

When dairy farming meets social media: Sharing my experience

Brittany N. Thurlow &
Courtney N. Campbell



Brittany

- ❖ Wife and Mother
- ❖ Graduated with Masters from USF - Entrepreneurship
- ❖ Member of SMI Board of Directors
- ❖ Officer of SMI Board of Directors & Executive Committee
- ❖ Member of the SMI Feed Mill Committee



Courtney

- ❖ Wife and Mother
- ❖ Graduated with Masters from UF - Food & Resource Economics
- ❖ Ex-Officio Member of SMI Board of Directors
- ❖ Member of the SMI Feed Mill Committee
- ❖ Member of the Florida Dairy Farmer Board of Directors
- ❖ Member of Farmer Advisory Group at DMI



About Our Farms



- ❖ 5th Generation Dairy Farmers
- ❖ Located in Hardee County, FL
- ❖ Rotational Grazing Dairies
- ❖ Milking approx. 4,500 cows
- ❖ Southeast Milk Inc. Members
- ❖ Free Range 365 Certified

Nickerson Cattle Company



Nickerson Bar III



Free Range 365



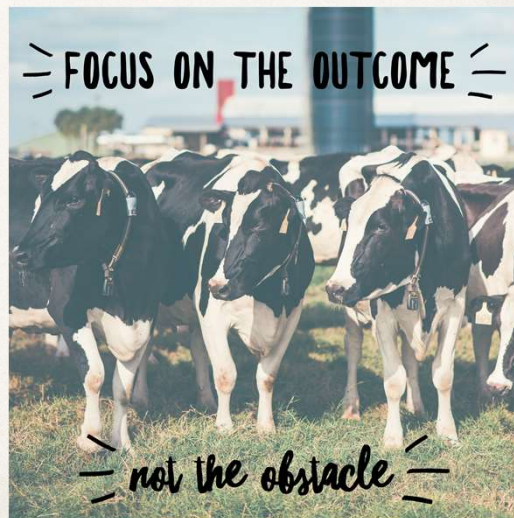
- ✦ Grassroots effort to promote dairy products sourced from cows with free range access to pasture 365 days per year.
- ✦ Trademarked by Chad Rucks of Okeechobee, FL
- ✦ Driven by the “Core Four” – Chad Rucks, Gary Keyes, Courtney Campbell, & Brittany Thurlow



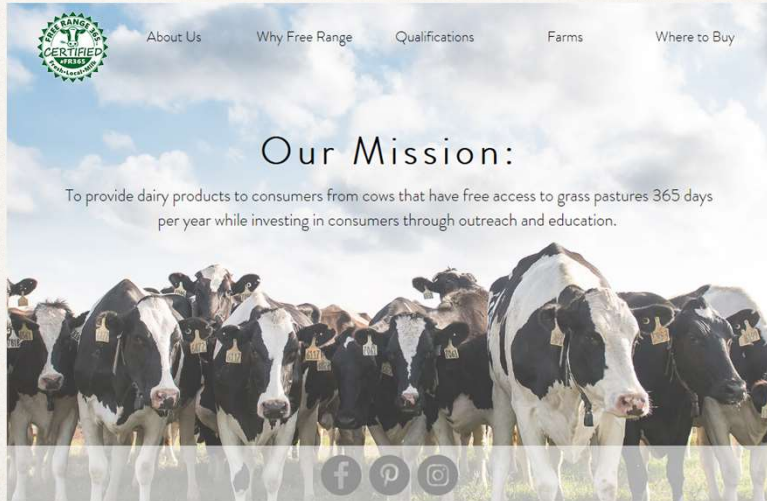
Our Process

A planned approach to implement a presence before approaching customers:

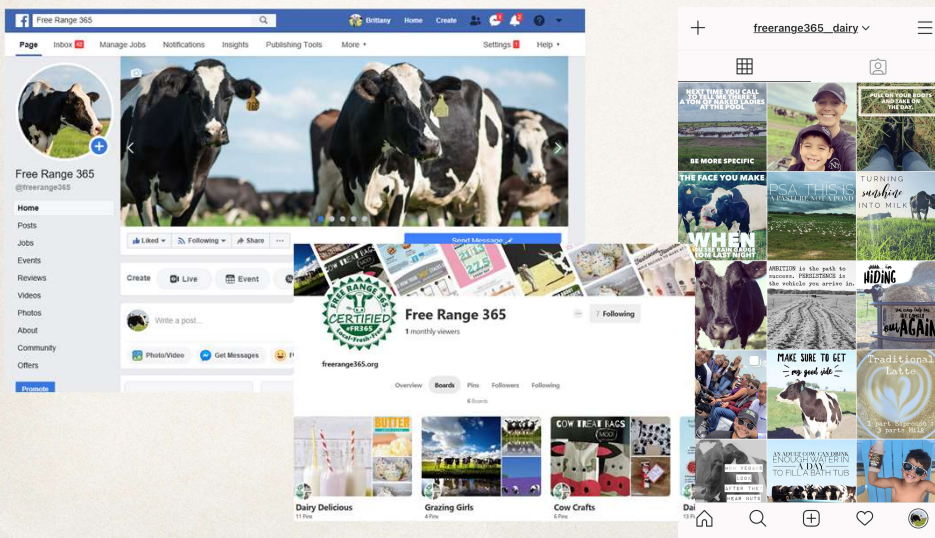
1. Website
2. Social Media account
 - ✦ Facebook
 - ✦ Instagram
 - ✦ Pinterest
3. Press Interviews & Publications



Website: www.freerange365.org



Social Media Accounts



Press & Publications



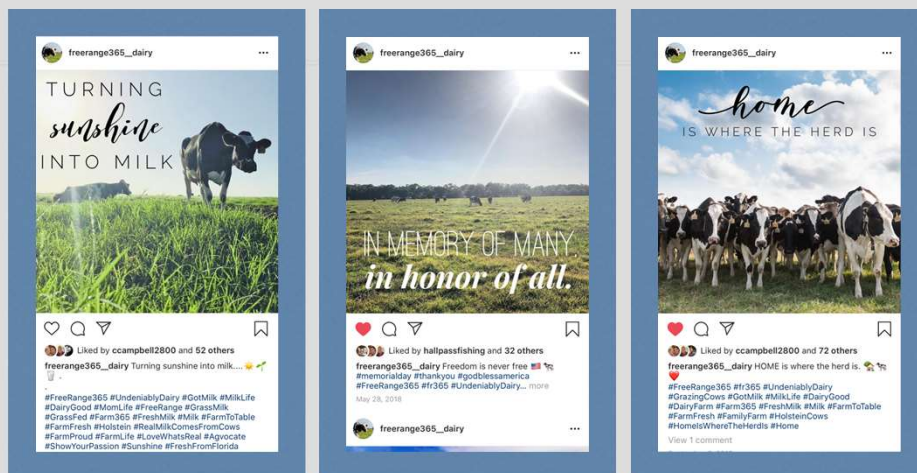
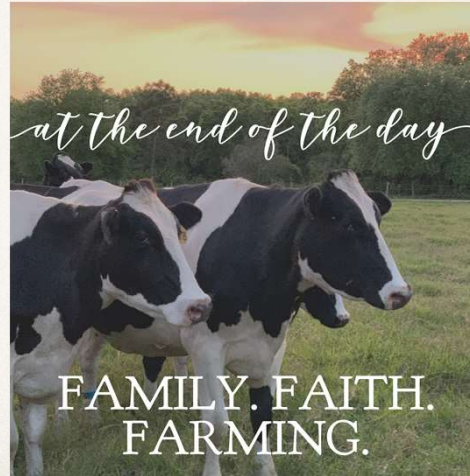
Social Media Overview

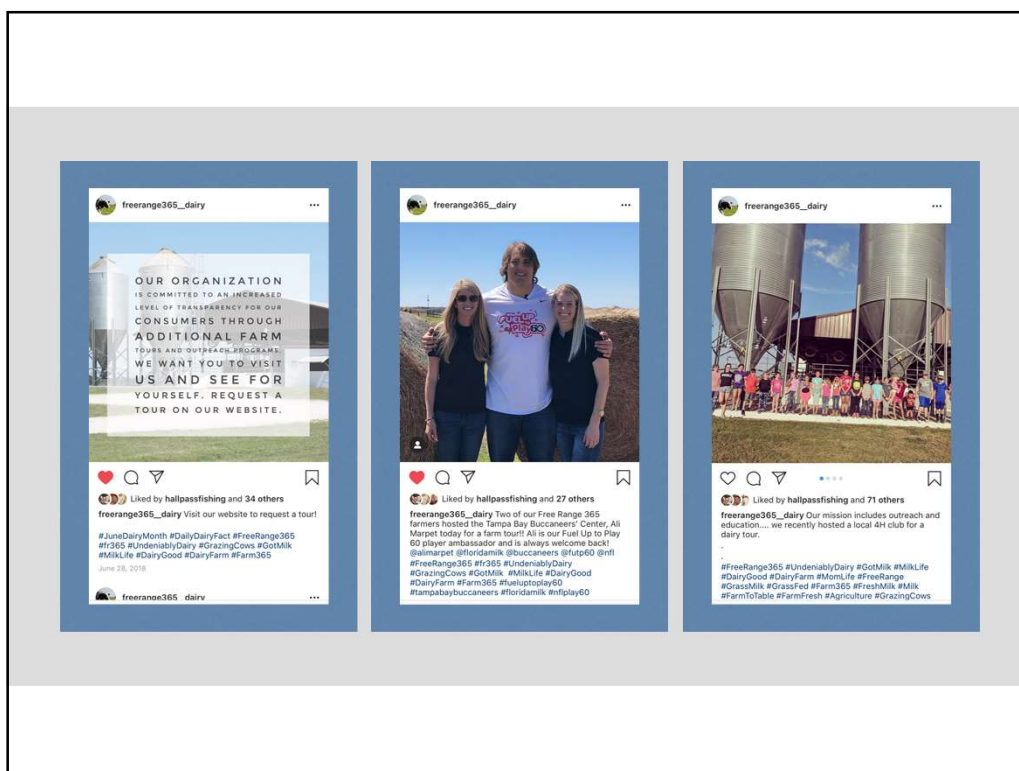
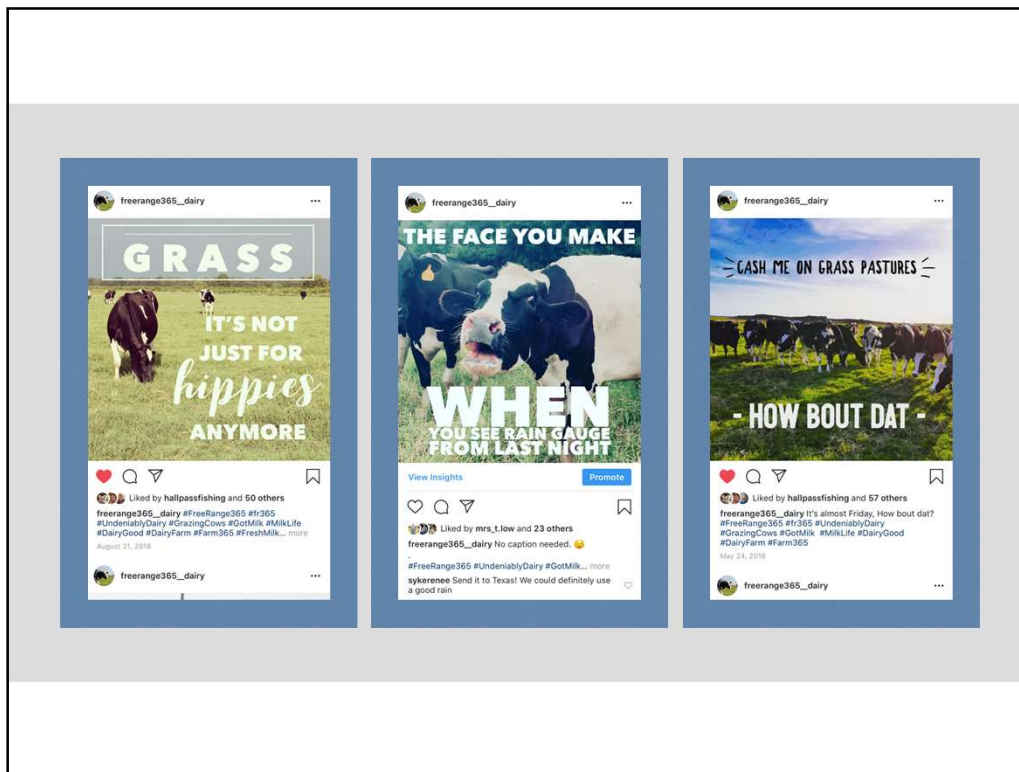


- ❖ All accounts were activated in March of 2018
- ❖ Primarily Facebook & Instagram Centric
 - ❖ Facebook - 425 Followers
 - ❖ Instagram - 587 Followers
- ❖ Co-managed by Brittany & Courtney

Social Media Content

- ❖ All posts are intended to create a quick positive impression
- ❖ Posts are photo centric with wording and captions to deliver our intended message
- ❖ Hashtags are used to further our reach & to bring users to our page



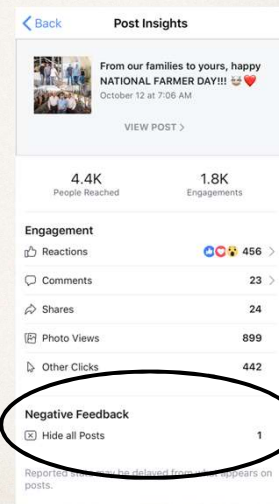
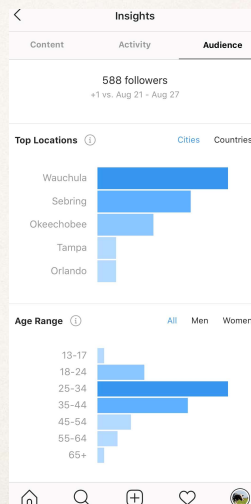


A Different Perspective



- ❖ Our social media content is published as the Free Range 365 “organization” versus our personal or farm stories
- ❖ We strategically follow processors, dairy brands, & potential partners
- ❖ We study our metrics, interactions, and followings to garner the highest return on our posts

Metrics & Impressions



Things We've Learned



- ❖ Timing is everything
- ❖ Take LOTS of pictures ALWAYS
- ❖ Hire a photographer
- ❖ Apps are your friend:
 - ❖ Word Apps
 - (Font Space, Word Swag, etc.)
 - ❖ Repost Apps
 - (Repost It, etc.)
 - ❖ Photo Editing Apps
 - (Lightroom, Pic Monkey, etc.)

Our Why

- ❖ To create a sustainable market for Florida dairy farms
- ❖ To promote grazing/pasture based dairy practices
- ❖ To reinforce positive impressions with customers & consumers
- ❖ To give our kids the chance to be 6th generation dairy farmers





Questions?

NOTES
