



MISSOURI

dept. of

Agriculture



SAMI JO FREEMAN

Communications Specialist

- Native of Troy, Mo.
- Agricultural Journalism
- Graphic designer, videographer, photographer & social media manager
- ALOT Class XVII



SAMI JO FREEMAN

Communications Specialist

- Dog mom to Lucy
- Aunt to Spencer & Alexis



Our guiding...
MISSION STATEMENT

"To serve, promote, and protect the agricultural producers, processors and consumers of Missouri's food, fuel and fiber products."

Story time

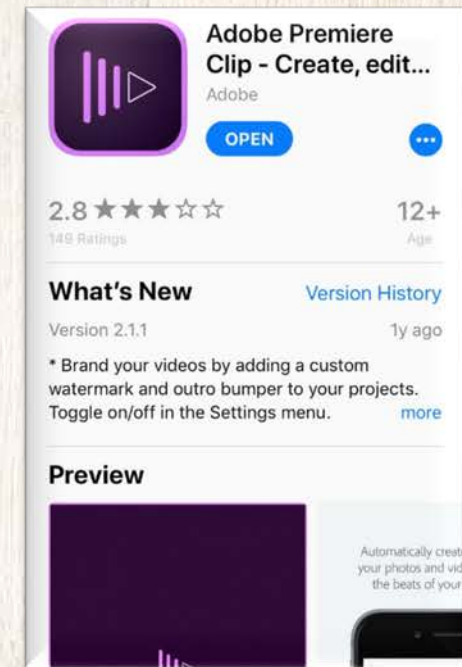
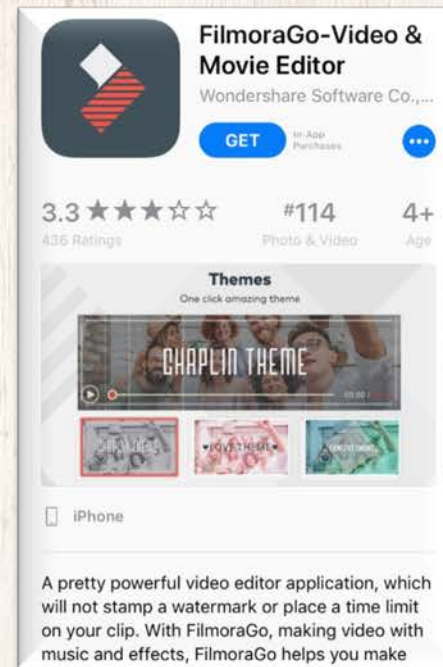
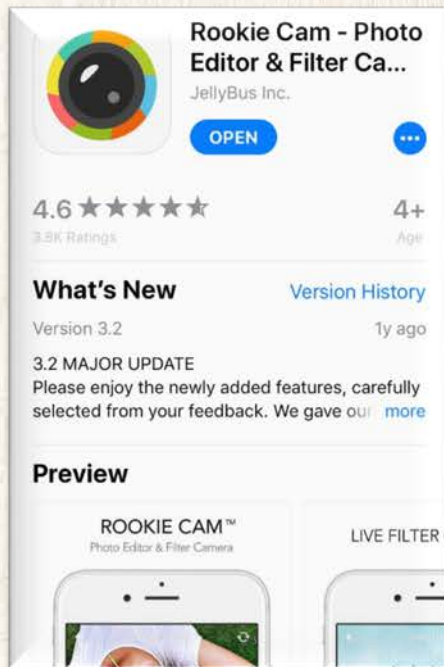
HOW DID THIS PRESENTATION WRITE ITSELF?

Questions from my sister-in-law
Visit to the grocery store

New Year Resolution

**30 DAY
CHALLENGE**

Hold up DOWNLOAD THESE APPS





OUR SOCIAL MEDIA PHILOSOPHY

Why are we on social media?
Good question.

What we do for you online

- Positive news & accomplishments
- Authentic content
- Farmers & ranchers first
- Correct misconceptions
- Consumer outreach



Social media platforms



Personal Page vs. Brand Page

Join conversations by using hashtags

Future is in video & infographics

Let's do some

REAL WORK

Pages to Watch



Edgewood Creamery ✓
@EdgewoodCreamery

Home

About

Photos

Reviews

Events

Videos

Posts

Menu

Community

Create a Page



Liked Following Recommend ...

Send Email Send Message

Status Photo/Video

Write something on this Page...

Photos

Christmas at the Creek

Specialty Grocery Store in Purdy, Missouri
4.9 ★★★★★
Closed Now

ABOUT EDGEWOOD CREAMERY

Naturally fed. Naturally crafted.
Naturally good.



Uptown Farms
@Uptownfarms

Home

About

Photos

Events

Videos

Posts

Community

Create a Page



Liked Following Recommend ...

Learn More Send Message

Status Photo/Video

Write something on this Page...

Photos

Farm

ABOUT UPTOWN FARMS

Our Story

Kate Lambert grew up in northern Illinois, not on a farm but active in FFA and showing

Pages to Watch



Little House on the Dairy
@littlehouseonthedairy

Home

Posts

Photos

Community

Videos

About

Create a Page



Like Follow Share ...

Send Message

Status Photo/Video

Write something on this Page...

Posts

 **Little House on the Dairy**
January 15 at 3:40pm · 🌐

Spoiler: This has nothing to do with farming, cows or dairies. But it does have a lot to do with people who love to read.



Blogger

Community See All

👤 Invite your friends to like this Page

👍 222 people like this

📶 232 people follow this

👤 Laurie Link and 4 other friends like this

About See All

📧 Send Message

🌐 www.littlehouseondairy.com



Dairy Carrie ✓
@DairyCarrie

Home

Blog Sign Up

Posts

Photos

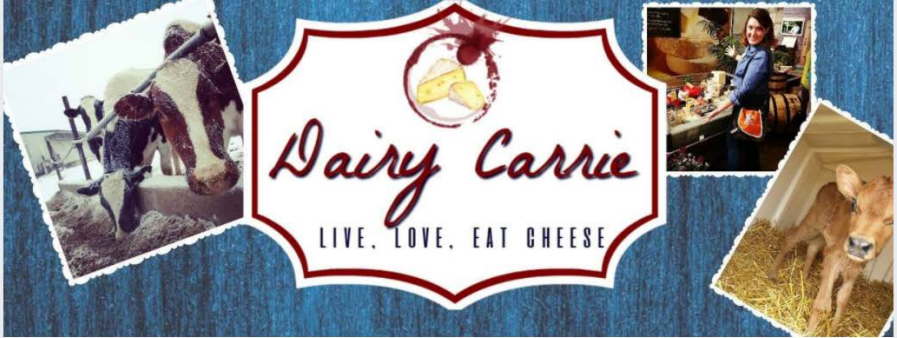
Instagram

Videos

About

Community

Create a Page



Like Follow Share ...

Learn More Send Message

Status Photo/Video

Write something on this Page...

Posts

 **Dairy Carrie** shared Leah Linscheid's video.
January 16 at 9:15am · 🌐

So excited to see our local Madison station cover this story. A family, a fire and the community that cares.



Blogger

Community See All

👤 Invite your friends to like this Page

👍 50,771 people like this

📶 50,173 people follow this

👤 Aubrey Fletcher and 95 other friends like this

About See All

🕒 Typically replies within an hour

Send Message

Don't be
THAT GUY



Missouri Dept. of Ag

@MoAgriculture



Congratulations to Alex Peterson of Trenton, Mo., on his appointment from [@SecretarySonny](#) to the National Dairy Promotion and Research Board!

Story from [@brownfield](#):

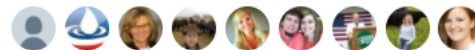


Perdue makes National Dairy Promotion and Research Boa...

Agriculture Secretary Sonny Perdue has selected 12 dairy producers and one importer to serve on the National Dairy Promotion and Research Board. The appointees will serve three-
brownfieldagnews.com

7:31 PM - 28 Dec 2017

7 Retweets 27 Likes



2



7



27



Add another Tweet



Alex Peterson

@AI_observatory

Following

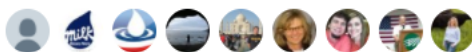


Replying to @MoAgriculture @SecretarySonny @brownfield

Thank you!
I appreciate the opportunity to help promote
the most nutritious food on earth!
#undeniablydairy #moag

8:28 AM - 29 Dec 2017

10 Likes



8



10



Tweet your reply



Missouri Dept. of Ag @MoAgriculture · 29 Dec 2017



Replying to @AI_observatory @SecretarySonny @brownfield

We're excited for you! 🐄🥛👏 Let us know if we can ever help. Congratulations again, Alex!



2





Dawn of the Vegan @DawnoftheVegan · Jan 1

Replying to @Al_observatory @MoAgriculture and 2 others

Excellent nutrition for calves.

Not so much for humans.

I would get yourself a job for a plant milk company instead. Dairy is on the decline...

1 1 13



Alex Peterson @Al_observatory · Jan 1

True.

False.

Plants don't have mammary glands. (So...false)

False.

Please enjoy the beverage of your choosing, but please don't lie.

4 1



Dawn of the Vegan @DawnoftheVegan · Jan 1

I'll give you that plants don't have mammary glands.

But dairy is on the decline. For example dairyreporter.com/Article/2017/0...

Also Dairy is high in saturated fat, cholesterol and IGF-1. None of those things are good.

No lies here 🙅

Oh and also dairy production is inherently cruel.

1 1 10



Alex Peterson @Al_observatory · Jan 1

1. Milk prod greater than milk demand...so, milk price

2. Some Choles. Is good. Animal fats are good for us (in mod) 3. Not how I do it



1 1



Dawn of the Vegan @DawnoftheVegan · Jan 1

That's good...

So I guess you don't force the cows to go through a pregnancy & birth every year only to remove the calf from its mum. Then If it's a male calf shoot it, or raise it for veal. Then kill the mum at 6 or 7 years as not profitable? All for something we dont even need.

1 8



Alex Peterson @Al_observatory · Jan 1

That's about as true as your first tweet.

Appreciate the chat. Going back out to care for my animals...better than your talking points.

4



Dawn of the Vegan @DawnoftheVegan · Jan 1

I'm glad to hear that it's not true.

But if you don't do any of these things please let me know how you do it?

6



Katrina Larsen @Tanabata69 · Jan 1

Replying to @Al_observatory @MoAgriculture and 2 others

Most nutritious if you're a baby cow. Alex, you're NOT a baby cow. #ditchdairy #dairyisscary #dairyfree #notyourmomnotyourmilk

2 8



Kody @kodycreates · Jan 1

Replying to @Al_observatory @MoAgriculture and 2 others

Dairy is not and will never be the most nutritious anything on the planet for anything other than a calf.

4



EMILY @BlondYogi · Jan 1

Replying to @Al_observatory @MoAgriculture and 2 others

If there's one thing you learn today...

Social media will

NEVER

replace face to face conversations.



Be MORE. ★ Do MORE. ★ Join us.