



A Guide for Social Media

As farming becomes increasingly complex, farmers have adapted their media consumption habits and turned to social media platforms to stay informed and competitive. Victoria Smith, Corteva Agriscience U.S. Social Media Leader, says social media's two-way communication channel allows seed companies to interact with farmers, provide critical agronomic information, gather valuable feedback and, ultimately, build brand loyalty.

According to a 2022 *Successful Farming* survey of print media remains the top trusted source for information, with 41% relying on information from magazines and newspapers. However, online sources continue to close the gap, with 36% of farmers trusting internet-based sources.

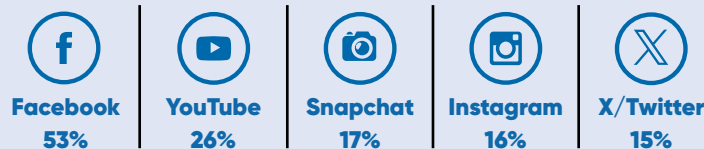
Choosing the right platform

Selecting the appropriate social media platforms is vital for reaching your target audience. Smith advises focusing on platforms where your audience is most active to maximize engagement and effectiveness. She adds, "People go to social media to be informed, entertained and connected to other farmers. A healthy mix of content is key."

Videos on YouTube reign supreme across all age groups, with almost 90% of farmers watching short online videos for news, how-to guides and product reviews, according to survey results.¹ However, farmers often use a variety of platforms to stay informed and connected:

- Facebook and X (formerly Twitter) are popular for keeping up with agricultural news.
- Instagram and LinkedIn are used to network with fellow farmers.
- YouTube is preferred for researching farming information, products and services.

Daily usage of top social media platforms¹



Striking the right balance: organic vs. paid posts

Smith highlights the importance of understanding the value behind organic and paid social media posts. "Organic posts and daily content might not directly drive sales, but they're essential for building a community of loyal customers. They keep your brand in the audience's mind, fostering a connection that can influence future purchasing decisions," she explains. Paid social media campaigns, on the other hand, offer a targeted and cost-effective way to reach specific demographics.

Key takeaways:

- 1 Target advertising on platforms where farmers are most engaged.
- 2 Focus on ag-specific platforms, where farmers are more receptive to advertising.
- 3 Video is key – nearly all respondents watch some sort of video.
- 4 Ag-specific podcasts could be the next great opportunity.

The bottom line? Farmers are going digital. By understanding your customers' media habits and preferences, you can leverage the power of targeted advertising and informative content to connect with this crucial audience.

¹ Ag Access. "2022 Farmer's Use of Media." slides, Successful Farming, internal, 2022.

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