Social Media is only going to become more pervasive and as such become a **critical factor** in the success or failure of any business.
Business in the past
HILO
FARMERS MARKET

Farmers Markets
Face to Face interaction
Retail / Wholesale
No longer just a cup of coffee
Starbucks is committed to reducing our environmental impact through increased use of post-consumer recycled materials. Help us help the planet.

First-ever 10% post-consumer fiber cup 60% post-consumer fiber sleeve

Intended for single use only. © 2005 Starbucks Coffee Company. All rights reserved. U.S. Patent no. 5,205,473 and no. 6,863,644 and related foreign patents pending.

www.starbucks.com/wayiseecit

Custom preferences

CAUTION: VERY HOT

Decaf

Milk

Shots

Custom

Syrup

Drink
New Business Opportunity

- Social Media
- New generation of consumers
- New Technology
- Etc.
What is Social Media?

- Web-based
- Mobile based
- Interactive
- Dialogue
- Bridges individuals, organizations, and communities

Wikipedia, May 2012
Social Media Types

- Blogs and microblogs (e.g., Blogger, Twitter)
- Content communities (e.g., YouTube)
- Social networking sites (e.g., Facebook)
- Collaborative projects (e.g., Wikipedia)
- Virtual game worlds (e.g., World of Warcraft)
- Virtual social worlds (e.g. Second Life)

## Examples of Social Media:

<table>
<thead>
<tr>
<th>Social Media Types</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Networks</td>
<td>* Facebook.com &amp; Linkedin.com</td>
</tr>
<tr>
<td>Microblogs</td>
<td>* Twitter.com</td>
</tr>
<tr>
<td>Blogs</td>
<td>* Blogger.com</td>
</tr>
<tr>
<td>Podcasts</td>
<td>* Archive.org</td>
</tr>
<tr>
<td>Discussion Forums</td>
<td>* Agriculture.com</td>
</tr>
<tr>
<td>Videos</td>
<td>* Youtube.com</td>
</tr>
<tr>
<td>Photo Sharing</td>
<td>* Pinterest.com &amp; Flickr.com</td>
</tr>
</tbody>
</table>
Social Media Landscape

- Publish
- Share
- Discuss
- Social Games
- MMO
- Virtual Worlds
- Livecast
- Lifestream
- Microblog
- Social Networks

Logos of various social media platforms are shown, including Wikia, Digg, YouTube, Flickr, Digg, Slideshare, Social Media, MySpace, Facebook, LinkedIn, Ning, Twitter, Pownce, Plurk, Twitter, JustIn.TV, FriendFeed, and more.
“Social networks and blogs continue to dominate Americans’ time online...”

Social media has grown rapidly-today nearly 4 in 5 active internet users visit social networks and blogs.

Nielsen’s “State of the media: The social media report Q3 2011”
so what?
89% of US internet users search online before they make a purchase, even when the purchase is made at a local business.

- Hubspot
70% of active adult social networkers shop online

Nielsen’s “State of the media: The social media report Q3 2011”
Marketing through social networks isn't as much about selling your product, as it is about engaging your followers.

JJ McCorvey. How to Use Social Networking Sites to Drive Business. Inc. magazine, January 25, 2010
Reasons Why Small Businesses Leverage Social Media

- Connecting with customers
- Visibility
- Self-promotion

Zoomerang interviewed 1,180 small- to mid-sized business (SMB) decision-makers and 500 consumers
90% of marketers said social marketing was important to their businesses

Exposure was the #1 reason for using social media

Michael Shelzer, 2011 Social Media Marketing Industry Report, surveyed 3342 participants
Business Benefits of Social Media
Based on a Survey of 1,898 business owners

- generated exposure for my business: 85%
- increased my traffic/subscribers/opt-in list: 63%
- resulted in new business partnerships: 56%
- helped us rise in the search rankings: 54%
- generated qualified leads: 52%
- helped me sell products & services/close business: 48%
- reduced my overall marketing expenses: 48%
Referrals

TV

Newspaper

Magazines

Radio

Etc

Word of Mouth Advertising
New generation of consumers

User Follows Your Brand → Reads Brand Updates → Shares With Friends → Makes Purchase
78% of people trust the recommendations of other consumers

Nielsen, Trust in Advertising. October 2007
## Customer Reviews Affect Purchases

<table>
<thead>
<tr>
<th>Influence of Online Reviews</th>
<th>% of US Internet Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read product reviews</td>
<td>92%</td>
</tr>
<tr>
<td>- of which, influenced to purchase</td>
<td>46%</td>
</tr>
<tr>
<td>- of which, deterred from purchasing</td>
<td>43%</td>
</tr>
<tr>
<td>- of which decisions were unaffected</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Channel Advisor, ‘Through the eyes of the consumer: 2010 Consumer shopping habits surveey (31 Ausgut 2010)
58% increase in sales and partnerships from using social media

Wire app, November 2011. surveyed 700 marketers
EXPOSURE
INFLUENCE
ENGAGEMENT
ACTION/CONVERT

BRAND AWARENESS

LEAD GENERATION

Photo Source: Full Traffic
Social networking sites are officially more popular than porn sites

Time magazine, October 13, 2007
Where do you start?
Choosing The Right Apps

- Application software
- 10 billion downloaded – January 2011
- 25 billion downloaded – March 2012

Apple Press Release
Top 5 U.S. Social Networks and Blogs
Total minutes (000s), Home and Work (May 2011)

FACEBOOK
53,457,258 mn.

BLOGGER
723,793 mn.

TUMBLR
623,525 mn.

TWITTER
565,156 mn.

LINKEDIN
325,679 mn.

U.S. Internet Users Spend More Time on Facebook than Any Other Web Brand

Facebook has become synonymous not only with social media, but with web use more generally, as Americans spend more time on Facebook than on any other site.
Facebook Facts

- Reaches over 845 million people worldwide
- 425 million people are mobile users
- 1 in every 5 page views is FB
- Average time spent on FB is 20 minutes/visit
Zoomerang interviewed 1,180 small- to mid-sized business (SMB) decision-makers and 500 consumers
Facebook, Twitter, LinkedIn and blogs were the top 4 social media tools

Michael Shelzer, 2011 Social Media Marketing Industry Report, surveyed 3342 participants
* Connects people with friends and others worldwide
* In North America, 50.3% of the entire population uses FB
* Americans spend more time on Facebook than any other website

www.facebook.com
U.S. Department of Agriculture

"At USDA, we are working with farmers, ranchers and forest owners to conserve land, plant stream buffers for cleaner water, and install other conservation practices." - Secretary Tom Vilsack

Obama Administration Affirms Comprehensive Commitment to Clean Water

go.usa.gov

54 minutes ago · Share

6 people like this.

View the comment

Secretary Vilsack joined St. Louis Rams QB Sam Bradford to urge Native American youth to spend the summer pursuing healthy outdoor activities. Bradford, an enrolled member of the Cherokee Nation, participated with over 30 Native American students at USDA's People's Garden in planting a Native American garden, called The Roots of American Agriculture.

Agriculture Secretary Vilsack, NFL Quarterback Sam Bradford Urge Native American Youth to Get Active

go.usa.gov

19,082 people like this
Facebook Tips for Businesses:

- Encourage likes and fans
- Keep it relevant
- Respond to inquiries
- Engage & interact with fans
- Utilize Photos
Barack Obama

Organizing for America | Tell Congress to Support President Obama's Budget
Source: my.barackobama.com
Call your elected representatives and tell them to support President Obama's budget. It’s a bold plan that confronts the long-term threats to our prosperity and builds a new foundation for economic growth by investing in energy, health care, and education.

March 26 at 1:25pm · Show Feedback (34,171) · Share

Barack Obama The White House is inviting you to post your questions on the economy and vote on submissions from others. The President will answer some of the most popular in an online town hall on Thursday. Submit your questions at http://www.whitehouse.gov/OpenForQuestions/

Open for Questions: President Obama Answers Your Questions
Length: 1:27

March 24 at 7:18pm · Show Feedback (45,540) · Share

3/21/09: Your Weekly Address
Source: www.youtube.com
Largest professional network on the internet

Members include:
- Executives from Fortune 500 companies
- Company Pages

http://press.linkedin.com/about
Linkedin Tips for Businesses:

* Promote your products & services
* Join Groups
* Ask for introductions
* Recommend others
* Share
The Agricultural Research Council (CRA) is a National Research Organization which operates under the supervision of the Ministry of Agriculture, with general scientific competence within the fields of agriculture, agroindustry, food, fishery and forestry.

The CRA has been established with the... (more)
Blogger

- Similar to an online journal
- Host pictures, opinions, information, etc.
- Interactive with readers posting
Connecting Farmers Markets to a New World of Opportunities
May 8th, 2012 at 2:36 PM by Debra Tropp, AMS Branch Chief, Farmers Markets and Direct Marketing

Editor’s note: Cross-posted from the USDA blog.

A young boy looks over the fresh fruits and veggies with his mother at a farmers market in Mississippi. By listing their market in the National Farmers Market Directory, market managers open their market up new customers. Photo courtesy Natalie Maynor

Spring is in the air and it’s time to gear up for the outdoor market season. People are looking for fresh produce and local choice at farmers markets in communities across the country. This is a great time for market managers to highlight the products available to buyers.
Twitter

- Mini-blogger
- Post and read about:
  - Stories, ideas, opinions, news, etc.
  - Does not exceed 140 characters/tweet
- Members include:
  - Global leaders such as Pres. Obama, the Dalai Lama, etc.
  - 99% of America’s top non-profit organizations

http://blog.twitter.com
As part of the USDA National Agricultural Library, FSIC provides food safety information to educators, industry, researchers and the general public.

YouTube

- Video sharing
- Free
- User friendly
- Visual
- Reach large populations
Pinterest

* Online billboard
* Social photo sharing
* Idea sharing
* Online community development
Pinterest
QR Codes

* Quick Response Code
* Matrix barcode
* Fast readability
* Accessible via phone devices
QR Codes Add Mobile Info To Farm Shows

See the funny looking black and white design in the picture? That’s a QR code. If your mobile device has a QR Code reader on it, just point it at that image and voila, you’ll be taken to the latest Boomer information on the web. It’s that simple.

Got your device with you now? Give it a try. It even works right off your computer screen right now! I saw a lot of these around the Farm Progress Show last week.

You’ll notice that the picture also includes a New Holland Boomer. I can’t forget to mention the New Holland Boomer $55 Contest we’ve been promoting. New Holland is giving...
Announcing the New Holland Boomer 555 Contest Winners

Posted By Chuck January 5, 2012

Happy New Year from New Holland and thank you to everyone who entered our contest. A big congratulations to our eight regional winners who have been selected and are listed below. We sincerely hope you enjoy the use of your Boomer tractor protected by the industry-leading Boomer Guard-5 Warranty for the next five years!

- Daniel Del Vicario, Merrimack, NH
- Wounded Warriors In Action Foundation (WI), Apollo Beach, FL
- Joe Caffee, Geneva, IN
- Melissa Horejši, Webster, MN
- Duncan Smith, Mtn. Grove, MO
- Standing Stone Brewing Co., Ashland, OR
- KR Equestrian, Schomberg, ON
- Tristen Crooks, Weyburn, SK

Categories: Announcement

3 Comments

http://boomer555.com/
RSS Feeds

* Really simple syndication
* Web feed in a standard format
* Timely updates
* Many feeds into 1 site
### RSS Feeds

**USDA-RD Single Family Housing Guarantee Loan Program (SFHGLP)**

**Title:** USDA-RD Single Family Housing Guarantee Loan Program (SFHGLP)  
**Source:** BIFB  
**Date:** Today, 4:36 PM  
**Content:** FAST FACTS for the USDA-RD Single Family Housing Guarantee Loan Program (SFHGLP):  
- 102% FINANCING is still available.  
- NO DOWN PAYMENT required from buyer.  
- CPR PROPERTIES are acceptable.  
- CONDOS are ok as long as they are approved by either the VA, Fannie Mae, Freddie Mac or FHA.  
- DLHL properties are not accepted.  

**Read more...**

### HAWAII FARMERS AND RANCHERS TO RECEIVE TRANSPORTATION REIMBURSEMENTS

**Title:** HAWAII FARMERS AND RANCHERS TO RECEIVE TRANSPORTATION REIMBURSEMENTS  
**Source:** BIFB  
**Date:** Monday, 2:40 PM  
**Content:** WASHINGTON, D.C.—Farmers and ranchers in Hawaii who participate in a federal program designed to help those far removed from the marketplace will soon receive reimbursements to help defray the costs incurred from shipping their produce, meat and other products to the Mainland. Senator Daniel K. Inouye, Senator Daniel K. Akaka, U.S. Representative Mazie K. Hirono...  

**Read more...**

### Honey Bee Health and Pollination Security in Hawaii Class on 4/20/2012

**Title:** Honey Bee Health and Pollination Security in Hawaii Class on 4/20/2012  
**Source:** BIFB  
**Date:** Apr 17, 2:35 PM  
**Content:** BEI Hawaii has announced an upcoming class on honey bee health and security in Hawaii. This educational class being sponsored by BEI Hawaii is open to all growers. Honey Bee Health and Pollination Security in Hawaii Danielle Downey, State Apiarist, HDOA Friday, April 20, 2012 5:00-8:00PM Waimea Civic Center Conference Room 87-5189 Kamalalu Road...  

**Read more...**

### “Pesticide Risk Reduction Education” short course for Oahu (Pearl City)

**Title:** “Pesticide Risk Reduction Education” short course for Oahu (Pearl City)  
**Source:** BIFB  
**Date:** Apr 17, 1:29 PM  
**Content:** “Pesticide Risk Reduction Education” short course for Oahu (Pearl City) May 21-23, 2012 (2.5 days) Registration deadline: May 7 Fee for registration: $100/person Fee for study packet (if you need one): $35/packet Please refer inquiries to me cynam@hawaii.edu, 809-956-6007 and/or to this webpage: http://pestworkshop.hawaii.edu/patschedule.html Charles Naganuma Pesticide Risk...  

**Read more...**

### New Employee Rights Posting Requirements for April 30, 2012

**Title:** New Employee Rights Posting Requirements for April 30, 2012  
**Source:** BIFB  
**Date:** Apr 17, 1:05 PM  
**Content:** This new NLRA posting regulation applies to all private-sector employers who fall within the jurisdiction of the National Labor Relations Board (NLRB). The poster is available free from their web-site. Employees, exporters, non-profits...You may be subject to these regulations...You do not have to have 100 employees or be part of a union for these rules to apply...The Board has statutory...  

**Read more...**

### Farmers Market Promotion Program Grants Available

**Title:** Farmers Market Promotion Program Grants Available  
**Source:** BIFB  
**Date:** Apr 5, 2:44 PM  
**Content:** Farmers Market Promotion Program Grants Available USDA Office of Communications sent this bulletin at 04/05/2012 12:00 PM EDT You are subscribed to USDA Office of Communications. Release No. 0117.12 Contact: Gwen Sparks, gwen.sparks@ams.usda.gov (202) 260-8210 Farmers Market Promotion Program Grants Available WASHINGTON, April 5, 2012 – Agriculture Deputy Secretary Kathleen Merrigan announced today that the...  

**Read more...**

### Calling Hawaii’s Value-added agricultural producers

**Title:** Calling Hawaii’s Value-added agricultural producers  
**Source:** BIFB  
**Date:** Apr 4, 3:47 PM  

**Read more...**

### Farming the Youth in Hawaii

**Title:** Farming the Youth in Hawaii  
**Source:** BIFB  
**Date:** Apr 2, 1:06 PM  
**Content:** Reblogged from The Harvest Gypsies: Hillda from MAO Organic Farms is one of the four-year program participants. She recently graduated from MAO’s two-year program and is currently pursuing a Bachelor of Arts at the University of Hawaii while working at MAO as a manager. The drive to MAO Organic Farms in Waianae on the West...  

**Read more...**

### April 2 - National Peanut Butter and Jelly Day

**Title:** April 2 - National Peanut Butter and Jelly Day  
**Source:** BIFB  
**Date:** Apr 2, 11:24 AM  
**Content:**  

**Read more...**

---

**Related:**

- [Bifb.wordpress.com](http://bifb.wordpress.com/)
Why Use Social Media Marketing

* 60% of all small business decision-makers spend less than $100 on social media marketing

Zoomerang interviewed 1,180 small- to mid-sized business (SMB) decision-makers and 500 consumers
Advantages of Social Media

- Low Cost Investment
- Global Reach
- Increase Brand Awareness
- Interactive Engagement
- Monitor Market
Local Businesses That Utilize Social Media

- Slow Food Maui
- Hawaii Organic Farmers Association
- Abundant Life Natural Food and Café
- Big Island Bees
- Greenwell Farms
- Otsuji Farm Fresh Veggies
- Ma’o Organic Fruits and Vegetables
- Royal Hawaiian Honey
- Holualoa Kona Coffee Company
- Haleiwa Farmers Market
- Maunakea Tea
- Noni Biotech International
OTSUJI FARM was founded in 1954. At the young age of 19 Kakuji Otsuji father of Edwin Otsuji came to Hawaii by himself on a boat from Kagoshima Japan with the hopes of building the American dream. With no English skills and a burning desire for the good life, Kakuji made a living as a black smith. Kakuji soon met his wife, Fumie and had 5 children, Richard, Masa, and Edwin. It was Fumie that had the vision to start Otsuji Farm. With much persistence Fumie convinced Kakuji to take their life savings and begin farming in Hawaii Kai. Not only did it provide well for their family, it was also the bread and butter for all of their children. Edwin, the youngest of the three children now has taken over the responsibility of running the farm. Edwin’s children Derek, Marcus, and Jonas have worked the land from the time they were old enough to walk. Jonas Otsuji, the youngest has plans to take over the farm when his father retires.
Greenwell Farm: Facebook

Photo: Screen shot. Greenwell Farms Facebook
Big Island Bees: Facebook

Photo: Screen shot. Big Island Bees
Ma’o Farms: Blog

World Premiere of Ingredients Hawaii

Grab this rare opportunity to meet people instrumental in creating Oahu’s new local food community, and see the world premiere of the highly anticipated follow up to the acclaimed documentary, Ingredients.

Ingredients Hawaii Part One illustrates Oahu’s emerging local food community as an alternative to imported and processed foods. The film illustrates the ways we are...
Slow Foods Maui: You Tube

About slowfoodmaui
Slow Food Maui aligns with Slow Food USA to support locally grown food & cultural diversity, culinary practices for health, Island food security & pleasure.

slowfoodmaui.org
by slowfoodmaui

Latest Activity Mar 30, 2011
Date Joined Jun 11, 2010
Country United States

Video: Melissa Panzarini, Maui Cocktail Catering
Melissa Panzarini of Maui Cocktail Catering setting up for the Mixology session at the Slow Food Maui Taste Education event at the Maui 165 views
slowfoodmaui uploaded

Video: Shonna Pinheiro Talks About OCEAN Vodka
Shonna Pinheiro with Hawaii Sea Spirits LLC talks about OCEAN Vodka. 122 views
slowfoodmaui uploaded

Video: Roxanne Tiffin and Kathy Becklin, Slow Food Maui
Roxanne Tiffin, owner of Kuia Fields talks to Kathy Becklin talk about Slow Food Maui at their fundraiser and membership drive event at Whole 199 views
slowfoodmaui uploaded

Photo: Screen shot. Slow Foods Maui You Tube
Mauna Kea Tea Online Shopping

Photo: Screen shot. Mauna Kea Tea Online shopping
Rusty's Hawaiian website
Lei Fresh Mobile App
Hawaii Agricultural Foundation

* Mobile app
* Up-to-date
* Inventory of locally available produce, beef, poultry and other products
Welcome to the Local and Immigrant Farmer Education Program

The goal of this program is to: 1) increase the viability and sustainability of commercial farms in Hawaii, 2) integrate more farmers into mainstream agriculture, and 3) help drive Hawaii’s diversified industry forward.
The Power of Social Media

* **Change.org**: Petition to Bank of America to drop $5 fee
  * 300,000 customers join the petition
  * Bank of America removes proposed fee
* **Facebook.com**: Organ donor program with Donate Life America.
  * After day 1: over 6,000 people had enrolled
* **Farmville**: Support Save the Childrens’ Japan Earthquake Tsunami Emergency Fund
  * Purchase of program = over $2.2 million raised
Portable devices allow us to access information anytime, any place, at our convenience and in a manner which we choose to obtain it
New Technology: Smart Phones

- Cellular telephone with built-in applications and Internet access
  - Digital voice service
  - Text messaging
  - E-mail
  - Web-browsing
  - Still and video cameras
  - Music player
  - Video viewing
  - Mobile computer
  - Etc.
Ipad

- Tablet style computer
- Mobile
- Internet capabilities
- Business, office, games and social media apps
- Multi-media device
You can buy attention (advertising). You can beg for attention from the media (PR). You can bug people one at a time to get attention (sales). Or you can earn attention by creating something interesting and valuable and then publishing it online for free.

David Meerman Scott, Best-Selling Author & Speaker
Is Social Media right for your business?
Yes!
Get Started

Social Media in Your Creative Organization: Where to Start?

Blog

Event Listings

Microblogs

Unique Content

Social Networks

Offline

Your Organization

Blogger

WordPress

eventful
going

yelp

upcoming

meetup

facebook

Linkedin

myspace.com

twitter

tumblr

flickr

YouTube

kyte

this nifty guide was created by your friends at crowdSPRING
be simple, be social:

DON'T MAKE THEM THINK

Engage them!
Communicate & Participate

SHARE. VOTE. DISCUSS. SEE.

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple – we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

Most Recent Ideas

1. 6 Hour(s) Ago  Strawberry Shortcake
   8,036 Votes

2. 5 Hour(s) Ago  Reusable Cups
   7,685 Votes

3. 6 Hour(s) Ago  Gift card/resards card
   7,541 Votes

4. 6 Hour(s) Ago  Cinnamon Bun Latte
   7,308 Votes

5. 5 Hour(s) Ago  Free Caramel Sauce for Gold
   6,983 Votes

INSPRED BY YOU!

mystarbucksidea.com
A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is.

–Scott Cook, co-founder Intuit
So...

Put Your Business Out There
Engage & be social
Keep Moving Forward