

Social media guide

Raising awareness of ketosis

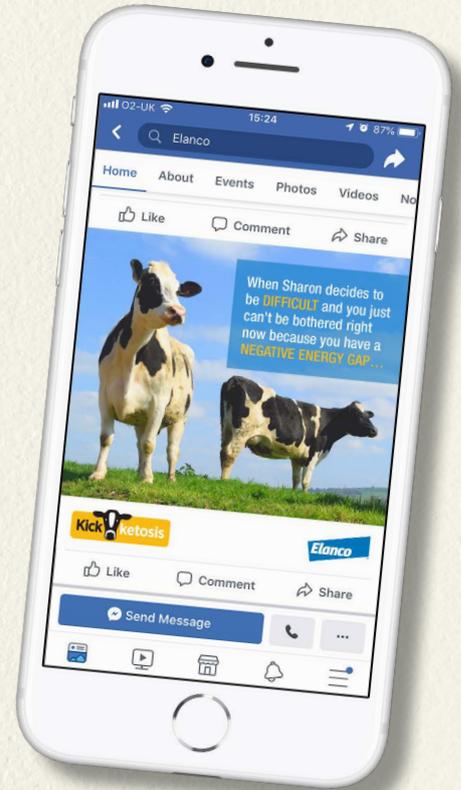
This guide accompanies some suggested social media posts. We hope it provides some inspiration when it comes to using social media more effectively.

Benefits of social media

Social media is useful to help you build relationships, bring communities of people with shared interests together and it can also be used to increase disease awareness and your practices role in herd health.

There is scope to:

- increase awareness of your practice and the specific services you offer
- improve awareness of hidden ketosis, prevention of associated diseases and herd health initiatives
- show examples of real ketosis cases, the impact they have on farms and the difference you can make (with permission)
- let clients know about practice awards or staff achievements and new skills developed within the team
- direct traffic back to specific articles or pages on your website that you want to highlight
- attract new clients with specific calls to action – such as ‘talk to us about reducing ketosis levels on your farm’ or ‘give us a call to book an on-farm audit’
- build a positive reputation



Take care out there

Tools that have great potential can sometimes have downsides too. The content you post can be shared with diverse audiences, outside your usual client base, therefore it's useful to think about a few points.

- X DON'T** promote brand names of animal medicines on public forums
- ✓ **DO** be aware that people have diverse viewpoints, so always make sure you are respectful, for example, always sense check your hashtags!
- ✓ **DO** monitor your platforms every day so you can respond promptly to feedback
- ✓ **DO** make sure you know you have options to hide or delete negative comments if appropriate and ban or block problematic users
- ✓ **DO** nurture your followers as they can be very supportive and will balance out any negativity. Make your page a place of positivity
- ✓ **DO** respect your customers privacy and copyrights and always get written permission to post pictures of people and their animals

Find your platform

 **Facebook** is popular with practices. It is slightly more used by women and a significant proportion of all 18+ age groups (around 70%+ in most categories) use the platform. Videos gain more interaction on Facebook compared to images and text.

 **Instagram** has a slightly younger audience, being most popular with the under 30s. The type of posts on Instagram are more visual and light hearted.

 **Twitter** tends to be slightly older than Instagram (25-44 years) and more professional. Arguably it requires more effort to become part of a community or tribe on Twitter but there is potential for much more one to one interaction.

 **LinkedIn** is still used a lot for job search and recruitment but also publishes insightful business or professional content.

It's better to be really good at using one platform than to be everywhere and use them all ineffectively.



TOP TIPS

Images



- Create some image guidelines so there is agreement about the type of images you will show and what makes for 'best practice'.
- Adopt an image style that reflects your practice branding – consider adding your logo on each photo and if adding text use the same font shown in your logo and the same colour palette.
- There are free tools you can use to create your images placing logos and text of #s on the image, such as Canva www.canva.com
- To give you head start or for some inspiration, use the ready to post image bank and copy deck we have provided within this kit.

TOP TIPS

Hashtags



- #s help people search for related content on social.
- While Instagram loves the use of #s it has been shown that #s on Facebook are less engaged (comments, reactions, shares) with, so adopt a different strategy for each platform. On Twitter it's usually best just to use two or three.
- While long and quirky #s have some comedy value they are unlikely to help with search or engagement (e.g. #letmedoaketosisauditonyourfarm). If in doubt put your intended # into the search bar and see how popular it is and what type of content it is associated with.
- Short or abbreviated #s are easy to interpret, search and follow, using key words such as **#dairycow** and **#ketosis**, will help target your farmer audience.
- Remember our earlier tip on sense checking your hashtags before posting content to avoid any offense, embarrassment or damage to your reputation.

TOP TIPS

Scheduling



- By scheduling your content in advance, you can take the pressure off a little and ensure there is regular activity on your account.
- You can schedule directly into some platforms or use a tool like Hootsuite.
- Try and identify what days and times your audience is most active. Sometimes thinking about their daily routines and when they may check their social media is useful or you can also monitor the times when people seem most likely to comment or react.

TOP TIPS

Reviews



- Thank people for positive reviews.
- Think about asking clients who have had a positive experience to leave a review. You can do this in person or in your offline materials and repeat appointment cards.
- Respond to negative reviews and if appropriate ask the reviewer to contact you to discuss their concerns.
- Consider turning your Facebook profanity filter on! You can find it in settings. You may also want to include banned words such as the name of competitor practices.

TOP SECRET TIPS



- It can be hard to grow a Facebook page purely through organic content. By allocating a small amount to boost your posts or page each month you can stimulate growth. When starting out, as little as £1 per day can be enough to start accumulating page likes. Use the promote button to set up a Page Like ad and always make sure you build an audience profile that reflects the people you are trying to reach so that your new audience will also want to engage.
- You can link your Facebook and Instagram accounts together so both benefit from paid boosts.
- You can customise the blue button under the header image in Facebook to provide an easy link to an action (make a booking, learn more or join the community).
- You can create a closed group linked to your page if you want to provide a forum for farmer clients where they can discuss specific concerns and you can promote your services in the knowledge that your posts will not be seen by the general public. This may allow you to talk about disease processes in more detail.
- Remember to share external content appropriate to your audience that is already having good reach and engagement. You may want to follow appropriate pages that create great content in your personal feed, such as [farmanimalhealth.co.uk](https://www.farmanimalhealth.co.uk) so you can curate what you share on your business page.
- Add accounts to Pages to Watch in the Insights tab (pages you admire, competitors or just anyone you would like to benchmark your performance against). It can be motivating to see when you are doing well and you can also observe what works well for other pages.

Creating great content can be time consuming so we have provided content that can be shared with your clients. If you want to edit this content to reflect your practice personality and ethos, that's absolutely fine. We hope it helps you start some beneficial conversations.

Download your social media starter kit assets at <https://www.mylanco.co.uk/marketing/kexxtone-social-media-toolkit-on-ketosis>

