

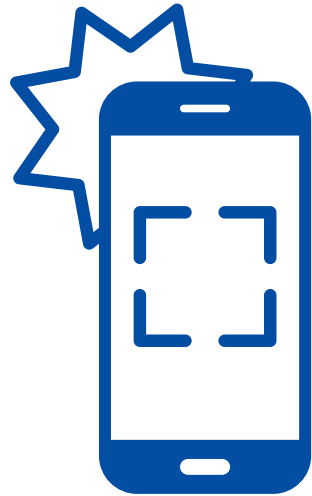


OWNING YOUR DIGITAL FOOTPRINT

October 29 | 12-1 PM



FARMER WEBINAR SERIES



**OWNING YOUR DIGITAL
FOOTPRINT**
October 29
12:00 – 1:00 PM



**PRACTICING CRISIS
DRILLS**
November 19
12:00 – 1:00 PM



STEPHANIE BOGART

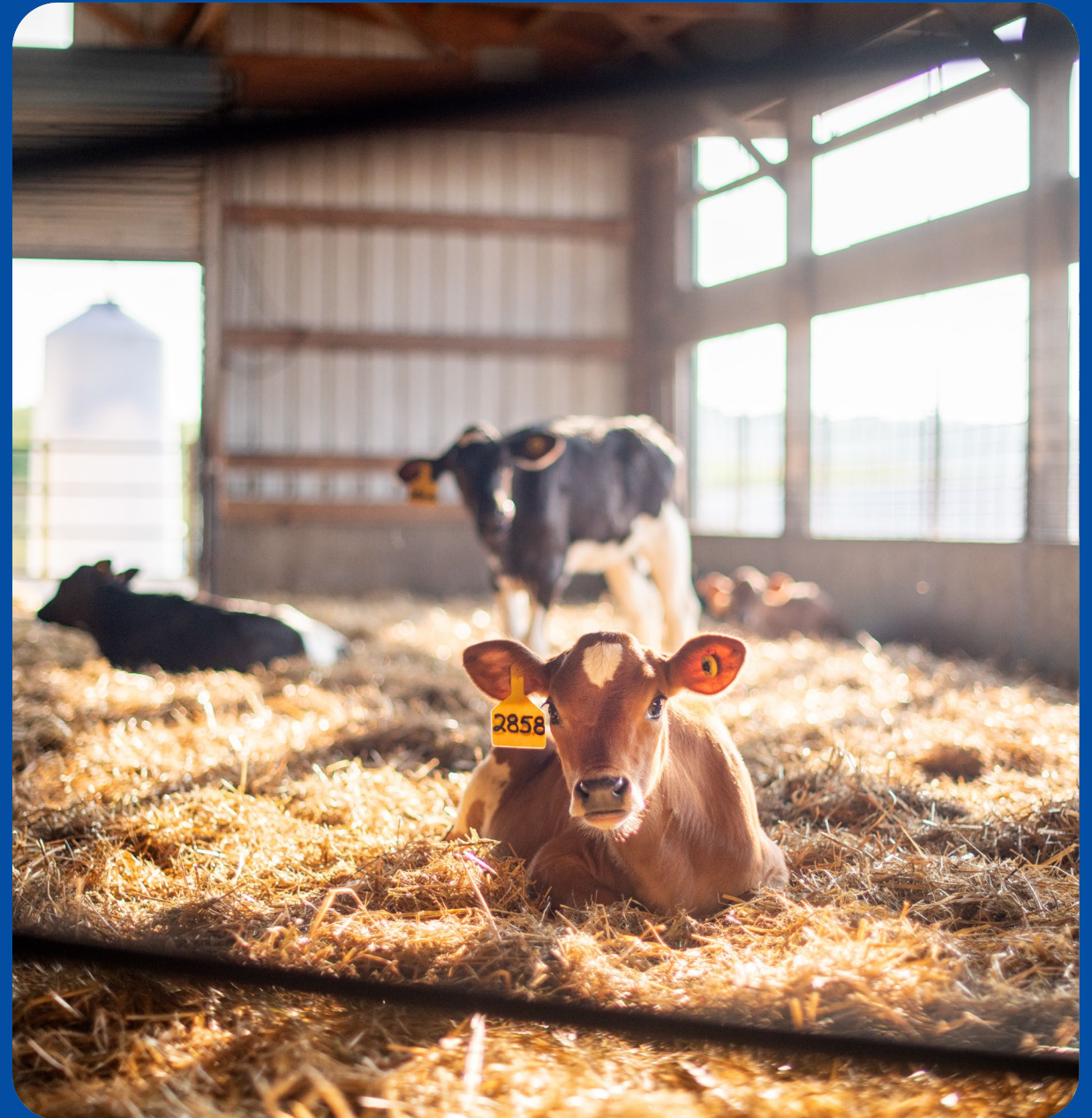
Corporate Communications
Manager - Digital

- Social Media
- Paid Digital
- Website



TODAY'S AGENDA

- Why
- What and How
 - Website
 - Google Business
 - Social Media
 - Review sites



WHY IS THIS IMPORTANT?

- Control your online image
- Protect your reputation
- Position yourself as a trusted dairy voice
- Inform consumers and attract customers





Topical

- Relating being an athlete and how important dairy is for muscle development & essential nutrients
- How age related muscle loss, impact to keep even as we age as we lose muscle. Dairy is a source that it provides protein higher muscle calcium & vitamins & ensuring milk
- That it is based on a regular basis for the body for the most people - K3
- We are not the only species to consume milk
- Milk is a powerhouse packed with vitamins and 8 grams of protein

WHAT SHOULD I CLAIM?

WEBSITE

Why?

- Brand recognition
- Credibility
- Control



WEBSITE

How?

- Determine goal
- Find a preferred domain registry
 - Regular website
 - Accepting payments
- Purchase main and alternative domains
- Steps to build:
<https://mwdairy.co/GoDaddyHowTo>



WEBSITE

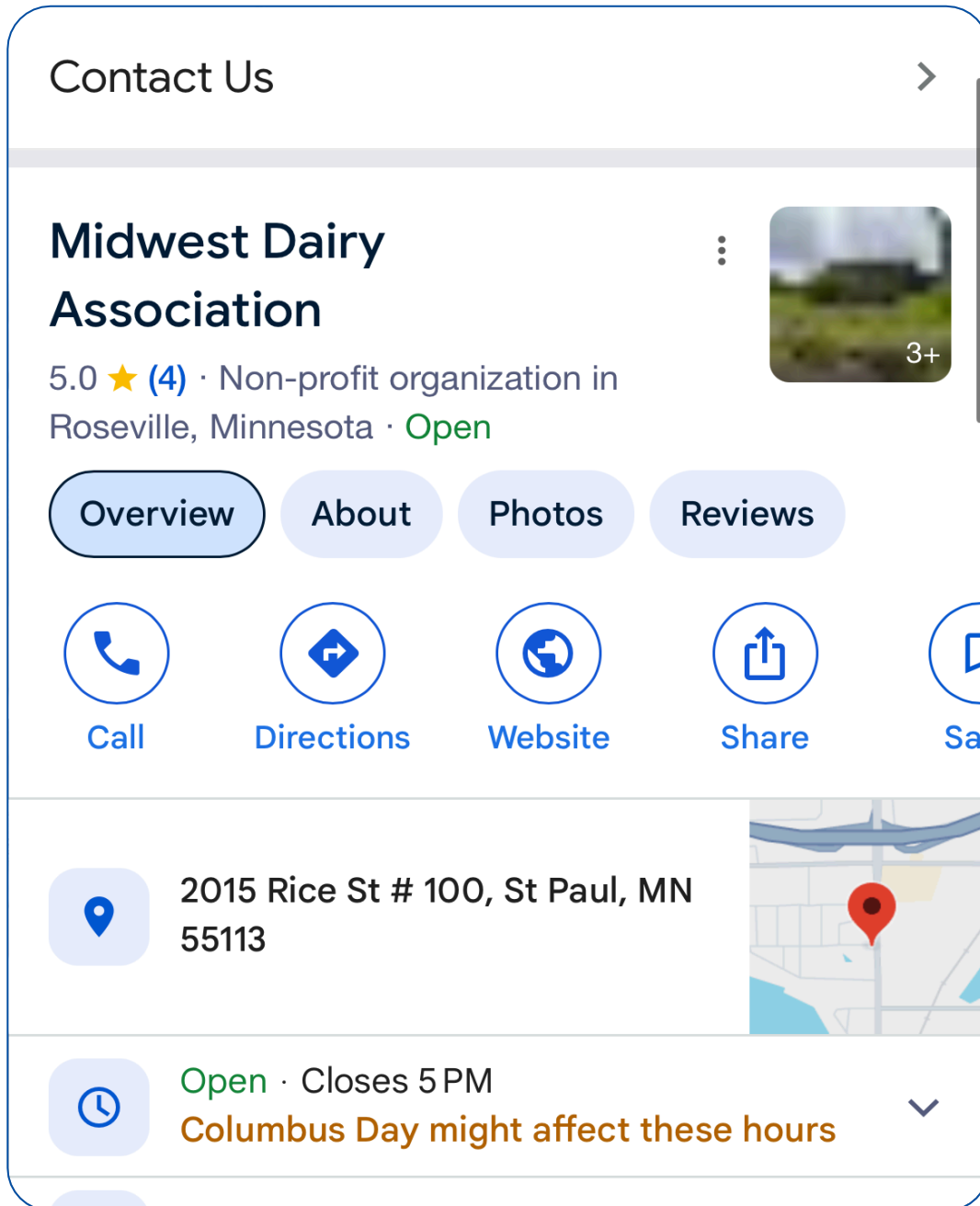
Build Tips

- SSL Certificate – https:// vs. http://
- Secure password
- 2 Factor Authentication (2FA)
- Mobile first
- Responsive design
- Quality content
- Photos
- Accessibility:
<https://mwdairy.co/WebAccessibility>



GOOGLE BUSINESS PROFILES

- Benefits
- Comprehensive how-to:
<https://mwdairy.co/GoogleBusiness>
 - Setting up or claiming a profile
 - Editing
 - Managing photos and videos
 - Managing customer reviews
- Can be take time to claim



GOOGLE BUSINESS - DESKTOP

Results for **St Joseph, MN** · [Choose area](#) ⋮



Midwest Dairy
<https://www.midwestdairy.com> ⋮

Midwest Dairy | Proudly Representing Dairy Farm Families

Meet Our Dairy Farm Families. **The Midwest is home to thousands of dairy farmers** who are committed to providing nutritious, wholesome milk and dairy products.

Meet Our Staff

Leadership Contacts · Beth Bruck-Upton, Vice President ...

Promo Center

Dairy farmers who provide funding to Midwest Dairy are ...

Employment

Why Work With Us? · A challenging, professionally ...

About Us

At Midwest Dairy Association®, we are proud to represent over 3 ...

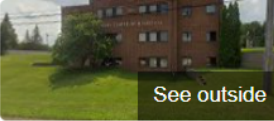
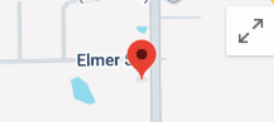
Resources

With your consent, we may also use non-essential cookies to ...

[More results from midwestdairy.com »](#)

People also ask ⋮

What states are Midwest Dairy in?



[See photos](#) [See outside](#)

Midwest Dairy Association

5.0 ★★★★★ 4 Google reviews
Non-profit organization in Roseville, Minnesota

[Website](#) [Directions](#) [Reviews](#)

[Save](#) [Share](#) [Call](#)

Address: 2015 Rice St # 100, St Paul, MN 55113
Phone: (651) 488-0261
Hours: Open · Closes 5 PM ▾
Columbus Day might affect these hours

[Suggest an edit](#)

Reviews ⓘ [Write a review](#) [Add a photo](#)

5.0 ★★★★★ 4 Google reviews

From Midwest Dairy Association



GOOGLE BUSINESS - DESKTOP



Midwest Dairy Association

X | Microphone | Camera | Search

Results for **Big Lake, MN** · [Choose area](#) · 



Your business on Google
551 customer interactions

Profile Strength 

[Complete Info](#)

 Edit profile

 Read reviews

 Photos

 Posts

 Performance

 Advertise

 Edit products

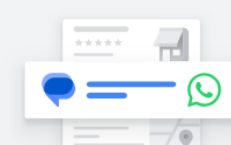
 Q & A

 Ask for review...

 Profiles

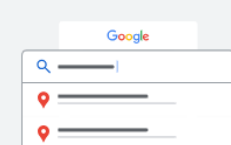
 Add Chat

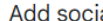
Let customers chat with you via text or other apps



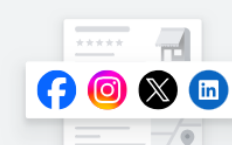
 Add address autocomplete

Help customers enter the right address for a faster checkout

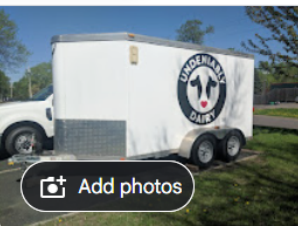


 Add social profiles

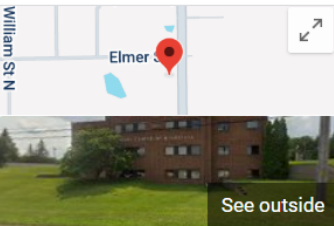
Build customer trust by adding social profiles



Only managers of this profile can see this



 Add photos



[See outside](#)

Midwest Dairy Association
5.0 ★★★★★ 4 Google reviews
Non-profit organization in Roseville, Minnesota
 You manage this Business Profile 

 Website

 Directions

 Save

 Share

 Call

Address: 2015 Rice St # 100, St Paul, MN 55113
Phone: (651) 488-0261
Hours: Open · Closes 5 PM
Columbus Day might affect these hours
[Edit your business information](#)

Take the next step to grow your business
Show up when people search for what you offer





SOCIAL MEDIA

- Benefits
- Determine
 - Goal
 - Audience
 - Preferred platforms
- Claim Everything
- Security
- Consistency

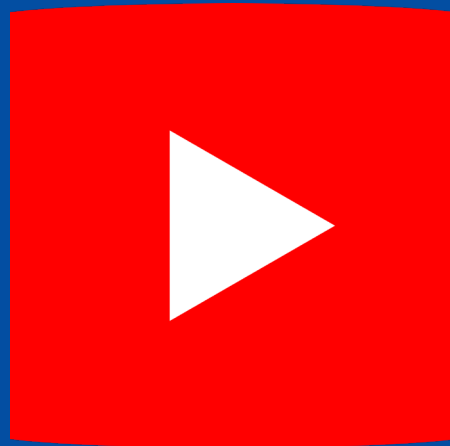
TOP 4 PLATFORMS TO CONSIDER



Facebook
3.07 Billion MAUs

Demographics:
55.26% Male
44.74% Female

35-44 Years: 18.68%
25-34 Years: 24.97%
18-24 Years: 15.71%



YouTube
2.7 Billion MAUs

Demographics:
48.8% Male
51.2% Female

35-44 Years: 18.5%
25-34 Years: 21.7%
18-24 Years: 15.8%



Instagram
2 Billion MAUs

Demographics:
44.6% Male
55.4% Female

35-44 Years: 19.4%
25-34 Years: 28.3%
18-24 Years: 26.5%



TikTok
1.84 Billion MAUs

Demographics:
55.7% Male
44.3% Female

35-44 Years: 15.9%
25-34 Years: 39.7%
18-24 Years: 27.2%

TIPS & IDEAS: FACEBOOK

Tips

- Switch to a Facebook Business page or Professional mode
- Meta Business Suite
- Professional dashboard
- Engage with followers
- Advertising budget
- Stay on site



TIPS & IDEAS: FACEBOOK

Ideas

- Daily life, teaching moment, behind-the-scenes, stories, trends
- Post type strategy
- Interactive elements (polls)
- Schedule events
- Tag others (i.e., community groups, event sponsors, etc.)
- Visuals are important
- Lean into video

Married and Farming 5d · 

There's a fungus among us. Monday: I saw cows riding each other in our pen that has cows that have given birth within the last 14 days. NOT supposed to be having reprod... [See more](#)


Feeding Your Needs Since 1960

Mycotoxin Results

Date Test Run: Tuesday, October 7, 2025

Customer Name: Ocheda Dairy

Species: Dairy

Subcategory: Milking

Sample Type: Finished Feeds

Sample Description: Corn Silage

*Test proves presence of toxin and possible concentration. For precise levels, please send to Attach or Dairyland Labs.

Toxins	Amount*	Risk Level			Max. Level
		Low	Medium	High	
Aflatoxin	ppb				150
DON	ppm				2
Fumonisin	ppm				30
T-2HT-2	ppb				100
Zearalenone	991.2 ppb				500

TOXIN	COMMENTS	POSSIBLE SYMPTOMS:
Zearalenone:	Total Ration Dry Matter Concern Level is 980 ppb. Potentially Harmful levels for ruminants is 5,000-10,000 ppb per ingredient on a dry matter basis and 3,900 - 7,000 ppb on a Total Ration Dry Matter basis, where levels often indicative of performance effects and acute clinical symptoms.	Induces estrogenic activity, false heats, riding behavior, reproductive problems, and abortion.

REMARKER: Our in-house ELISA tests are more qualitative than quantitative in the results given. Please consider results in a manner of categories: (H) High, (M) Medium, and (L) Low. For exact quantitative results, we recommend sending the sample off to Dairyland for HPLC/MS/MS testing.

   You, Sharon Onken and 281 others 32 comments 8 shares

 Care  Comment  Share

@MarriedandFarming

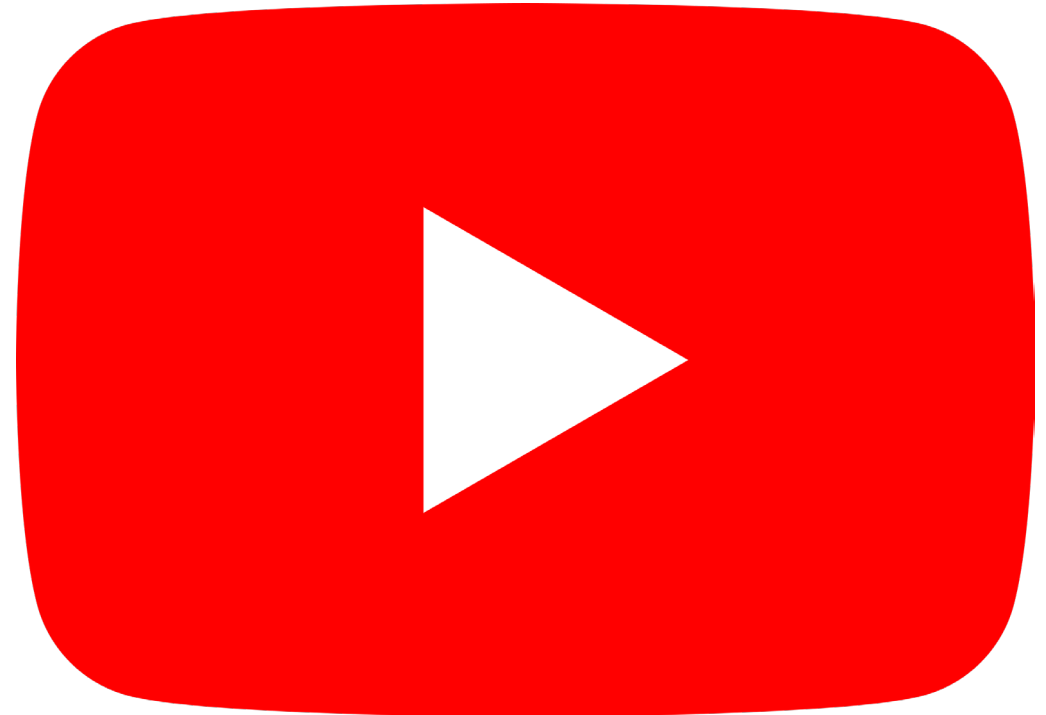
46K Followers

Feed Fungus - 283 Reactions, 32 Comments, 8 Shares

TIPS & IDEAS: YOUTUBE

Tips

- Create Brand Account
- Fill out channel information
- Optimize your videos



TIPS & IDEAS: YOUTUBE

Ideas

- Explainers, farm to store journey, farm tours, day in the life
- Consider length
- End-of-video cards
- Engage with comments
- Call-to-action



@10thgenerationdairyman

464K subscribers

Harvesting Soybeans – 83K views in 3 days

TIPS & IDEAS: INSTAGRAM

Tips

- Switch to Professional Account
- Meta Business Suite
- Fill out contact info and bio details
- Connect to your Facebook page
- Full captions to take advantage of SEO



TIPS & IDEAS: INSTAGRAM

Ideas

- Daily operations, behind-the-scenes, fun moments, tutorials, tours, trends
- Post type strategy
- Built-in interactive elements
- Video strategy
- Browse Instagram's Explore page for ideas and popular trends
- Links



@megan_dairygirl

17.6K subscribers

Brain Fart – 2,588 reactions, 127 comments

TIPS & IDEAS: TIKTOK

Tips

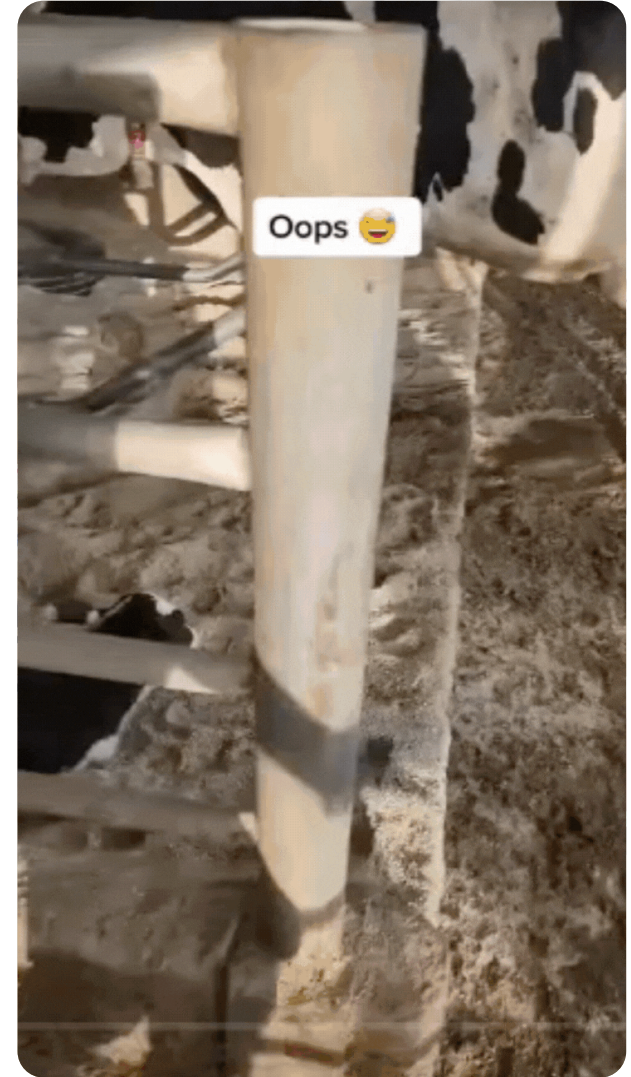
- Switch to a Business account
- Fill out your profile details
- Pay attention to trends
- Consistency



TIPS & IDEAS: TIKTOK

Ideas

- Animal videos, skits, song imitations, voiceover videos, trends, storytelling
- Video length
- Evergreen content + trending content
- Browse TikTok's For You page for ideas and popular trends



@iowadairyfarmer

917.7K subscribers

*Surprise Birth – 898.5k engagement, 5,920 comments,
28.7k saves, 5,270 shares*

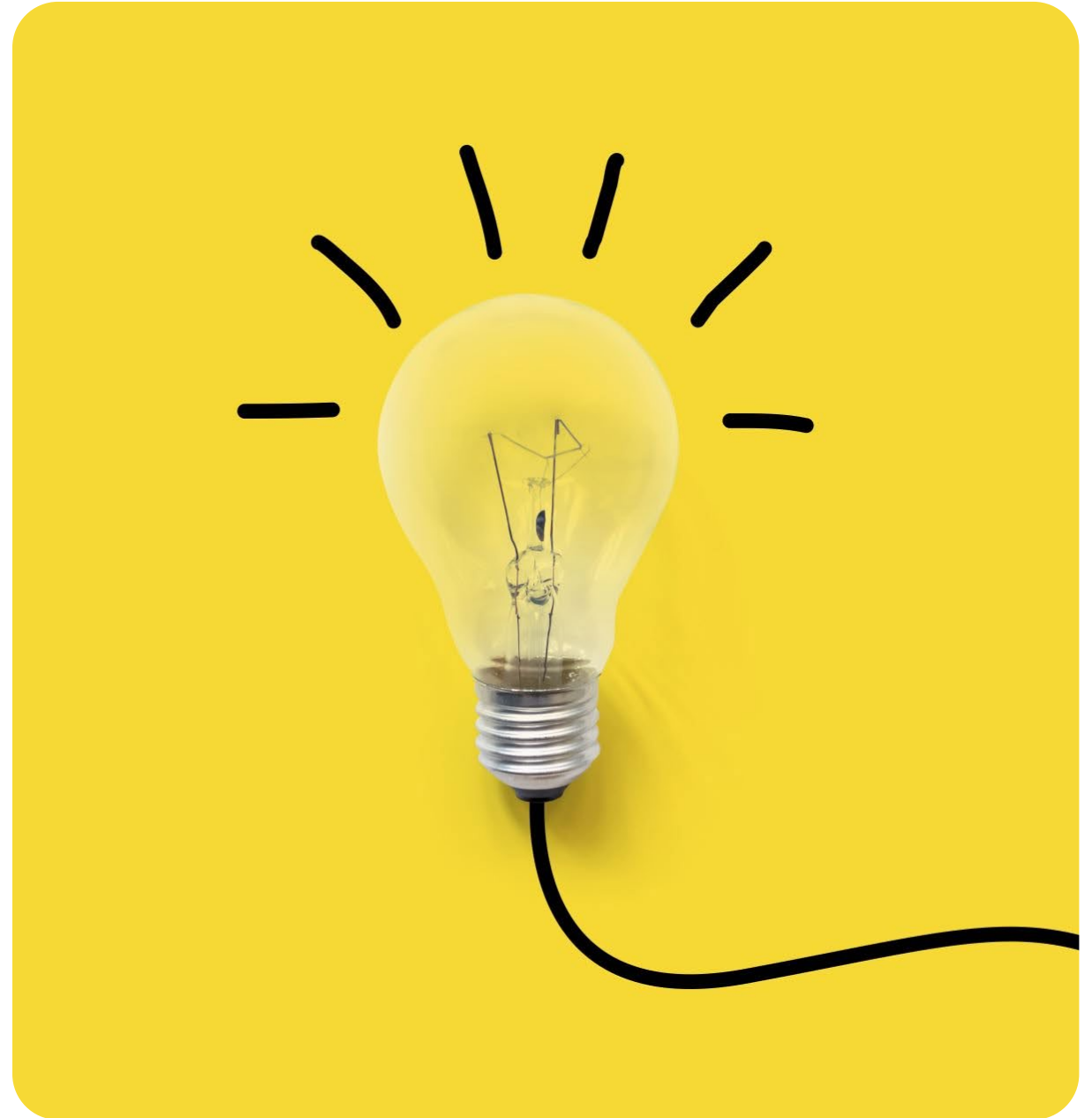
SOCIAL MEDIA PLATFORMS TO CONSIDER CLAIMING

- Facebook
- YouTube
- Instagram
- TikTok
- Snapchat
- Pinterest
- X/Twitter
- Threads
- BlueSky
- LinkedIn
- BeReal



ADDITIONAL TIPS & IDEAS

- Videos
- Content approach
- Repurposing content
- Consistency
- Plan for negativity
- Establish and track metrics
- Hashtags



TOOLS TO CONSIDER

Social Media Management Tool

- Meta Business Suite (\$0)
- Buffer (\$0-\$10/month)
- Metrocool (\$0-\$45/month)
- Later (\$18.75-\$82.50/month)
- Hootsuite (\$99-\$249/month)
- *Plus several others*

Link-in-Bio Tools

- Linktree (\$0-\$30/month)
- Lnk.Bio (\$0-\$24.99/month)
- Later (as part of the Social Media Management platform)
- *Plus several others*

Editing Tools

- Video:
 - CapCut
 - Adobe Express
 - InShot
 - iMovie
- Photo:
 - Adobe Lightroom, Photoshop
 - VSCO
- Both:
 - Canva
- Most platforms also have some form of editing built-in

Recording Gear

- Quality cell phone
- Selfie stick/tripod stabilizer
- Lavalier microphone
- Quality headphones
- Suction cup mount
- DSLR camera
- Ring light
- External storage

Resources

<https://mwdairy.co/smresources>

REVIEW SITES

- Google
- Facebook Recommendations
- Yelp (crowd-sourced reviews)
- Better Business Bureau (grades and accredits businesses)
- Manta (small business directory)
- CitySearch (local business finder)
- TripAdvisor (travel, hospitality, restaurants, attractions)
- Glassdoor (employment)





QUESTIONS?

NEXT WEBINAR:

PRACTICING CRISIS DRILLS

NOVEMBER 19 | 12:00 – 1:00 PM

[MIDWESTDAIRY.COM/FARMERWEBINAR](https://midwestdairy.com/farmerwebinar)

