



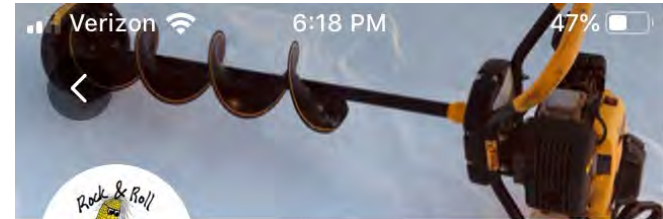
Developing a Social Media Presence

Jason Hanson

Rock and Roll Agronomy, LLC



@RocknRollAgrnmy



Jason Hanson

@RocknRollAgrnmy

Owner of Rock and Roll Agronomy, LLC. Agronomist. Married with 4 kids. CCA. Used to teach dance class. Everyday is a Holiday. SC/IG-rocknrollagrnmmy

📍 Webster, ND agronomyonice.com

📅 Joined April 2016

3,957 Following 3,172 Followers

Tweets

Tweets & replies

Media



Jason Hanson @Roc... · 2

If you haven't spent time in

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

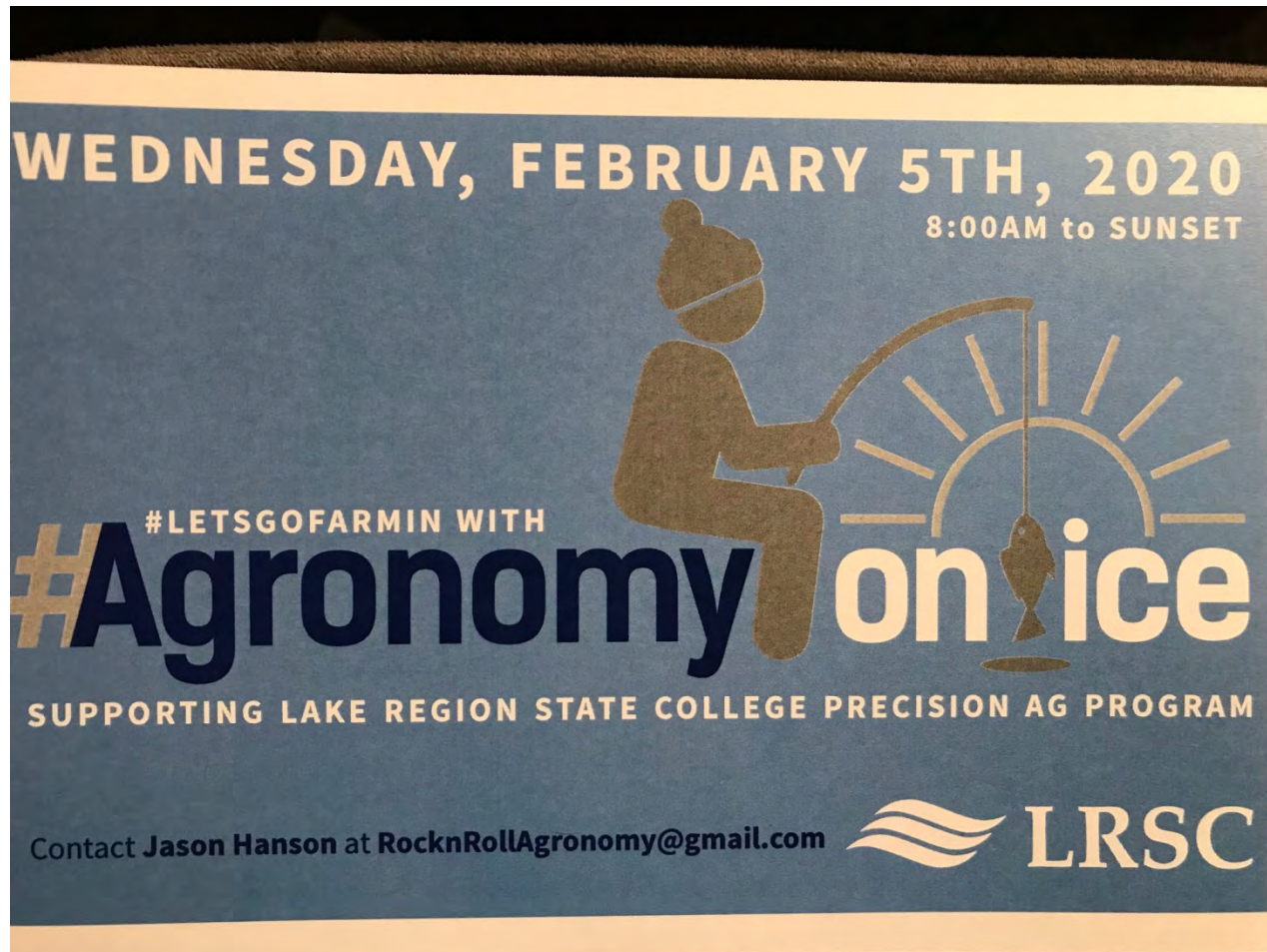
- Relationships
- Video content-Pictures-Text
- Business or people that are active and post interesting content
- Fun and interesting stuff

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


www.agronomyonice.com



WEDNESDAY, FEBRUARY 5TH, 2020
8:00AM to SUNSET

#LETSGOFARMIN WITH
#Agronomy on ice

SUPPORTING LAKE REGION STATE COLLEGE PRECISION AG PROGRAM

Contact **Jason Hanson** at RocknRollAgronomy@gmail.com  **LRSC**

The poster features a central illustration of a person in winter gear ice fishing, with a fish on the line. The background is a dark blue gradient with a sunburst motif behind the fish. The text is in white and gold colors.

Questions?



Jason Hanson

