

# SOCIAL MEDIA

## Community Connections

**COGA November 15, 2013**

## Keeping Communities Connected

- a social structure made up of a set of social actors
- a network that has people socializing, sharing and self-promoting
- they look for friends, mentors, experts, and guidance



## Social Media is a marketing vehicle

- reaches the consumer where ever he may be
- enhances TV and print advertising
- most respected brands use SM as their marketing vehicle

*AND IT's FAST!*



## Why do companies do it?

- promotes brand
- raises awareness

## Why did WE do it?

- defines who we are
- educates
- helps people feel  
part of our community



**We become champions of our industry**

## Consumer Education

- benefits of eggs
- animal care
- supply management

real time + ongoing + dynamic  
+ interactive

= consumer confidence



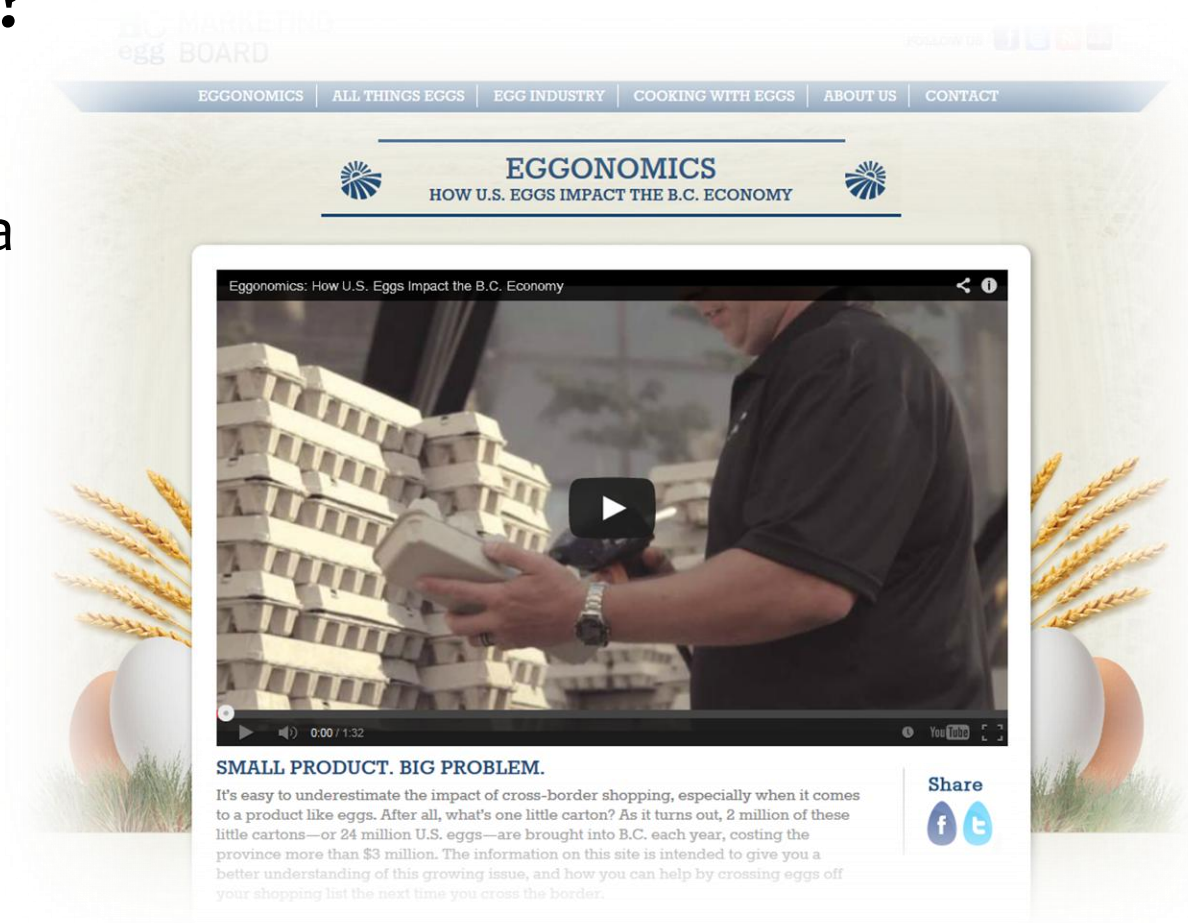
# Communication

- Honest
- Transparent
- Responsive
- Entertain
- Inspire



## How did we do it?

- New website
- New social media program
- New micro site



# Colouring Contests



# Photo Contests





# Strategy:

## Research

- Information gathering
- Planning
- Implementing

## Information Architecture



# SEO (Search Engine Optimization)












- What's working for us - what needs improvement
- Brainstorming – key word search for content
- Incorporate – using multiple channels
- Encourage participation through CTA



# All Posts Published

August 11, 2013 to November 08, 2013

■ Reach: Organic / Paid ▼
■ Post Clicks ■ Likes, Comments & Shares ▼

Published ▼	Post	Type	Targeting	Reach ▲	Engagement	Promote
10/17/2013 9:10 am	 <p>Who is getting egg-cited for Halloween? We are!</p>			12.1K <span style="color: orange;">■</span>	117 <span style="color: blue;">■</span> 102 <span style="color: pink;">■</span>	<span style="background-color: #1a3d54; color: white; padding: 5px;">Boost</span>
10/04/2013 12:40 pm	 <p>Butternut Squash Mini Muffins are a perfect little snack. Get the recipe on our website: <a href="http://bit.ly/1a0GO8w">http://bit.ly/1a0GO8w</a></p>			6.2K <span style="color: orange;">■</span>	202 <span style="color: blue;">■</span> 82 <span style="color: pink;">■</span>	<span style="background-color: #1a3d54; color: white; padding: 5px;">Boost</span>
09/30/2013 8:10 pm	 <p>Based on nutrition, there is no difference between white and brown eggs.</p>			5.8K <span style="color: orange;">■</span>	118 <span style="color: blue;">■</span> 34 <span style="color: pink;">■</span>	<span style="background-color: #1a3d54; color: white; padding: 5px;">Boost</span>
08/15/2013 4:20 pm	 <p>From fertilizer to slug repellent, eggshells are proving quite valuable. Check out all 5 repurposing ideas in the</p>			768 <span style="color: orange;"> </span>	49 <span style="color: blue;">■</span> 26 <span style="color: pink;">■</span>	<span style="background-color: #1a3d54; color: white; padding: 5px;">Boost</span>
09/20/2013 10:00 am	 <p>When making Toad in a Hole, try using a cookie cutter to cut a fun shape out of the bread. via Get Cracking</p>			654 <span style="color: orange;"> </span>	19 <span style="color: blue;">■</span> 26 <span style="color: pink;">■</span>	<span style="background-color: #1a3d54; color: white; padding: 5px;">Boost</span>

### Post Details



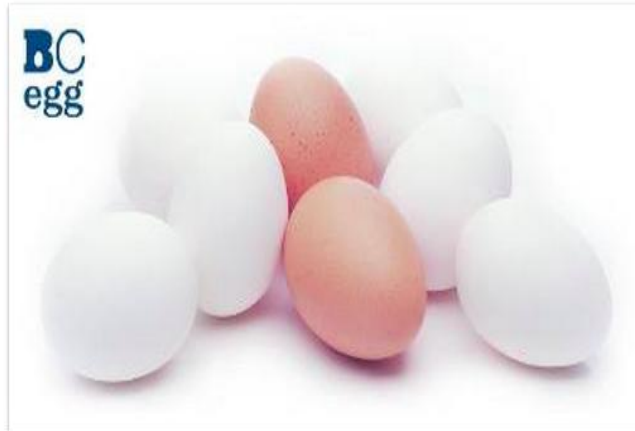
You might like **BC Egg**.

Hide



#### BC Egg

Based on nutrition, there is no difference between white and brown eggs.  
Which do you prefer?



about a month ago

Like Comment Share

15 Likes 13 Comments 1 Share

5,834 people saw this post

Boost Post

**5,834** People Reached

**35** Likes, Comments & Shares

#### FROM YOUR PAGE AND POSTS

<b>15</b>	<b>13</b>	<b>1</b>
Likes	Comments	Shares

#### FROM LIKES, COMMENTS & SHARES

<b>0</b>	<b>3</b>	<b>3</b>
Likes	Comments	Shares

#### TOTAL

<b>15</b>	<b>16</b>	<b>4</b>
Likes	Comments	Shares

**118** Post Clicks

<b>32</b>	<b>0</b>	<b>86</b>
Photo Views	Link Clicks	Other Clicks

#### NEGATIVE FEEDBACK

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

08/13/2013  
8:50 am



Are you expecting? Eggs contain folate which helps to protect against serious birth defects if taken prior to



611

3

7

Boost

10/13/2013



In the date on your egg carton, are you seeing?

31

# Post Details



You might like **BC Egg**.

Hide



## BC Egg

Who is getting egg-cited for Halloween? We are!

With so many fun, spooky and delicious desserts to try, like these Meringue Ghost Treats. Check out our tips here: <http://bit.ly/19U4j71>



about 3 weeks ago

Like Comment Share

46 Likes 4 Comments 25 Shares

12,064 people saw this post

Boost Post

12,064 People Reached

102 Likes, Comments & Shares

### FROM YOUR PAGE AND POSTS

46	4	25
Likes	Comments	Shares

### FROM LIKES, COMMENTS & SHARES

15	10	2
Likes	Comments	Shares

### TOTAL

61	14	27
Likes	Comments	Shares

117 Post Clicks

70	47	0
Photo Views	Link Clicks	Other Clicks

### NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Al  
Au

Pub

10/1  
9:10

10/0  
12:40

09/3  
8:10

08/1  
4:20

09/2  
10:00

09/1  
10:40

08/1  
8:50

10/1  
2:49

10/16/2013



Is the date on your egg carton approaching?

557

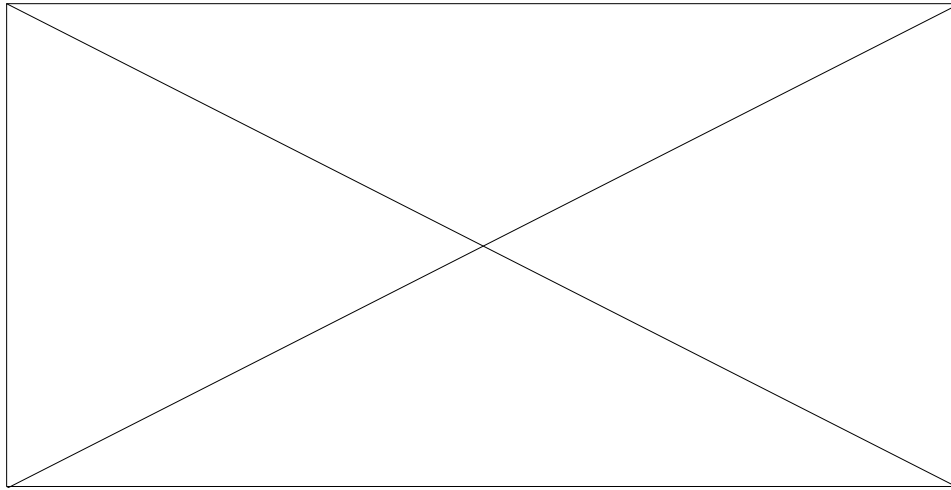
31

Boost

## Next Steps

- Always moving forward
- Ever evolving
- There are successes
- There will always be challenges







**It's all about “Community Connections”**

**THANK YOU!**



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