

*For farmers who are eager to get started with building an online presence.*

# Social Media Tool Kit for FARMERS

## **Learn:**

How to use four  
social media platforms

How to create an account

Tips for best practices





Tel: 613-241-2800 | E-mail: [cfc@chicken.ca](mailto:cfc@chicken.ca)

[www.chicken.ca](http://www.chicken.ca) | [www.chickenfarmers.ca](http://www.chickenfarmers.ca)

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# What is social media?



Please note steps may change slightly when using mobile apps or browsers.



Social media has been a rapidly growing form of communications for over a decade; it has changed the way we interact with each other both online and even in person. There are platforms on the internet that are primarily accessed via computers and mobile devices that allow users to create User Generated Content, share information, or discuss content online. User Generated Content, combined with user interactions are key (hence the name social media) and many platforms are designed to have users connect with one another or develop new connections that may have never formed otherwise.

For businesses, social media allows them to connect with consumers on a more personal level, and almost immediately. When used correctly, it is also a great way to advertise products, identify influencers, and develop an online audience with which you can connect to sell products, or spread a positive message about your business. In agriculture, social media can help farmers create a community of like-minded individuals, use it to help dispel false information or help Chicken Farmers of Canada connect with Canadians who eat chicken and provide them with information on our product.

This social media guide is meant for farmers who are eager to get started with building an online presence, but are unsure where, or how, to start. It will cover the basics on how to use the four social media platforms primarily used by Chicken Farmers of Canada. It will guide you through creating an account and how you can use it, and most importantly, provide tips for best practices. All setup steps outlined in this guide are done with the assumption that you are using a web browser on a computer or tablet. The only exception is Instagram, which is a strictly mobile-based platform.

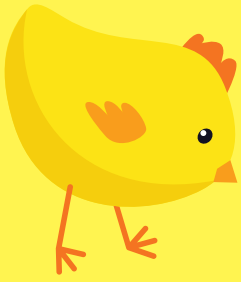


# Choosing a Platform

Social media allows you to develop an informed community with a reach that goes well beyond your physical social circle. You can connect with other farmers, consumers, or other interested parties all around the world instantly and start a virtual conversation.

Which platform you use is dependent on who you want to reach, and how you want to reach them. For example, Instagram is an image focused platform, allowing you to share photos and videos. Twitter is most word-based platform in which each tweet is limited to 280 characters. Many platforms are interconnected and allow you to share one post in various formats across your social media accounts. However, to increase your views, it is recommended that you create unique posts on each account in order to drive traffic to each of your accounts.

Platform	Primary Function	Text	Images	Video	Direct Messages	Business
Facebook	Social function.	Text can be shared in posts.	Images can be uploaded into albums or connected with a post.	Videos can be posted or shared from other Platforms.	Available depending on privacy settings.	Business can create a Facebook Page.
Twitter	Word based.	280 character limit for text.	Images can be uploaded with a Tweet.	Videos can be uploaded with a Tweet.	Available depending on privacy settings.	No differences between a business and a personal account.
Instagram	Image sharing.	Text can be connected with an image, or must be part of the image file.	Images must be uploaded in each post. Multiple images can be uploaded in one post.	Videos no longer than 60 seconds can be posted.	Available, but both accounts must be following each other. Any unknown DMs will need to be accepted by the user.	Personal accounts can be changed into a business account.
YouTube	Video sharing	Text description can be included under the video, or in the video	Images must be part of the video.	Videos can be uploaded to a channel.	Available.	Brand Accounts can be created for channels with multiple users.
Pinterest	Image sharing	Text description can be included with the pin.	Images can be pinned from other sites, or uploaded by the user.	A still image from video will be posted linking to the original.	Available.	No differences between a business and a personal account.
LinkedIn	Building professional connections	Text posts can be made and shared.	Images can be uploaded with a post.	Not available for direct upload, can be shared from YouTube.	Available.	Company Pages can be created.



As social media continues to have a presence in our offline world, many of these terms are also used in spoken conversation.

# Social Media Dictionary

The rise in popularity of social media also brings about a new set of terminology that is useful to know. As social media continues to have a presence in our offline world, many of these terms are also used in spoken conversation. Below is a list of terms commonly used across multiple platforms. Terms specific to a platform will be listed in their own respective section.

**DM:** DM is an acronym for Direct Message. On all social media platforms, you have the option of sending private messages to other users rather than contacting them publicly. These are known as DMs.

**Emoji/Emoticons:** Emojis began as varied combinations of symbols meant to look like an expression (for example, 😊 or 😊). Today, people more often use emojis in the form of small digital images which come in a huge range of expressions, colours, and even in the shape of animals, food, and other inanimate objects. Emoticons help add emotion to a post, which can often be useful to ensure your message is conveyed properly without the help of body language. The over use of emoji however, can make your post seem unprofessional, or even robotic. It is important to note that many devices now support their own range and style of emoji, which can mean that not everyone will see the same image, or even see an image at all.

**Follow/Follower:** A follower is a user who has subscribed to your page to receive updates on your posts. When you subscribe to or follow another account, you become one of their followers. Some platforms have different words for this. On LinkedIn, followers are referred to as 'Connections', and on Facebook followers are called 'Friends', or in the case of Facebook Pages, users can 'Like' a page to follow them.

**Hashtag:** A hashtag is when the pound symbol (#) is used before a word or phrase to tag it into a specific category. It identifies a key word or message that on many platforms is transformed into a searchable link. To create a hashtag, there are certain rules to keep in mind. All words, numbers, or emojis must be attached to





Hashtags are supported on Facebook, Twitter, Instagram and Pinterest, among other platforms. They are a great way to help your post appear in more feeds and searches when used correctly.

the hashtag (#) without any spaces or punctuation between them. For example, the hashtag #IHeartChickenFarmers is commonly used by Chicken Farmers of Canada. Hashtags are supported on Facebook, Twitter, Instagram and Pinterest, among other platforms. They are a great way to help your post appear in more feeds and searches when used correctly.

**Likes:** When you like a post, you are digitally showing your approval for a post without having to comment. Facebook now has several 'reactions' you can choose from instead of the generic 'like', which come in the form of emoticons. Other platforms use a simple heart you can click to like something. It is in bad form to 'like' your own posts, no matter what the platform.

**Newsfeed:** A newsfeed is where you will find a list of compiled posts from those you follow.

**Post:** A post refers to content uploaded by a user onto a social media platform. The term comes from posting something onto a community bulletin.

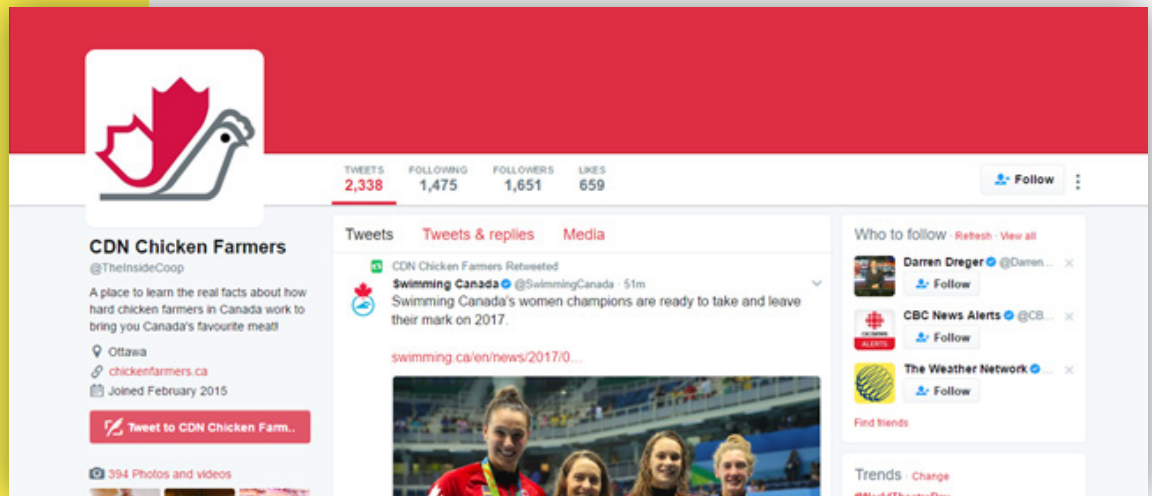
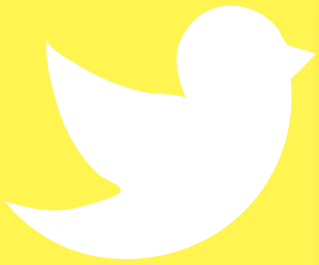
**Pinned posts:** Pinned posts can be done on your own account on both Facebook and Twitter. A pinned post will stay at the top of your page, even if you make more posts afterwards.

**Tag/Tagging/Mentions:** When you tag someone in a post, it brings the attention of the user to the post. Users will often tag friends in posts of interest to them, or tag businesses to try and get the attention of accounts with more followers, or bring attention to accounts they think you should follow. Tagging works across all platforms and depending on privacy settings, is public and can be seen by your followers and in some cases, theirs.

**Tweet:** A tweet is a 280-character post made on Twitter. A tweet doesn't have to be exactly 280 characters, but may not exceed that limit.

**Retweet:** When users want to share another person's tweet onto their own feed, it is called a retweet.

# Twitter



***Follow Chicken Farmers of Canada at @TheInsideCoop or @chickenfarmers.***

Twitter was initially designed as a way for users and friends to share quick updates on themselves online. Users can share news, jokes, or simple musings in their 'tweets', which take the form of a maximum of 280 character long messages.

First created in 2006, Twitter is a word-based social media platform with over 313 million active users. Twitter was initially designed as a way for users and friends to share quick updates on themselves online. Users can share news, jokes, or simple musings in their 'tweets', which take the form of a maximum of 280 character long messages. Photos or videos can accompany a tweet. Due to the ability of allowing users to give updates in real time, Twitter has gained popularity with journalists, who tweet about events and news as they happen.

## Getting Started

### Step 1: Creating an Account

Twitter is among the easiest of platforms to start. To create an account, simply go to **www.twitter.com** and click on 'Sign Up'. There, you will be asked to enter your full name, your email, as well as a password. You will also have to the option of allowing Twitter to tailor your account to represent your interests based on your browsing history. This means Twitter will make recommendations on accounts they think you'd like to follow. If you select this when you register, and decide you no longer want their recommendations, simply go to "Privacy & Safety", and uncheck the box next to Personalization.

A screenshot of the Twitter sign-up form. It includes fields for 'Full name', 'Phone or Email', and 'Password'. There is a checkbox for 'Tailor Twitter based on my recent website visits' with a 'Learn more' link. A blue 'Sign up' button is at the bottom. Below the button, it states: 'By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. Others will be able to find you by email or phone number when provided.' and a link for 'Advanced options'.



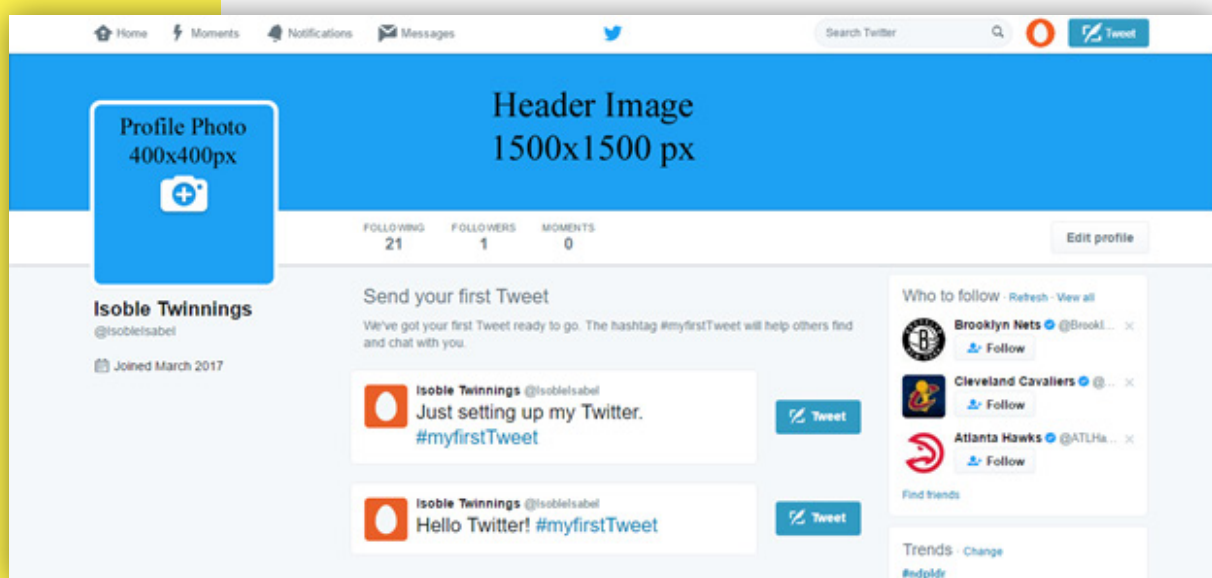
## Step 2: Selecting a Twitter Handle & Finding Friends

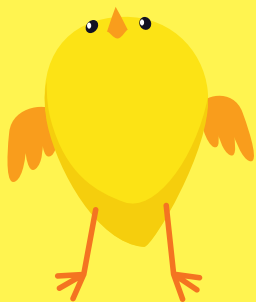
Once your account is created, you will need to come up with a Twitter handle. Your handle, or username, is used when you log in, and allows people to find and tag you in their tweets or images. Handles do not count towards the character limit, but it is recommended that you create a handle that's easy for you and your followers to remember. After selecting an available handle, you will be asked for some more information, such as your mobile phone number and interests.

You can skip both things, as well as the next step, which connects you with your email contacts that are also on Twitter. However, please note that Twitter will require you to follow 21 different accounts in order to get started. From there, Twitter will guide you through a helpful tutorial on each aspect of your newsfeed, along with the functions of each button present on your screen.

## Step 3: Completing Your Bio

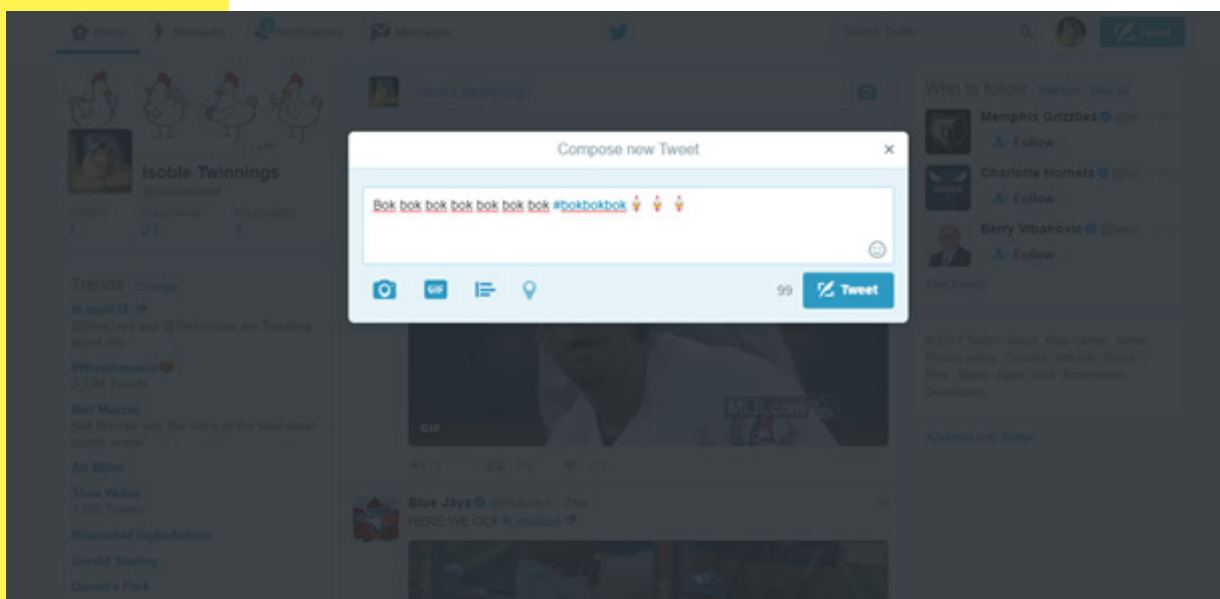
In order to set up a more detailed profile, hit the orange and white egg at the top right corner of your newsfeed. On your profile, you can see any tweets you have made, as well as edit your profile photo, cover photo, and include a short 160 characters bio. Your profile photo is the main photo seen next to your tweets and in the smaller square to the top left-hand side. You also have the option of including a Header Image. This is the slim rectangle that sits slightly behind your profile photo and track across the top of your profile page. Please note that Twitter only accepts images in the following formats: JPG, PNG, and GIF. To edit these photos, click on upload image or remove image. For users who want a more personalized Twitter experience, you can also customize your Twitter theme colours via their site (not available on mobile apps).





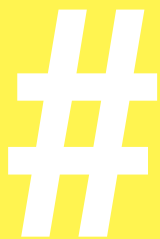
## How to Tweet

Composing a tweet is fairly straightforward. Simply hit the blue Tweet button and write your tweet in the pop up. There, you can attach photos, videos, or polls to your liking. If you wish to tag another user on your tweet, put the @ symbol before their username. In most instances, a list of users with usernames corresponding to the letters you input will pop up as soon as you start typing after an @ symbol, making it easy to search for and tag the right person. If someone tweets at you and you want to respond, hitting reply will automatically tag them in your tweet and link your reply to their original tweet. If you want to share another user's post on your own page, clicking "Retweet" will give you the option of reposting their tweet with a quote from you, or without. Users can also send Direct Messages when they'd rather keep the Twitter conversation private, however some users may disable direct messaging from those they aren't following.



## Privacy

For users who are uncomfortable with their Tweets being seen by every single user on Twitter, accounts can be made private. This means that other users will have to ask for permission to see your tweets, as well as to message you. With a private account, users that you allow to follow you are also unable to retweet your posts, and can only like them. This also means that you will be unable to tweet at individuals who are not your followers. To switch from a public to private account, or vice-versa, go to "Settings and Privacy", hit "Privacy & Safety", and select or deselect "Protect My Tweets".



Hashtags are used to identify, or categorize, a message in your tweet, as well as make it visible and searchable in an online conversation. Hashtags are identifiable by the pound symbol (#) preceding a word or phrase.

## Hashtags

The rise in popularity with hashtags in social media began with their initial users on Twitter. Hashtags are used to identify or categorize a message in your tweet, as well as make it visible and searchable in an online conversation. Hashtags are identifiable by the pound symbol (#) preceding a word or phrase. Clicking on a hashtag will bring you to a page containing all other tweets using that same tag. On your main newsfeed, Twitter will show you which hashtags are trending based on your region and interests.

When used properly, hashtags are a great way to expand your reach beyond your immediate following. However, overuse and misuse of hashtags can garner the wrong kind of attention, or simply make your account look unprofessional. While not necessarily followed by every user, below are some recommended rules to keep in mind when using hashtags.

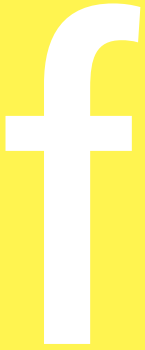
1. Do not overuse, or spam, hashtags. Hashtagging every word causes your post to read in a strange manner, and #also #looks #unprofessional #to #others. Instead, try using hashtags that allow you to zero in on a specific audience that share the similar interests, rather than attempting to reach a broad audience.
2. Only use hashtags relevant to your topic. In the past, many social media accounts for big companies have wrongly hijacked trending hashtags and have found themselves in hot water by the online community.
3. Know which hashtags are appropriate to use for each platform. Hashtags and their usage change between platforms. On Instagram, users tend to tag more specific topics, as well as include a few extra hashtags than they would on a Twitter.
4. Take a moment to learn which hashtags are most popular in a particular topic. There are many sites which will list popular hashtags on a particular day, and let you search for other hashtags used in an online conversation. It is also worth exploring accounts similar to yours and taking note of which hashtags they are using in their posts.

Chicken Farmers of Canada use a couple hashtags in their Twitter posts on a daily basis:

#IHeartChickenFarmers is used for anything about Canadian chicken farming, our Animal Care and On-Farm Food Safety programs as well as day-to-day life on a farm. This hashtag is mainly featured on @TheInsideCoop. Each tweet that uses this hashtag gets liked by their account and you can see them in rotation on their chickenfarmers.ca website.

#RaisedbyCDNFarmer is the brand hashtag. This brand helps consumers know that the chicken they raised by a Canadian farmer. This hashtag is mainly used on @chickenfarmers and the chicken.ca website as it is more consumer related.

# Facebook



*Like the @chickenfarmers page for great recipes, contests, and more!*

With over 1.7 billion active users each month, it's no surprise that Facebook has become one of the most popular social media platforms. Facebook allows users to connect with friends and family online, share photos and videos, and call or chat with friends. Businesses have also joined Facebook because it has huge potential in maintaining a client base on a more personal level.

A Facebook profile is where you can add people as friends, post and share images, status updates and links, as well as follow pages and join groups. Your profile represents you as an individual and is primarily centered around your life events, and interests.

## Creating an Account

### Step 1: Sign Up

To create an account start by going to **www.facebook.com** and click on "Create an account". Facebook will ask for some information from you to begin. Enter your name, the phone number or email address you'd like to use to log in, as well as a password. For security reasons, you will also need to enter your birthdate. You can hide this information in later steps if you'd prefer to keep it private.



Once you create an account, Facebook will automatically suggest friends you may know, or ask for permission to search your email contacts to find friends.

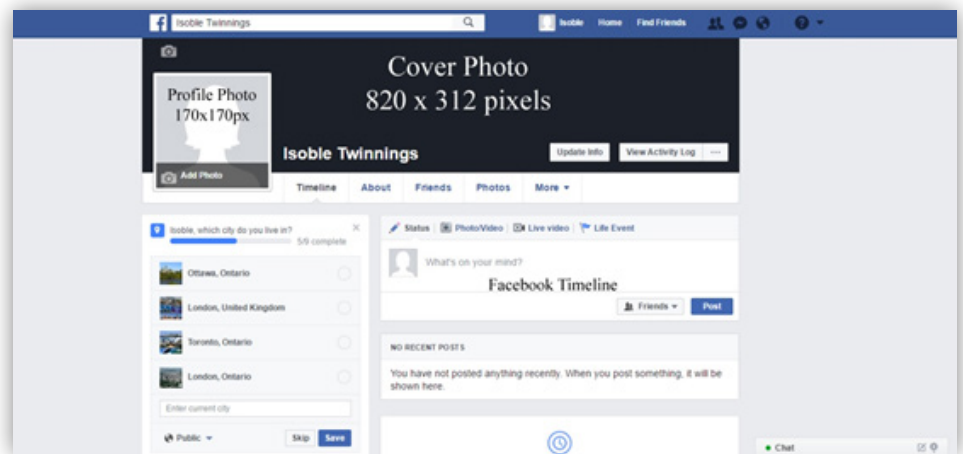
## Step 2: Add friends

Once you create an account, Facebook will automatically suggest friends you may know, or ask for permission to search your email contacts to find friends. You can also search for friends by typing their name into the top search bar. Contacts can also search for you using your email address, but they may not be able to find certain accounts depending on privacy settings.

You can unfriend someone by going to their profile and clicking on the Friends button in their cover photo and selecting Unfriend in the dropdown menu. On the same page you can also adjust the notifications you can receive from them, or even block their posts from appearing in your newsfeed.

## Step 3: Upload a profile photo and cover photo

Once both steps are done, you will be directed to a page which will prompt you to find more friends, take a tour of Facebook's privacy settings, or go on to a more in-depth set up of your profile.



Like Twitter, Facebook has both a cover photo and a profile photo for your personal profile. Your profile photo is shown next to each of your posts, and any notifications related to your account. Your cover photo however, is only visible at the top of your profile page. Each photo can be changed as often as you'd like.

Both photos are visible to the public when they are being used, meaning everyone on Facebook can see it. You can edit the visibility of photos no longer in use by hitting the globe circle at the top right corner and setting who can see it. Each photo can have unique privacy settings.

You can upload a photo of any size to be your profile picture, but it will automatically be cropped into a square.

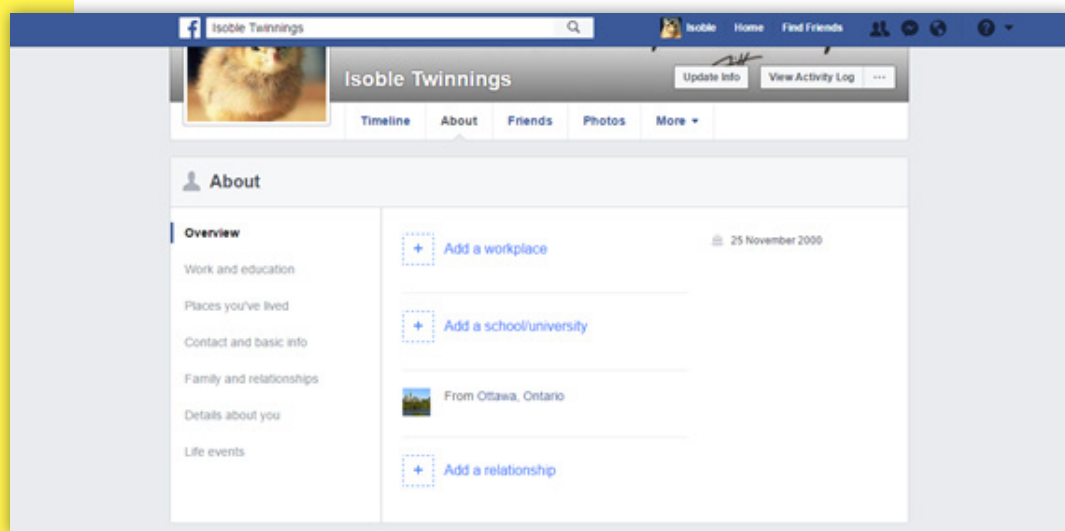
To upload a profile photo, hover over the profile photo square and click on Update Profile Picture. A pop-up will then appear giving you a selection of suggested photos, as well as the option to upload a photo from your device, or take a new photo. Uploading a cover photo is done the same way, but instead of a pop-up, a



drop down list with appear with four options you can choose from, including one option to reposition your current photo. Select the option you want, position your cover photo the way you'd like others to see it, and click Save.

### Step 4: About Me

In the "About Me" tab you can add a biography about yourself, list your previous education, and your current location, as well as places lived. In order to enter this information, go to the "About" tab on your profile. There Facebook will list the different kinds of information you can fill in should you want to. Scroll down the page and you will also have the option of adding your favourite books, sports teams, music and more. To add new information, click on the bright blue "Add" button or plus sign.



Facebook couldn't have made creating a post any more simple for its users. Writing a post, uploading a photo or video, or creating an album can all be done in one spot.

### Creating a Post

Facebook couldn't have made creating a post any more simple for its users. Writing a post, uploading a photo or video, or creating an album can all be done in one spot. To create a post, simply click in the text field in the box at the top of your newsfeed or profile that says "What's On Your Mind?". Pictures and videos can accompany written posts, however word-only posts can have custom coloured backgrounds. Users can also further convey emotions in a post by adding a feeling or activity. If need be, once your post is created, you can edit who can see the post by clicking on the button next to post, at the bottom right of the posting square. Other users can comment, or react to your post. A reaction is a series of emoticons created in response for the demand for a dislike button. You can choose a reaction to a post by hovering your mouse over the Like button and selecting an appropriate reaction.

You can also "Share" posts from other users or pages onto your own page. Next to the comment button on a post, hitting share will prompt you to decide how and where you would like the post shared to. You have the option of sharing it right away, sharing it with an added quote from you above the shared post, sharing it on a friend's timeline, or sharing it in a direct message to another user.



For those weary of putting their personal information out publicly on Facebook, there are a series of privacy settings you can set so that your information and posts are only seen by those you want seeing it.

## Facebook Pages

Businesses and celebrities can often be found using a Page instead of a profile. Users can follow a page to get updates on their favourite brand or personality, participate in contests, and even shop for certain items directly on Facebook. To get updates from a page, go to their profile and click on "Like". The page's activity will then appear in your newsfeed. If you've changed your mind and want to unlike a page, just activate the drop down menu where the Like button is and hit "Unlike This Page". Next to the "Like" button is a drop down menu with a series of notification settings you can set for each page.

## Facebook Groups

Groups are a collection of users gathered around a specific interest or cause. Groups can be Public for any user to join, Closed to users without permission, or Secret. On a group page, users can create and contribute to a discussion, share photos, or even send a mass message to everyone in the group.

## Facebook Events

Users and Pages can create events and invite other users to RSVP. Some events are public and can be searched for, whereas others might be private and can only be seen if you've been invited to it. Clicking any of the RSVP buttons will make you visible to other users in the event. Events can be created by anyone looking to spread awareness about an occasion.

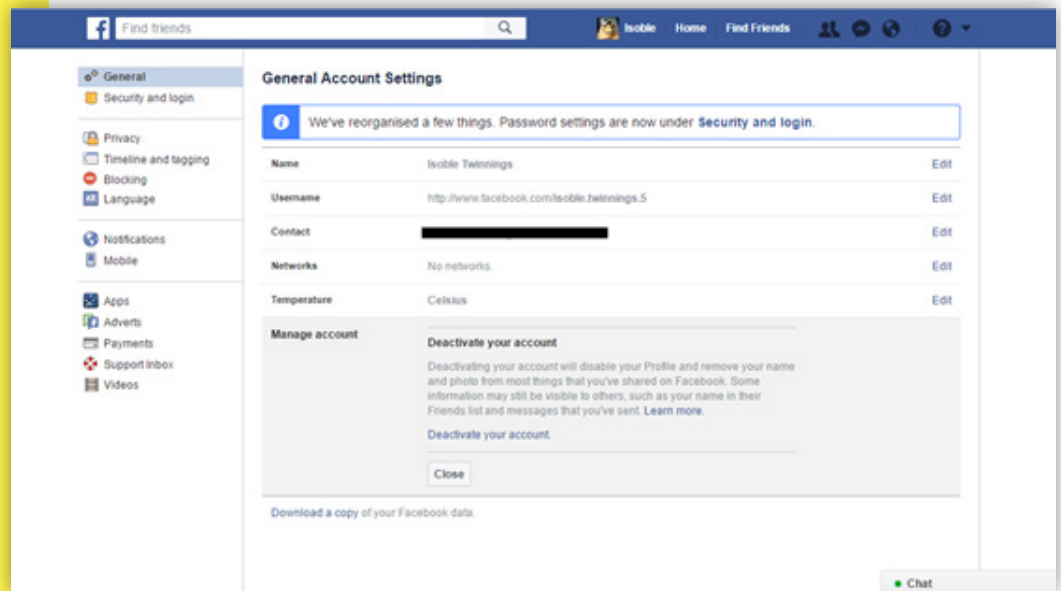


## Privacy

For those wary of putting their personal information out publicly on Facebook, there are a series of privacy settings you can set so that your information and posts are only seen by those you want seeing it. To check your privacy settings, pull down the drop down menu at the top right corner (it will be a small triangular arrow pointing downwards), and click on "Settings". The first page is your general settings, where you can set a username that will sit at the end of your Facebook URL or deactivate your account. The second page, "Security and Login", is where you can change your password, and set up extra security in case you are locked out of your account.



It is important to note that no matter what your privacy settings are, Facebook servers still hold your information and will set ads directed at you based on your likes, pages you follow, as well as your age, gender and location.

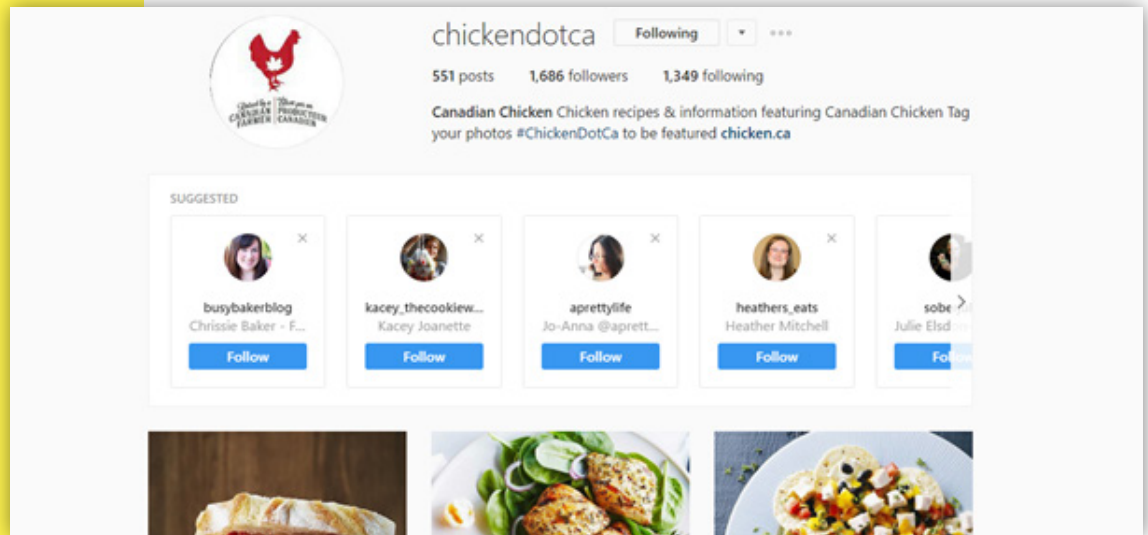


The third tab down is "Privacy Settings and Tools". It is here that you can regulate who can search your name on Facebook, who can send you private messages, and even set it so that specific people don't see one or more of your posts, despite being a Facebook friend. Here you can also regulate who can look you up or send you messages. These advanced privacy settings continue down the second block of tabs where you can regulate posts on your timeline, block users and customize language settings.

It is important to note that no matter what your privacy settings are, Facebook servers still hold your information and will set ads directed at you based on your likes, pages you follow, as well as your age, gender and location.



# Instagram



***Follow Chicken Farmers of Canada on Instagram @chickendotca and @the.inside.coop.***

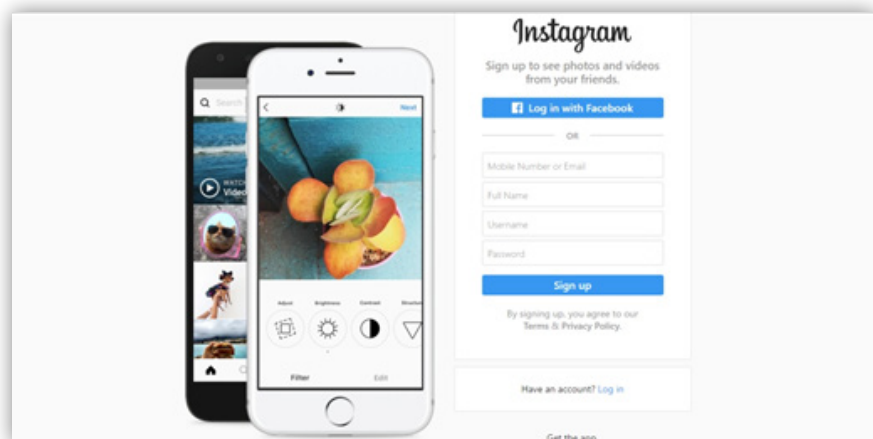
Initially released in 2010, Instagram is a primarily mobile-based image-sharing social media platform. The company is actually owned by Facebook. There were an estimated 600 million active users on Instagram in December 2016, with numbers rising higher each month.

## How to Get Started

You can set up an Instagram account on your computer; however, the only way you can post photos to your page is via the Instagram app on your mobile device.

### Step 1: Creating an Account

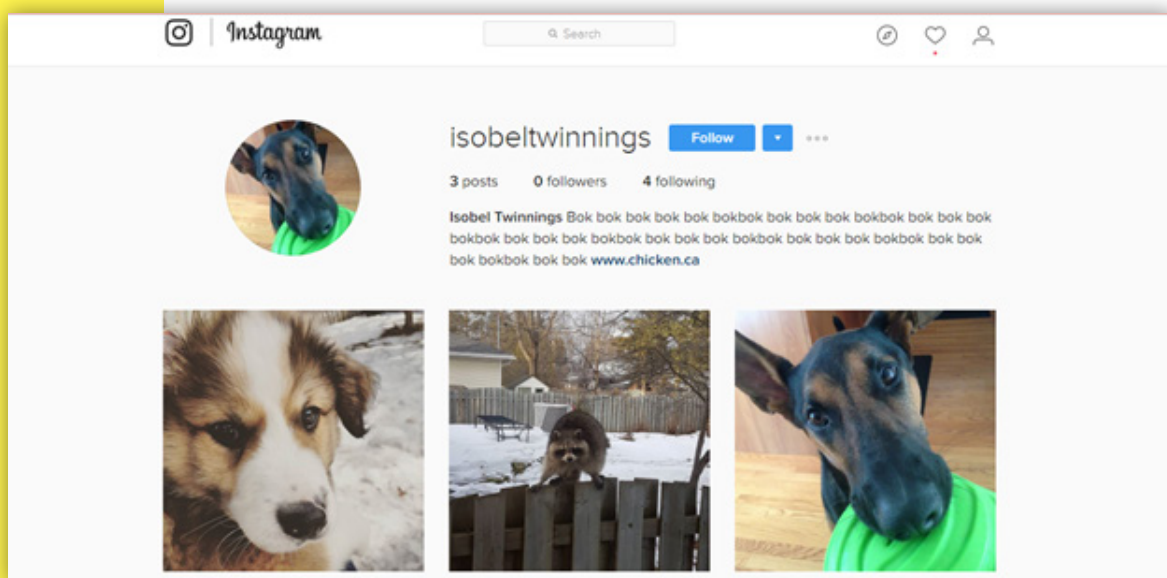
Like other platforms, Instagram is quick and easy to get set up on. Either open the Instagram app on your phone, or go to **[www.instagram.com](http://www.instagram.com)**. Both will direct you immediately to a sign-in page. To register, fill in your email or mobile number, your name, username and password. Your username will be displayed next to your posts, in messages and in comments, while your full name is only visible on your profile page. Alternatively, you can sign-in using your Facebook account.



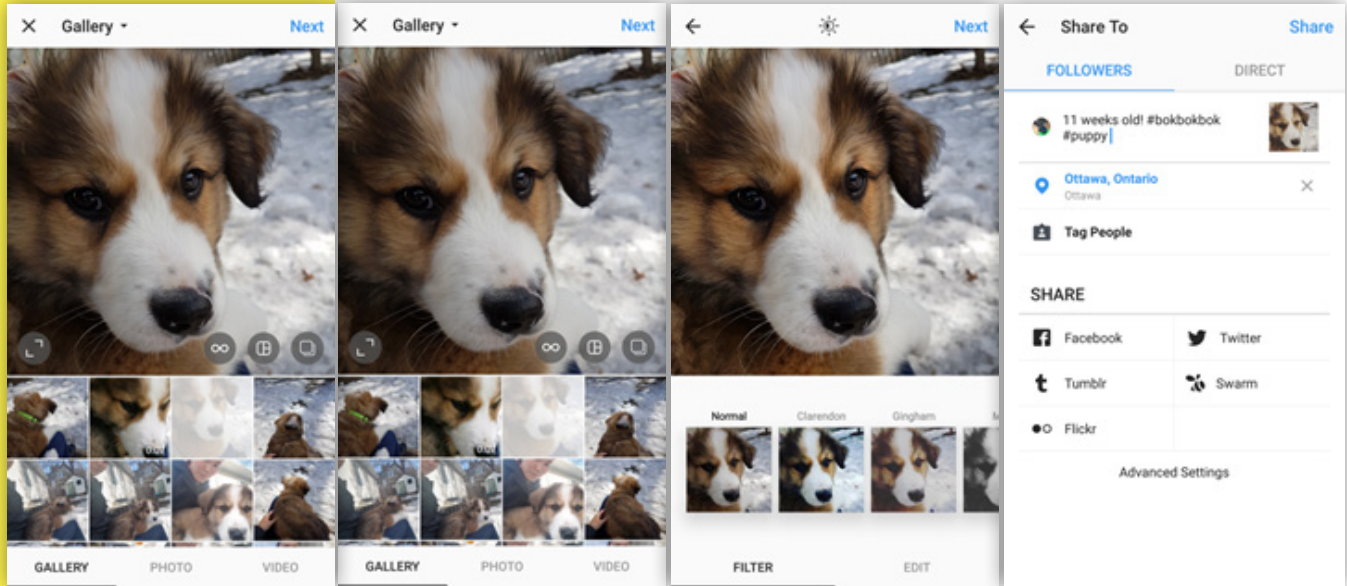


Since Instagram is owned by Facebook, you can connect your Facebook account to your Instagram account to find any Facebook friends who are already on Instagram. You can also search for friends and other accounts to follow via the search tab. To follow an account, hit "Follow" and their posts will appear in your newsfeed. Hitting the following button again will bring up the "Unfollow" option should you want to unfollow their account.

Your profile photo is a representation of you and your account. You can choose to import a photo from Facebook, take one using your mobile device, or upload one from your phone. Once chosen, your photo will be cropped into a circle. You can adjust your image before accepting it. This photo can be seen by users, even if your account is set to private. It will also appear above any posts you make, comments, and in any notifications from you.



## Making Your First Post



Instagram is primarily an image-based medium, but users can also post short videos up to 60 seconds in length. Uploading a photo and video can only be done via the Instagram app.

Instagram is primarily an image-based medium, but users can also post short videos up to 60 seconds in length. Uploading a photo and video can only be done via the Instagram app. To upload a photo, open the app and tap on the square button with the plus sign. This button is found at the bottom center of the app. A new page in the app will pop up giving you three options: you can select a photo from your phone's image gallery, take a photo in the Instagram app, or film video in the Instagram app. For individual photos, you can adjust their size beyond the traditional 1080x1080px square. Once you have a photo chosen, tap on "Next".

You will then be taken to another page with editing options for your photo. Instagram comes packed with many filters to choose from, as well as advanced photo editing options. You can go between the filters and editing options via the two tabs at the bottom of the app. Once you've finished editing, hit "Next".

On the final page, you can write a caption for your image, letting others know what it is about, and also include any hashtags for others to find your post (see Hashtags usage in the Twitter section for more info). If you tag specific individuals in your caption, simply put the @ symbol directly in front of their username.

You can also add a location of where the photo was taken and tag other users in the photo. If you wanted to share it to your followers, make sure you're on the blue "FOLLOWERS" tab. If you'd prefer to share the image to specific individuals, switch to the green "DIRECT" tab and select who you want it sent to. Once you're happy with your post, hit "Share". Your photo will then be uploaded to your profile, and appear on any of your follower's newsfeed.


Videos can be uploaded in a very similar way. With videos, however, you are much more limited in editing. You can still select a filter, but you cannot edit the video itself, other than trimming its length. If you wanted to cut any sound from the video, hit the sound image at the top center of the app to toggle sound off and on.



## Additional Posting Options

Instagram has recently introduced more ways you can post photos and videos via their outside apps. The Boomerang app takes quick bursts of photos and switches them together into short, constantly looping videos that you can share on your page. The Layout app allows you to combine multiple photos into one image in a collage format and share it onto your account. The Hyperlapse app lets you film and share time-lapsed video. All three apps are free to download.

Instagram Stories are photos or videos uploaded directly to your “Story”. These posts vanish from the site after 24 hours of posting. To post a story, swiping right from your newsfeed, or simply hitting your profile image in the “Stories” bar will open your camera. There you can press the white circle once for a photo, or hold for a video. Before your story is uploaded, you can add emoticons, text, or stickers to it. From there you have the option of sharing it directly to “Your Story”, or sending it directly to other users.

Finally, users can now share multiple photos in one post by tapping on the icon with three rectangles  and selecting up to ten photos to share. When choosing this option, you will not be able to edit selected images beyond choosing a filter. All selected images can also only be in square format.

## Likes, Comments, and Reprogramming

As with other social media platforms, users can show appreciation for a post by double tapping an image to “Like” it. Likes can be undone by double tapping the image again. The number of likes a photo has can be seen directly under a post, while the number of views is shown under a video. To see the number of likes a video has, just tap on the view count.

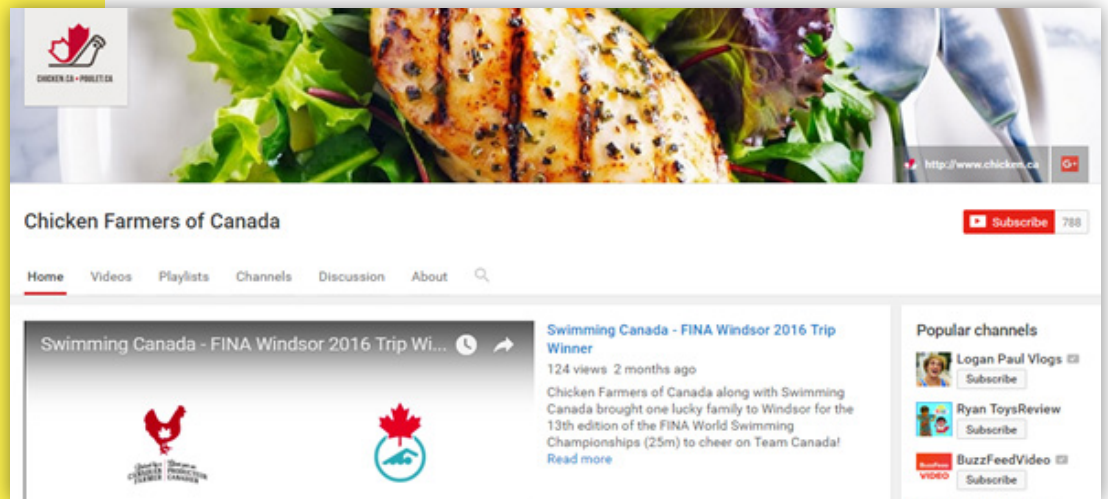
Commenting on a photo works just like every other platform. To comment on a photo, tap on the speech bubble underneath the post. A page will pop up allowing you to type in your comment. If you want your comment to be private, you can hit the paper airplane icon to make it a private message instead.

## Privacy

All of Instagram’s setting options can only be edited via their app. There you can adjust your notification settings, regulate comments on your photos, block other users, and adjust your account’s privacy settings.

Private accounts are geared towards users who’d prefer to have their posts seen by pre-approved users. With a private account, your profile is still searchable to other users, but all they will see are your profile photo and bio. If other users request access to your private posts by following you, you have the option of allowing or denying them. You will still be able to follow other accounts. You can switch your account from public to private at any time.

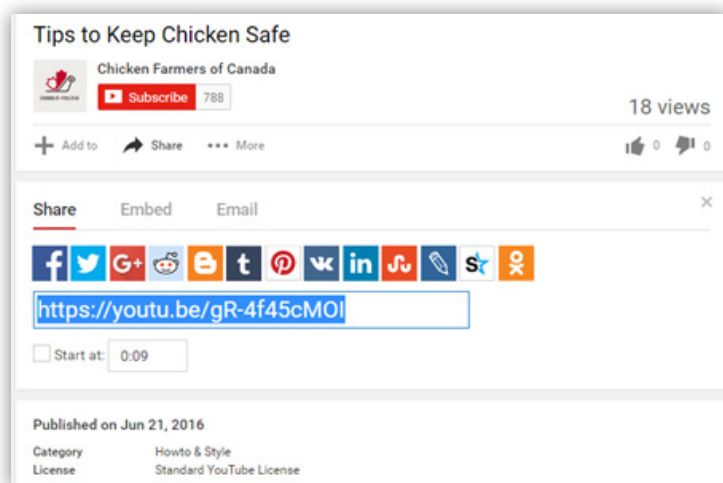
# YouTube



***Make sure to subscribe to our YouTube page, Chicken Farmers of Canada!***

YouTube is a social media platform in which users can upload and share videos. It originally began as a form of video diary where users can post little videos, but quickly transformed into a quick and easy advertising platform for businesses. Every minute, more than 100 hours of video is uploaded onto YouTube, which isn't surprising considering YouTube claims to have over 1 billion active users. You can create your own account on YouTube easily if you already have a Google account, or by following simple steps similar to other platforms to creating one. Having a Google account means you have one account across all Google platforms including Google +, YouTube, and Gmail.

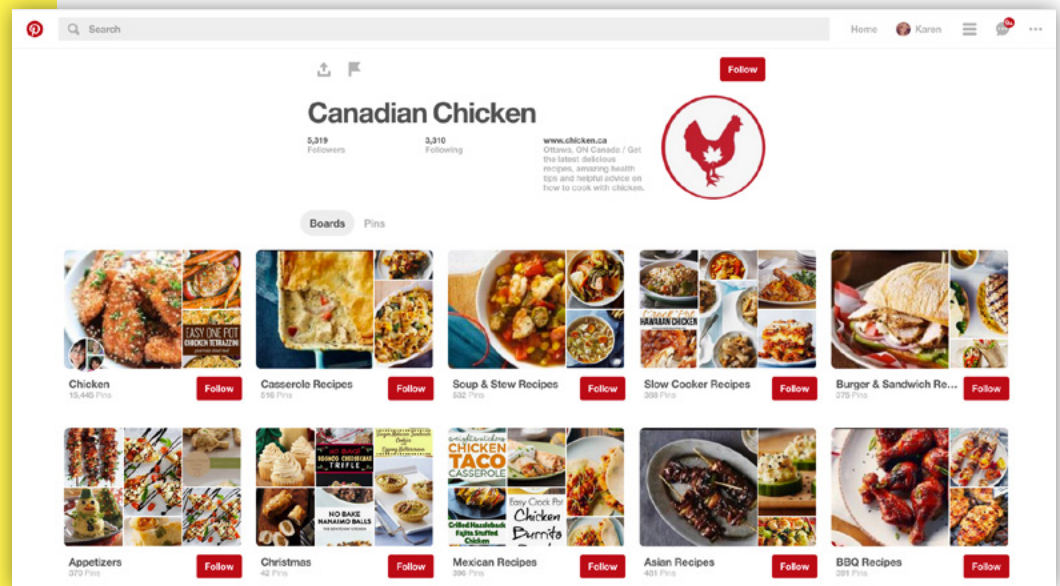
Once you've set up an account, you can upload video, create playlists, comment on videos, or give them thumbs up or down. If you want to get notifications from other user's accounts (called "Channels"), hit the red subscribe button and they will appear in your home feed. To share a YouTube video onto another platform, simply hit the "Share" button with the arrow icon. A drop-down menu will appear with a shortened video URL, as well as a massive list of social media platforms where you can share the video directly.



# Pinterest



Pinterest is best described as a virtual bulletin board where users can “Pin” images into their own personal boards, or in shared boards.

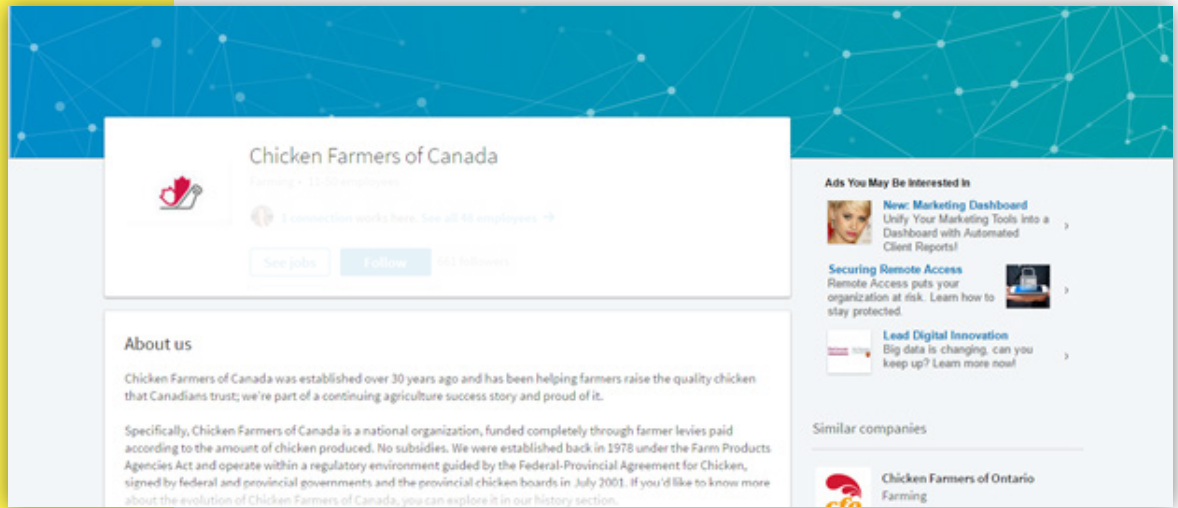


## ***See our favourite recipes and what we're pinning by following Canadian Chicken!***

Pinterest is best described as a virtual bulletin board where users can “Pin” images into their own personal boards, or in shared boards. Pinterest is most popularly used to post and find DIY projects, recipes, and home decor, but hundreds of other niches and categories are used by all types of users and businesses alike. Any images you see online that you want save, can be pinned to your virtual board either in the app or site, or via the dedicated Save button you can install on your browser.

Creating an account follows the same steps as other platforms, but demands less information. Once you set up an account, you will be asked to select 5 interests from a list of topics and Pinterest will automatically fill your home feed in with images you can pin to boards and share with others. Once you start following other users' boards and liking more images, your home feed will start filling in with more images directed at your preferences. You can save images by “Pinning” them onto a board, which can be created either as you're saving the photo, or on your profile page. On your profile, you can also edit which order your boards are shown, whether the board is secret or public, and you can delete any unwanted boards or images.

# LinkedIn



Adding someone on LinkedIn is similar to adding a friend on Facebook, except instead of being called a "Friend", they are called a "Connection".

## ***Follow us on LinkedIn at Chicken Farmers of Canada***

LinkedIn is a dedicated platform for professionals and businesses looking to connect with other professionals. LinkedIn profiles read similar to a resume, and list your current and former occupations, educational history, endorsements, as well as other professional interests. Adding someone on LinkedIn is similar to adding a friend on Facebook, except instead of being called a "Friend", they are called a "Connection". LinkedIn has a whole section dedicated to job searches where employers will list listings or scout potential employees. LinkedIn is great for those looking for employment, wanting to reconnect with old colleagues, or simply wanting to connect with others in the same field.



Building a positive and informative online presence can fill missing gaps in public knowledge and foster a powerful conversation around your farm and line of work.

## Social Media Best Practices

Building a positive and informative online presence can fill missing gaps in public knowledge and foster a powerful conversation around your farm and line of work. However, it is important to note that joining online conversations does not always lead to civilized interactions. Maintaining positivity online will help bring together a positive community, as well as build credibility for your account.

### Creating a Presence on Social Media

Social media takes a lot of time and effort to build a dedicated following, and it's important to remember that results are not always immediate. Building an online presence is a slow process and it can take some time before you have a good following. Posting only occasionally makes this process even slower. What you post about varies depending on your goals. If you're low on ideas, why not post about what makes your farm unique, or how your animals are cared for and what their welfare means to you. Simply sharing photos of your favourite places around your farm is also an easy way to generate conversation and give your audience a peek into your work.

Simply posting on your own pages is not enough to build an online presence. There is truly a social aspect to social media. Check out feeds of other users with similar interests and interact with their content. This can help build connections with other accounts, as well as give you inspiration for your own. Knowing who you are targeting can better help you learn what content they want to see. On Instagram and Twitter, look at what others are posting using the same hashtag as you.

### Don't Feed the Trolls

Try to promote positive and civil conversation online, even if other users are being rude or obnoxious. *Don't Feed the Trolls* is an important saying to keep in mind when dealing with the internet. Trolls generally post with the sole intention of provoking you or others online. Your profile is a representation of you, your business, and of Canadian chicken farmers, and if the conversation cannot be kept civil, it is almost always easier just to ignore it. The internet is filled with individuals with a vast range of opinions, as well as those who are emboldened by anonymity to post rude comments. The key is to not take what is said personally, or if you must respond, try to respond in a positive and informed manner than lashing out impulsively. If you are not sure how to respond or activist are attacking you online, please contact us at [communications@chicken.ca](mailto:communications@chicken.ca).

### Making Your Content Stand Out

Posts with interactive content tend to do better than posts without. Consider including eye-catching images or videos with your posts, or ask your followers a question to start a conversation. On platforms such as Twitter and Facebook, other users will see when someone interacts with your post, which may prompt them to interact with it as well.

## URL Shorteners



Many sites now offer URL shortening which will create a shorter shareable URL that will lead to its longer destination.

For platforms which have character limits, sharing a link can be difficult due to their length. Many sites now offer URL shortening which will create a shorter shareable URL that will lead to its longer destination. While pressing "Share" on a YouTube video will automatically give you a shorter link, not many sites will offer the same service.

Bitly is the most popular URL shortener, creating link transformations quickly and free of charge, even without an account. If do you create an account however, you can then track how many people have interacted with your shared link, and even see where they clicked the link from. <https://bitly.com/>