2K	1.4K 309	Boost Post						
11/21/2017 2:42 pm	 Tom Farms's cover photo	Image	Global	2.6K	254 146	Boost Post						
11/21/2017 8:57 am	 Great read this morning from DTN/The Progressive Farmer	Image	Global	3.5K	271 36	Boost Post						
11/20/2017 7:40 pm	 #TodayAtTomFarms. Thankful for diverse soils! We moved 2	Image	Global	4.1K	420 191	Boost Post						
11/18/2017 3:34 pm	 #TodayAtTomFarms. It may have been pouring down rain and	Image	Global	3.2K	533 38	Boost Post						

## Post Details



Tom Farms added 2 new photos.

Published by Kassi Tom Rowland [?] · November 22 at 1:30pm ·

#TodayAtTomFarms. We welcomed 4 farmers from #Belgium! It's always a great opportunity for both the visitors we host and us! Thanks for stopping by! #TomFarms #AgEd #Harvest17



7,215 People Reached

309 Reactions, Comments & Shares

294 Like

141 On Post

153 On Shares

5 Love

2 On Post

3 On Shares

5 Comments

5 On Post

0 On Shares

5 Shares

2 On Post

3 On Shares

1,407 Post Clicks

785 Photo Views

0 Link Clicks

622 Other Clicks

### NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

# How can you best utilize your social media platforms?

**SHARE Your Story**-What's happening on your farm today? What happened in the past? What is your family's farming story? Post daily to all platforms.

**Looking to hire?**  
Post your job openings across all platforms.

The general public love photos, showing what you are doing. Let your employees help you out by capturing what is happening.

**EDUCATE** your followers- People want to know what you are spraying or spreading, what you are planting, are GMO's safe, who is helping making your crops look great, where are you taking all of that grain, etc.

**SHARE** others great information by retweeting, sharing the post, or liking it.

Use  
#Hashtags

# Social Media is a great tool!

- Tell your Agriculture story
- Be an Advocate
- Educate others about Agriculture







Q & A



—



Thanks for joining  
this session!





**BRYANT**  
AGRICULTURAL ENTERPRISE

Kasey Bryant-Bamberger  
**@BryantAgEnterprise**



Natasha Mortenson  
**@RiverviewLLP**



Kassi Tom-Rowland  
**@TomFarms**



**Silent Shade**  
PLANTING COMPANY

Elizabeth Jack  
**@SilentShadePlantingCompany**



Natasha Mortenson  
**@WulfCattle**



Some other questions to have in your back pocket:

- How have you used social media to combat a negative experience?
- How do you tie social media to profitability?
- What is your next big thing you'd like to do for your website, newsletter, social media feeds?
- Do you think you will get to a point where you can hire out your social media needs? Grow that much?

Questions for Panel, Not to be included in Presentation:

Natasha-How do you best use the Riverview social media to combat animal welfare? (Rephrase if needed)

Elizabeth-What is your next big thing you'd like to do for your website, newsletter, or social media feeds?

Kasey-How do you think having an online presence helps with community involvement and future relationships?