



MISSOURI  
dept. of  
Agriculture



# SAMI JO FREEMAN

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*Communications Specialist*

- Native of Troy, Mo.
- Agricultural Journalism
- Graphic designer, videographer, photographer & social media manager
- ALOT Class XVII



# SAMI JO FREEMAN

*Communications Specialist*

- Dog mom to Lucy
- Aunt to Spencer & Alexis



*Our guiding...*  
**MISSION STATEMENT**

**"To serve, promote, and protect the agricultural producers, processors and consumers of Missouri's food, fuel and fiber products."**

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*Story time*

# **HOW DID THIS PRESENTATION WRITE ITSELF?**

Questions from my sister-in-law  
Visit to the grocery store

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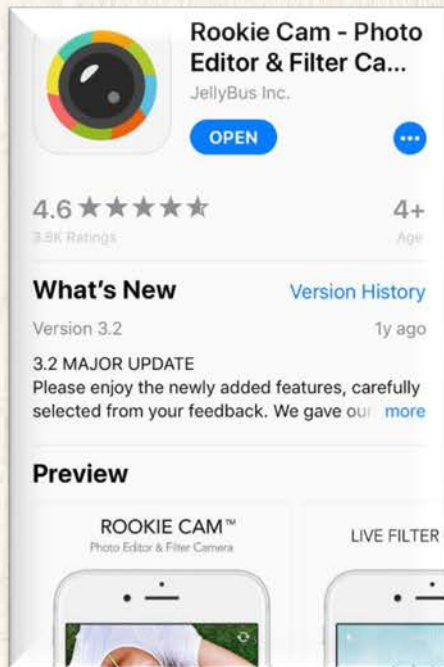
*New Year Resolution*

**30 DAY  
CHALLENGE**

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# Hold up

# DOWNLOAD THESE APPS



**Rookie Cam - Photo Editor & Filter Ca...**  
JellyBus Inc.

**OPEN**

4.6 ★★★★★  
3.5K Ratings

4+  
Age

**What's New** [Version History](#)

Version 3.2 1y ago

3.2 MAJOR UPDATE  
Please enjoy the newly added features, carefully selected from your feedback. We gave our [more](#)

**Preview**

ROOKIE CAM™  
Photo Editor & Filter Camera

LIVE FILTER C



**FabFocus - portraits with dep...**  
secondverse

**OPEN**

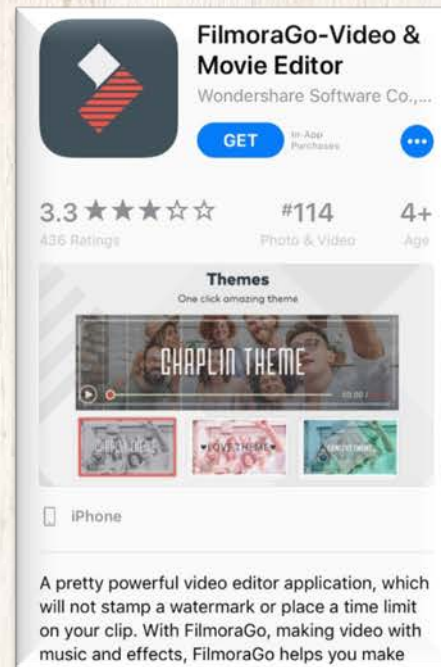
4.7 ★★★★★  
2.35K Ratings

#50  
Photo & Video

4+  
Age

**Transform Your Photos**

**Stunning Dept**



**FilmoraGo-Video & Movie Editor**  
Wondershare Software Co.,...

**GET** In-App Purchases

3.3 ★★★★★  
436 Ratings

#114  
Photo & Video

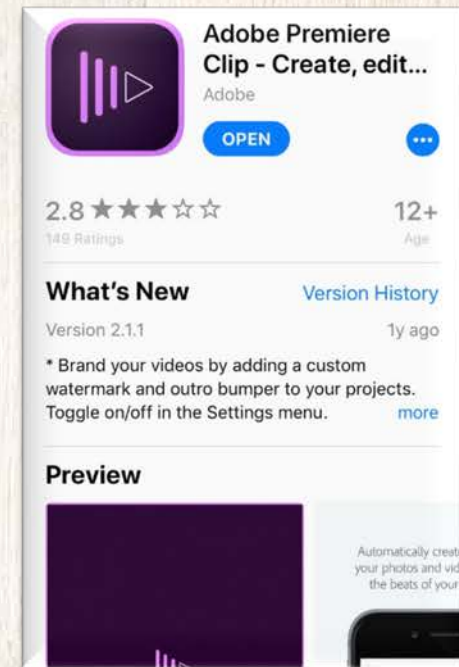
4+  
Age

**Themes**  
One click amazing theme

CHAPLIN THEME

iPhone

A pretty powerful video editor application, which will not stamp a watermark or place a time limit on your clip. With FilmoraGo, making video with music and effects, FilmoraGo helps you make



**Adobe Premiere Clip - Create, edit...**  
Adobe

**OPEN**

2.8 ★★★★★  
149 Ratings

12+  
Age

**What's New** [Version History](#)

Version 2.1.1 1y ago

\* Brand your videos by adding a custom watermark and outro bumper to your projects. Toggle on/off in the Settings menu. [more](#)

**Preview**

Automatically create your photos and vid the beats of your



# OUR SOCIAL MEDIA PHILOSOPHY

Why are we on social media?  
*Good question.*



# *What we do for you online*

- Positive news & accomplishments
- Authentic content
- Farmers & ranchers first
- Correct misconceptions
- Consumer outreach



# *Social media platforms*



*Personal Page vs. Brand Page*

*Join conversations by using hashtags*


*Future is in video & infographics*

*Let's do some*

**REAL WORK**

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# Pages to Watch



Edgewood Creamery ✓  
@EdgewoodCreamery

- Home
- About
- Photos
- Reviews
- Events
- Videos
- Posts
- Menu
- Community

Create a Page




Liked Following Recommend ... Send Email Send Message

Status Photo/Video

Write something on this Page...



Specialty Grocery Store in Purdy, Missouri  
4.9 ★★★★★  
Closed Now

Photos



ABOUT EDGEWOOD CREAMERY


Naturally fed. Naturally crafted.  
Naturally good.



Uptown Farms  
@Uptownfarms

- Home
- About
- Photos
- Events
- Videos
- Posts
- Community

Create a Page




Liked Following Recommend ... Learn More Send Message

Status Photo/Video

Write something on this Page...



Farm



ABOUT UPTOWN FARMS

Our Story

Kate Lambert grew up in northern Illinois, not on a farm but active in FFA and showing



# Pages to Watch



**Little House on the Dairy**  
@littlehouseonthedairy

Home  
Posts  
Photos  
Community  
Videos  
About  
Create a Page

*Little House on the Dairy*  
  
*on the Dairy*

Like Follow Share ... Send Message

Status Photo/Video Write something on this Page...

**Posts**

**Little House on the Dairy**  
January 15 at 3:40pm · 🌐

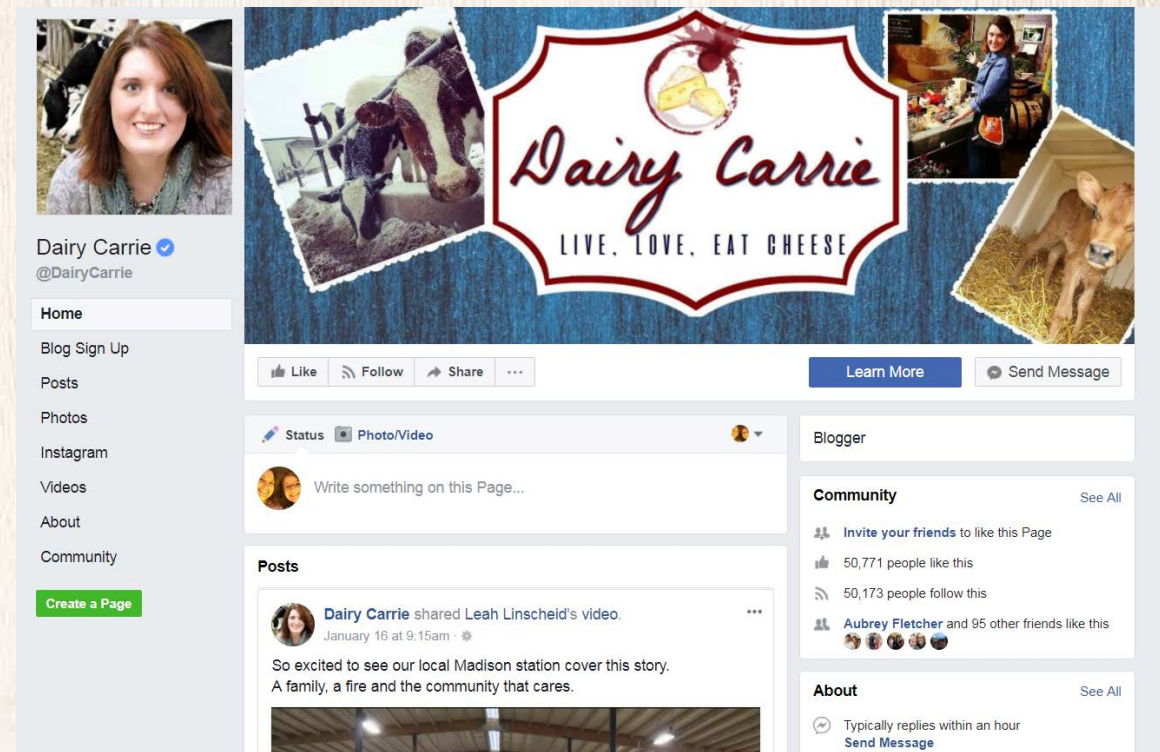
Spoiler: This has nothing to do with farming, cows or dairies. But it does have a lot to do with people who love to read.

**Community** See All

Invite your friends to like this Page  
222 people like this  
232 people follow this  
Laurie Link and 4 other friends like this

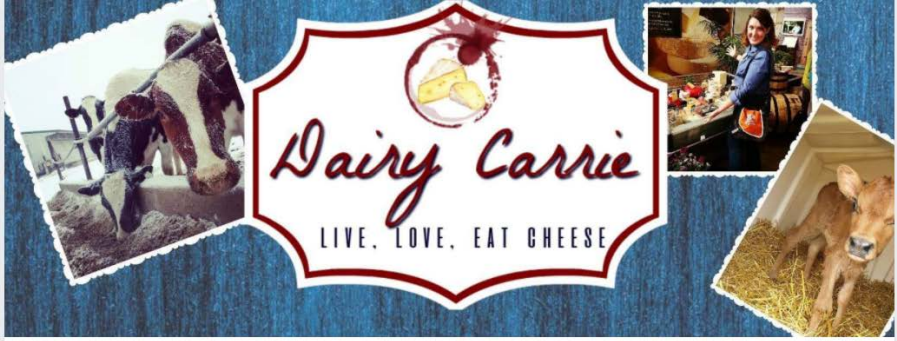
**About** See All

Send Message  
www.littlehouseondairy.com



**Dairy Carrie** ✓  
@DairyCarrie

Home  
Blog Sign Up  
Posts  
Photos  
Instagram  
Videos  
About  
Community  
Create a Page

  
**Dairy Carrie**  
LIVE. LOVE. EAT CHEESE

Like Follow Share ... Learn More Send Message

Status Photo/Video Write something on this Page...

**Posts**

**Dairy Carrie** shared Leah Linscheid's video.  
January 16 at 9:15am · 🌐

So excited to see our local Madison station cover this story. A family, a fire and the community that cares.

**Community** See All

Invite your friends to like this Page  
50,771 people like this  
50,173 people follow this  
Aubrey Fletcher and 95 other friends like this

**About** See All

Typically replies within an hour  
Send Message

*Don't be*

**THAT GUY**

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**Missouri Dept. of Ag**

@MoAgriculture



Congratulations to Alex Peterson of Trenton, Mo., on his appointment from [@SecretarySonny](#) to the National Dairy Promotion and Research Board!

Story from [@brownfield](#):

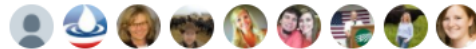


**Perdue makes National Dairy Promotion and Research Boa...**

Agriculture Secretary Sonny Perdue has selected 12 dairy producers and one importer to serve on the National Dairy Promotion and Research Board. The appointees will serve three-  
[brownfieldagnews.com](http://brownfieldagnews.com)

7:31 PM - 28 Dec 2017

7 Retweets 27 Likes



2



7



27



Add another Tweet



**Alex Peterson**

@AI\_observatory

Following

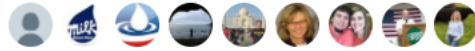


Replying to @MoAgriculture @SecretarySonny @brownfield

Thank you!  
I appreciate the opportunity to help promote  
the most nutritious food on earth!  
**#undeniablydairy #moag**

8:28 AM - 29 Dec 2017

10 Likes



8



10



Tweet your reply



**Missouri Dept. of Ag** @MoAgriculture · 29 Dec 2017



Replying to @AI\_observatory @SecretarySonny @brownfield

We're excited for you! 🍷📱👉 Let us know if we can ever help. Congratulations again, Alex!



2







**Dawn of the Vegan** @DawnoftheVegan · Jan 1

Replying to @Al\_observatory @MoAgriculture and 2 others

Excellent nutrition for calves.

Not so much for humans.

I would get yourself a job for a plant milk company instead. Dairy is on the decline...

1 comment 1 retweet 13 likes



**Alex Peterson** @Al\_observatory · Jan 1

True.

False.

Plants don't have mammary glands. (So...false)

False.

Please enjoy the beverage of your choosing, but please don't lie.

4 comments 1 retweet 1 like



**Dawn of the Vegan** @DawnoftheVegan · Jan 1

I'll give you that plants dont have mammary glands.

But dairy is on the decline. For example [dairyreporter.com/Article/2017/0...](https://dairyreporter.com/Article/2017/0...)

Also Dairy is high in saturated fat, cholesterol and IGF-1. None of those things are good.

No lies here 🙄

Oh and also dairy production is inherently cruel.

1 comment 1 retweet 10 likes



**Alex Peterson** @Al\_observatory · Jan 1

1. Milk prod greater than milk demand...so, milk price

2. Some Choles. Is good. Animal fats are good for us (in mod) 3. Not how I do it



1 comment 1 retweet 1 like



**Dawn of the Vegan**  @DawnoftheVegan · Jan 1

That's good...

So I guess you don't force the cows to go through a pregnancy & birth every year only to remove the calf from its mum. Then if it's a male calf shoot it, or raise it for veal. Then kill the mum at 6 or 7 years as not profitable? All for something we don't even need.


 1   8 



**Alex Peterson** @Al\_observatory · Jan 1

That's about as true as your first tweet.

Appreciate the chat. Going back out to care for my animals...better than your talking points.


 4   



**Dawn of the Vegan**  @DawnoftheVegan · Jan 1

I'm glad to hear that it's not true.

But if you don't do any of these things please let me know how you do it?

   6 



**Katrina Larsen** @Tanabata69 · Jan 1

Replying to @Al\_observatory @MoAgriculture and 2 others

Most nutritious if you're a baby cow. Alex, you're NOT a baby cow. #ditchdairy #dairyisscary #dairyfree #notyourmomnotyourmilk


  2  8 



**Kody** @kodycreates · Jan 1

Replying to @Al\_observatory @MoAgriculture and 2 others

Dairy is not and will never be the most nutritious anything on the planet for anything other than a calf.

   4 



**EMILY**  @BlondYogi · Jan 1

Replying to @Al\_observatory @MoAgriculture and 2 others

*If there's one thing you learn today...*

Social media will

**NEVER**

replace face to face conversations.

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# MORE

A circular logo with a black background and a red and yellow border. Inside the circle, a pencil is positioned vertically, pointing upwards. To the left of the pencil is a stylized sun with rays, and to the right is a red barn with a white roof. Below these elements, the word "MISSOURI" is written in white capital letters on a blue rectangular background.

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Be MORE. ★ Do MORE. ★ Join us.