USA Pears

California Strawberries

Simple Social Media Tips
@Castrawberries & @USApears

#1 - Know What You're Trying to Achieve

#2 - Don’t Bite Off More Than You Can Chew

- Use platforms most effective at reaching target audience
- Ensure adequate resources are in place to manage, monitor
- Be fully active on a few platforms, than less engaged on many

#3 - Develop a Unique Brand

- Be Consistent
- Use Signature Look and Feel
- Establish Familiar Tone/Voice
- Be Authentic

California STRAWBERRIES®

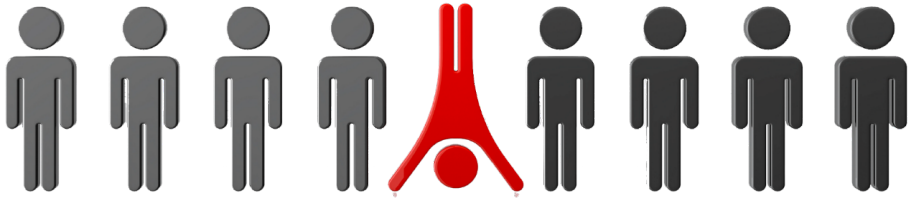
USA Pears

#4 - Listen, Engage and Be Real

- Avoid Simply Pushing Out Content or One-Way Communication
- Regularly Respond in Real-Time
- Ask Your Audience Questions

#5 - Stand Out from the Crowd

- Share Compelling Graphics
- Pull Audience in with Interesting Content and Engaging Activities
- Leverage the Unique Qualities or Attributes of Your Product or Service



#6 - Be Generous – Share Other's Content

California Strawberries
February 20 at 11:57am ·

Because Fridays call for a slice of Strawberry Chocolate Truffle Tart...

Get the #recipe via Rock Recipes --> http://bit.ly/1zTRild

Like · Comment · Share · 468 2 55

USA Pears
February 9 ·

Kick cravings to the curb this year! These Earl Grey Poached Pears with Hazelnut Panna Cotta from Golubka are beautiful and delicious. Stay tuned this week and we'll tell you how you can win your own copy of Anya's gorgeous recipe book, The Vibrant Table!

The Vibrant Table: Earl Grey Poached Pears With Hazelnut Panna Cotta

There is always room for dessert - especially when the dessert is just as healthy and light as it is scrumptious and festive!

THECHALKBOARDMAG.COM

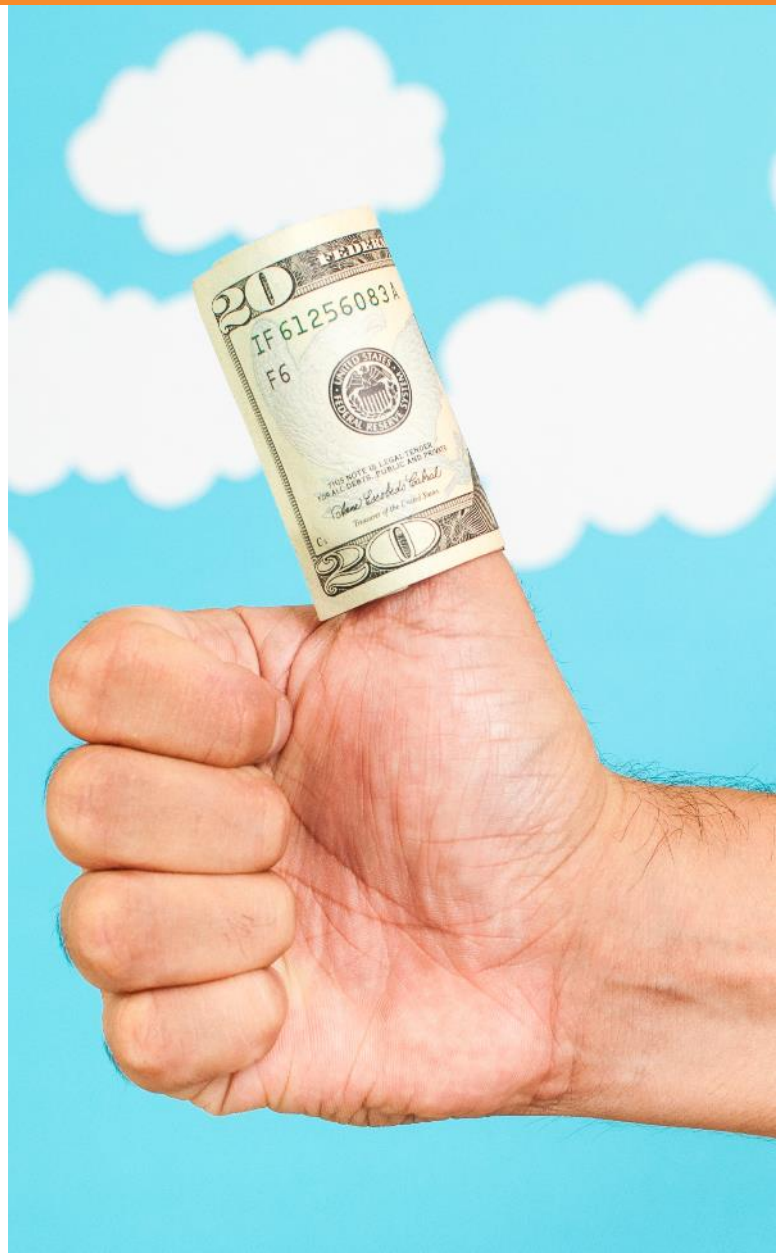
Like · Comment · Share · 83 1 18

#7 - Don’t Get Stuck

#8 - Be Social on Social – It's About the People

#9 - Invest a Little Money

Example: Promoted Facebook Posts, Like and Weblink Ads, etc.



#10 - Share Timely and Seasonal Content

California Strawberries
February 27 at 12:42pm ·

What better way to celebrate #NationalStrawberryDay than with this made-from-scratch beauty by The Kitchen Mccabe!

Recipe --> http://bit.ly/1EUvSJo
Pin it --> https://www.pinterest.com/pin/57069120254591637/

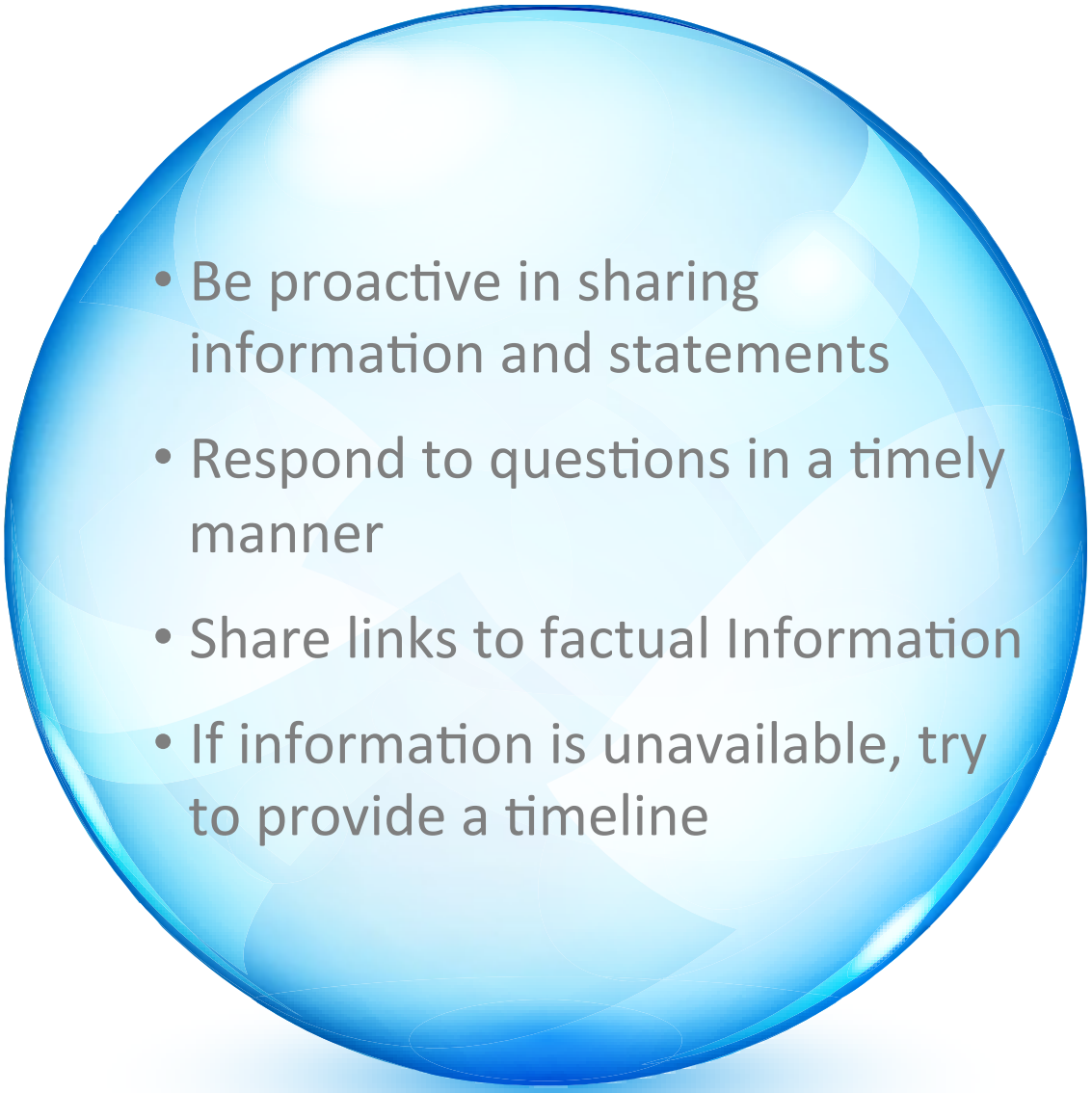
Like · Comment · Share · 251 12 65

usapears 30w

13 likes

usapears Harvest has begun! These gorgeous Bartlett pears are being picked in Hood River today. Photo courtesy of grower Lindsey Ewald.

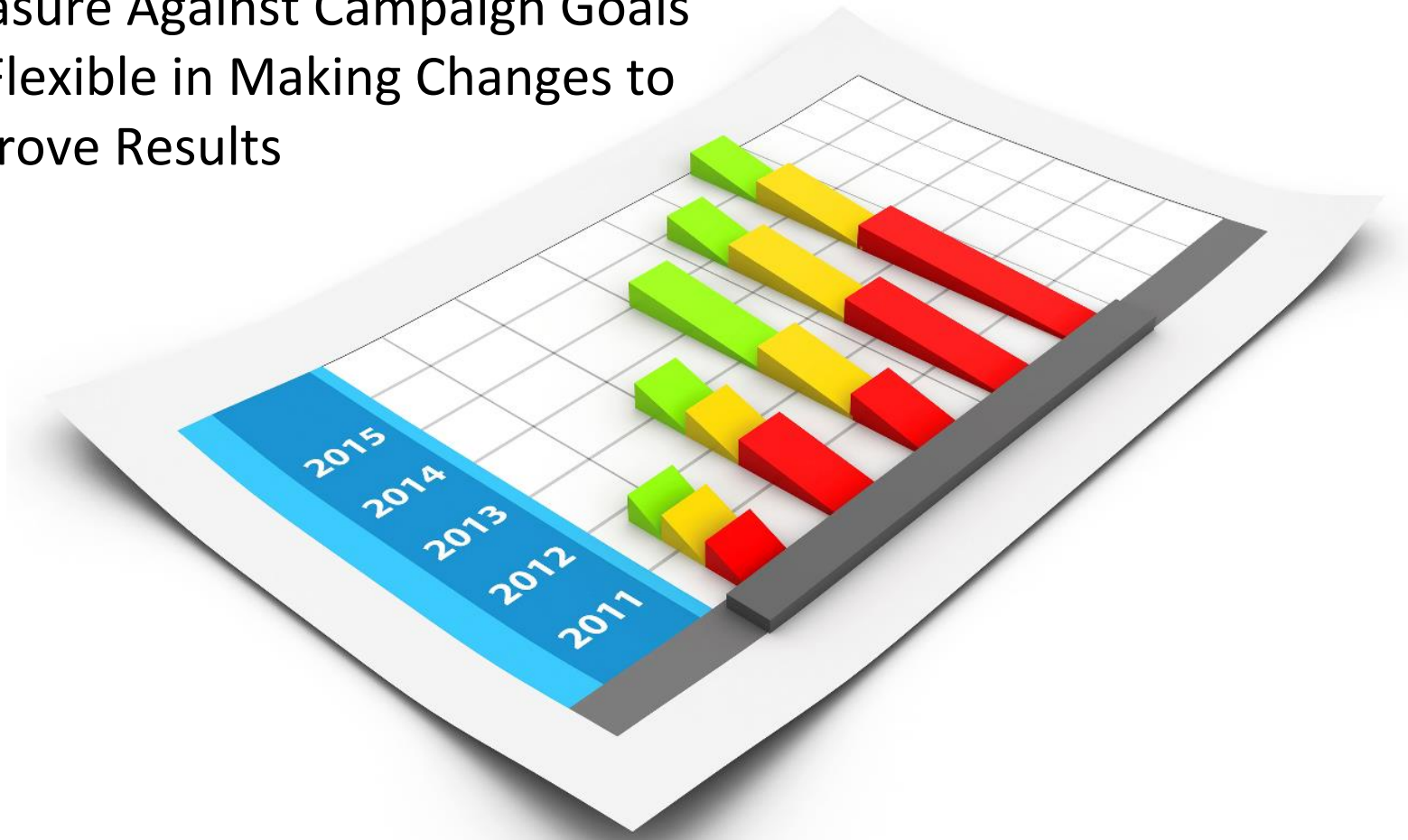
#11 - Be Transparent



- Be proactive in sharing information and statements
- Respond to questions in a timely manner
- Share links to factual Information
- If information is unavailable, try to provide a timeline

#12 - Measure Results & Do More of What Works

- Use Social Media Tools to Track Progress/Growth
- Measure Against Campaign Goals
- Be Flexible in Making Changes to Improve Results



Thank You!

USA Pears

California Strawberries