



Developing a Social Media Presence

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@RocknRollAgrnmy



My Goals

- Increase my reach, learn stuff and make connections with folks in Ag (mainly)
- Establish my “brand”
- Increase business

My situation

- Late to the game
- @RocknRollAgrnmy
- @CROPLANSeed
- @cendakcoop
- Career

Profitability

- The harder you work at it, the better chance you have at making money
 - Helped create demand for seed, crop protection, converted opinions from lower margin to higher margin products
 - Meetings and contracts, connections

Goals

- Put out material that is real, that people find useful and establishes that fact that I participate in Ag
- Watched analytics (at first)
- Follow my instincts

Things I do

- Put out material Mon-Fri, only do weekend stuff if engaged
- Post mainly between 6-10 am and after 4:30 pm
- Stay out of politics, controversy, profanity
- Engage and collaborate with others

Things I like

- Relationships
- Video content-Pictures-Text
- Business or people that are active and post interesting content
- Fun and interesting stuff

Communicate within your organization

- Have a strategy
 - Form a plan
 - Find your role
 - Put out content (that folks respond to)
 - Be active
- @bmreadel
 - @NDSUsoilhealth
 - @SaraLovas1
 - @husocrop
 - @letsgofarmin
 - @jdfarmernd
 - @Agronomy_Jacks

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Questions?

