



National Beef Social Media Strategy
2017

About/Bio of Organization:

We know beef.

A leader in producing the highest quality fresh beef, consumer ready products and beef by-products.

Company is committed to doing the right thing to protect and sustain our resources, and the communities we serve, for generations to come.

Target Audience:

National Beef employees and the communities where they live, meat-eaters, Midwesterners, reliable people looking for work, people with good work ethic.

<p>Character/Persona</p> <p>“Person posting” is from the Midwest, they are passionate about beef. They are a leader in the industry, are trustworthy, down-to-earth and conservative.</p>	<p>Tone</p> <p>Midwest-mindset, trustworthy, informative, passionate, understanding, conservative, down-to-earth, knowledgeable, sensible, hard-working, reliable, and fun.</p>
<p>Language</p> <p>Be authoritative yet authentic and fun! Will <i>not share</i> controversial or political content.</p>	<p>Verticals</p> <p>I. Community Purpose II. Employment Advertisement Campaign III. Company Culture IV. Industry Leader(Topical & Local News)</p>

Frequency of Messaging

Facebook: 5 posts per week

- Post in job boards/job groups on Facebook (via the National Beef account) once per week.
- Make at least one Facebook post per week an actual job post → consider boosting job posts

LinkedIn: 5 posts per week

- Post in job boards/groups on LinkedIn (via the National Beef account) once per week.
- Make at least one LinkedIn post per week an actual job post → consider boosting job posts

**Varying the types of posts (regular social media posts vs. social media job postings) will increase exposure/engagement because the algorithms view them as different types of content.*

Defining the content verticals (what we're 'talking about' online):

I. Community Purpose

- Promote the National Beef midwest sensibility. Post about values of the company, focus on local beef, emphasis on community and hiring local farmers and ranchers

II. Employment Advertisement Campaign

- Promote jobs. Promote benefits, competitive wages, benefits, and the chance to grow in the company. We also have things like employee meat sales and company backed events.

III. Company culture

- Promote the positive workplace success and community happenings. Promote how National Beef has a positive influences on the communities where it operates. National Beef wants its employees to succeed, show that in the social media posts.

IV. Industry Leader (Topical & Local News/Events)

- Light (maybe only a 6-8 per month) on industry trends, news and other important matters to show the National Beef is aware of what's happening in its own industry. Position National Beef as a thought leader in the industry.

Identify measurable social media goals:

- A. Grow social media networks (Facebook and LinkedIn)
- B. Increase brand awareness
- C. Find employees and expand employment network
- D. Measure website traffic