Make a Difference with Social Media
Who are the supporters and volunteers for Protect The Harvest?

We are sportsmen, we feed our nation and the world.
We have pets and raise and show livestock and horses.
We are neighbors and friends and want to pass a generational legacy down to the next.
We Are Thankful For Our American Way of Life

Protect The Harvest is a donor funded non-profit founded by Forrest Lucas in 2011. He founded Protect The Harvest because our American heritage is important, vital, and something we value. It deserves protection. Unfortunately, extremists are working to control farming and ranching, land use, and to restrict animal ownership. As farmers, ranchers, sportsmen, livestock and pet owners, it is time to stand up and protect our way of life.

Your support in our efforts is greatly appreciated and can make a big difference.

Thank you for becoming a volunteer!
In this day and age, social media is one of the most popular forms of communication. While there are many ways to help us get the word out, one of the easiest is utilizing social media. Spending a few minutes a day, sharing and commenting on our posts, re-tweeting and liking our tweets, sharing our blog posts, joining Facebook groups and inviting your friends to "like", follow, and visit our social media outlets really makes a difference.
Daily, more and more people are turning to the internet and social media to get their information. A challenge this presents is that animal extremist groups spend a lot of time spreading misinformation and pushing their agenda on social media platforms. What this means is when people look for truthful information, finding the real facts online is sometime difficult due to the amount of misinformation pushed out by these groups.

The Importance of Social Media

With a concentrated effort and a group of savvy social media volunteers we can help change that!
Our Approach

As you become more involved with our social media efforts, you’ll find there are all sorts of people who comment on and share our information.

Some are great supporters and others are angry that we are exposing their agenda.

Our credibility is vital, so we must always state facts and share links with information from verified sources.
Our Approach

• **Use your comments as an opportunity to educate** - There are people reading, watching and learning from our posts that may never speak up over social media. Please keep that in mind as you respond with your own comments or replies. We can use negative comments as an opportunity to present the facts and to inform and educate, especially those we may never hear from directly.

• **Always be polite** – Some of the negative commenters will twist facts. Some will outright lie. Others may comment with negative soundbites they have heard about us. They can even get aggressive or rude. No matter how much we’d like to fire back, we can’t stoop to their level.

• **Always state the facts** – A lot of time and energy goes into researching each topic we present. As an organization, we will always do our best to share accurate and reliable information with our audience.
Our Social Handles

https://www.facebook.com/ProtectTheHarvest/

https://twitter.com/ProtectHarvest

https://www.linkedin.com/company/protect-the-harvest/

https://www.instagram.com/protecttheharvest/

https://www.youtube.com/c/ProtectTheHarvestVideos
Facebook pages show up in Google searches and so does the content. The more active a Facebook page is the more people see it on their newsfeed and on Google. You can help by:

- Sharing our Facebook posts to your personal profile
- Joining groups and sharing our posts in those groups
- Liking our page and sharing it on your personal profile and in groups
- Inviting your friends to “like” and engage with our page
- Liking posts
- Commenting on posts
Social Media – Quick Look

Twitter
You can help by:
• Following us on Twitter
• Liking and Retweeting our Tweets
• Using our hashtag #ProtectTheHarvest as well as others

Instagram
You can help by:
• Following us on Instagram
• Tagging us in your posts
• Reposting our content
• Using our hashtag #ProtectTheHarvest as well as others

LinkedIn
You can help by:
• Following us on LinkedIn
• Liking and sharing our posts
• Using our hashtag #ProtectTheHarvest as well as others
Social Media – Quick Look

Website

Website activity is the best way to improve how our information comes up when people do a search.

You can help by:

• Sharing our website content to Facebook and Twitter directly from the blog post on our website
• Commenting on our article posts
• If you have your own blog or website, posting the link to ours in applicable areas

YouTube

You can help by:

• Subscribing to our YouTube channel
• Sharing our videos on your social outlets
Social Media – Tips

We have volunteers that come from different backgrounds and age groups. Some are very familiar with social media, use it frequently, and have it all figured out while others use social media, but are not familiar with how to navigate it as easily. Because there are different skill-sets and levels of experience, we have prepared some instructions that might come in handy.

The rest of this guidebook will cover the following:

Facebook – Computer and Mobile
• How to share a page on your profile and in groups
• How to share a post on your profile and in groups
• How to invite friends to "like" our page

Twitter – Mobile
• How to Retweet
• How to use hashtags
• How to find hashtags
Social Media – Tips Continued

The rest of this guidebook will cover the following:

LinkedIn – Computer
• How to share a website content to LinkedIn
• How to share PTH content to groups

Instagram – Mobile
• How to follow us and tag us in your posts
• How to use the hashtag #protecttheharvest
• How to repost our content

YouTube – Computer and Mobile
• How to subscribe to our YouTube channel
• How to share our videos on your social platforms
Inviting friends to “like” our Facebook page really helps to grow our audience!

Facebook - Inviting Friends to “Like” PTH - Part 1

From a PC –
• Navigate to our Protect The Harvest page
• Click on “Invite friends to "like" this page”

From Mobile
• Click on the three “…” under the line that reads," Home, About, Photos, Events”
• Click on “Invite friends to like this Page” in the window that opens
Once you select, “Invite friends to like this page” a second window opens showing a list of your Facebook friends.

Send an invitation to “Like” us by clicking on the “invite” button.

Make sure to periodically go back and invite friends to “like” our Facebook page!

Facebook - Inviting Friends to “Like” PTH – Part 2

From a PC –
- Once you select, “Invite friends to like this page” a second window opens showing a list of your Facebook friends.
- Send an invitation to “Like” us by clicking on the “invite” button.

From Mobile
- Once you select, “Invite friends to like this page” a second window opens showing a list of your Facebook friends.
- Send an invitation to “Like” us by clicking on the “invite” button.
Facebook - Sharing Our Page – Part 1

From a PC
• Click on the “share” button on our home page

On mobile
• Navigate to our Protect The Harvest page
• Click on the three “…” in the top right hand corner
• Select “Share” in the menu that opens
Facebook - Sharing Our Page – Part 2

From a PC
• Notice “Share on your timeline” in the top of the window – that indicates where the page will be shared
• Notice the “world” icon next to “public” – this indicates who will see the share. If it says “friend” that means the audience is limited and only your friends will see it

On mobile
• Notice “Your Timeline” in the top of the window – that indicates where the page will be shared
• Make sure the audience under your profile is set to “public” to reach more people

Finalize your post by clicking on the blue “Post” button.
Joining Facebook groups is a great way to spread the word.

Facebook - How To Find Groups

From a PC –

• Click on “Groups” on the left-hand side of the screen
• A window will open giving you the choice to search for groups by clicking “Groups” or join the groups Facebook recommends by clicking “Discover”
• Or, you can type the name of a group in the search window at the top of the screen. Once you type in the search term, be sure to click on “Groups” at the top of the page
• Once you find a group to join, click “join”. Note – membership acceptance may take some time
Joining Facebook groups is a great way to spread the word.

Facebook - How to Find Groups – Part 2

On mobile –
• To open the option to find groups, click on the three bars in the lower left-hand corner
• A window opens giving you the choice to search for groups by using the search bar, or clicking on “Discover”
Sharing our page to Facebook groups helps to let a larger audience know about us.

Facebook - Sharing our page to Groups

From a PC – Sharing to Groups
• To share our page to a group you are a member of, simply select “Share to a group” in the drop-down menu
• Then type or select the group name
On mobile – Sharing to Groups

• To share our page to a group you are a member of, select “Group”
• Then type in the name of the group that you would like to post in

Sharing our page to Facebook groups helps to let a larger audience know about us.
Sharing our posts to different Facebook groups really works to get the word out to a larger audience.

Finalize your post by clicking on the blue “Post” button.

Facebook -
Sharing posts to groups – Part 1

From a PC –
• Select a post to share and click on the “Share” button at the bottom of the post
• A window will open that allows you to select where you would like the post to be shared
• “Share Now” will go directly to your personal timeline. Instead, select, “Share”
• A second window will open, at the top where it says, “Share on your own timeline” notice the small down arrow.
• Click on the arrow for more sharing options.
• Select “Share in a group” and then type in the name of the group
Sharing posts to groups on mobile takes a few more steps and sometimes the path isn't as obvious.

Facebook - Sharing Posts to Groups – Part 2

On Mobile –
• Select a post to share and click on the “Share” button at the bottom right hand corner
• A window will open that allows you to select where you would like the post to be shared
• Notice “Tap to change”. If you do not select “Tap to Change” the post will go directly to your personal timeline.
• Select “Tap to change” and a window labeled “Destination” will open. This window gives you the option to share to a group. Select “Group”
• Type the name of the group in the section next to the magnifying glass
• Notice that the name at the top of the screen has changed to the group selected, “My Job Depends on Ag”, now you can write a comment and select “Post” in the upper right hand column to share the post.
Twitter - Follow Us

- To find us on Twitter, go to the “Search Twitter” bar at the top of the Twitter screen.
- Type in our Twitter handle, @ProtectHarvest
- Our profile will appear and you can then select the “Follow” button to see our tweets

The first step is to Follow us on Twitter so you can see our tweets!
Think of hashtags you can use to reach people both inside our sphere of influence and beyond.

Twitter - Hashtags - Part 1

• Twitter organizes information and tweets in different ways:
  • The first is by showing feed tweets from accounts that you follow
  • A second way is to organize feeds via hashtags
• Hashtags are a great way to reach our own audience and to also reach others outside our direct sphere of influence.
• You can locate popular hashtags by using the search bar
Some of the hashtags we use:
#FactsMatter
#TheMoreYouKnow
#ScamAlert
#HorsesofTwitter
#PetsofTwitter
#DogsofTwitter
#CatsofTwitter
#EquestrianProblems
#Farm365
#Farming
#Ranching
#Agriculture
#AnimalWelfare
#AWnotAR

Twitter - Hashtags – Part 2

• This is the Twitter hashtag feed, “#farmers”
• Another way to locate hashtags that are commonly used is by paying attention to hashtags used by other Twitter accounts. For example the hashtags used in this RFD-TV tweet

• We have provided a list of some of the common hashtags that we use, but there are many more we put to work depending on the audience we are trying to reach and the topic we are tweeting. Please feel free to also use your own hashtags. If you find one that is very active, please make sure to let us know so we can utilize it too!
Liking and Retweeting

Retweeting on Twitter and using hashtags helps our posts with hashtags gain more relevance.

To retweet, simply click on the icon with the double arrows. A window opens giving you the opportunity to simply “retweet” or to add your own comment and hashtag.

Once you have commented, click on the “Tweet” button and the tweet will go out to your followers and to the different hashtag feeds that were selected.

Even if you don’t have a lot of followers on Twitter, you can still help in a big way by retweeting and using hashtags.

Twitter - Liking and Retweeting

- Retweeting on Twitter and using hashtags helps our posts with hashtags gain more relevance.
- To retweet, simply click on the icon with the double arrows. A window opens giving you the opportunity to simply “retweet” or to add your own comment and hashtag.
- Once you have commented, click on the “Tweet” button and the tweet will go out to your followers and to the different hashtag feeds that were selected.
LinkedIn – Follow and Share

While LinkedIn is not technically a “social” site, but rather a professional networking site, it is still an important platform to share our messaging.

• Search “Protect The Harvest” and then follow our page
• Once you’re following our page please share our content to your LinkedIn page
Articles on Our Website – Part 1

Our articles and web content can be shared several ways:

- Link on Facebook
- Link on Twitter
- Link in an email or document

To find our articles, click on the “News & Articles” tab. The window will open showing a list of articles.

To select an article to share, scroll down towards the bottom of the page and click on the numbers or arrows to advance through the listing of articles.

When people search on Google, we want them to see our information at the top of the list – you can help with this by sharing our webpage and articles found under our “News & Review” tab!
Sharing Our Articles – Part 2

- Once you have found an article you would like to share, click on the title to will open up the article.
- A quick way to “grab” the web address of the article is by highlighting the address bar at the top, right clicking your mouse and then selecting “copy”.
- Doing this allows you to paste the link to the article in Facebook, Twitter, in an email or in a document by right clicking your mouse again and selecting “paste”.
Tagging us in your photos allows us to interact with you on Instagram!

Sharing our stories to your own provides an opportunity for your followers to learn more about us!

Instagram – Liking Our Page, Share Our Content, and Tag Us

• Type in “protecttheharvest” to the search bar, once you find it follow us
• Once you’re following our account, you can share our stories to your own and tag us in your posts that are relevant or related to our mission
Here is an example of “relevant tagging”.

**Instagram – Share Our Content and Tag Us – Part 2**

- When creating a post, you can tap the “tag people” option
- When your photo comes up, tap anywhere to bring up the searbar to find “protecttheharvest”
When creating a post that is relevant to our mission, you can also use the hashtag #protecttheharvest

Other useful hashtags include:

- #animalagriculture
- #animalwelfarenotanimalrights
- #factsmatter
- #farming
- #ranching
- #petownership
- #adoptorshop
- #scamalert
- #themoreyouknow
Instagram – Reposting Our Content – Part 1

• To repost (share) our content, you must download a reposting app like the one pictured above.
• Once you do so, the app will take you through how to repost. It essentially copies and pastes the caption and a photo for you to share. The new post will give credit to the original poster.
Instagram – Reposting Our Content – Part 1

• Once you’ve copied the link to the post it will be available in your clipboard in the app
• Choose where you’d like the original poster’s handle to appear then add what you’d like to the caption
• You may also just post it “as is” from the original post
YouTube – Subscribe and Share – Part 1

- Search “Protect The Harvest”
- Subscribe to our channel to get notifications when we upload new content
YouTube – Subscribe and Share – Part 2

- Click “share” beneath the video you wish to share on your social platform and a new window will pop up
- You can then copy the link provided or share straight to your social site as seen above
The Importance of Social Media

We hope this tutorial has given you the tools needed to help us spread our message on social media.

Spending just a few minutes a day, sharing and commenting on our posts, retweeting and liking our tweets, sharing our blog posts, joining Facebook groups and inviting your friends to "like", and following and visiting our social media outlets can really make a difference.

We need to stand together to spread vital and factual information about the Agriculture industry and we appreciate your help in doing so!

THANK YOU
From the
Protect The Harvest Team!