

5 TIPS TO HELP YOU GET STARTED ON SOCIAL MEDIA

No matter the size of a business they likely have an online presence; but what about Social Media? As a business owner, you may be on there as well or are at least thinking of it as a way to build awareness, drive sales, and gain new customers. Here is a collection of social media tips that will have you well on your way to do just that.

1) Start with a plan

Just like a business needs a business plan, your social media actions need to come from a carefully crafted strategy. Here are 5 steps to follow in creating your plan:

- **Set social media goals and objectives.** Your goals should be more than retweets and likes. Be sure to set S.M.A.R.T (specific, measurable, attainable, relevant, and timely) goals that include lead generation, conversion rates, and web referrals.
- **Conduct a social media audit.** Take a look at who is already connecting with you on social, and what networks they are using. Don't forget to check out your competitors – where are they?
- **Find inspiration.** While you are doing your audit, be sure to check out accounts in both your industry and outside your industry for inspiration. See what they are doing right and how to implement those tactics into your own strategy.
- **Create a social media calendar.** This is an essential part of your content marketing plan. It should include the intended topics, dates and times that you want to publish posts, tweets or other social media content.
- **Test, evaluate, and adjust your strategy.** Remember to fine tune your strategy. Be sure to look at your clicks, reach and number of page visits. You can adjust your plan based on these objectives.

2) Decide on the correct platform for you

There are many platforms now available, but not all of them will align with your business or the goals you have set. Below, is a high-level look at some of the platforms used today.

- **Facebook:** The world's most popular social media network. It would have the largest reach based on the number of regular users.
- **Instagram:** Instagram is a social sharing app based more on a visual or aesthetic appeal.
- **LinkedIn:** The world's largest social networking site for professionals.

- **Twitter:** Twitter is known for shorter bites of information with its 280 character tweet limit.
- **YouTube:** An excellent option for brands who have the resources to take advantage of the popularity of online videos.

3) Know your audience

It's difficult to know how to communicate or advertise to your customers if you don't know the basics like age, gender location, income etc. And one of the best ways is to create a buyer persona by:

- **Collecting demographic data** from a survey, focus group and interviews.
- **Talking to your field staff or sales team** and gather feedback on leads they are interacting with.
- **Establishing pain points** that the customer may have.
- **Turning these traits into a complete representation** of the types of customers you have

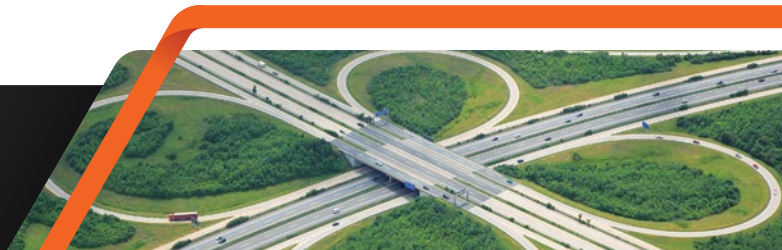
4) Choose quality over quantity

Do not to spread yourself too thin by selecting too many platforms to communicate on or creating an overzealous content schedule. Choose quality over quantity!

When creating your content to post, be sure to mix it up with promotional, product and personal posts. It's not always about selling a product; it's about adding value to your audience. Incorporate images, videos and graphics that are both relevant to your product, content and the customer.

5) Monitor and respond to conversations around your business

The purpose of social media is to engage with your audience. And that includes responding directly to messages or comments. It also offers you the opportunity to show your brands personality. Be sure to answer their questions, address their concerns and when you can keep it light and casual.



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Dow AgroSciences has been providing vegetation management professionals with safe, effective, and reliable vegetation management solutions for over 50 years. We are committed to environmental stewardship, safety, and sustainable vegetation management practices. We constantly strive to bring industry leading technology to the market, such as new active ingredients, improved formulations, and recently the tank-mix of Garlon XRT and Gateway Adjuvant.

Garlon XRT has been a reliable and trusted tool for professional vegetation management for years, delivering broad-spectrum control of deciduous trees and brush. Gateway Adjuvant is an innovative non-ionic, paraffinic oil blend surfactant. Research and commercial data proves that the addition of Gateway Adjuvant to Garlon XRT improves plant uptake, especially in challenging situations.

Two operational trials were completed on ATCO Transmission lines in 2015 and 2016, applied by Davey Tree Company prior to the registration of this tank mix. The trials were applied by high volume hose and handgun, randomized, and compared to a check as well as competitive treatments. The addition of Gateway Adjuvant to Garlon XRT consistently showed superior control on deciduous trees when compared to Garlon XRT alone and competitive treatments. In fact, when trials were rated 12 and 24 months after application, areas treated with the Garlon XRT and Gateway Adjuvant as a tank mix, showed at minimum ten percent improved control on deciduous species.

Improved control is not the only benefit of choosing Garlon XRT and Gateway as your deciduous tree control

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Another key benefit is how quickly desirable species such as forbs and wildflowers return to rights-of-ways post treatment. The active ingredient in Garlon XRT and Gateway Adjuvant do not persist in the soil, therefore allowing desirable species to return to the right of way post-treatment much sooner than competitive alternatives.

Dow AgroSciences employs a team of IVM Experts who are available to answer questions, provide regulatory support, and technical expertise to help you achieve your vegetation management goals. Whether it's weeds, brush, trees or non-selective control you are looking to achieve, Dow AgroSciences IVM Experts have a total portfolio solution to fit your needs.

We are excited to bring you yet another innovation, Garlon XRT and Gateway tank mix; improving efficacy, allowing application to drip line of desirable trees, and the return of desirable species to the rights-of-way much sooner than most competitive alternatives. To learn more about this innovative new tank mix or our other industrial vegetation management solutions please visit our website at www.ivmexperts.ca or call our Solutions Center at 1.800.667.3852.

Always read and follow label directions.

PESTS ADDRESSED

Wild Parsnip (*Pastinaca sativa*)



Photo courtesy of Saskatchewan Agriculture

A biennial or a short-lived perennial originating from Europe but brought to North America as a possible food source.

IDENTIFICATION

- Roots:** Large yellowish brown to white tap root.
- Leaves:** In first year of establishment, a rosette of leaves form close to the ground. In the second year of establishment, the plant will flower and produce seed. Wild parsnip leaves are toothed and can be smooth or hairy. Mature leaves are in a pinnately compound arrangement.
- Stem:** In the second year of growth, a single erect stem extends as high as 1.5 meters. The stem is grooved or ridged and sometimes hairy. The stem can be 2 to 5 cm in diameter.
- Flowers:** Small yellowish green flowers form in clusters 10 to 20 cm in diameter and are produced on a flat topped umbel head. Plants flower from mid-May to August.
- Seeds:** Yellowish colored, flat and winged. The plant reproduces by seeds only. Viability of the seeds in the soil can be as long as four years.

DID YOU KNOW?

1. Only the root is edible, but all above ground parts of the plant contain a toxin which causes photodermatitis. Direct contact with skin can cause a severe rash, blisters and even second degree burns.
2. Biological control - parsnip webworm will feed on flowers and seeds.
3. Mechanical control – mowing can reduce seed set but plant often regrows. Hand picking or digging is effective for small infestations. It is Important to wear protective gear to prevent foliage coming in contact with skin and causing painful dermatitis.
4. Chemical control is effective for herbicides registered for wild parsnip control. Always read and follow label directions.

VISIT WWW.PROVMWEB.COM/PRODUCTS TO VIEW ALL REGISTERED HERBICIDES.

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Industry Events

- [2018 Summit Herbicide Resistance](#)
February 27-28, 2018: Saskatoon, SK
- [PVMA 2018 Spring Meeting](#)
March 7, 2018: Red Deer, AB

Upcoming Univar ProTraining Events

- April 11, 2018: Nisku, Alberta
- March 28, 2018: TBD, Ontario



CONNECTIVITY

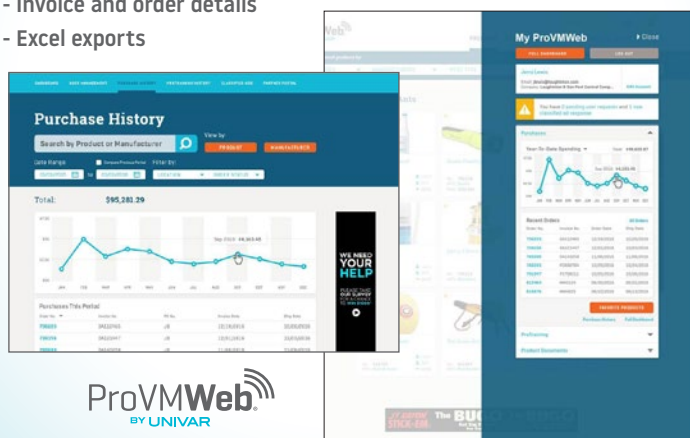
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Did You Know?

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- Purchase history dating back 2 years
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