

## FutureBeef social media strategy and guidelines

This strategy is designed to guide the social media activities of the FutureBeef industry engagement project. It underpins the FutureBeef communications strategy.

Social media is an important avenue for reaching northern Australia commercial beef businesses and the general community and increasing their awareness of and engagement with FutureBeef.

Social media is a general term used to describe the tools and forms of publishing that are based on the online interactions between one or more users. Examples include social networking, media sharing, participation in forums, and blogs. The form and nature of social media activity will continue to evolve as new ideas and technologies emerge.

Social media gives FutureBeef the opportunity to broaden its reach and impact in the industry through the ability to create and access content as well as share content online with target audiences. Staff of FutureBeef partner organisations are expected to promote public confidence and trust in the organisation, and should follow appropriate process and etiquette when participating in social media, as outlined in these guidelines.

In April 2012 Facebook, Twitter and YouTube accounts were established for FutureBeef. This strategy sets out the framework for using Facebook and Twitter to engage audiences in meaningful dialogue about the FutureBeef project.

### Aim

FutureBeef's involvement in social media aims to attract and influence northern beef producers, stakeholders and the general community to positively engage in conversation with, and about, the FutureBeef project and the activities of partner organisations.

### Goal

The goal of this strategy is to:

1. **Educate** northern beef producers, stakeholders and the general community about FutureBeef and the benefits it offers and,
2. **Build support** for the project.

### Educate

- Increase dialogue with northern beef producers, stakeholders and the general community about FutureBeef and the range of resources, tools and services available to them to support their goals.

A joint initiative of:

- Showcase research projects, findings, tools, and events that build knowledge, skills and confidence among northern beef producers and encourage adoption and practice change.

### **Build support**

- Increase interaction between the northern beef community and FutureBeef partner activities such as events, tools, resources and stories to build a positive and supportive online community around the FutureBeef brand.
- Provide opportunities for feedback from fans/followers through informal and formal questions as well as other incentives such as surveys.

## **Context**

This social media strategy ensures that FutureBeef is represented fairly and accurately in all social media engagements. It defines the conditions under which staff involved in FutureBeef partner activities should employ social media to engage an audience. This strategy applies to all employees, contracted staff and voluntary representatives related to the FutureBeef project.

Social media is defined as any form of online publication or presence that allows end users to engage with the FutureBeef identity online.

A Social hub provides the systems, tools and platforms to maintain the integrity and efficiency of the organisation's social media activities.

## **Target audience**

### **Primary**

- Industry members (e.g. producers, transporters, feedlotters)
- Private service providers (e.g. consultants, financial advisors, agribusiness suppliers)
- Public service providers (e.g. extension officers, natural resource management officers)
- Education providers (e.g. university, VET sector)
- Consumers (to a minor degree)

### **Secondary**

- Industry peak bodies or statutory authorities related to the beef sector
- General community

## **Key drivers for success**

- Deliver appealing, relevant and targeted content
- Target key influencers
- Be responsive



## Delivery modes

### Facebook

**Goal:** Educate producers on resources and services available through FutureBeef and build support through fostering a FutureBeef brand community.

#### Activities

	Key social activities	Performance indicators
<b>Educate</b>	<p><b>'Who we are'/ tools and resources/ feedback</b>            Posts about FutureBeef, and the National RD&amp;E Strategy. Posts about the tools and resources available to producers with links and helpful advice. Posts raising opportunities for feedback on FutureBeef.</p> <p><b>Beef Busters! / Facts</b>            Dispel common northern beef industry myths. Facts about northern beef production and sharing of key extension messages.</p> <p><b>What's new?</b>            Links to new items at the website, links to eBulletin, webinars and events.</p>	Increased fans and loyalty Number of likes Increased reach Number of people viewing content Increased sharing Number of people viewing content created by fans
<b>Build support</b>	<p><b>FutureBeef crew!</b>            Posts about a day in the life of a FutureBeef extension officer, achievements, announcements, reports on events.</p> <p><b>Questions!</b>            Questions to followers about what they are up to on their farm, how they use FutureBeef resources to improve productivity etc.</p>	Increased referrals to website Number of people visiting FutureBeef website from Facebook page Increased engagement Number of people clicking a post Number of people creating a story (talking about this) Brand sentiment Tone of conversation around feedback from fans ( + or -)

### Twitter

**Goal:** The Twitter strategy is initially an extension of the Facebook strategy to get the ball rolling and keep staff resources at a minimum. This means that Facebook activities are extended via Twitter and hence they share similar goals. However, content is modified to appeal to Twitter users and some content only posted to Twitter.



## Activities

	Key social activities	Performance indicators
<b>Educate</b>	Issue Tweets on above activities but modify content so effective use of 280 characters.  Expand promotion of resources for Twitter use. Resources available are scheduled into daily tweets.	Increased followers and loyalty  Number of followers  Number of URLs clicked  Number of tweets by FutureBeef
<b>Build support</b>		Increased referrals to website  Number of people visiting FutureBeef website from Twitter  Increased conversation and sharing  Number of @futurebeef mentions  Number of retweets  Increased influence  Klout score  Brand sentiment  Tone of conversation around feedback from fans ( + or -)

## YouTube

**Goal:** YouTube activity should integrate with Facebook and Twitter activity. Clips should be shared across social networks in a relevant and meaningful way and align with the social media goals and objectives. When time permits, consideration should be given to a detailed YouTube strategy and thought given to content development with social media sharing in mind.

## Brand voice

The brand voice is the projected voice of FutureBeef to the target audience. The brand voice ultimately contributes to the end-user experience. The tone and language of the voice should reflect the personality and values of the brand. As most engagement with brands on Facebook occurs via the news feed as opposed to the timeline, this voice becomes even more critical to engagement. The brand voice can diversify and evolve with client interactions while retaining, and strengthening, the FutureBeef brand identity.

### FutureBeef brand voice principles

Responsive, transparent, friendly, helpful, encouraging and energetic.

Interactions should demonstrate the authenticity and passion inherent in a united and collaborative team working together for the northern Australia beef producer.



### **Twitter voice**

Staff related to FutureBeef tweet on behalf of FutureBeef. Ideally these people will be set up as “[Name] tweeting on behalf of FutureBeef” and comply with the FutureBeef brand voice principles.

### **Facebook voice**

Facebook posts are under the FutureBeef generic voice and comply with the FutureBeef brand voice principles.

### **Integration with offline communications**

FutureBeef content is published on Facebook, Twitter and YouTube with consideration for offline key messages, activities and campaigns. The Communication Strategy sets out the timing of social media messages related to brand and program key messages.

FutureBeef social media is advertised on print marketing material, at events/forums and on the FutureBeef website. Social media is harnessed in any FutureBeef marketing activities, including announcements.

## **Procedures**

### **Governance**

All social media activity will be coordinated through FutureBeef’s Social hub and is directed by the Social Media Strategy, which underpins the FutureBeef Communications Strategy.

Access to social media accounts will be limited to the administrators of the Social hub. No external party will be granted administration access to any social media accounts. However, third party access may be provided at the discretion of the FutureBeef Project Leader.

### **Monitoring**

Social hub administrators will be responsible for monitoring social content, which will only be required during usual departmental business hours.

### **Content management**

Administrators of the Social hub will be responsible for providing the appropriate response or action to published content relating to FutureBeef. When negative commenting is identified, the issues management flowchart should be employed and the Project Leader notified.

Creation and distribution of content will be guided by procedures outlined in the Social Media Strategy to ensure appropriate timing and alignment of messages. FutureBeef prohibits published content which may be construed as discriminatory, harassment or bullying of work colleagues or the general public.

### **Identity and transparency**

FutureBeef must fully disclose its interactions within social media. All published content must be identified as an official response from FutureBeef.



The relevant social media accounts will include a disclaimer and/or terms and conditions informing how (through what person/body) FutureBeef will manage its social media presence.

### **Legislative and policy requirements**

The use of social media can expose FutureBeef to risks and compromise compliance with legislation and policy. It is the responsibility of the Project Leader in partnership with Social hub administrators to ensure that services comply with relevant policy and legislative requirements regarding:

- privacy
- security
- recordkeeping
- intellectual property/copyright
- potential for user-contributed content to infringe upon the legal rights of others
- right to information
- workplace health and safety.

It is a requirement that employees create and manage accurate records of their business activities in order to account for any decisions and actions into the future. The same requirement remains for employees when executing social media activities.

Social hub administrators will maintain records of moderation activities such as removal of inappropriate content and any correspondence entered into internally and externally.

### **Social media participation outside of FutureBeef services**

Everyone is entitled to comment in a personal capacity on public issues. FutureBeef staff are accountable for all personal content they publish on social networks or any other form of user-generated media. Employees using social media for personal use should use personal e-mail addresses only. Staff must ensure that their comments are clearly identified as personal comments and not misinterpreted as FutureBeef comments. And consistent with their organisations' social media policies and guidelines.

Staff should be aware of the potential risks identified but not limited to:

- intellectual property infringement
- misrepresentation
- defamation
- negligence
- breach of privacy
- property damage.

## **Implementation and management**

### **Roles and responsibilities**

The key roles and responsibilities pertaining to the strategy are as follows:



**FutureBeef Project Leader** is responsible for:

- Approving the creation of new social media accounts and/or significant social media tools.
- Advising on crisis management strategy when required.
- Approving evaluation and performance reports.
- Managing access to official FutureBeef social accounts.
- Decisions regarding governance of social media accounts.

**Social hub administrators** are responsible for:

- Implementing the social media strategy, including evaluation and reporting.
- Coordinating and managing all FutureBeef social activities, this includes ensuring integration with the Communications Strategy and operating social accounts (organisation, creation, delivery and sharing of digital content).
- Maintaining the Social hub.

**FutureBeef website staff** are responsible for:

- Ensuring staff are aware of, and comply with, the social media policy and guidelines.
- Participating in content creation as directed by social administrators.
- Integrating social activities with website activities.

## The Social hub

The Social hub (which uses HootSuite Pro and SmarterQueue software) is the operational heart of FutureBeef social media activity. The hub is represented by the platforms and tools that support the creation, publishing, and sharing of social media content related to FutureBeef as well as evaluation and performance tools. Social hub administrators are responsible for the maintenance (including calls to upgrade) of the Social hub to ensure efficiency and effectiveness of all social media activity.

### Social hub representatives

Organisation	Representative
Department of Agriculture and Fisheries Queensland	FutureBeef Project Leader
Northern Territory Department of Primary Industry and Resources	TBC
Department of Primary Industries and Regional Development Western Australia	TBC
Meat & Livestock Australia	TBC

## Content creation and publishing

Social media content is the material which is posted to social networks. Content should encompass key messages of the FutureBeef project (and project partners) where possible and be



timed for release to integrate with other FutureBeef marketing activities as set out in the Communications Strategy.

The 'Social content plan' sets out the tweets and posts to be published to social media networks. They are drafted by the Social hub administrators and approved by the Project Leader before being published.

Facebook updates can be posted directly to the Facebook page or scheduled through HootSuite and SmarterQueue. Twitter updates can be posted directly from the Twitter account or scheduled through Hootsuite and SmarterQueue. Preference is for Facebook entries to be made as independent posts (i.e. tailored for a Facebook style post).

### **Who, what and when of publishing**

Each month, content is posted weekly by the representative from the approved content source. Delegates for each month can change according to their availability. The frequency of posts/tweets should be at least once during the allocated week but ideally more than three posts/tweets. These actions are in addition to any coordinated social media activity set out in the Communications Strategy. This table is completed in the final week of every month.

These tables help FutureBeef to remain organised and timely in the delivery of relevant, targeted content that encourages user engagement and contributes to achieving objectives.

For example:

<b>What</b>	<b>Who</b>	<b>When</b>
Who we are/ resources/ feedback	TBC	Week 1
Beef Busters!/ Facts	TBC	
What's new?	TBC	Week 2
FutureBeef crew!	TBC	
Questions to fans	TBC	Week 3
Other	TBC	Week 4

### **Maintaining relevant accounts**

The following tables outline the actions necessary to maintain relevant accounts and be seen as an active player in the Facebook and Twitter communities.





## Facebook page maintenance

Task	Who	Frequency
'Liking' pages		Weekly
Posting on other pages' timelines		Weekly
Commenting on other pages		Fortnightly
Sharing other pages' content		Fortnightly
Inviting friends to 'like' page and promote to network		When able

## Twitter page maintenance

Task	Who	Frequency
Follow and unfollow		Weekly
Retweet others		Weekly
Mention others in a Twitter conversation		Weekly
Reply to any direct messages		As needed
Promote Twitter through networks		When able

## Quality assurance protocol

Scheduled content should be approved by the Project Leader unless posts are general promotion of information or facts (i.e. events, sharing a link) or responses to fans/followers. Content will be co-ordinated and managed using Hootsuite for adhoc posts and SmarterQueue for perennial posts.

## FutureBeef social media engagement principles

FutureBeef social media engagement is governed by general principles that aim to empower and support staff to participate in social media in a way that they choose while retaining respect for, and integrity of, the FutureBeef brand.

Understanding how others communicate is instrumental to engaging in a good conversation. Social media is no exception. Social media interactions are usually guided by a set of social behaviour principles and/or values. If we can understand and respect these principles and values, then we are one step closer to engaging in an effective conversation! After all, that's what social media is all about.

- **Be responsible**  
You are ultimately responsible for your actions when using social media, so act responsibly.
- **Be respectful**  
Respect your peers and colleagues.. Everything is discoverable, even private messages; so don't say anything you wouldn't otherwise say in public. Respect the privacy of your colleagues and your organisation; treat confidential and sensitive information with respect. Respect copyrights, trademarks, rights of publicity and other third party rights. Maintain your privacy by understanding the privacy statement of social networking and sharing sites as well as internal tools.
- **Be transparent and disclose information**  
If you are posting content on behalf of the organisation, make it clear. Alternatively, you



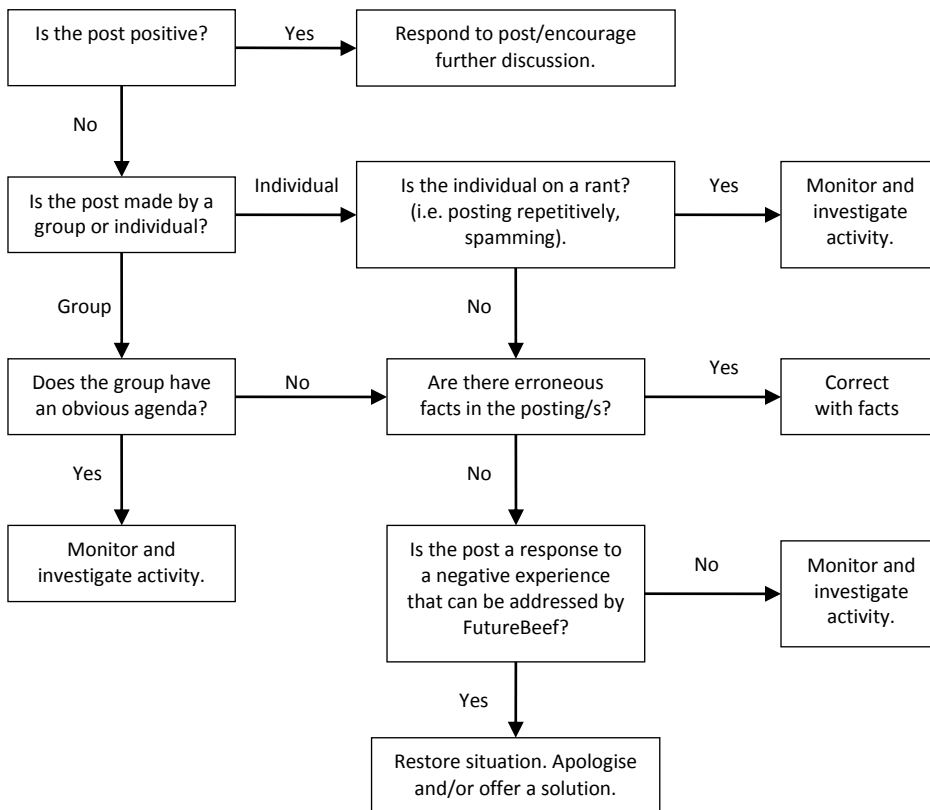
should include a disclaimer in your profile and state your affiliations if you intend on publishing content about your job, employer or other related topics. Provide attribution to published content.

- **Use common sense**  
A large part of using social media appropriately is simply about taking a common-sense approach. Avoid joining a conversation unless you understand the context. Consider tone and expression; avoid using capital letters or repeating messages, and consider any possible ambiguities in your wording.
- **Add value**  
Add value to social media, your online profile and to FutureBeef. Only 'follow' accounts that contain relevant content. Report people you think may be cheating the system or spamming. Avoid tweeting/posting content that is just about you. Listen, share and contribute to the conversation much like you would in a face to face conversation.
- **Have fun!**  
We want you to share in the spirit of the FutureBeef brand in your social interactions. We want you to have fun! Yes, there is a lot to consider when using social media as a FutureBeef representative, but it doesn't have to be a hurdle to your involvement.

## Issues management

Social media presents both opportunities and risks. Public comments made about an organisation online can have short and long-term consequences to the organisation if not dealt with in a timely and appropriate manner. The flow chart provided in the following diagram represents a guide for FutureBeef in order to identify negative social media and take suitable action.





## Responding to negative posts

When monitoring and investigating activity, you may need to consider taking the following actions based on the current situation:

### Let stand (no response)

Sometimes the best solution is not giving a post/author oxygen and letting it 'die its own death'. Assess if the post/author is receiving attention or creating further negative activity. Respond if you believe this will minimise further negative activity.

### Respond publically to post

- **Offer a solution**  
Turn misleading information or an unhappy stakeholder into an informed brand supporter by providing a solution to their problem. This may be a link to further information or correcting an assumption.
- **Apologise**  
Offer an apology only if it is clearly appropriate to do so. Honesty is respected among the social community.
- **Respond privately**  
If you believe the issue can be managed privately and the person/group is genuinely in search of a solution or response, a direct message can be the best option to reach a solution. However, craft the message as if it were to be posted publicly to safeguard against insincerity.
- **Provide a private warning (direct message)**  
If negative activity continues beyond a suitable public response, give a private warning.

Warning 1: “You are in breach of our page principles for engagement and will be banned from the site if this activity continues” (address the person/group and explain why the person/group is in breach of the principles). If activity still continues ban the person/group from the site and let them know why.

For example, “You have been provided with a warning that your participation on our site breaches page principles for engagement. Unfortunately this activity continues and we have no other option but to ban your participation from our site. We value positive and constructive participation and do not condone bullying, spam and other disruptive behaviour.”

#### **When responding to a post, you should consider the following:**

- **Timeliness**  
Take time in thinking through your response but ensure appropriate timeliness as relevant to the conversation.
- **Tone**  
Give due consideration to the tone of your post to ensure the right message is received.
- **Public interpretation**  
If your response is public, consider how the FutureBeef community will receive your message (not only the primary receiver).
- **Source**  
Can you reference a source to substantiate your response?
- **Turn a negative into a positive**  
Can you turn the situation into a positive one? What solutions can you offer? Can you provide further information or answer further questions to ensure a positive engagement?

## **Evaluation and reporting**

The key performance indicators listed earlier in this document are represented by the social media key metrics which are used to track performance against objectives. Reports on key metrics are run in HootSuite Pro and exported to PDF for insertion into the quarterly FutureBeef website/social media report. Subjective analysis is also provided on key performance indicators such as brand sentiment.

## **Other considerations**

Other factors that might like to be considered for the further effectiveness and efficiency of FutureBeef and its social media activities include:

- Platform to be used among the team for discussing social media content.
- Training in using accounts if necessary.
- Rotation of staff (formal schedule and commitment) to undertake proposed activities.
- Tips of use for Twitter, Facebook and YouTube.
- Facebook and Twitter icons integrated formally into electronic and print material.



If you have any problems, queries, or feedback, please contact the FutureBeef project team ([info@futurebeef.com.au](mailto:info@futurebeef.com.au)).

## Status of Social media documents

<b>Document title</b>	<b>Format</b>	<b>Last updated</b>
Social media strategy	Word document	19 September 2018
Social content plan	Excel spreadsheet	27 August 2012
Communications strategy	Word document	25 May 2018

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