

Social Media for Nuffield Farmers

by Jen Jones
Hello Literacy, Inc.



SOCIAL SITES EXPLAINED



FACEBOOK

I like donuts



TWITTER

I'm eating
a #donut



YOUTUBE

Here's a video of
me eating donut



PINTEREST

Here's a good
donut recipe



SPOTIFY

I'm listening to
donut music



YELP

You'll like the
donuts at this place



INSTAGRAM

Here's a photo
of my donut



LINKEDIN

My skills include
donut eating



FOURSQUARE

This is where I
like to eat donuts



GOOGLE PLUS

Google employee
who eats donuts



QUORA

Where did donuts
get invented?

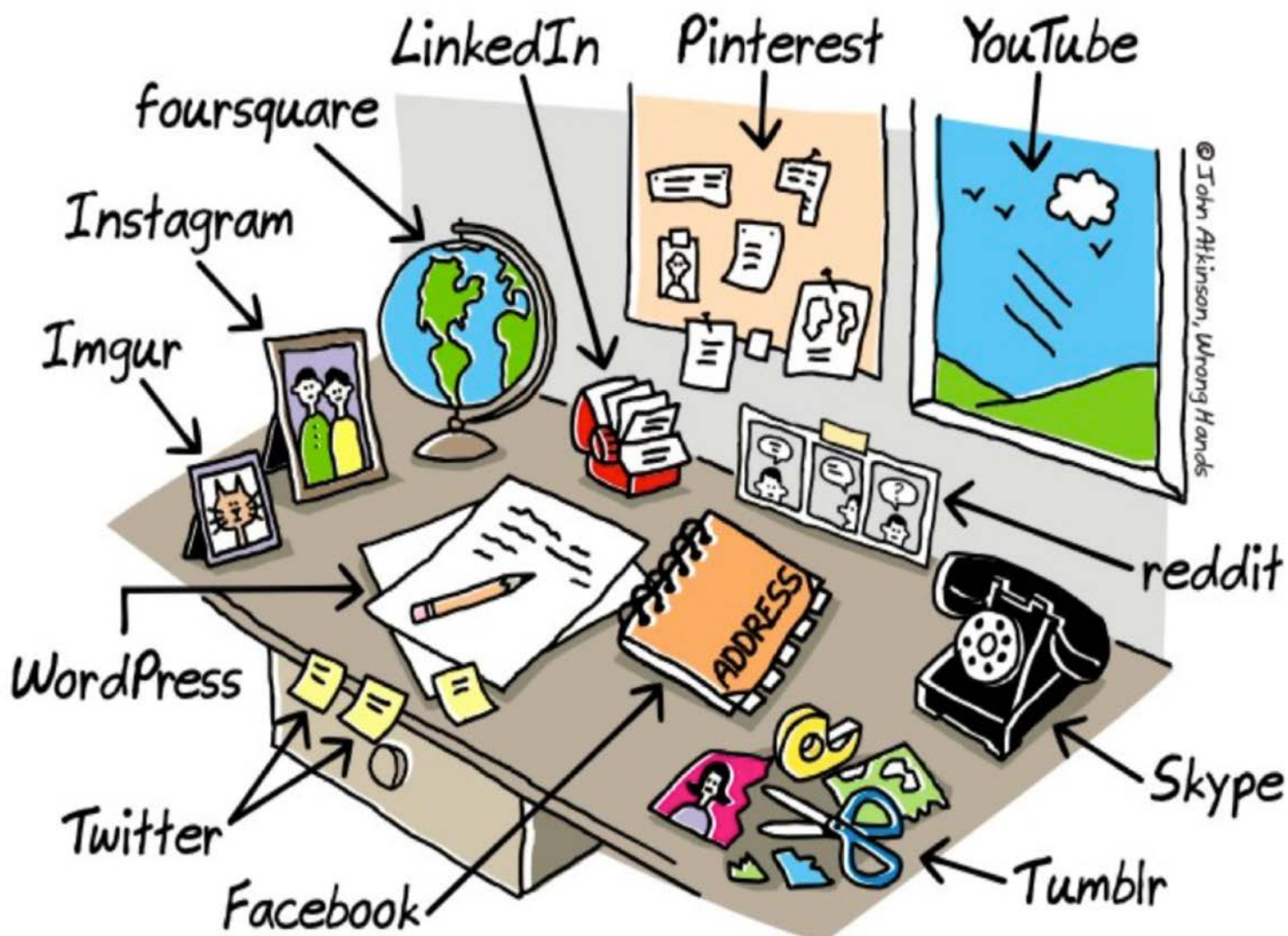


TUMBLR

I like to blog
about donuts



vintage social networking

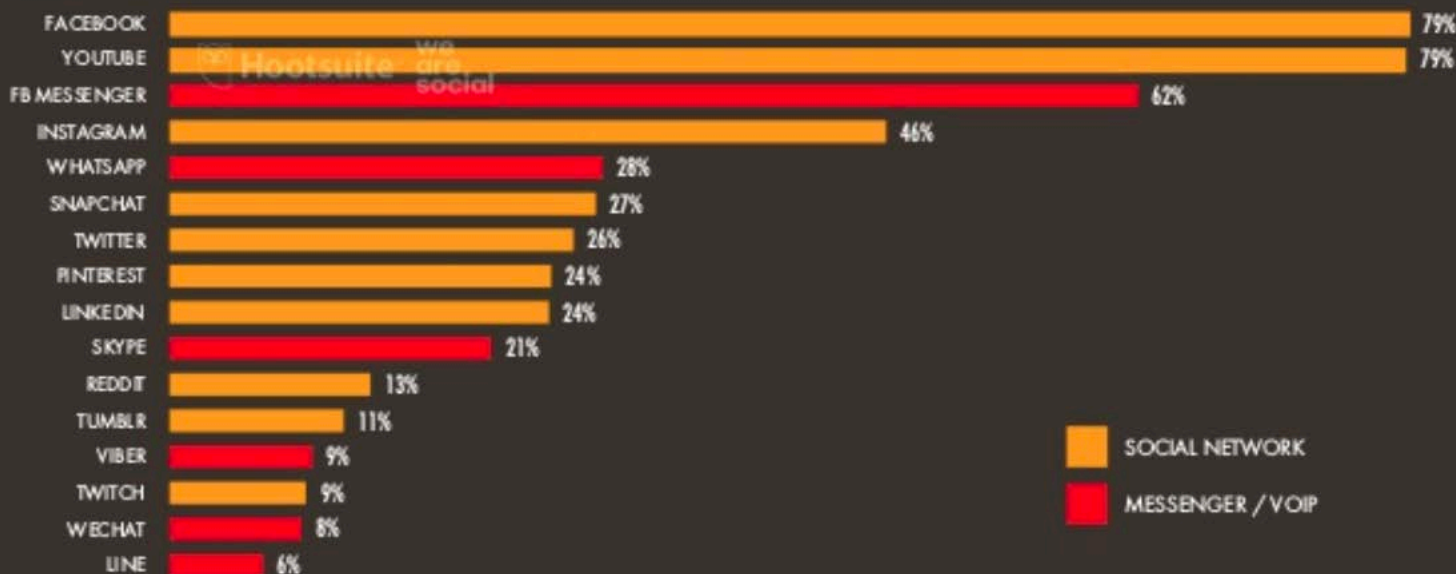


© John Atkinson, Wrong Hands

JAN
2019

MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM (SURVEY BASED)





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

NC STATE UNIVERSITY



HOWLING COW ICE CREAM

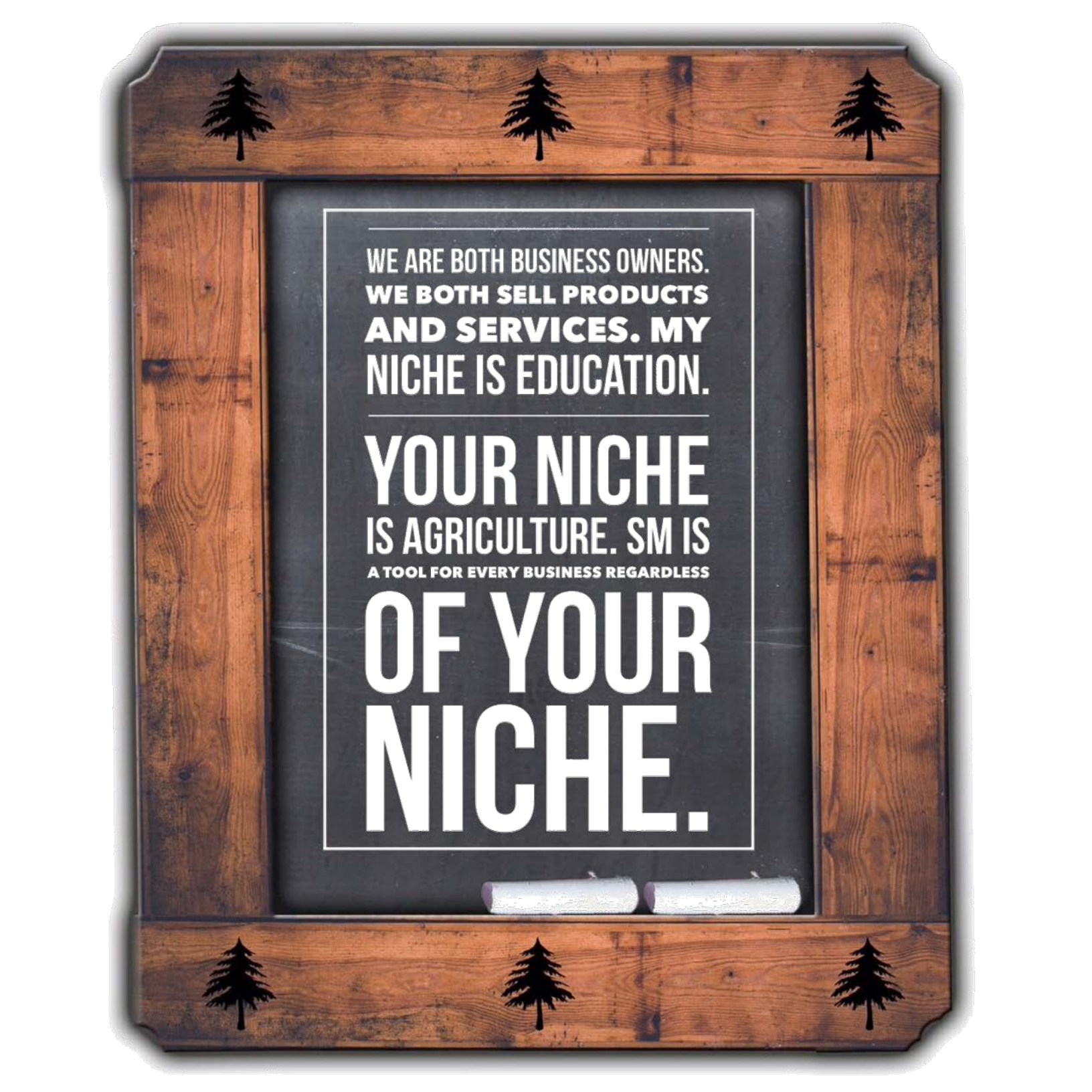
FOR MANY SMALL BUSINESSES

"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?



SOCIAL MEDIA

CART
BLOG-WEBSITE

BRAND (REPUTATION)

MISSION, VISION & VALUES



ENOTECA D'UU SC

**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.**



B M E

RL RIT

1	1st grad comp w/ 100	1st grad comp w/ 100
2	2nd grad 1st grad	2nd grad 1st grad
3	3rd grad 2nd grad	3rd grad 2nd grad
4	4th grad 3rd grad	4th grad 3rd grad
5	5th grad 4th grad	5th grad 4th grad

What the text says

How the authors say it

What the text means

Profess



**BEEF UP
YOUR
BLOG.
PERIOD.**

**RICH
CONTENT.**

**PICTURES.
SM LINKS.**

Make your brand visually memorable.



or text



LOGO BRAND

@hellojenjones Or @helloliteracy



IMAGE BRAND

simple & memorable



ICON BRAND

EST.



2009



hello literacy®

GROWING READERS ONE BEST PRACTICE AT A TIME

[learn more](#)

EST.



2009

hello literacy[®]

GROWING READERS ONE BEST PRACTICE AT A TIME

learn more

hello literacy

JEN JONES
 hello@literacy@gmail.com
 www.helloliteracy.com

PROFESSIONAL DEVELOPMENT

#jenjonesaidso



hello literacy

PROFESSIONAL DEVELOPMENT menu

Thank you for your interest in my professional development services. Here is a sampling of some of the offerings I can provide your school/district/conference. However, please know that I am completely happy to customize my PD to meet the needs of your school or district. Please let me know if you have any questions or would like to schedule a meeting. I am available for a 30-minute consultation. Please contact me at 800-833-9999 or via email at jen@helloliteracy.com. Thank you! Jen

- Reading Workshop (overview, philosophy, structure)
- Writing Workshop (overview, philosophy, structure)
- Reading Workshop (mini-lessons, independent work)
- Writing Workshop (mini-lessons, independent work)
- Guided Reading (structure, coaching framework)
- 21st Century Literacy Block (mini-lesson, strategy)
- Best Practices for 21st Century Literacy Instruction
- Rigor & Engagement: Strategies for Student Learning
- Response to Intervention (assessment, intervention)
- Critical Thinking/Higher Level Thinking & Strategies
- Breaking Down the Common Core Reading Standards
- Teaching Text Inferring Through Photo Analysis
- Text Complexity & Close Reading with Text
- Direct & Indirect Methods of Vocabulary Instruction
- Literacy Centers (lower & upper grades)
- Phonemic Awareness & Phonics Instruction
- STEM Activities from Children's Literature
- Reciprocal Teaching in Reading
- Comprehension Skills & Strategies
- Student Researching & Presenting
- iPad Apps for Reading Response
- Writing in the Content Areas
- Running Record Training: MBV Error Analysis

hello literacy, inc. | email: jen@helloliteracy.com

hello

2016

2018

6,381,556



10,390,875

36,600



39,505

35,985



61,785

25,992



39,408

9,348



40,084

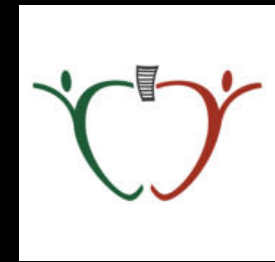
13,381,556



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?

facebook®

Instagram

- images
- videos
- comments
- hashtags
- FACEBOOK
- Live
- FACEBOOK STORIES

- image
- caption
- comments
- hashtags
- INSTAGRAM STORIES
- INSTAGRAM LiveS

2 more opportunities for community engagement

guided ReAdiNg

FB Live PD Series with Jen Jones

Tuesdays @ 8pm EST

[click here for free PD in your PJ's](#)



2017, Hello Literacy, Inc.

70% response rate, 15-hours response time
Respond faster to turn on the badge

25k likes +38 this week
Becky Kirkwood and 413 other friends

4,188 post reach this week

View Pages Feed
See posts from other Pages

Invite friends to like this Page

Boost Your Page for \$25
Reach even more people in United States
[Promote Page](#)

ABOUT

Hello Literacy
December 24, 2015 at 1:38pm

If you have at all been considering a more flexible classroom environment, be sure to check out Top Dog Teaching's article on turning your classroom into a Starbucks for kids! Where students have more choice in where they sit, stand or lay, and have higher productivity from these choices. Kayla Delzer's classroom was featured in a national video on 21st century teaching & learning practices and applauded by a few important folks at the White House.



Why the 21st Century Classroom May Remind You of Starbucks (EdSurge News)

It's been my dream to make my 2nd grade classroom look more like a "Starbucks for kids", and less like, well, a classroom. Think about when you go to Starbucks...

WWW.EDSURGE.COM

27,371 people reached [Boost Post](#)

See Shop **15 hours** Response Time

- Recent
- 2015
 - 2014
 - 2013
 - 2012

Hello Literacy
Teacher, K-12 Read Specialist, Blogger, ...

Guided Reading

Free PD Series with Jen Jones

Tuesdays @ 8pm

[click here for free PD in your PD](#)



HELLO LITERACY GUIDED READING VIDEO SERIES

Professional Development for the Reading Teacher

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 Comprehension	1:04:25	6:35:03	
9	3-26-2017	What Complex Text Really Means when Guiding Readers	21:31	6:56:34	
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/hello literacy | helloliteracy.com | helloliteracy@gmail.com



CERTIFICATE OF COMPLETION

COMPLETED 10 ONLINE HOURS OF GUIDED READING LITERACY PROFESSIONAL DEVELOPMENT

TOTAL HOURS: 10



Date: _____


WWW.HELLOLITERACY.COM

Jen Jones
Professional Development Provider

fb.com/helloliteracy/videos/

FACEBOOK GROUPS

for niche networking



#TeacherpreneurTribe
Closed Group


Joined Share Notifications

Discussion **Members** Events Photos Files


Search this group

Members 1,890 Admins 4


Default + Add Find a Member




Jennifer Jones
Owner/ President at Hello Literacy
Joined
Added by Kelli Alaina Wise about 4 months ago




Deanna Jump
Nova Southeastern University
Joined
Added by Kelli Alaina Wise about 6 months ago




Barbara Balius
4th Grade Math Teacher at J.W. Oates Elementary
Joined
Added by Kelli Alaina Wise about 6 months ago



Greg Smedley-Warren
Teacher at MNPS
Joined
Added by Kelli Alaina Wise about 3 months ago



Deedee Wills Kinder
Joined
Added by Kelli Alaina Wise about 5 months ago



Hope Wheeler King
Works at Ron Clark Academy
Joined
Added by Erica Brooke Bohrer about 5 months ago



SUPER SECRET FREE WAY

.....

**TO GET MORE
FACEBOOK LIKES.**

.....

Without paying for it, I gain
About 50 NEW FOLLOWERS...



a Week



A Day

hellojenjones 9+



3,551 Posts

85.5K Followers

4,355 Following

Jen Jones • Hello Literacy®
Education Website
CA • FL • NC
📖 Get Your Lit Together™
🌸 CEO, Hello Literacy®
🌿 K-12 Reading Specialist
👛 Reading Recovery
🎤 Literacy Staff Developer
📖 TpT Top Seller
linktr.ee/hellojenjones

Edit Profile

Promotions

Contact



Highlight



HLC Q&A



Jen JONES



direct message Q&A

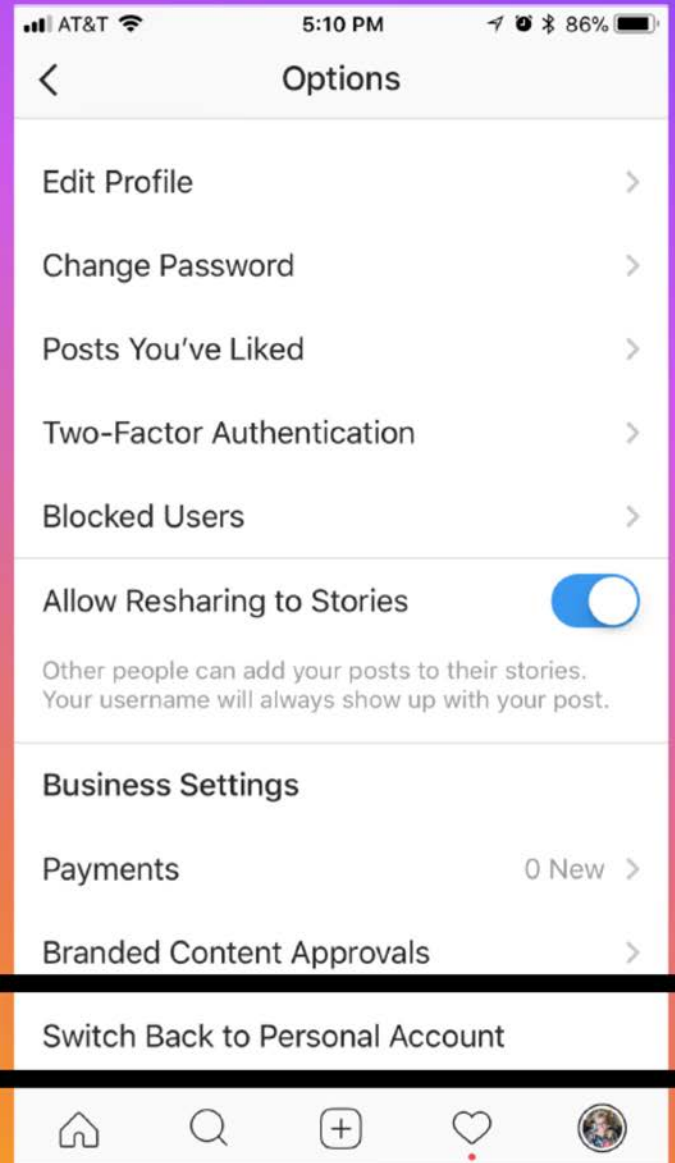
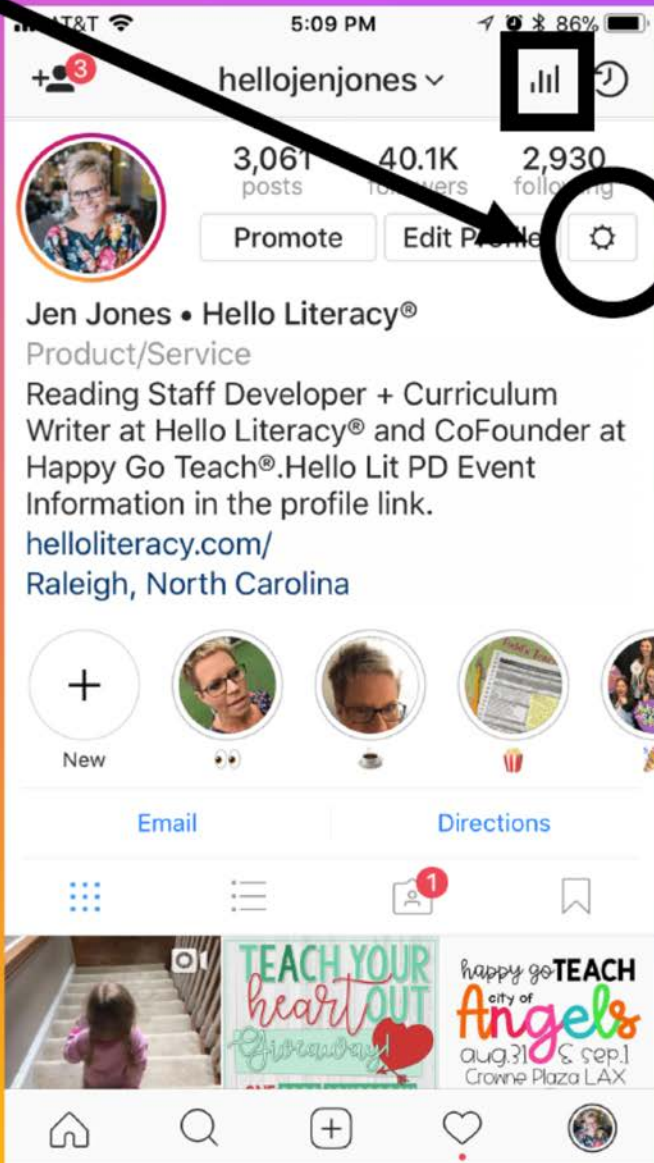


Bal Lit

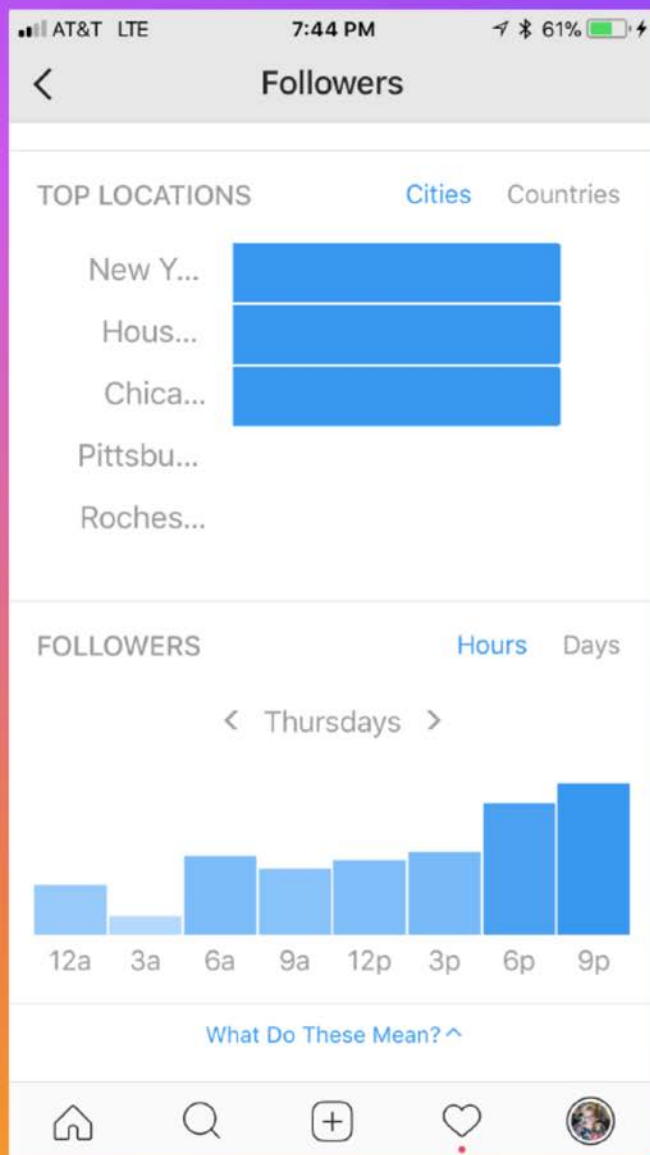
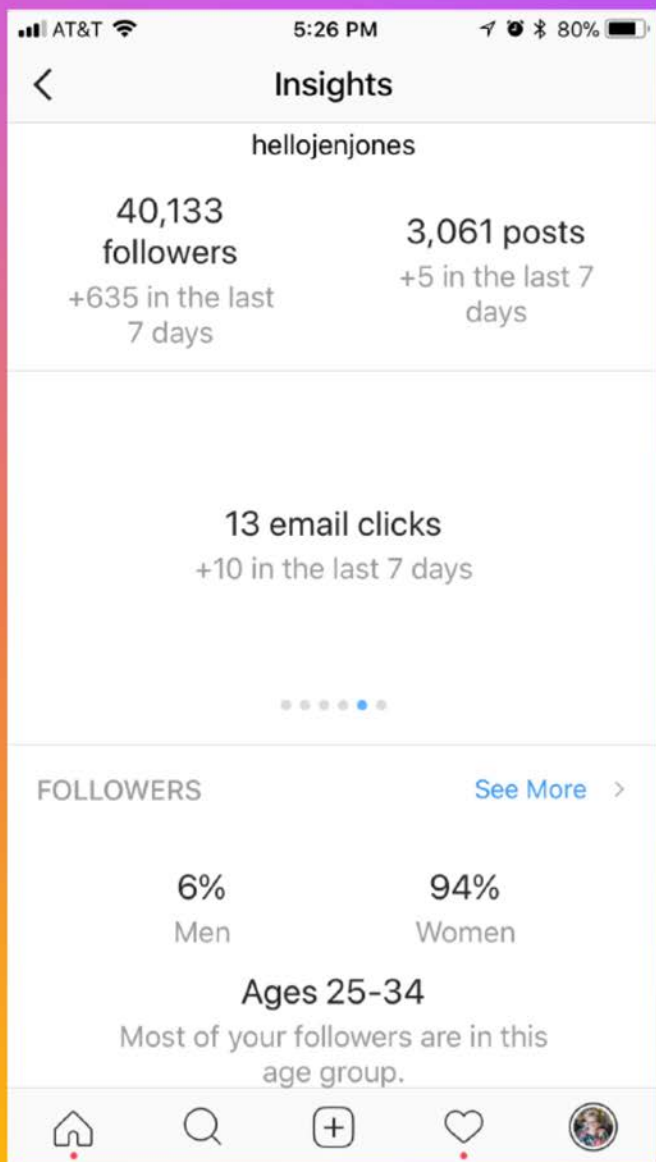
hellojenjones 9+



INSTAGRAM ANALYTICS



INSTAGRAM ANALYTICS



2 IG Story

8,407

8,407

VIEWERS

- little_rhody_teacher
Elisa
- teaching3rdwithmrg
Juan Gonzalez Jr./ Mr. G
- cafeyestilo
Mayesky
- stephyanne11
Stephany Anne
- cate_britton
Cate
- cskeen
Catherine Chapman Skeen
- creatingteachinginspiring
Katie Shaffer // K Teacher

8,407

IG Feed

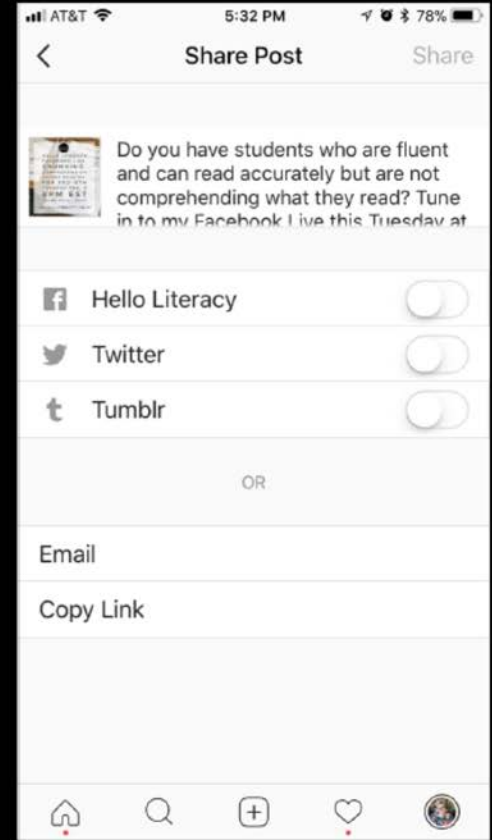
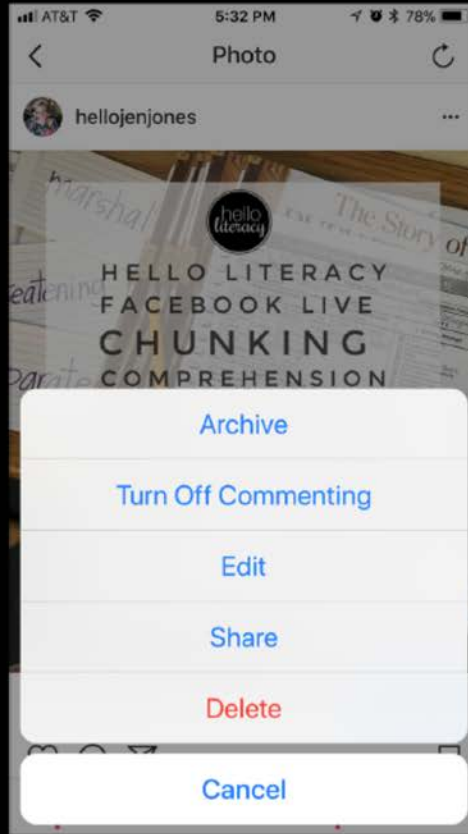
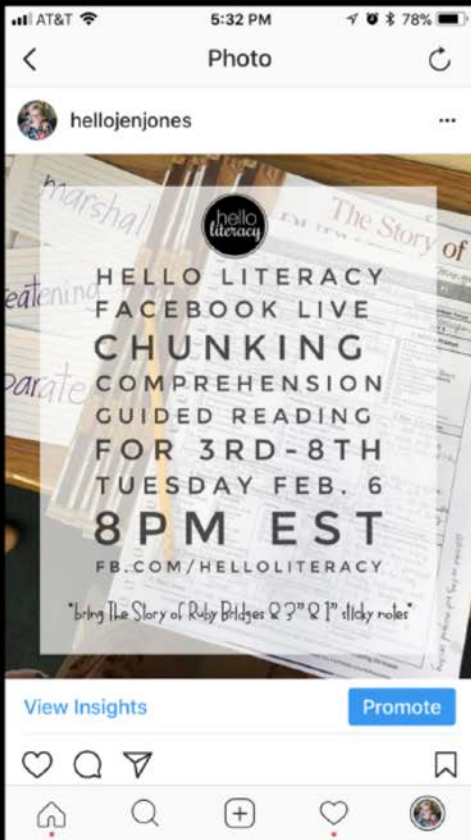
Photo

749 27 56

154 18,607
Profile Visits Reach

18,607

CROSS-POSTING



and instead of

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

make a short, easy link

bit.ly/helloFBlive

A scenic landscape featuring a sunset sky with vibrant orange, red, and yellow hues. Below the sky, a range of blue mountains stretches across the horizon. In the foreground, a dense forest of green trees is visible. The entire scene is framed by a white border.

**USE GREAT PICTURES.
PICTURES ARE
BRAIN-BASED
AND MOST PEOPLE
WILL LIKE**

**A PIC ON IG THAT EVOKES
AN EMOTIONAL CONNECTION.**

A vintage photograph of a dairy farm. A long line of vintage delivery trucks is parked on a dirt road. Several men in white uniforms and ties are standing next to the trucks. The background shows a building and trees.

CREATE POSTS WITH

PICTURES THAT EVOKE
EMOTIONS, LIKE

CUTENESS

LOVE

SPIRIT

HUMOR

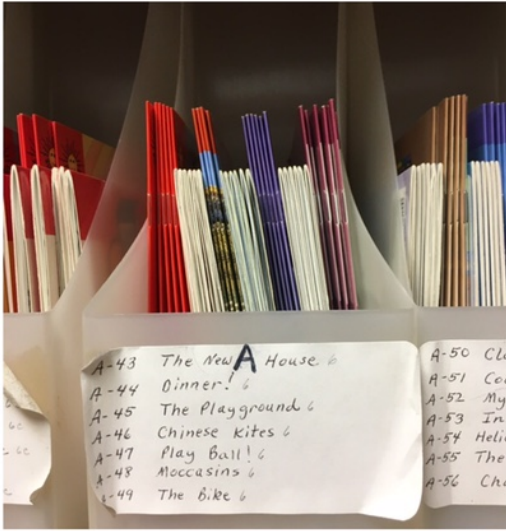
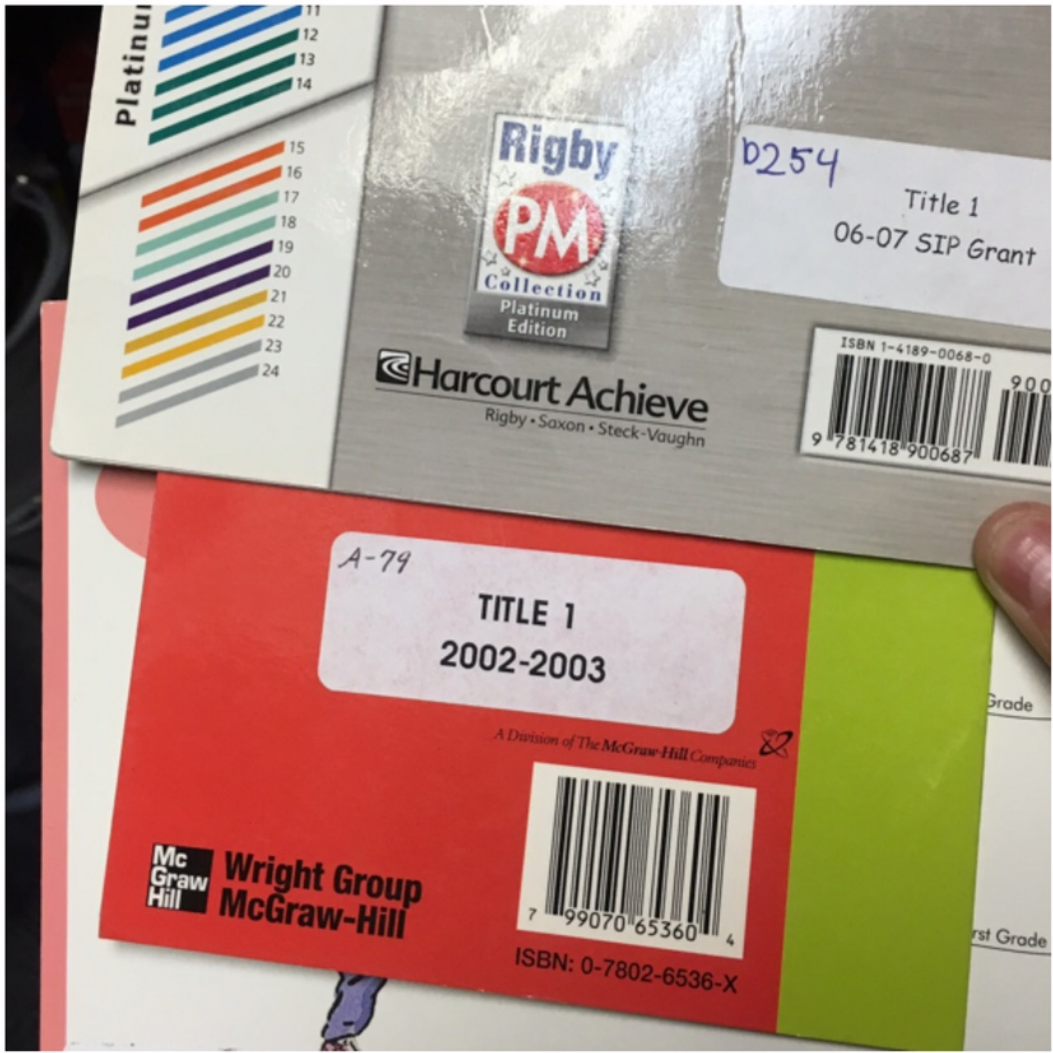
URGENCY

NOSTALGIA



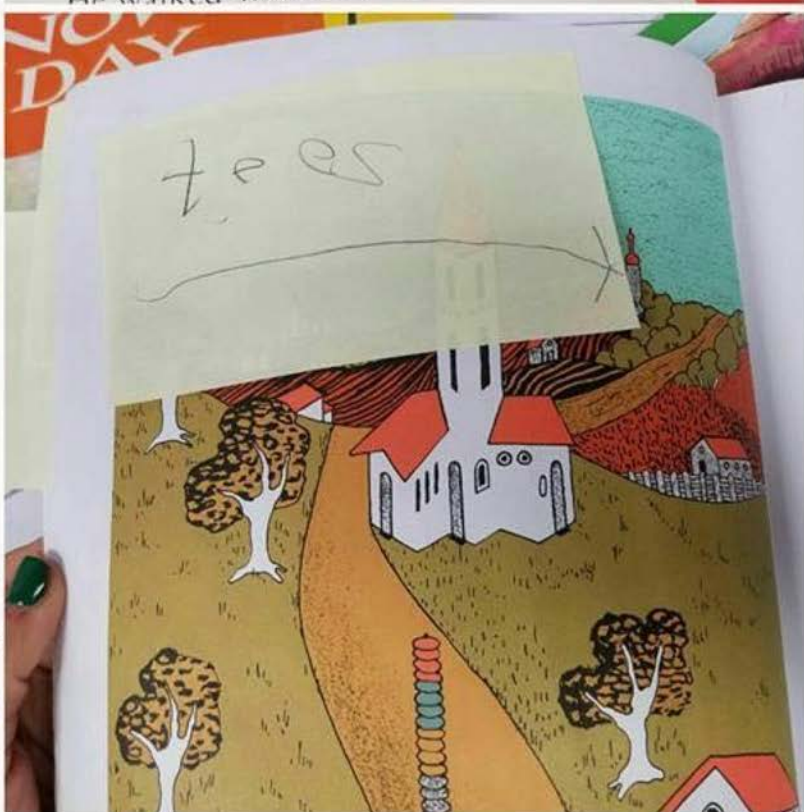
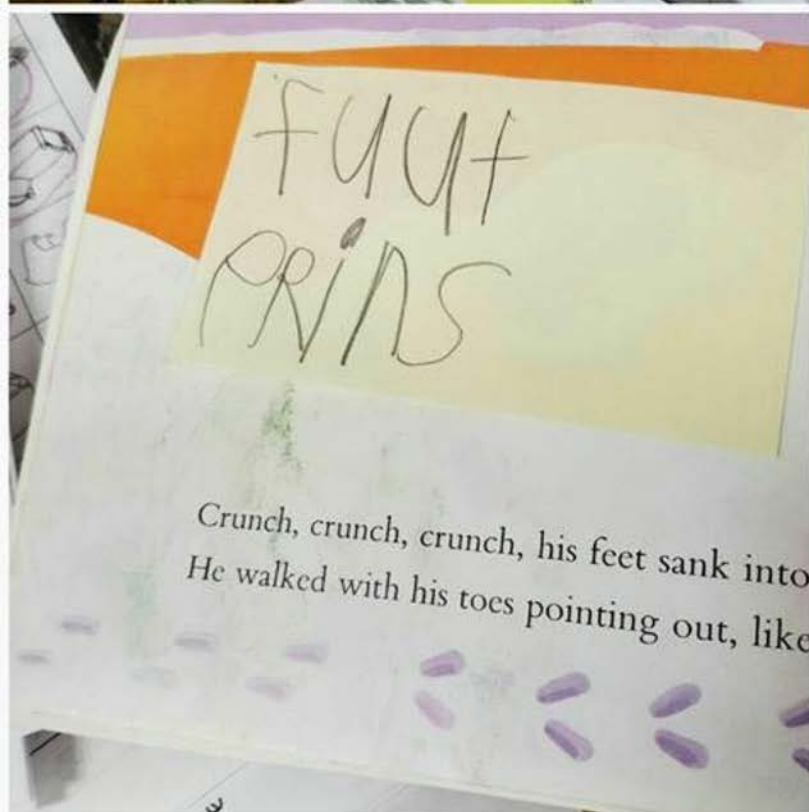
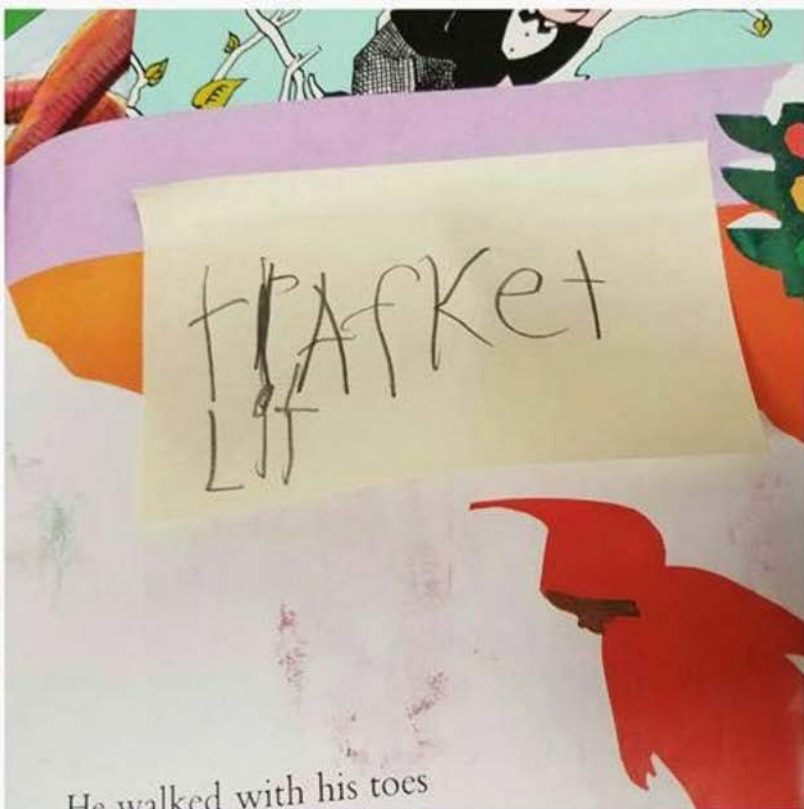
INSTAGRAM IS A VISUAL PLATFORM.





A-43 The New House &
A-44 Dinner! &
A-45 The Playground &
A-46 Chinese Kites &
A-47 Play Ball! &
A-48 Moccasins &
A-49 The Bike &
A-50 Cle
A-51 Coe
A-52 My
A-53 In
A-54 Helic
A-55 The
A-56 Che







#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!

m	t	w	th	f
				9AM EST

@iTeachTVNetwork
on Periscope



Gen Jones

A Show about
all-things
21st Century
Literacy

hello
literacy





BECAUSE

Happy to
TEACH

MRS JONES
OF TEACHERS
YOLO
YOU ONLY LIVE ONCE

READ

read more

2019
IN THE EYES OF
JEN JONES

K I 2 3 4 5

hello literacy

TeACHiNG POINTS

READING CONFERENCE RECORD SHEET

4

Fuller

Readers make predictions as they read.

Readers make inferences as they read.

Readers draw conclusions as they read.

Readers summarize the text noticing characters, setting, plot & prob/sol.

Readers know when a detail is important or not.

Readers notice character words & actions that repeat.

✓

✓

✓-

✓-

✓

✓+

✓+

✓+

✓+

✓+

✓

✓

✓

✓

✓+

✓

✓-

Why might the character have acted that way?

What do these actions show about the character?

Noticing any patterns?
Any pattern changes?

C	TP
F	A





Class Set of 100% Future Shirts

GiveAWAY

...because
WORLD READ
ALoud DAY
IS FEB. 5

@thewrightstuffchics
@hellojenjones

I JUST TOOK A
DNA TEST
TURNS OUT
I'm 100%
the
FUTURE

\$500
value

best daily best LITERACY PRACTICES

	postponing	developing	excelling
Browsing Boxes			
Home Reading			
Sight Word Instruction			
Phonemic Awareness Instruction			
Guided Reading			
• Familiar Reading			
• Fluency			
• Brief Book Introduction			
• Picture Talk			
• Oral Reading			
• Prepared Questions			
• Oral Retelling			
• Word Work			
• Guided Writing			
Read-Aloud: Shared & Interactive			
Reading Minilessons			
Word Wall: Sound-Spelling Pattern Instruction			
Independent Reading Boxes (5 level books/5 interest books)			

WHAT WILL
OTHERS BE
MORE LIKELY
TO SHARE?

HelloLitCon

GOLD COAST



UNSPASH

PEXELS

PIXABAY

MORQUEFILE



BE A CURATOR!

**GOOD CONTENT
DOESN'T HAVE TO
BE YOUR OWN.**

Give credit via tags, Repost or Regram.



♥ [table87_coal_oven_pizza](#), [tacoliciousf](#),
[olivemypickle](#), [thetipsytable](#)

[thefoodstand](#) Brussels sprouts, small but mighty!

💪 😊 Regram from [@theluqizhang](#) -what's your fave
way to cook them?! #Foodstand

[thefoodstand](#) #brusselsprouts #foodstand

CREATE A HASHTAG & CTA



Doubletree Biltmore Hotel shared your photo.

January 5 at 10:05am · 🌐

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!

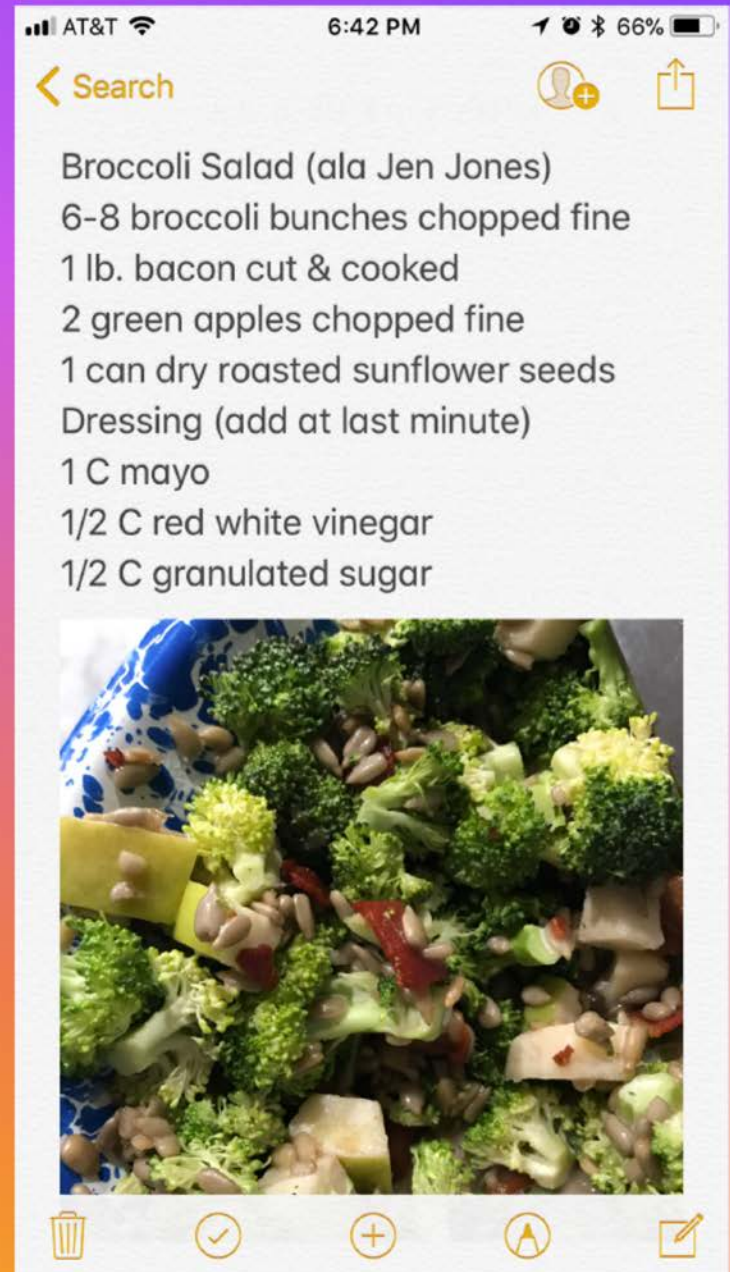


Jennifer Jones ▶ Doubletree Biltmore Hotel

December 20, 2015 at 10:47am · 🌐

My favorite holiday activity to do in Asheville is taking a Segway ride at the Biltmore!
#DTHolidaysAVL

Use the app **NOTES**





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!



...is possible.

...use your 5 senses.

WHY?

...chapter books have small pictures → make you have to KNOW what your teacher is trying to understand what your readers.

...not shopping for books EEEK!

...making sure I reading check!

...look at the middle picture books only



**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.

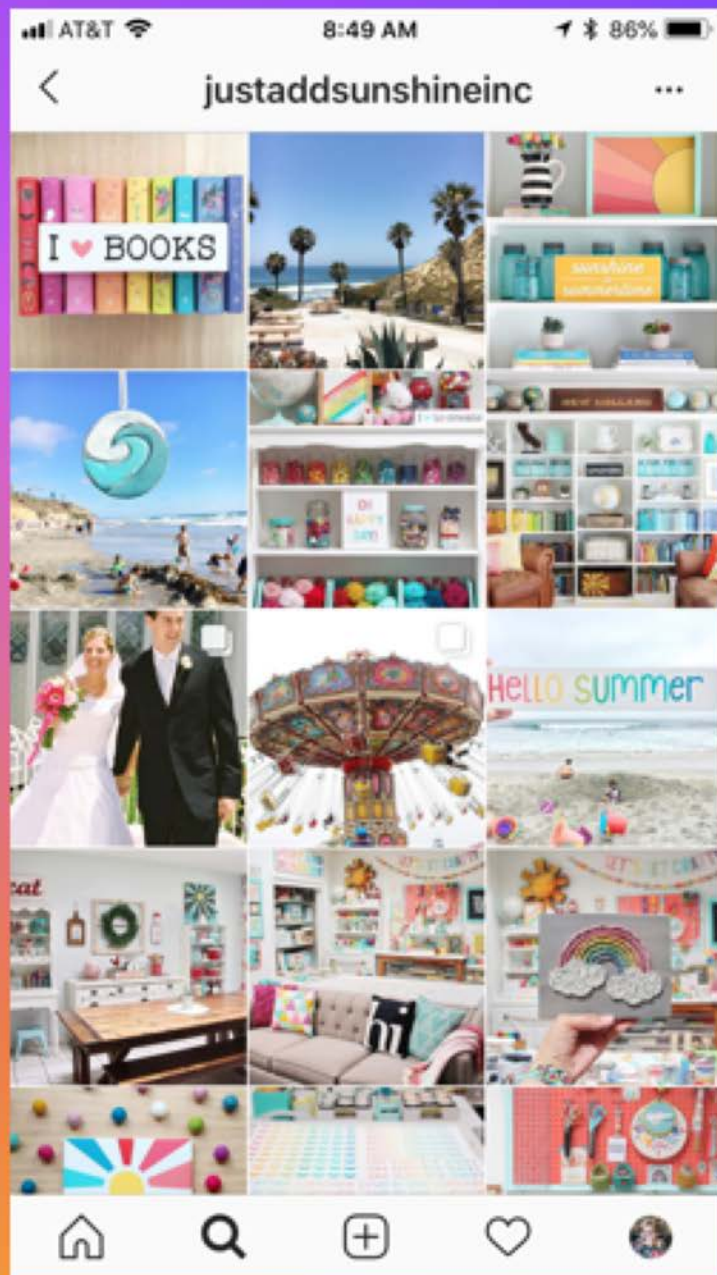
IGTV videos on feed now.

Use Tag People.

MENTOR feeds



@sonomacottage



@justaddsunshineinc

POST harvesting



GIVE YOUR TO BE

BRAND AWAY. PEOPLE WANT

A WALKING BILLBOARD FOR BRANDS THEY LIKE.
& EVERYBODY LOVES SWAG.

hello literacy



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.

@expressioncoffins

FB.COM/HELLOLITERACY

INSTAGRAM

& TWITTER

@HELLOJENJONES

thank you!

