



Make a Difference with Social Media



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 pass a generational legacy down to the next



We are thankful for our American way of life

The history of Lucas Oil is a story of the American Dream.

We founded Protect The Harvest because our American heritage is important, vital and what we value most. Unfortunately, extremists are working to control farming and ranching, land use, and to restrict animal ownership. As farmers, ranchers, sportsmen, livestock and pet owners, we need 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!



The importance of social media

There are so many ways to help us get the word out. One of the easiest is by utilizing social media.

Just 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 can really make a difference.



The importance of social media

As we all know, more and more people are turning to the internet and social media to get their information. Our challenge is that animal rights extremist groups have a jump on us. They have been pushing their agenda for a long time. The internet and social media is full of their misinformation. What that means is when people look for information, finding the facts and the real truth often requires some work.

With a concentrated effort and a group of social media savvy volunteers we can do a lot to 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.

We'd like to share with you our approach:



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 credibility is vital, so we must
always state the facts, and share links
and information from verified sources.**



Our social handles



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



twitter

<https://twitter.com/ProtectHarvest>

#ProtectTheHarvest



<http://protecttheharvest.com/>



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

@protecttheharvest

Social Media – Quick Look

Facebook

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



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



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. We have others who 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 – Computer

- How to Retweet
- How to use hashtags
- How to find hashtags



Website Blogposts – Computer

- How to share a blog post to Twitter
- How to share a blog post to Facebook

Instagram – Mobile

- How to follow us and tag us in your posts
- How to use the hashtag #protecttheharvest
- How to repost our content

