Social Media for Nuffield Farmers

by Jen Jones
Hello Literacy, Inc.
SOCIAL SITES EXPLAINED

FACEBOOK
I like donuts

INSTAGRAM
Here’s a photo of my donut

TWITTER
I’m eating a #donut

LINKEDIN
My skills include donut eating

YOUTUBE
Here’s a video of me eating donut

FOURSQUARE
This is where I like to eat donuts

PINTEREST
Here’s a good donut recipe

GOOGLE PLUS
Google employee who eats donuts

SPOTIFY
I’m listening to donut music

QUORA
Where did donuts get invented?

YELP
You’ll like the donuts at this place

TUMBLR
I like to blog about donuts
vintage social networking

LinkedIn  Pinterest  YouTube

foursquare  Instagram  Imgur

WordPress  Twitter  Facebook

Reddit  Skype  Tumblr

© John Atkinson, Wrong Hands

wronghands1.wordpress.com
**MOST ACTIVE SOCIAL MEDIA PLATFORMS**

Percentage of internet users who report using each platform (survey based)

- Facebook: 79%
- YouTube: 79%
- Facebook Messenger: 62%
- Instagram: 46%
- WhatsApp: 28%
- Snapchat: 27%
- Twitter: 26%
- Pinterest: 24%
- LinkedIn: 24%
- Skype: 21%
- Reddit: 13%
- Tumblr: 11%
- Viber: 9%
- Twitch: 9%
- WeChat: 8%
- Line: 6%

**Source:** GlobalWebIndex (Q2 & Q3 2019). Figures represent the findings of a broad survey of internet users aged 16-64.
97% of people in the US are not involved in production agriculture. People want to know where their food comes from.
YOU HAVE YOUR FARM
your phone
WHAT AM I MARKETING, PROMOTING OR SELLING?
WHO AM I
EDUCATING,
MOTIVATING
OR INSPIRING?
Welcome to CALIFARMIA

Telling the Story of Real California Dairy
FOR MANY SMALL BUSINESSES

"I AM THE BUTCHER, THE BAKER
& the candlestick maker"
WE ARE BOTH BUSINESS OWNERS. WE BOTH SELL PRODUCTS AND SERVICES. MY NICHE IS EDUCATION.

YOUR NICHE IS AGRICULTURE. SM IS A TOOL FOR EVERY BUSINESS REGARDLESS OF YOUR NICHE.
SOCIAL MEDIA IS ANYTHING BUT STATIC. EVERY DAY IT'S FRESH, NEW, AND CHANGING. EVERYONE CREATES THE CONTENT. ARE YOU A CONSUMER AND/OR A VALUE-ADDED CONTRIBUTOR?
Mission, Vision & Values

Brand (Reputation)

Blog-Website

Cart

Social Media
YOUR WEBSITE IS YOUR VIRTUAL STOREFRONT, THE FIRST PLACE PEOPLE LAND TO READ MORE ABOUT YOUR GOODS OR SERVICES.
A BLOG IS VALUE ADDED CONTENT THAT HELPS BUILD YOUR CREDIBILITY OVER TIME.
BEEF UP YOUR BLOG. PERIOD.

RICH CONTENT.

PICTURES. SM LINKS.
Make your brand visually memorable.
simple & memorable

ICON BRAND
<table>
<thead>
<tr>
<th>Platform</th>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>6,381,556</td>
<td>10,390,875</td>
</tr>
<tr>
<td>Pinterest</td>
<td>36,600</td>
<td>39,505</td>
</tr>
<tr>
<td>Apple</td>
<td>35,985</td>
<td>61,785</td>
</tr>
<tr>
<td>Facebook</td>
<td>25,992</td>
<td>39,408</td>
</tr>
<tr>
<td>Instagram</td>
<td>9,348</td>
<td>40,084</td>
</tr>
</tbody>
</table>
13,381,556
48,600
90,985
61,554
85,514
DO I NEED TO BE ON THEM ALL?
IT’S ALL ABOUT THE REACH!

organic or paid?
<table>
<thead>
<tr>
<th><strong>Facebook</strong></th>
<th><strong>Instagram</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>images</td>
<td>image</td>
</tr>
<tr>
<td>videos</td>
<td>caption</td>
</tr>
<tr>
<td>comments</td>
<td>comments</td>
</tr>
<tr>
<td>hashtags</td>
<td>hashtags</td>
</tr>
<tr>
<td><strong>Facebook</strong> Stories</td>
<td><strong>Instagram</strong> Stories</td>
</tr>
<tr>
<td><strong>Facebook</strong> Live</td>
<td><strong>Instagram</strong> Lives</td>
</tr>
</tbody>
</table>

2 more opportunities for community engagement.
Guided Reading
Five PD Series with Jen Jones
Tuesdays @ 8pm

Click here for free PD in your PD.

2017,
## Workshop Agenda

All videos are accessible at bit.ly/guidedreadinglivePD

| Session # | Video Date | Session Topic                                                                 | Video Length | Video Total | Signature = I Watched It!
|-----------|------------|--------------------------------------------------------------------------------|--------------|-------------|-----------------------------
| 1         | 1-3-2017   | The Secret to Pulling Off Successful Guided Reading Groups                      | 32:24        | 32:24       |                             |
| 2         | 1-10-2017  | Making Time for All the Good Parts of Guided Reading                           | 33:33        | 1:05:57     |                             |
| 3         | 1-17-2017  | Book Introductions, Background Knowledge, Anticipating Text Vocabulary          | 38:41        | 1:44:38     |                             |
| 4         | 1-24-2017  | Teaching Fix-Up Strategies to Emerging Readers & Analyzing MSV Miscues          | 1:01:03      | 2:45:41     |                             |
| 5         | 2-14-2017  | Helping All Students Find & Capture Text Based Evidence During Guided Reading  | 1:07:22      | 3:53:03     |                             |
| 6         | 2-21-2017  | 7 Different Ways to do Word Work in Guided Reading                             | 1:05:15      | 4:58:18     |                             |
| 7         | 2-28-2017  | Five Essential Mindsets of the Guided Reading Teacher                          | 32:20        | 5:30:38     |                             |
| 8         | 3-7-2017   | Getting a Clear Focus for Quick Formative Assessments of Guided Reading        | 1:04:25      | 6:35:03     |                             |
| 10        | 3-26-2017  | Teaching Vocabulary Words in Context During Guided Reading                     | 18:30        | 7:15:04     |                             |
| 11        | 3-28-2017  | Let’s Talk About Where Writing Fits into Guided Reading                        | 45:32        | 8:01:36     |                             |
| 12        | 4-4-2017   | Taking Anecdotal Notes During Guided Reading & Then What?                      | 34:42        | 8:36:18     |                             |
| 13        | 4-11-2017  | Guided Reading is Not An Intervention…And where it Fit into RTI                | 56:22        | 9:32:40     |                             |
| 14        | 4-18-2017  | Finding & Locating Text Sources for Guided Reading                            | 27:20        | 10:00:00    |                             |

Professional development delivered via live video broadcasting

Jen Jones | www.fb.com/helloliteracy | helloliteracy.com | helloliteracy@gmail.com
CERTIFICATE OF COMPLETION

COMPLETED 10 ONLINE HOURS OF GUIDED READING LITERACY PROFESSIONAL DEVELOPMENT

TOTAL HOURS: 10

fb.com/heloliteracy/videos/
Facebook Groups for niche networking
SUPER SECRET FREE WAY TO GET MORE FACEBOOK LIKES.
Without paying for it, I gain
About 50 NEW FOLLOWERS...

Facebook

Instagram

a Week

A Day
INSTAGRAM ANALYTICS

1. Click on the profile icon on top right.
2. Tap on the gear icon to access settings.
3. Look for the option "Switch Back to Personal Account."
INSTAGRAM ANALYTICS

**Insights**

hellojenjones

- 40,133 followers
  +635 in the last 7 days
- 3,061 posts
  +5 in the last 7 days
- 13 email clicks
  +10 in the last 7 days

**Followers**

**TOP LOCATIONS**

- New Y...
- Hous...
- Chica...
- Pittsbu...
- Roches...

**FOLLOWERS**

- 6% Men
- 94% Women

**Ages 25-34**

Most of your followers are in this age group.
CROSS-POSTING

and instead of

www.facebook.com/helloliteracy/videos/2088523657831724/

make a short, easy link

bit.ly/helloFBlive
USE GREAT PICTURES. PICTURES ARE BRAIN-BASED AND MOST PEOPLE WILL LIKE A PIC ON IG THAT EVOSES AN EMOTIONAL CONNECTION.
CREATE POSTS WITH
PICTURES THAT EVOKE
EMOTIONS, LIKE

CUTENESS
LOVE
SPIRIT
HUMOR
URGENCY
NOSTALGIA
INSTAGRAM IS A VISUAL PLATFORM.
He walked with his toes pointing out, like
#1 ELA PREP STRATEGY:

Before reading a picture book to your students, read the book to yourself first, so you know what all the reading and writing teaching points are.

HELLOJENJONES
iTeachTVNetwork
Free, real, fresh, lively, unpolished PD!

@iTeachTVNetwork on Periscope

Jen Jones
A Show about all-things 21st Century Literacy
# Teaching Points

**Reading Conference Record Sheet**

<table>
<thead>
<tr>
<th>4</th>
<th>Fuller</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Readers make predictions as they read.</th>
<th>Readers make inferences as they read.</th>
<th>Readers summarize the text noticing characters, setting, plot, &amp; prob/sol.</th>
<th>Readers notice character words &amp; actions that repeat.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>√</td>
<td>√</td>
<td>√⁻</td>
<td>√⁻</td>
</tr>
<tr>
<td></td>
<td>√</td>
<td>√</td>
<td>√⁺</td>
<td>√⁺</td>
</tr>
<tr>
<td></td>
<td>√⁺</td>
<td>√⁺</td>
<td>√⁺</td>
<td>√⁺</td>
</tr>
<tr>
<td></td>
<td>√⁺</td>
<td>√⁺</td>
<td>√⁺</td>
<td>√⁺</td>
</tr>
</tbody>
</table>

*Notes:

- Why might the character have acted that way?
- What do these actions show about the character?
- Noticing any patterns? Any pattern changes?*
Class Set of 100% Future Shirts Giveaway

because World Read Aloud Day is Feb. 5

I just took a DNA test.
It turns out I'm 100% the future.

@thewrightstuffchics
@hellojenjones

$500 value
# Best Daily Literacy Practices

<table>
<thead>
<tr>
<th>Activity</th>
<th>Postponing</th>
<th>Developing</th>
<th>Excelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Browsing Boxes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home Reading</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sight Word Instruction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phonemic Awareness Instruction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guided Reading</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Familiar Reading</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fluency</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brief Book Introduction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Picture Talk</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepared Questions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oral Reading</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oral Retelling</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word Work</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guided Writing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Read-Aloud: Shared &amp; Interactive</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reading Minilessons</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word Wall: Sound-Spelling Pattern Instruction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independent Reading Boxes (5 level books/5 interest books)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What will others be more likely to share?
BE A CURATOR!

GOOD CONTENT DOESN'T HAVE TO BE YOUR OWN.

Give credit via tags, Repost or Regram.

❤️ table87_coal_oven_pizza, tacoliciousssf, olivemypickle, thetipsytable

thefoodstand Brussels sprouts, small but mighty!💪😊 Regram from @theluqizhang - what's your fave way to cook them?! #Foodstand
Congratulations to our #DTHolidaysAVL Asheville Holiday Activity Competition winner, Jennifer Jones! It looks like your group had a blast riding segways at the Biltmore Estate! We hope you enjoy your prize!

Jennifer Jones  ▶  Doubletree Biltmore Hotel
December 20, 2015 at 10:47am

My favorite holiday activity to do in Asheville is taking a Segway ride at the Biltmore! #DTHolidaysAVL
Broccoli Salad (ala Jen Jones)
6-8 broccoli bunches chopped fine
1 lb. bacon cut & cooked
2 green apples chopped fine
1 can dry roasted sunflower seeds
Dressing (add at last minute)
1 C mayo
1/2 C red white vinegar
1/2 C granulated sugar
Engage Your Followers Through

Promotions

Announcements

Questions . CTAs

Hashtags . Mentions

Shout-Outs . Replies

Volunteer Opps

Appreciation
TIPS
HACKS
STRATEGIES
TRICKS
TIME-SAVERS
QUOTES
RESEARCH
GRAPHS
SCHEDULES
ORGANIZATION
LISTS
PROJECTS
NOW THIS IS A CALL TO ACTION!
FIND OTHERS IN YOUR NICHE THAT INSPIRE YOU AND PAY IT FORWARD WITH SHOUT-OUTS.
The magic word when it comes to IG is Engagement!
INSTAGRAM MEASURES ENGAGEMENT IN TIME.
algorithm HACKS

Post at your peak time.
The critical hour.
Comment on comments.
Carousel posts do better.
Feed videos do better.
IGTV videos on feed now.
Use Tag People.
MENTOR feeds

@sonomacottage

@justaddsunshineinc
POST harvesting

sonomacottage

#pool time! #vacation
#abmlifeiscolorful #happy #California #love
#pink #polkadots #poolday #sun #fun

jcpenney Halloween is almost here! Scary, right? Check out @vivaveltoro's adorable last-minute costume idea from #JCPenney. Tap to
GIVE YOUR BRAND AWAY. PEOPLE WANT TO BE A WALKING BILLBOARD FOR BRANDS THEY LIKE. & EVERYBODY LOVES SWAG.
MONITOR ENGAGE POST

hello literacy

s_m_gilk
MAKE MEMES LIKE THE ONES I HAVE USED IN THIS PRESENTATION USING THE APP WORD SWAG.
THE BEST PART IS, EVERYTHING I HAVE SHARED WITH YOU TODAY CAN BE DONE ON A SMART PHONE.
YOUR LIFE IS YOUR MESSAGE TO THE WORLD. MAKE SURE IT'S INSPIRING.
FB.COM/HELLOLITERACY

INSTAGRAM
& TWITTER

@HELLOJENJONES

thank you!