

SEVEN DEADLY SINS OF SOCIAL MEDIA LIVESTOCK PROMOTION

Most livestock producers are committing these mistakes on social media, sabotaging their success. Below are the seven deadly sins of livestock promotion – and solutions to make you stand out as a leader.



"You will never influence the world by trying to be like it." - Sean McCabe

When everyone is posting the same way, that's your opportunity to rise above the crowd and influence your market differently.

1

LIKING POSTS

- Likes or “thumbs up” don’t boost the algorithm
- Reactions rank better and get noticed by the person posting
- Comments and conversation boost engagement and the algorithm

2

LINKS IN POSTS

- Links in your post take your followers away from the social media platform – good for you but bad for social media, so the algorithm knocks it down
- Beat the algorithm by posting the link in the comments of your post
- This also subliminally reminds your followers they can comment on your post, increasing engagement

3

SHARING POSTS

- Yes, sharing boosts the algorithm but not when you share your own post
- If you’d like to post the same message on your personal profile as your ranch page, simply copy and paste the content into a novel post
- If you want your followers to share your content, post valuable breed- or industry-leading information
- Share newsworthy content from trusted organizations, advocates and sources to add value for your followers

4

ASKING FOR FOLLOWERS

- It’s fine to let customers know your social media properties, but what incentive do they have to follow you?
- Instead, ask them to be your friend and follow their pages and threads on social media
- Join groups and post valuable information (not necessarily promotional content)
- Give before receiving

5

POSTING PICTURES OF CATTLE

- Pictures are important in selling cattle, but followers don’t engage on post after post that scream, “Look at my bull!”
- Build rapport; let them get to know the people behind the cattle
- Mix up the types of posts
- Direct followers to your website and online catalog to get full details

6

TALKING ABOUT YOUR PROGRAM

- Instead of always talking about your program, learn about your followers
- Ask questions to increase engagement
- Be interested ... not interesting

7

POSTING BEFORE YOUR SALE

- It’s important to maintain an active presence on social media all year long, not just the months before the sale
- Add value for your customers and they will truly follow you as a leader

Livestock promotion doesn’t have to be overwhelming. Cow Camp’s Hybrid Media Strategy simplifies promotion and achieves genuine results.

Want to spur your success? Join ...



Cow Camp Boot Camp is a 6-week, online, hands-on course designed to target new customers and convert followers into bull buyers by effectively using social media. Apply at: <https://bit.ly/CowCampBootCampApp>